

M. A. Economics

Syllabus **AFFILIATED COLLEGES**

Program Code: 31Q

2023 – 2024 onwards



BHARATHIAR UNIVERSITY

(A State University, Accredited with "A" Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,

World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 1047)

Coimbatore - 641 046, Tamil Nadu, India

MISSION

The program would train students to think analytically about economic and social issues, and it provide a solid foundation for further study and careers in economics as well as for multiple other pursuits. To provide the understanding of economic theory and with industrial requirements is used by economists working in research, government, and business.

VISION

- To provide the knowledge in various fields of Economics and an in-depth understanding of the theoretical and empirical constructs in the field of Economics
- Application of economic theories and dealing with problem-solving techniques.
- To enable the advanced studies leading to further research.
- To equip students with a set of tools of econometrics, this would help them to solve the real-world problems.
- Develop the powers of inquiry, critical analysis, logical thinking, and your ability to apply theoretical knowledge to current issues of policy and practice in economics.
- Encourage initiative, independent learning, and exposure to research.

Program Educational Objectives

Program Educational Objectives (PEOs)	
The M.A Economics program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	To teach the latest developments in the principles of economic theory.
PEO2	To equip students with tools of econometrics for applied economic research.
PEO3	To teach applications of theories in analyzing current economic problems.
PEO4	To develop skills to evaluate the opportunities available in the field of Economics.
PEO5	To continuously enhance academic rigor and research outcomes.
PEO6	To analyze global economic issues from different perspectives and apply them across globe in the field of Economics.
PEO7	To understand the importance of inclusion, development and sustainability in order to resolve related local, national and global issues
PEO8	To create continuous learning environment for engaging themselves to update with new knowledge in Economics.
PEO9	To nurture global human capital, future leaders and problem-solvers to become employable and sensitized world citizens.
PEO10	To demonstrate digital literacy by developing skills and ability to adopt online tools and other interfaces to develop resources that adapt to industry 4.0

Program Specific Outcomes (PSOs)

Program Specific Outcomes (PSOs)	
After the successful completion of M.A Economics program, the students are expected to	
PSO1	To apply economic theories and to expand the problem-solving acumen.
PSO2	They will be taught the applications of theories in analyzing current economic problems
PSO3	Conscious about the socio-economic environment, both domestic and international and its implications on business.
PSO4	The students of Economics can easily crack the competitive examinations and can become successful in getting employment opportunities.
PSO5	Open up research opportunities in the national level premier educational institutes.
PSO6	The character building of students and makes them responsible citizens.
PSO7	The students are exposed to national and international problems and hence they will have a thorough understanding of national and international economic events.
PSO8	To understand the importance of inclusion, development and sustainability in order to resolve related local, national and global issues.
PSO9	To foster a spirit of scientific inquiry and creativity.
PSO10	To geared up for advanced level of studies.

Programme Outcomes

Program Outcomes (POs)	
On successful completion of the M.A Economics program	
PO1	Identify the standard level of growth and development of the economy of the country and to determine and frame planning policies.
PO2	Identify and formulate the research design, analyze data and be able to unite the research report and provide valid inferences.
PO3	Understand the concepts of national income, macroeconomic variables such as multiplier, consumption, investment and general equilibrium.
PO4	To gain mathematical knowledge for better understanding of economic concepts and theory and ability to apply the knowledge in the formulation and validation of economic theories.
PO5	Understand and apply the knowledge of the industrial economics on location, efficiency, productivity and industrial policies
PO6	Frame monetary policies, understand and analyze the value of money, cash balance, capital markets and banking system and hence improve the ability to compare central bank function with that of the other countries.
PO7	To understand how the individuals and firms allocate their scarce resources and to provide training and employment.
PO8	Improve the ability to formulate theories and economic models to test and validate the concepts with practical knowledge.
PO9	Used to estimate the specific figures which enable them to predict future economically oriented events.
PO10	Engage effectively with computer knowledge especially Windows, LINUX and other software and to analyze and interpret the data.

BHARATHIAR UNIVERSITY: COIMBATORE 641 046
M.A Economics Curriculum (Affiliated Colleges)
(For the students admitted during the academic year 2023 – 24 onwards)

Course code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA @	ESE	Total
FIRST SEMESTER							
Core I	Advanced Micro Economics – I	4	6	-	25	75	100
Core II	Economic Development and Policies	4	6	-	25	75	100
Core III	Marketing Management	4	6	-	25	75	100
Core IV	Quantitative Techniques for Managerial Decision	4	6	-	25	75	100
Elective I / Group A	Tamil Nadu Economy	4	6	-	25	75	100
Elective I / Group B	Principles of Management	4	6	-	25	75	100
Elective I / Group C	Behavioural Economics	4	6	-	25	75	100
Total		20	30		125	375	500
SECOND SEMESTER							
Core V	Advanced Micro Economics II	4	5	-	25	75	100
Core VI	Macro Economics	4	5	-	25	75	100
Core VII	Agricultural Economics	4	5	-	25	75	100
Core VIII	Econometrics	4	5	-	25	75	100
Core IX	Industrial Economics	4	5	-	25	75	100
Elective II / Group A	Entrepreneurial Development	4	5	-	25	75	100
Elective II / Group B	Investment Management	4	5	-	25	75	100
Elective II / Group C	Financial Services	4	5	-	25	75	100
Total		24	30		150	450	600

THIRD SEMESTER							
Core X	Monetary Theory and Policies	4	5	-	25	75	100
Core XI	Research Methodology	4	5	-	25	75	100
Core XII	Computer Applications in Economics (Theory)	4	5	-	25	75	100
Core XIII	Environmental Economics	4	5	-	25	75	100
Paper XIV	Labour Economics	4	5	-	25	75	100
Elective III/ Group A	Financial Markets/	4	5	-	25	75	100
Elective III/ Group B	Services Marketing/	4	5	-	25	75	100
Elective III/ Group C	Introduction to Industry 4.0	4	5	-	25	75	100
Total		24	30		150	450	600
FOURTH SEMESTER							
Core XV	Public Economics	4	6	-	25	75	100
Core XVI	International Economics	4	6	-	25	75	100
Core XVII	Human Resource Management	3	6	-	25	75	100
Elective IV/ Group A	International Trade Procedures and Documentation /	4	6	-	25	75	100
Elective IV / Group B	International Business/	4	6	-	25	75	100
Elective IV / Group C	Health Economics	4	6	-	25	75	100
Project and viva-voce (ESE Project 75 Marks and viva voce 25 Marks)		6	6	-	50	100	150
Total		22	30		150	400	550
Grand Total		90					2250

@Includes 25/75% continuous internal assessment marks for theory and practical papers

*The student can select any one of the **Elective Courses** from Group A, Group B or Group C in every semester.



**First
Semester**

Course code	ADVANCED MICRO ECONOMICS-I	L	T	P	C
Core	CORE COURSE – I	4	-	-	4
Pre-requisite	Microeconomics and Basic Mathematics	Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are:					
1	To impart knowledge on the behavior of the individuals and firms in making decision on the allocation of scarce resources.				
2	To equip the students with the basic tools and methods of economic analysis.				
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 understand the economic theories and concepts.				K1
2	To understand about the demand potentials.				K2
3	To analyze the production and cost.				K3
4	To gain knowledge and to evaluate the price and the output for various markets.				K4
5	To construct the knowledge of policy decision.				K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Theories of Demand				18 -- hours
Theories of demand – indifference curve - income and substitution effects, Slutsky theorem, compensated demand curve – Revealed preference theory - Revision of demand theory by Hicks – Marginal Analysis.					
Unit:2	Production Function				18-- hours
Production function – Multi Product firm; Elasticity of substitution; Euler's theorem; Technical progress and production function; Cobb-Douglas and CES. Traditional and modern theories of costs – Derivation of cost functions.					
Unit:3	Market Structure				18-- hours
Price and output determination; perfect competition – short run and long run equilibrium of the firm and industry, price and output determination, Monopoly – short run and long run equilibrium, price discrimination, monopoly control and regulation; Monopolistic competition – general and Chamberlin approaches to equilibrium,					
Unit:4	Oligopoly Models				17-- hours
Oligopoly – Non-collusive models – Cournot, Bertrand, Edgeworth, Chamberlin, kinked demand curve and Stackelberg's solution) and collusive models - Cartels and mergers, price leadership – price and output determination under monopsony and bilateral monopoly;					
Unit:5	Behavioral Models				17-- hours
Baumol's Sales revenue maximization model; Williamson's model of managerial discretion; Marris model of managerial enterprise; Full cost pricing rule; Behavioral model of the firm (Cyert and March Model).					
Unit:6	Contemporary Issues				2 hours
Expert lectures, online seminars - webinars					

		Total Lecture hours	90 --hours
Book(s) for study			
1	Koutsoyiannis.A (1979) Modern Microeconomics, Macmillan Press, London.		
2	HL AHUJA (2009) Advanced Economic Theory S.Chand & Co		
Book (s) for Reference			
1	Baumol. W.J. (1982) Economic Theory and Operations Analysis. Prentice Hall of India		
2	Hirshleifer J and A. Glazer (1997) Price Theory and Applications, Prentice Hall of India, New Delhi.		
3	Henderson J.M. and R.E. Quandt (1980) Microeconomic Theory; A Mathematical Approach, McGraw Hill, New Delhi		
Course Designed By: Dr. R. Rajini- email id: rajinieco@gmail.com			

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

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

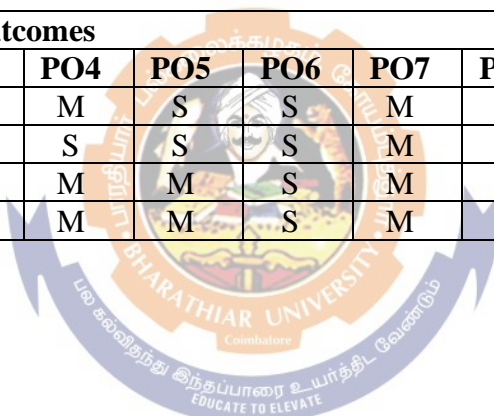


Course code	ECONOMIC DEVELOPMENT AND POLICIES		L	T	P	C
Core	CORE COURSE – II		4	-	-	4
Pre-requisite	Models of economic growth and development	Syllabus Version	2023-24			
Course Objectives: The main objectives of this course are:						
1	To equip with strong economic fundamental governance and the process of economic development.					
2	To understand the alternative theories of growth.					
3	To know the theories of underdevelopment and growth in developing countries.					
4	To equip with the current development issues.					
Expected Course Outcomes: On the successful completion of the course, student will be able to:						
1	Create the knowledge about the economic theories and growth models.				K1	
2	Provide an illustration of Indian economy.				K2	
3	Construct the knowledge of economic planning and growth.				K3	
4	To critically evaluate the current economic issues.				K4	
5	To construct a critical study on the development of the economic scenario.				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Measurement of Economic Development				18 -- hours	
Economic Development: Measurement of Economic Development- Schumpeter's theory of Development-Keynes-Rostow's stages of Economic Growth-Big Push theory.						
Unit:2	Doctrine of balanced growth				18-- hours	
Doctrine of balanced growth: Concept of unbalanced growth-Growth Models-Harod-Domar – Joan Rabinson's model of capital accumulation-Meade's noe-classical model-Solow Model of Long Run Growth-Kaldor's model of growth.						
Unit:3	Human Resource Development				18-- hours	
Human Resource Development: Meaning, objectives, need, functions, techniques and methods - Size and Growth rate of population in India - its challenges - Poverty and Measurement of Poverty-Poverty Eradication Programmes.						
Unit:4	Economic planning				17-- hours	
Economic planning: Planning process in a mixed economy - Need for Foreign Capital -Forms of Foreign Capital-Multinational Corporations and foreign collaborations –Balance of Payments - Export Promotion Policies.						
Unit:5	Current Economic Issues				17-- hours	
Current Economic Issues- New Economic Policies since 1991 - Deregulations and Delicensing – Public Sector Disinvestments - New EXIM Policies-Structural adjustments in the Indian Economy – Budgetary policies and control.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars - webinars						
Total Lecture hours					90 -- hours	

Book(s) for study	
1	S.M.Meier: “Leading Issues in Economic Development” Oxford University Press, New York.
2	Kindleberger: Economic Development Mc Graw Hill, New York.
Book(s) for Reference	
1	Indian Economic Survey for Different Years
2	Human Development Report for Different Years: Published for the United Nations Development Programme (UNDP), Oxford University Press.
3	Survey of the Environment for different years: Published by The Hindu.
4	Indian Development Report for different years: Indira Gandhi Institute of Development Research, Oxford University Press.
5	Economic Development in India-Achievements and Challenges: A World Bank Study.
Course Designed By: Dr. M.Raja email id: kurinjiraja.m@gmail.com	

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

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

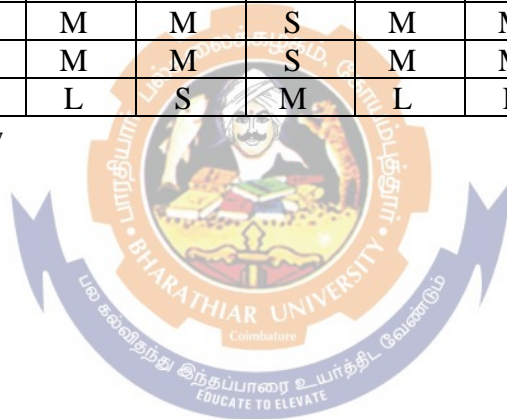


Course code	MARKETING MANAGEMENT			L	T	P	C
Core	CORE COURSE – III			4	-	-	4
Pre-requisite	Principles of marketing management			Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are:							
1	To impart basic theoretical skills in several functional areas to understand market behaviour.						
2	To find and generate information/data needed to inform problem solving in marketing using appropriate methodology.						
3	To know contemporary marketing nature and management practice.						
4	To understand complex marketing issues by using relevant theories with regard to ethical conduct.						
Expected Course Outcomes: On the successful completion of the course, student will be able:							
1	To understand about market planning and market environment.						K1
2	To know about consumer behaviour in the context of market segmentation.						K2
3	To expose with product promotion branding and pricing techniques						K3
4	To express the various channels of distribution.						K4
5	To gain knowledge on marketing strategies and consumer rights.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Marketing Management					18 -- hours	
Marketing: Definition of marketing - classifications of Marketing - objectives- importance of Marketing - functions of marketing - Marketing and Economic Development- Marketing Environment - Consumer Behaviour.							
Unit:2	Marketing Mix					18-- hours	
Marketing Mix: Concepts, components: Product mix, price mix, promotion mix and place mix. Product: Meaning, product planning, product positioning, New product development - product life cycle- Branding- Packaging- Labeling- Pricing: pricing objectives- Factors-Methods and procedures.							
Unit:3	Promotion					18-- hours	
Promotion: Meaning of promotion mix-Components of promotion mix- Advertising:Message, advertisement budgeting-Sales promotion, personal selling and publicity.							
Unit:4	Distribution					17-- hours	
Distribution: Channels of Distribution-Need, functions, types, evaluating the channelalternatives- Physical Distribution: Objectives, order processing, transport, storages and warehousing, inventory control.							
Unit:5	Competitive marketing Strategies					17-- hours	
Competitive marketing Strategies: Leaders – Challengers – Followers – Nichers – Marketingcontrol: Meaning, types, steps essentials of effective marketing control – Consumer protection: Needs – Methods of consumer protection - Consumer protection in India.							
Unit:6	Contemporary Issues					2 hours	
Expert lectures, online seminars - webinars							

	Total Lecture hours	90 -- hours
Book(s) for study		
1	Philip Kotler : Principles of Marketing-Prentice of India Private Limited. New Delhi	
2	S.M.Jha & : Marketing Management in Indian.	
Book(s) for Reference		
1	S.P.Singh : Perspective - Himalaya Publishing House. Delhi.	
2	R.S.Davar : Modern Marketing Management –Progressive Corporation, Bombay.	
Course Designed By: Dr. R. Rajini- email id: rajinieco@gmail.com		

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

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

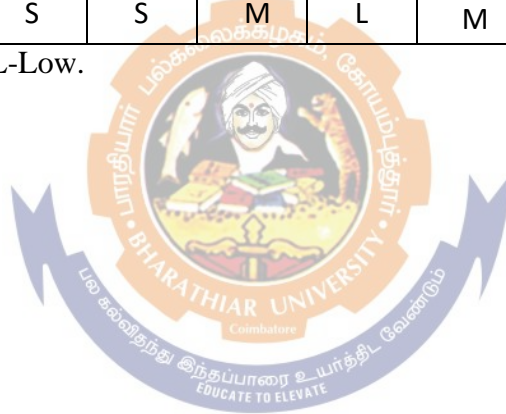


Course code	QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS		L	T	P	C
Core	CORE COURSE – IV		4	-	-	4
Pre-requisite	Application of quantitative techniques and their application in management decisions.		Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are:						
1	To enable students to acquire knowledge on basic concepts of mathematics relevant to economic analysis.					
2	To provide the students with the theoretical and practical necessary to do applied quantitative techniques.					
3	To provide the students with the theoretical necessary to do applied quantitative techniques.					
Expected Course Outcomes: On the successful completion of the course, student will be able:						
1	To understand the various quantitative techniques in managerial practices.					K1
2	To apply the mathematical tools to test and formulate the economic theories.					K2
3	To analyze the various techniques of derivatives and their applications.					K4
4	To analyze the quantitative tools for managerial decision.					K5
5	To understand the practical knowledge of decision making.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create						
Unit:1	SET THEORY					15-- hours
Set Theory: Operations on sets and Law of set operations –solutions of simple equations – solutions of Quadratic equations – Solution of Linear simultaneous Equations in two and three variables.						
Unit:2	RELATIONS AND FUNCTIONS					15-- hours
Relations and Functions: Functions of one variable – straight line, parabola, rectangular hyperbola Exponential and logarithmic functions. Concave and Convex functions – Applications in business Economics.						
Unit:3	DERIVATIVES AND ITS APPLICATION					15-- hours
Derivatives and their interpretation and techniques of derivatives- Higher order derivatives- Relationships among Total, Average, and Marginal of Revenue and Cost and Elasticity of Function. Functions of two variables – Partial derivatives and their applications in economics.						
Unit:4	OPTIMISATION					14-- hours
Optimisation problems involving one or two variables -- Applications in Economics – Homogeneous function and their properties, Euler’s Theorem, Cobb-Douglas and CES Production Function and their properties.						
Unit:5	MATRIX					14-- hours
Matrix –types of matrix -Determinants and properties, – Addition and Subtraction of Matrix, Multiplication –Inverse of Matrix. simultaneous equations – Crammer’s Rule.						

Unit:6		2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	75 -- hours
Book(s) for study		
1	MabbettA.J., "Workout Mathematics for Economists", ELBS, Macmillan.	
2	Medha and Madnani, " Mathematics for Economics", Sultan Chand, New Delhi.	
Course Designed By: Dr. S. Manikandan. Email id: drseasc@gmail.com		

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

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



Course code	TAMIL NADU ECONOMY			L	T	P	C
Elective	Elective I - Group A			4	-	-	4
Pre-requisite	The performance of agriculture, industrial development and Infrastructural facilities in Tamil Nadu.			Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are:							
1	To understand the socio, economic and cultural conditions of Tamil Nadu.						
2	To impart knowledge on sector wise performance and its allocations.						
3	To enhance the knowledge about Tamil Nadu's administrative and political aspects.						
Expected Course Outcomes: On the successful completion of the course, student will be able:							
1	To understand the process of growth of Tamil Nadu economy						K1
2	To comprehend the specific economic issues pertaining to the region.						K2
3	To get the knowledge of policy analysis regard to Tamil Nadu economy.						K3
4	To enhance the ability of critical thinking on Tamil Nadu economy and its various aspects.						K4
5	To develop the knowledge towards competitive examination skills.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Nature and Scope of Tamil Nadu Economy.					18--hours	
Nature and Scope of Tamil Nadu Economy - Growth and development - factors of economic growth - Sectoral growth and its perspective - Intra-state Growth profiles - Economic development and structural Transformation-SDP trends- Planning.							
Unit:2	Theory of Demographic Transition					18-hours	
Theory of Demographic Transition – Trends in Growth of Population- Sex ratio, Density, Literacy, Birth and Death rate- Urbanisation – Population Policy 2001.Composition of workforce – Unemployment and Poverty.							
Unit:3	Agriculture Development in Tamil Nadu					18--hours	
Agriculture – Cropping Pattern – Irrigation - Green Revolution — Agricultural Development in Tamil Nadu - Agricultural marketing, regulated markets and Co- operative marketing – Non- Farm activities in Tamil Nadu - Food Security and Public distribution system.							
Unit:4	Industrial Development in Tamil Nadu					17-hours	
Trends in Industrial Development in Tamil Nadu – Factors contributing to Industrial Development in Tamil Nadu –MSMEs - Small Scale Industries: Role, Problems, Promotional Measures for SSI - TIDCO, TANSI, SIPCOT, DIC – Economic Liberalisation Vis- a - Vis Industrial Growth.							
Unit:5	Behavioral Models					17-hours	
Transport and Economic development - Nationalisation of Roadways - performance of public sector transports - Power development in Tamil Nadu-Rural Electrification. Social inputs and its development effects: Health, Education, Nutrition, water supply and environment.							
Unit:6	Contemporary Issues					2 hours	
Expert lectures, online seminars - webinars							

	Total Lecture hours	90 -hours
Book(s) for study		
1	Government of Tamil Nadu, Various Issues of Tamil Nadu Economic Appraisal, Department of Statistics, Govt. of Tamil Nadu	
2	Leonard A C (2006) , Tamil Nadu Economy, Macmillan India Ltd, New Delhi	
3	Manickam.S(2006), Economic development of Tamil Nadu in perspective, Uyirmai, Chennai.78	
Book(s) for Reference		
1	MIDS (1988) , Tamil Nadu Economy : Performance and Issues, Oxford and IBN Publishing Co. Pvt. Ltd., New Delhi	
2	Naganathan M (2002), Tamil Nadu Economy: Trends and prospects, University Of Madras.	
Course Designed By: Dr.M.Elangovan. Email id: drmeeasc@gmail.com		

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

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

Course code	PRINCIPLES OF MANAGEMENT			L	T	P	C
Elective	Elective I - Group B			4	-	-	4
Pre-requisite	Managerial analysis and decision-making.			Syllabus Version	2023-24		
Course Objectives: The main objectives of this course are:							
1	To learn the basic functions, principles and concepts of management.						
2	To understand the application of the principles in an organization.						
3	To enable the effective and barriers of communication in the organization.						
4	To study the system and process of effective controlling in the organization.						
Expected Course Outcomes: On the successful completion of the course, student will be able:							
1	To summarize the nature and scope of management.						K1
2	To understand the importance of planning and decision making.						K2
3	To review the classification of organization and understanding its structure.						K3
4	To analysis the need for delegation, centralization and staffing.						K4
5	To outline the importance of controlling in an organization.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Nature and Scope of Management					18 --hours	
Nature and Scope of Management process – Management as a Science, Art, Development Management - Scientific Management.							
Unit:2	Planning					18-- hours	
Planning: Meaning and purpose of planning - steps in planning - Types of planning. Decision making: process of Decision making - type of decisions – problems involved in decision making.							
Unit:3	Organizing					18-- hours	
Organizing: Types of organization - Organizational structure - span of control -use of Staff units and committees.							
Unit:4	Delegation					17-- hours	
Delegation: Delegation and centralization - Line and Staff relationship. Staffing - Sources of recruitment - Selection process - Training.							
Unit:5	Directing					17-- hours	
Directing: Nature and purpose of Directing Controlling: Need for co-ordination - meaning and importance of controls - control process.							
Unit:6	Contemporary Issues					2 hours	
Expert lectures, online seminars - webinars							
						Total Lecture hours	90 --hours

Book(s) for study

1	L.M. Prasad - Principles & Practices of Management, Sultan Chand & Sons, New Delhi.
2	VSP Rao, V.Hari Krishna –Management, Excel Books.
Book(s) Reference	
1	Dale, Ernest - Management theory and Practice.
Course Designed By: Dr. P. Gowri. Email id:gowricbe14@gmail.com	

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

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



Course code	BEHAVIOURAL ECONOMICS		L	T	P	C
C Core/Elective/Supportive	Elective I - Group C		4	-	-	4
Pre-requisite	Basic knowledge of Psychology and Economics	Syllabus Version	2023-24			
Course Objectives: The main objectives of this course are:						
1	To acquire sufficient knowledge about economic decision-making					
2	To acquaint economic concepts with the role of psychology					
3	To equip with the theoretical predictions in the framework of behavioural economics.					
Expected Course Outcomes: On the successful completion of the course, student will be able:						
1	To understand the concepts of behavioural economics.					K1
2	To understand about the emotions and rationality Judgment.					K2
3	To analyze the theories of behavioural economics.					K3
4	To gain knowledge on theories of choice and preferences.					K4
5	To construct the knowledge of theories of social preferences.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to Behavioural Economics			18 -- hours		
Introduction to Behavioral Economics: Origins of Behavioural Economics, Decision-making under Neo-classical economic framework- rationality, optimization.						
Unit:2	Role of Emotions and Rationality Judgment			18-- hours		
Role of Intuition, Emotions, and Beliefs in decision making. Bounded Rationality Judgment under Risk & Uncertainty: Heuristics & Biases Heuristics:-Representativeness, Substitution, Availability, Affect, Anchoring. Framing Biases: Cognitive and emotional biases.						
Unit:3	Theories of Behavioural Economics			18-- hours		
Choice Under Risk & Uncertainty Expected Utility Prospect Theory – Reference Points – Risk Concept and Understanding – Loss Aversion – Shape of Utility Function – Decision Weighting – Probabilistic Judgment. Mental Accounting, Framing Mental Accounts Fungibility & Labels Hedonic Editing.						
Unit:4	Theories of Choice and Preferences			17-- hours		
Intertemporal Choice, Temporal Choice, Construal Level Theory, Valuation of Delayed Consumption Preferences for Sequences of Outcomes, Hyperbolic Discounting, Preference Reversal.						
Unit:5	Theories of Social preferences			17-- hours		
Behavioural Game Theory Social Preferences: Fairness, trust, cooperation, reciprocity, Norms Limited Strategic Thinking Choice architecture: Nudge, Nudge vs. boost, Behavioural public policy.						
Unit:6	Contemporary Issues			2 hours		
Expert lectures, online seminars – webinars						

	Total Lecture hours	90 –hours
Text Book(s)		
1	Erik Angner, “A Course in Behavioral Economics”, Palgrave Macmillan	
2	M. Altman, Handbook of Contemporary Behavioural Economics: Foundation and Developments (2007), Prentice Hall India	
Reference Books		
1	E. Cartwright, Behavioural Economics (2011), Routledge	
2	D. Kahneman, Thinking Fast and Slow (2011), Allen Lane, Penguin Books	
3	G.Loewenstein, Exotic Preferences: Behavioural Economics and Human Motivation (2007), Oxford University Press	
4	Sanjit Dhami, "The Foundations of Behavioral Economic Analysis", Oxford University Press (2016)	
5	Behavioral Economics: Toward a New Economics by Integration with Traditional Economics by Ogaki, Masao, Tanaka, Saori C. Published by Springer, ISBN 978-981-10-6439-5	
6	Nick Wilkinson; Matthias Klaes (2012), An Introduction to Behavioral Economics, 2nd Edition, Palgrave Macmillan.	
7	World Development Report 2015: Mind, Society, and Behavior	
Course Designed By: Dr. M.Raja Email id: kurinjiraja.m@gmail.com		

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

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



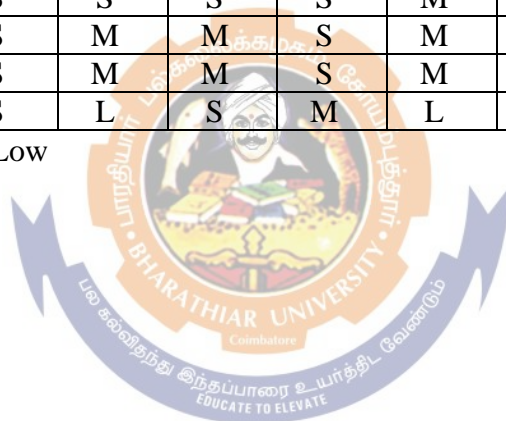
**Second
Semester**

Course code	ADVANCED MICRO ECONOMICS-II		L	T	P	C
Core	CORE COURSE – V		4	-	-	4
Pre-requisite	Application of micro economic behaviour and models.		Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are:						
1	To inculcate the knowledge of theories of distribution and economic behavior under uncertainty					
2	To understand the microeconomic concepts and its applications in real-life situations.					
3	To know about the partial and general equilibrium conditions.					
Expected Course Outcomes: On the successful completion of the course, student will be able:						
1	To understand basic concepts of micro economics and acquire analytical skills to analyse problems of economic policy.					K1
2	To understand the theoretical arguments.					K2
3	To analyse various theories of distribution.					K3
4	To gain knowledge of the optimal conditions and principles.					K4
5	To construct the economic models as an approach.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create						
Unit:1	THEORY OF DISTRIBUTION				15 -- hours	
Neo- classical approach – Marginal productivity theory; Product exhaustion theorem; Theory of distribution in imperfect product and factor markets; Macro theories of distribution – Ricardian, Marxian, Kalecki and Kaldor's.						
Unit:2	WELFARE ECONOMICS				15-- hours	
Pigovian welfare economics; Pareto optimal conditions; Value judgment; Social welfare function; Compensation principle; Theory of Second Best – Arrow's impossibility theorem.						
Unit:3	PARTIAL AND GENERAL EQUILIBRIUM				15-- hours	
Partial and general equilibrium, Walrasian excess demand and input – output approaches to general equilibrium, monopolies; relationship between relative commodity and factor prices.						
Unit:4	INDIVIDUAL BEHAVIOUR				14-- hours	
Individual behaviour towards risk, expected utility and certainty equivalence approaches, risk and risk aversion – cost and risk, risk pooling and risk spreading, mean-variance analysis and portfolio selection.						
Unit:5	DECISION MAKING				14-- hours	
Decision Making in under uncertainty - Optimal consumption under uncertainty - competitive firms under uncertainty - factor demand under uncertainty - criteria for decision under uncertainty - stochastic models in inventory demand.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars						

	Total Lecture hours	75 –hours
Book(s) for study		
1	Stigler, G. (1996) Theory of Price, Prentice Hall of India, New Delhi.	
2	Sen, A (1999) Microeconomics: Theory and Applications. Oxford University Press, New Delhi.	
Book(s) for Reference		
1	Baumol. W.J. (1982) Economic Theory and Operations Analysis. Prentice Hall of India, New Delhi.	
2	Baumol. W.J. (1982) Economic Theory and Operations Analysis. Prentice Hall of India, New Delhi.	
Course Designed By: Dr. C. Rajendran. Email id: rajvarshan@yahoo.co.in		

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

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

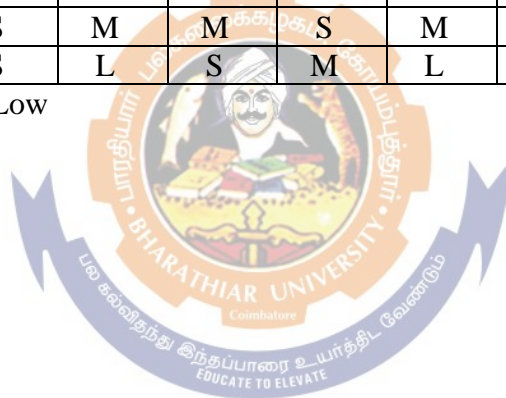


Course code	MACRO ECONOMICS		L	T	P	C
Core	CORE COURSE – VI		4	-	-	4
Pre-requisite	Macroeconomic models, theories and techniques.	Syllabus Version	2023-24			
Course Objectives:						
The main objectives of this course are:						
1	To develop knowledge on theories, models and policies this governed the functioning of the different domains of the macroeconomic system.					
2	To know of the major issues in the field of macroeconomics.					
3	To provide knowledge on the macroeconomic techniques.					
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	To understand the sectoral flow of national income in the economy.					K1
2	To evaluate a critical insight on classical and Keynesian macro economics models.					K2
3	To evaluate critically on consumption function and investment function.					K3
4	To know the contributions of Friedman, Phelps and Phelps in uncertainty.					K4
5	To construct the sound knowledge of macro economics policy.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create						
Unit:1	NATIONAL ECONOMIC CONCEPTS					15 -- hours
Flow of Funds in National Economy – National Products and Related Concepts – Sectoral Accounts – Measurements and Problems in National Income Accounting – Use of Current and Constant Price indices – Basic Concepts.						
Unit:2	GENERAL EQUILIBRIUM					15-- hours
Basic Equilibrium in Classical Model – Basic Keynesian Model – Equilibrium in the Product and Money Markets – Multiplier – Full Employment Budget Surplus – The Liquidity Trap – Employment and Wage Rigidity – General Equilibrium in Goods and Bond Markets.						
Unit:3	CONSUMPTION FUNCTION					15-- hours
Consumption Function – Keynes Absolute Income Hypothesis – The Relative Income Hypothesis – Permanent Income Hypothesis – The Life Cycle Hypothesis.						
Unit:4	INVESTMENT FUNCTION					14-- hours
Investment Demand – Keynesian Approach – Accelerator – Multiplier – The Post-Keynesian Approach - The Neo- Keynesian Approach – Lags in Investment Demand – Stability and Slope of the IS Curve and Policy Consequences.						
Unit:5	GENERAL ECONOMICS POLICY					14-- hours
Role of Expectation – Uncertainty and Economics and Policy – The Phillips Curve – Expectation in Short-run Phillips Curves – The Friedman and Phelps Argument – The shifting of Short-run Phillips Curve – The Long-run Phillips Curve.						
Unit:6	Contemporary Issues					2 hours
Expert lectures, online seminars – webinars						

	Total Lecture hours	75 – hours
Book(s) for study		
1	Gupta S.B. (1983), “Monetary Economics”, S.Chand Co., Delhi.	
2	McConnell C.R.& Gupta H.C. (1987) ”Introduction to Macro Economics”, Tata McGraw Hill Delhi.	
Book(s) for Reference		
1	Boland D. (1982), “The foundations of Economic Method”, George Allen and Unwin, London.	
2	Branson W.H. (1972),”Macro Economic Theory & Policy”, Harper & Row, New York.	
Course Designed By: Dr.D.Elango. Email id: gacelango@gmail.com		

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

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



Course code	AGRICULTURAL ECONOMICS		L	T	P	C
Core	CORE COURSE –VII		4	-	-	4
Pre-requisite	Agricultural economics policies and issues.	Syllabus Version	2023-24			
Course Objectives:						
The main objectives of this course are:						
1	To provide a detailed treatment of issues in agricultural economics to those intending to specialize in this area.					
2	To understand the policy issues relevant to Indian agricultural economics.					
3	To know about agriculture marketing functions and costs.					
4	To understand the role of capital and rural credit for agriculture.					
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To understand the nature and scope of agricultural economics.					K1
2	To understand the various land reforms and the importance of land policies.					K2
3	To familiarize with production functions in agriculture and productivity.					K3
4	To analyse agriculture marketing functions.					K4
5	To construct the role of capital and rural credit.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create						
Unit:1	NATURE OF AGRICULTURE ECONOMICS				15-- hours	
Nature and scope of agricultural economics; Traditional agriculture and its modernization; Role of agriculture in economic development; Interdependence between agriculture and industry. Agricultural development, poverty and environment-Theories of agricultural development –Mellor, Lewis & Boserup and Schultz						
Unit:2	LAND REFORMS				15-- hours	
Principles of land utilization and types – Land distribution – trends – land policy issues in India– Land tenures and farming systems – Peasant, capitalist, collective and state farming Tenancy and crop Sharing – Forms, incidence and effects – Land reform measures and performance.						
Unit:3	RESOURCE USE AND EFFICIENCY				15-- hours	
Resource use and efficiency – factors determining resource use efficiency - Production function analysis in agriculture - Factor combination and resource substitution - Cost and supply curves - Size of farm and laws of returns - Farm budgeting and cost concepts – supply response in agriculture						
Unit:4	AGRICULTURAL MARKETING				14-- hours	
Agricultural markets and marketing efficiency – Marketing functions and costs – Regulated markets – Behaviour Of agricultural prices - State policy with respect to agricultural marketing – Terms of trade between agricultural and non- agricultural prices – Need for state intervention – Objectives of agricultural price policy – Instruments and evaluation – Food security in India and public distribution system- Taxation and crop insurance						
Unit:5	AGRICULTURAL CREDIT				14-- hours	
Role of capital and rural credit – Organized and unorganized capital market - Rural savings and capital formation – Characteristics and sources of rural credit – Institutional and non-institutional						

– Reorganization of rural credit – cooperatives, commercial banks, regional rural banks – Role of NABARD.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 – hours
Book(s) for study		
1	Kaur. R. (1975) Agricultural Price Policy in Economic Development, Kalyani Publishers, Delhi.	
2	Raj. K.N. et.al. (1988), Essays in the Commercialization of Indian Agriculture. Oxford University Press, New Delhi.	
Book(s) for Reference		
1	Bardhan.P. (1984) Land, Labour and Rural Poverty, Oxford University Press, New Delhi	
2	Chadha, G.K. and A.N. Sharma (1997) Growth, Employment and Poverty : Change and Continuity in Rural India, Vikas Publishing, New Delhi.	
Course Designed By: Dr. K.Mariappan Email id: mariappanmadhu@gmail.com		

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

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

Course code	ECONOMETRICS			L	T	P	C
Core	CORE COURSE – VIII			4	-	-	4
Pre-requisite	Econometric models and methodology of econometric research.			Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are:							
1	To understand the methodology of econometrics with the help of statistical and mathematical techniques.						
2	To test the priority relationship among economic variables.						
3	To approach economic theory quantitatively.						
4	To enable hypothesis testing and model selection						
Expected Course Outcomes: On the successful completion of the course, student will be able:							
1	To demonstrate the econometrics models.						K1
2	Understand the nature and scope of econometrics as a social science						K2
3	Use appropriate tests to detect autocorrelation						K4
4	Evaluating the simultaneous equation model						K5
5	To develop the skills of selecting appropriate data and estimate an econometric model.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Scope of Econometrics						18-- hours
Definition, Nature and scope Econometrics and division of econometrics- methodology of econometric research- correlation theory- simple linear regression model- justification for the inclusion of U- ordinary least Squares Method (OLS)							
Unit:2	Test of Significance and the Estimates						18-- hours
Statistical test of significance of the estimates- properties of the least squares estimates- multiple regression and other extensions of the simple linear regression model- regression and analysis of variance.							
Unit:3	OLS Models						18-- hours
OLS assumptions –violation of OLS assumptions - Autocorrelation, hetroskedasticity, multicollinearity- error in variables, dummy variables, lagged variables and distributed lag models.							
Unit:4	Models of Simultaneous Relationships						17-- hours
Models of simultaneous relationships: simultaneous equation models-problem of identification- conditions of identification – methods of estimations –Ordinary Least Squares (OLS), Two-Stage Least Squares(2SLS), Three- Stage Least Squares(3SLS).							
Unit:5	Estimation of compound rate of growth						17-- hours
Estimation of compound rate of growth - consumption function, estimation of elasticity of demand- Estimation of production function- Measurement of technical change.							

Unit:6		2 hours
Expert lectures, online seminars - webinars		
		Total Lecture hours
		90 -- hours
Book(s) for study		
1	Koutsoyiannis.A.	: Theory of econometrics: an introductory exposition of the econometric methods”, educational low-priced books scheme, mac millan education Ltd., (1992)
2	Gujarati.D	: Basic Econometrics, Printice Hall. (2004)
Note: problems may be asked only from the following areas		
(a) correlation		
(b) simple and multiple regression		
(c) compound rate of growth		
Course Designed By: Dr. C. Rajendran. Email id: rajvarshan@yahoo.co.in		

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

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

Course code	INDUSTRIAL ECONOMICS			L	T	P	C
Core	CORE COURSE -IX			4	-	-	4
Pre-requisite	Understanding of industrial policies and development.			Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are:							
1	To know about the industrial efficiency and business motives.						
2	To understand the broad range of the methods and models applied by economists in the analysis of firms and industries.						
3	To provide adequate knowledge on the determinants of industrial productivity and labour productivity.						
4	It motivates the student to become an entrepreneur.						
Expected Course Outcomes: On the successful completion of the course, student will be able:							
1	To understand the scope of industrial economics and motives of the organizational firm.					K1	
2	To evaluate economic theories of location and their importance.					K2	
3	To investigate the scope and significance of industrial productivity.					K3	
4	To examine the concentration of economic power and the application of industrial policies.					K4	
5	To evaluate the industrial backwardness and regional disparities.					K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create							
Unit:1	INDUSTRIAL EFFICIENCY					15 --hours	
The scope of Industrial economics - The role of industry in economic development-Industrial efficiency- determinants of economic efficiency-measurement of efficiency levels- Types of organizational Firm - Business motives- Industrial theories: Hoffman, Chennery and Greshenkrone.							
Unit:2	INDUSTRIAL LOCATION					15-- hours	
Industrial location- factors affecting location- The economic theories of Location-Weber's theory of location- Split location- Sargent Florence theory -Losch theory- Industrial location trends in India.							
Unit:3	INDUSTRIAL PRODUCTIVITY					15-- hours	
Industrial productivity- Scope and significance - Factors influencing industrial productivity - Measurement of Productivity - Tools of labour productivity - Labour productivity-determinants of labour productivity.							
Unit:4	INDUSTRIAL POLICIES					14-- hours	
Industrial policies - 1948 to 1990 - LPG Policies - Industrial Concentration -Industrial combination-Types-Growth-Forms-Combination in India – Industrial sickness –causes and consequences.							
Unit:5	REGIONAL DEVELOPMENT					14--hours	
Balanced regional development-Indicators of regional imbalance- Causes of economic backwardness-Criteria for industrial backwardness-Identification of Industrial backward areas Policy measures to remove regional disparities.							

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 --hours
Book(s) for study		
1	Cherunilam F (1994) Industrial Economics: Indian perspective Himalaya Publishing House, Mumbai.	
2	Hay, D, and D.J.Morris(1979) Industrial Economics: Theory and Evidence. Oxford University Press, New Delhi.	
Book(s) for Reference		
1	Ahluwalia, I.J (1985), Industrial Growth in India, Oxford University press, New Delhi.	
2	Barthwal.R.R (2006) Industrial Economics, New Age International Publishers, New Delhi.	
Course Designed By: Dr V.Usharani, Email ID: professorusharani@gmail.com		

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

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

Course code	ENTREPRENEURIAL DEVELOPMENT		L	T	P	C
Elective	Elective II - Group A		4	-	-	4
Pre-requisite	Entrepreneurship and women entrepreneurs in business.	Syllabus Version	2023-24			
Course Objectives:						
The main objectives of this course are:						
1	To understand the role and importance of entrepreneurship for economic development.					
2	To develop personal creativity and entrepreneurial initiative with business ideas.					
3	To know about the resources needed for the successful development of entrepreneurial ventures.					
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To understand the importance and characteristics of entrepreneurs.					K1
2	To analyse knowledge of the sources of business ideas.					K2
3	To motivate the women entrepreneurs in the present scenario of the economy.					K3
4	To be familiar with the objectives of training and finance.					K4
5	To be analysed with the objectives of training and finance.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create						
Unit:1	ENTREPRENEURSHIP				15 - hours	
Entrepreneurship – Definition, importance and characteristics of Entrepreneurship - Functions, types, and motives of Entrepreneurship - Growth of Entrepreneurs in India.						
Unit:2	BUSINESS AND ITS SOURCES				15-- 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:3	WOMEN ENTREPRENEURSHIP				15hours	
Functions and role of women Entrepreneurs and rural Entrepreneurs - their problems – Choice of business by women Entrepreneurs – types of industries / business for women Entrepreneurs and rural Entrepreneurs.						
Unit:4	TRAINING AND FINANCE				14--hours	
Training and Finance : objectives of training – phase of EDP – special agencies for training – institutional finance with special emphasis of commercial banks, IDBI, IFCI, ICICI, IRBI, SFC, SIDFI, SIPCOT, Khadi and Village Industries Commission – Micro Finance.						
Unit:5	ROLE OF GOVERNMENT IN ENTREPRENEURSHIP				14--hours	
Role of Central and State Government in promoting Entrepreneurship – Introduction of various incentives, subsidies and grants – Fiscal and Tax concessions available – Role of Entrepreneurs in Economic development.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars						

		Total Lecture hours	75 –hours
Note: The Question Paper shall cover 100% Theory.			
Book(s) for study			
1	E.Gordon&K.Natarajan - Entrepreneurial Development, Himalaya Publishing House New delhi, 2005.		
2	C.B.Gupta& NP Srinivasan - Entrepreneurial Development, Sultan Chand & Sons New Delhi, 2003.		
Book(s) for Reference			
1	P.Saravanavel - Entrepreneurial Development, Principles, Policies & Programmes, Eee Pee Key, Publishing House, Chennai 1997.		
2	Renu Arora & S.K.Sood- Entrepreneurial Development.		
Course Designed By: Dr.D.Elango. Email id: gacelango@gmail.com			

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

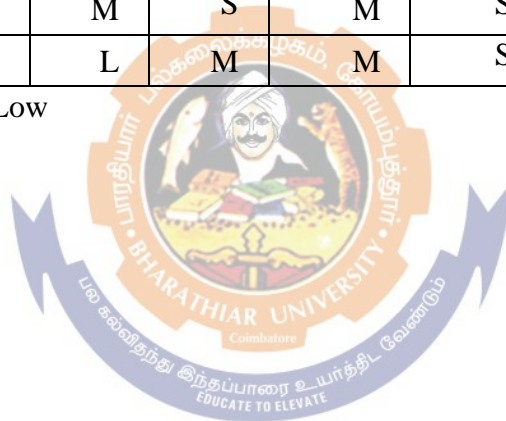
*S-Strong; M-Medium; L-Low

Course code	INVESTMENT MANAGEMENT			L	T	P	C
Elective	Elective II - /Group B			4	-	-	4
Pre-requisite	Investment concepts, techniques and financial institutions.			Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are:							
1	To understand about the investment strategies designed to meet the financial goals.						
2	To provide an overview of trading processes and various financial instruments.						
3	To assess the current and long-term savings and investment alternatives.						
4	To know about the performance of portfolio management.						
Expected Course Outcomes: On the successful completion of the course, student will be able:							
1	To understand the scope and importance of investment.						K1
2	To analyse the role of capital market and classification of trading activity.						K2
3	To analyze investment management.						K3
4	To evaluate the various alternatives in investment.						K4
5	To understand the scope and elements of portfolio management.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create							
Unit:1	Investment					15 - hours	
Nature, Meaning and scope of Investment – Importance of Investment – Factors influencing Investment – Investment media – Features of investment Programme – Investment Process – Development of Financial system in India.							
Unit:2	Capital Market					15-- hours	
Capital Market – New issue Market and stock exchange in India – B.S.E – N.S.E – OTCEI – Kinds of Trading activity – Listing of Securities – SEBI and its Role and guidelines.							
Unit:3	Investment Analysis					15hours	
Fundamental and Technical Analysis – Security evaluation – Economic Analysis – Industry Analysis – Company Analysis – Technical Analysis – Portfolio Analysis.							
Unit:4	Investment Alternatives					14--hours	
Investment Alternatives – Investment in Gold – Silver – Real estate, Bonds, Equity Shares, Preference shares, Government Securities – Mutual Funds – Provident fund – Unit Trust – National Savings Scheme – LIC.							
Unit:5	Portfolio Management					14hours	
Portfolio Management – Nature, Scope – SEBI Guidelines to Portfolio Management – Portfolio Investment Process – Elements of Portfolio Management – Portfolio Revision – Needs and Problems.							
Unit:6	Contemporary Issues					2 hours	
Expert lectures, online seminars – webinars							
Total Lecture hours						75hours	

Note: The Question Paper shall cover 100% Theory.	
Book(s) for study	
1	Investment Management - Francis Cherunilam.
2	Investment Management - Khan and Jain.
Book(s) for Reference	
1	Investment Management - Preeti Singh.
2	Investment Management - V.K.Bhalla.
Course Designed By: Dr. R.Selvi. Email id: selvirajammal@gmail.com	

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

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



Course code	FINANCIAL SERVICES			L	T	P	C
Elective	Elective II - Group C			4	-	-	4
Pre-requisite	Financial services and activities			Syllabus Version	2023-24		
Course Objectives:							
The main objectives of this course are:							
1	To introduce fee-based financial services provided by financial companies,						
2	To know the salient features and importance of financial services.						
3	To understand the present position in the Indian financial sector.						
Expected Course Outcomes:							
On the successful completion of the course, student will be able:							
1	To understand with the services offered by various financial services companies.						K1
2	To analyze the profitability of stock broking and depository services.						K2
3	To analyze the profitability of stock broking and depository services.						K3
4	To understand the different ventures to invest money and the concept of mutual funds and select profitable funds.						K4
5	To examine contemporary issues including the level of personal saving						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create							
Unit:1	Merchant Banking					15 - hours	
Merchant Banking – Meaning, nature and functions; merchant banking in India, role in issue management; classification and regulation of merchant bankers by SEBI. NBFC- Types of NBFC- NBFC in India..							
Unit:2	Stock Broking & Depository Services					15-- hours	
Stock Broking – meaning- types of stockbrokers-sub-brokers- stock broking in India- e-broking (meaning). Indian experience Depository Services: meaning- role of depositories and their services- Functioning of depository system- Depositories in India – NSDL & CDSL- Depository participants (DPs) and their role.							
Unit:3	Credit Rating & Securitization					15hours	
Credit Rating: meaning- rating methodology- importance of credit rating- credit rating agencies in India including Small & Medium Enterprises Rating Agency (SMERA). Securitization of debt – Meaning- Features-Types- Benefits of Securitization- Issues in Securitization.							
Unit:4	Mutual Funds					14--hours	
Meaning of Mutual Funds – Type of Mutual Funds – Advantages of mutual Funds – Mutual Funds in India- SEBI Guidelines on Mutual Funds.							
Unit:5	Leasing, Hire Purchase and Venture Capital					14hours	
Lease Financing: Meaning- definition and types of lease agreements- advantages and disadvantages from the point of view of lesser and lessee. Hire Purchase Finance: meaning, concepts of hire purchase finance. Venture Capital Financing: meaning, importance/need, scope of venture capital finance.							

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75hours
Note: The Question Paper shall cover 100% Theory.		
Book(s) for study		
1	Agarwal O. P. (2005): Environment and Management of Financial Services, Mumbai, Himalaya.	
2	Batra G. S. (1999): Financial Services: New Innovations, New Delhi, Deep& Deep.	
Book(s) for Reference		
1	Bhole L. M. &Mahakud J. (2009): Financial Institutions and Markets: Structure, Growth & Innovations, New Delhi, Tata-McGraw Hill, 5e .	
2	Khan M. Y. (2004): Financial Services, New Delhi, Tata McGraw-Hill.	
Course Designed By: Dr. R.Selvi. Email id: selvirajammal@gmail.com		

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

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



**Third
Semester**

Course code	MONETARY THEORY AND POLICES		L	T	P	C
Core	CORE COURSE – X		4	-	-	4
Pre-requisite	Theories on monetary and policies.		Syllabus Version	2023-24		
Course Objectives:						
The main objectives of this course are to:						
1. To understand basic concepts and theories						
2. To know about the role of central banks and monetary policies for economic development						
3. To provide insight about the relationship of the risk and return of the investors						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	To gain sound knowledge in monetary theories and banking practices.					K2
2	To evaluate India's monetary problems					K5
3	To examine role and functions of commercial and central banks					K4
4	To gain the knowledge about the Monetary system of LDCs.					K2
5	To analyse the recent development in the monetary economics.					K1
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Theories of of Money				15 hours	
Concepts – The Role Money in a Economy – Fisher's Quantity Theory- Cambridge Cash Balance Approach - Keynesian Theory - Modern Quantity Theory; Friedman's Approach – Don Patinkin's Theory – Tobin's Portfolio Analysis - Inventory Theory of Money (Baumol)..						
Unit:2	Supply of Money				15 hours	
High Power Money – Money Multiplier Process – Determinants of Money Multiplier - Factors Affecting supply of money – Credit Creation by Commercial Banks – NBFI.						
Unit:3	Central Banks				15 hours	
Role of Central Banks - Development and Promotional –Credit control Methods – RBI: Role and Functions of Central Banks in UK and USA.						
Unit:4	Money Markets				14 hours	
Characteristics of money market in developing country - The Indian Money market - Capital Market; Primary and Secondary Market – Stock Exchange: role and its Functions, Capital issue control and its aim –SEBI – control and aim of capital issue						
Unit:5	Monetary Policy				14hours	
Role of Monetary Policy in Economic Development - Goals, Targets and importance of Monetary Policy - Lags in monetary Policy - Inflation - Phillips Curve – demonetization and its impact.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars - webinars						
					Total Lecture hours	75 hours
Book(s) for study						
1	Gurley and Shaw: Money in a Theory of Finance					
2	Suraj B Gupta, Monetary Economics.					

Book(s) for Reference	
1	Chandler,L.V., Economics of Money and banking (UBS) Revised Edition.
2	Laidler,David. The Demand for Money (Allied Publisher
3	Harry G Johnson, Further Essay in Monetary Economics (Allen& Unwin).
4	Milton Friedman, Studies in the Quantity Theory of Money.
5	Milton Friedman: Inflation – Causes andConsequences
6	Gail E.Makinen: Money, Interest and the Price Level, (Prentice Hall, 1978).
Course Designed By: Dr. K.Mariappan Email id; mariappanmadhu@gmail.com	

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

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



Course code	REASERCH METHODOLOGY			L	T	P	C
Core	CORE COURSE – XI			4	-	-	4
Pre-requisite	The fundamental methods and techniques of academic research in social sciences and business management.			Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are to:							
1. To develop the understanding of the basic framework of research process.							
2. To learn various research designs and techniques							
3. To develop an understanding of the ethical dimensions of conducting applied research.							
4. To appreciate the components of scholarly writing and evaluate its quality.							
Expected Course Outcomes: On the successful completion of the course, student will be able to:							
1	To identify and formulate the research problem.					K1	
2	To compose the objectives of research and framing hypothesis.					K2	
3	To develop the skills in the collection of data and its analysis					K3	
4	To acquire the knowledge on the interpretation of results.					K4	
5	To compile the research report.					K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Meaning of Research					15 hours	
Meaning of Research – objective of Research – formulating of Research problem – formulation of hypothesis – Research Design: Pure, Applied, Action and Evaluation Research..							
Unit:2	Sources of Data					15 hours	
Sources of data: Primary and Secondary sources-methods of Data collection: census and sample survey – Data collection instruments: observation, Interview, schedules and Questionnaires – Sampling Design: Probability and non-probability sampling methods.							
Unit:3	Basic Analysis of Data					15 hours	
Analysis of Data: Measures of central tendency: Mean Median and Mode – Measures of Dispersion: Range, mean deviation, standard deviation variance, coefficient of variation - Economics Applications.							
Unit:4	Testing of Hypothesis					14 hours	
Testing of hypothesis: Parametric and non-parametric tests –Standard test of hypothesis: "Z" test, t- test, F-test and ANOVA, Chi square test - Association of Attributes.							
Unit:5	Presenting Results					14 hours	
Presenting results: written and oral reports –stages in drafting – written researches report – Layout of research report – Footnotes and Bibliography – importance of ethics in research.							
Unit:6	Contemporary Issues					2 hours	
Expert lectures, online seminars - webinars							
Total Lecture hours						75 hours	
Book(s) for study							

1	C.R.Kothari- Research Methodology, Methods and Techniques – Willey EasternLtd., 1988
2	A.N.Sadhu Research Methodology and Social sciences – Himalaya Amarjit Singh PublishingHouse.1996.

Book(s) for Reference

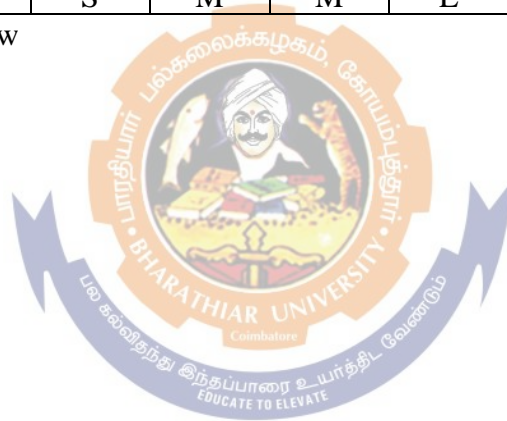
1	W.J.Goode and P.K.Hatt,” Methods in Social Research”, Mc Graw Hill International Edition
2	B.N.Gosh – Scientific Method and Social Research – Sterling Publishers (P) Ltd.,1992.

Course Designed By: Dr.S.Santhanalakshmi Email id:drsslecoibm@gmail.com

Mapping with Programme Outcomes

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

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



Course code	COMPUTER APPLICATIONS IN ECONOMICS (THEORY)		L	T	P	C
Core	CORE COURSE - XII		4	-	-	4
Pre-requisite	This course provides the foundation for the computer application in Economics. Students should know the basic components of computers and its applications.		Syllabus Version		2023-24	
Course Objectives:						
The main objectives of this course are to:						
1. To enable the students to learn the basic features of hardware and software.						
2. To understand the different components of computers and its application in economics.						
3. To process the available data for making meaningful analysis						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	To become familiar with basic knowledge on computer with languages and operating packages				K1	
2	To draw distributive tables, graphs, and trend lines				K2	
3	To estimate the parameters of data analysis and interpret it				K3	
4	To use word processing in computers.				K4	
5	To gathering knowledge about MS Office				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Basic Components of Computer				15 hours	
Basic components of computer CPU: input-output devices, Keyboard, Mouse, Scanner, Monitor, Printers, Hard disk, Floppy disk, CD-ROM - Types of computers and their applications:- Operating Systems: DOS, UNIX, WINDOWS and their salient features.						
Unit:2	Hardware and Software				15 hours	
Hardware and Software - Language and operating packages: C and C++, Visual Basic, DBASE, SPSS: Major features and utilities in economics – other economics and testing tools packages.						
Unit:3	Concepts of Data				15 hours	
Concepts of data record and file - Types of data and data structures: File handling and operations like opening, closing and attribute controls - Data storage and retrieval - data operations: Algorithms like sorting merging, joining and bifurcation.						
Unit:4	Data Process and Analysis				14 hours	
Data objects: Series, Groups, and Tables – Data type: Cross section, time series and pool data-Data matrix: variable and observation- Data analysis: Univariate and multivariate analysis- Document - Data creation: Code sheet preparation, Data entry.						
Unit:5	Computers and Word Processing				14 hours	
Computers and Word processing: MS Office: Typing, Selecting, Editing and moving texts - saving documents - Printing documents - word formatting tools - Styles and templates - Headers, Footers, Page formatting, Footnotes - Tabs, Columns, Sorting - Macros - Customizing word.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars						

		Total Lecture hours	75 hours
Book(s) for study			
1	Rajasekaran S and A.H. Wheelar,(1996) Numerical Methods in Science and Engineering		
2	Sinka P.K. (1992) Computers Fundamentals, BPB Publications, NewYork.		
Book(s) for Reference			
1	Ram Mansfield, (1993) The Compact to Windows, Word & Excel - BPB Publications (UnitV).		
2	Levin R.I AND C.A. Kirk patrick (1975) Quantitative Approaches to Management (3 rd Edition), Mc Grew Hill, NewYork.		
3	Sanders D.H. (1988) Computers Today, Mc Grew Hill (3 rd Edition)		
4	Schildt H (1987) C Made Easy, Mc Grew Hill NewYork		
5	Lip Schultz M M AND S Lipchultz (1982) Theory and problems of Data Processing schemes Out Line Series, Mc Grew Hill NewYork.		
Course Designed By: Dr. M. Kannan. Email id: mkannanbcm@gmail.com			

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

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

Course code	ENVIRONMENTAL ECONOMICS		L	T	P	C
Core	CORE COURSE - XIII		4	-	-	4
Pre-requisite	The interaction between economics, ecology and environment.		Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are to:						
1. To understand the fundamentals of ecology, environment and their relationship with economics.						
2. To know the market inefficiencies and externalities like pollution and find the solutions to market failures.						
3. To study the economics behind environmental issues and policies.						
Expected Course Outcomes: On the successful completion of the course, student will be able to:						
1	To familiarize with the theories of environmental economics.				K1	
2	To examine the practical environmental problems and offer solutions.				K4	
3	To analyze the regulations and prohibition measure to protect the environment				K5	
4	To assess India's environmental policies.				K4	
5	To measurement the government activity against environmental problem				K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Basic Concepts of Environment Economics				15 hours	
The basic concepts of Environment Economics - Basic theory of Environmental Economics - Efficiency in a open market economy - Imperfect market problems - Kaldor - Hicks compensation Principle - Tragedy of commons.						
Unit:2	Environmental Pollution				15 hours	
Environmental pollution: Air, Water, Deforestation, Noise, Industrial Pollution - Waste disposal and recycling of water .Environmental pollution in India - Policies of pollution control and conservation.						
Unit:3	Cost - Benefit Analysis				15 hours	
Cost - Benefit Analysis: Optimum Pollution - Efficient level of environmental quality - Evaluation of environmental benefit - Direct and indirect methods.						
Unit:4	Demographic Effects of Environment				14 hours	
Population, economic growth and environmental quality. Urbanization and environmental problems –Second stage of Demographic Transition-Effects of over population-Problems and its impact.						
Unit:5	Environmental Actions				14 hours	
The collective environmental action: Regulation and prohibition Taxes, subsidies and effluent charges, Government protection of environmental services.-Environmental education- Awareness- Movements in India – protection of environment - legal system.						

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Book(s) for study		
1	Karpagam, M. (2005) "Environmental Economics". Sterling Publishes Pvt. Ltd	
2	S.Sankaran: Environmental E economics (2005) Margham Publications, Chennai	
Book(s) for Reference		
1	Baumol, Willam J. Oates, and Wallace E "Economics, Environmental Policy and the Quality of Life". 1977, Prentice Hall Inc	
2	Eugine, T. (2006) "Environmental Economics, Virindhha Publications (P) Ltd	
3	Handley, Nick, J. Shogren, "Environmental Economics" and Ben White (1999) Macmillan,	
4	Abhijit Dutta, Sunita Dutta and P N Pandey, Environmental Economics A.P.H.Publishing Corporation, New Delhi.	
5	Maddu Raj Environmental Economics (2001) IVY Publishing House , New Delhi	
Course Designed By: Dr.S.Santhanalakshmi Email id:drsslecoobm@gmail.com		

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

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

Course code	LABOUR ECONOMICS			L	T	P	C
Core	CORE COURSE - XIV			3	-	-	3
Pre-requisite	Labour problems and performance of trade unions.			Syllabus Version		2023-24	
Course Objectives:							
The main objectives of this course are to:							
1	To analyse an individual's labour supply as the result of the optimum division of time between work and leisure.						
2	To understand the investment on human capital, and its influence on the current and future labour supply.						
3	To develop the ability to analyse a company's demand for work as the result of a resource optimisation.						
4	To understand the role of the state and trade unions in the labour market.						
5	To know about the labour regulations and collective bargaining and its influence on employment.						
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Demonstrate a sound understanding of the core concepts and tools of labour economics and Policy.						K2
2	To apply economic principles of labour market and contemporary academic literature						K1
3	To evaluate the nature jobs in social and economic environments						K4
4	Critically evaluate government policies affecting work and jobs.						K5
5	To identify and utilise the labour welfare legislation in India.						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Concept of Labour					15 hours	
Concept of Labour and Labour Economics-Labour Problems- Demand and Supply of Labour – Labour market - Characteristics of labour market in India- Recruitment Procedure and Employment Exchange.							
Unit:2	Role and functions of Trade Unions					15 hours	
Role and functions of Trade Union- Theories of Trade Unionism (i) Webbs (ii) KarlMarx (iii) Gandhi- Trade Union Movement in India-Recent Trends-Justifications of Strikes and Lockouts							
Unit:3	Industrial Disputes					15 hours	
Industrial Disputes: Causes and Consequences- Industrial Disputes in India- ILO Purposes- Constitution-Functions-ILO and India.							
Unit:4	Industrial Relations					14 hours	
Need for Industrial Relation Machinery-Preventive and Curative methods-Collective Bargaining, Arbitration and Adjudications- Industrial Democracy, concept of Workers participation in management- Role of State in Industrial Relations.							
Unit:5	Labour Welfare Concepts					14 hours	
Labour Welfare concept, significance, classification, Principles and programmes- Concept of Labour in India; Factory Act ,Labour Welfare Legislation in India.							

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s) for study		
1	Tyagi P.B.(1995),Labour Economics and SocialWelfare,(JaiprakashNath&Co.Meerut),	
2	Saxena R.C. (1979), Labour Problems and SocialWelfare,(K.Nath&Co,Meerut)	
Book(s) for Reference		
1	Pant C.(1978),Indian Labour Problems,(Allahabad, Chaitanya Publishing House).	
2	Singh S.S., and Metha S.(1989),Labour Economics,(Ajanta Prakasham NewDelhi).	
3	Singh V.N.(1980), Industrial Labour in India (Asia Publishing House, Bombay).	
4	Mehrotra S.M.(1976),Labour Problems in India (New Delhi, S.Chand & Co, Ltd).	
5	Baholiwal T.N.(1981), Economics of Labour and Industrial Relations,(Sahitya Bhawan, Agra).	
6	Giri V.V.(1985),Labour Problems in Indian Industry (Asia Publishing House, Bombay).	
7	Loster R.K.(1989), Economics of Labour and Industrial Relations (Macmillan &Co,NewYork).	
Course Designed By: Dr V.Usharani, Email ID: professorusharani@gmail.com		

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

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

Course code	FINANCIAL MARKETS			L	T	P	C
Elective	Elective III - GROUP A			4	-	-	4
Pre-requisite	This course deals with financial market and its performance so, students have basic knowledge of financial and capital markets.			Syllabus Version		2023-24	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> To providing knowledge on the development and functioning of Indian financial markets and its components To understand the features and benefits money market and capital market To impart knowledge on the categories of derivatives markets 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	To conversant with the theory and practice of different financial institutions and markets.					K1	
2	To understand and analyse the interconnection between the monetary forces and real forces.					K2	
3	To familiar with the role and limitations of money market and capital market					K4	
4	To understand the Indian markets					K3	
5	To shape and influence the monetary and related policies both at the national and international levels					K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Financial Market					15 hours	
Financial market - Definition –Role-functions – constituents of financial market - Indian money and capital markets. Global financial markets.							
Unit:2	Money Markets					15 hours	
Money Markets -Definition-General Characteristics-Objectives-Importance-General Functions-Segments and sub markets-Money Market and capital market instruments.							
Unit:3	Features of Call Money Market					15 hours	
Call money market-Features-Benefits-Indian call money market-nature of dealings. participants-Modus operandi -call money rates-treasury bill market-features - CD's- Commercial Paper -Bankers Acceptances – Euro Dollar -Repos- LIBOR - MIBOR-CBLO.							
Unit:4	Capital Markets					14 hours	
Capital market- Characteristics- functions-recent initiatives in Indian capital market-Stock exchanges-meaning –definition-functions –Stock market Indices -Calculation of Indices-Regulation of Stock Exchanges - Role of SEBI-Security Listing- Brokers- Cash market operations - margin-settlement.							
Unit:5	Derivative Markets					14 hours	
Derivative Market-meaning -Growth -Functions - categories of derivatives market-Forward contract VS Future Market-Option based derivatives market.							
Unit:6	Contemporary Issues					2 hours	

Expert lectures, online seminars – webinars	
Total Lecture hours	
75 hours	
Book(s) for study	
1	Dr. S Gurusamy [2004] Financial services and markets Vijay Nicole imprints Chennai
2	Khan .M.Y.(1996) Indian Financial System ,Tata McGraw Hill New Delhi 7
Book(s) for Reference	
1	Bhole L.M (1999), Financial institutions and Markets, Tata McGraw Hill Company Ltd: New Delhi
2	Edminster R.O.(1986), Financial Institutions, Markets and Management McGraw Hill, London
3	Bhole, L.M (2000) Indian Financial System Chugh Publications Allahabad
4	Hanson.JA.and S. Kathuria (eds.) (1999) India; Financial Sector for the Twenty –first Century Oxford University press, NewDelhi
Course Designed By: Dr.D.Elango. Email id: gacelango@gmail.com	

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

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

Course code	SERVICES MARKETING			L	T	P	C
Elective	Elective III - GROUP B			4	-	-	4
Pre-requisite	The basic concept of services marketing and different types of services. Service marketing approach			Syllabus Version		2023-24	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. To know about the special characteristics of services as compared to goods. 2. To understand the marketing practices ideal for services. 3. To inculcate knowledge about portfolio and financial intermediary services. 4. To understand the nature of marketing of non-profit organizations. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	To know the basic components of marketing					K1	
2	To demonstrate and explain the characteristics of services products differ from tangible goods.					K4	
3	To distinguish the service types and draw implications for setting the marketing strategy.					K2	
4	To apply marketing mix to develop a positioning strategy for any service organization.					K3	
5	Critically analyse service marketing problems and recommend solutions					K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Services Marketing					15 hours	
Services Marketing: Meaning – nature of services – Types and importance –Relationship marketing – Mission, strategy, elements of designs, marketing plan market segmentation.							
Unit:2	Marketing mix Decisions					15 hours	
Marketing mix decisions: Unique features of developing, pricing, promoting and distributing services – Positioning and differentiations strategies, quality of service industries – Achievement and maintenance, customer support service.							
Unit:3	Hospitality in Marketing					15 hours	
Marketing of Hospitality: Perspective of Tourism, Hotel and Travel Services – Airlines, Railway, Passenger and Goods Transport – Leisure services.							
Unit:4	Marketing of Financial Services					14 hours	
Marketing of Financial Services: - Concepts – Features of Banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio and financial intermediary services.							
Unit:5	Marketing Organizations					14 hours	
Marketing of Non-Profit Organizations: Services offered by charities – Educational service – miscellaneous services – Power and Telecommunications.							
Unit:6	Contemporary Issues					2 hours	
Expert lectures, online seminars – webinars							
Total Lecture hours						90 hours	

Book(s) for study	
1	S.M. Jha – Services Marketing – Himalaya Publishing Company
2	Ravishankar –Services Marketing – Indian experiences – South Asia Publication
Book(s) for Reference	
1	Ziethaml & Bitner – Services Marketing: Integrating Customer Focus across the Firm TMH
2	P.K. Sinha & S.C. Sahoo – Services Marketing – Text & Readings – Himalaya
3	Adrian Pyne – Essence of Services Marketing – Prentice Hall of India
4	Lovelock – Services Marketing – Prentice Hall
5	Gonsalves – Services Marketing – Prentice Hall
6	Palmer – Services Marketing : Principles & Practice – Prentice Hall.
7	Woodruffe – Services Marketing - Macmillan
Course Designed By: Dr. R.Selvi. email id: selvirajammal@gmail.com	

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

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



Course code	INTRODUCTION TO INDUSTRY 4.0		L	T	P	C
Elective	Elective III GROUP – C		4	-	-	4
Pre-requisite	Basic computer knowledge and local industrial knowledge.		Syllabus Version		2023-24	
Course Objectives:						
The main objectives of this course are to:						
1. To understand the various stages of industrial revolutions						
2. To know the drivers, enablers and compelling forces for Industry 4.0's advancement						
3. To understand Internet of Tools of Industry (IoT)						
4. To know the predictive analysis, big data leading to data-driven decisions and automation.						
5. To find the challenges in cyber security and measures to reduce them.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	To Understand the drivers and enablers of Industry 4.0					K1
2	To knowing the artificial intelligence and its environment					K2
3	To analyse the societal influences of AI and its application domains					K4
4	To demonstrate the power of big data terminologies in the networked economy.					K3
5	To understand the opportunities, challenges brought about by Industry 4.0.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Industry 4.0				15 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				15 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				15 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				14 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	14 hours
Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
Total Lecture hours		90 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	P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0, 2020.	
Course Designed By: Dr. P. Kaliraj, and Dr.T. Devi,		

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

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



**Fourth
Semester**

Course code	PUBLIC ECONOMICS		L	T	P	C
Core	CORE COURSE – XV		4	-	-	4
Pre-requisite	Theoretical aspects of public economics and its applications.		Syllabus Version		2023-24	
Course Objectives:						
The main objectives of this course are:						
1	To provide analytical capacity on public economic theories and practices.					
2	To understand the major sources of government revenue and expenditure.					
3	To use economic analysis to predict and verify the effects of government intervention on behavior of individuals, households and firms.					
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To understand the theoretical aspects of public economics and its applications.					K1
2	To analyze the efficient allocation for public goods.					K2
3	To analyze policy applications on welfare assistance.					K3
4	To critically analyze fiscal policies and its implication in Indian economy.					K4
5	To discuss the implications of policy for efficiency, equity and growth.					K5
6	To discuss the implications of policy for efficiency, equity and growth					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Scope and Significance				18 -- hours	
Public Finance: Significance, scope, and Function- Public Finance Versus private finance – Theory of public good –Market failure- Externalities –Provision for public goods - General model of efficient Allocation for public good.						
Unit:2	Public Taxation				18-- hours	
Sources of Public Revenue: Theory of Taxation –Taxable capacity-Ability to pay and Benefit principle in taxation-Indian direct and indirect taxes-Incidence of tax-Tax reforms-MODVAT – GST.						
Unit:3	Public Expenditure				18-- hours	
Public expenditure: Theories of public Expenditure-Structure and growth of Indian public Expenditure - Expenditure Revenue mobilization for the Budget- Performance of Budget - Limitation of budget.						
Unit:4	Public Debt				17-- hours	
Public Debt: Growth and composition of public Debt-Internal and External Debt-Central and state deficit – redemption of public debt.						
Unit:5	Fiscal Policy				17-- hours	
Indian Fiscal policy: Principle of Federal finance-Evaluation of federal Finance - 14 th and 15 th Finance commission - Local Finance - Niti Aayog and its functions						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars - webinars						

		Total Lecture hours	90 --hours
Book(s) for study			
1	Roshendra Jha : Modern Public Economics		
2	Rosen Harways : Public Finance, Irwin		
3	S.K.Singh :Public Finance		
4	Thyagi: Public Finance		
5	Mankar & Sarma: Public Finance Theory and Practices		
Book(s) for Reference			
1	Musgrave, R.A and P.B.Musgrave[1976] Public finance theory and practice,Mcgraw-hill Kogakusha,Tokyo.		
2	Stiglitz.J.k [1986] Economics of the public sector, Norton New York.		
3	Atkinson.A.B and J.E stiglitz [1980] Lecture in Public Economics, Mcgraw Hill,New York		
4	Musgrave R.A and C.Sharp [Ed] 1970 Readings in Economics of Taxation ,George Allen and unwin London.		
5	Muller D.C [1979] Economics of Public choice,Cambridge University.		
6	Seigman.E.R.A [1960] Eassys in Taxation, George Allen and Unwin London.		
7	Brown.C.V and Jackson-Public sector Economics.		
8	Hyman,David-The Economics of Government activity.		
Course Designed By: Dr.M.Elangovan. Email id: drmeeasc@gmail.com			

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

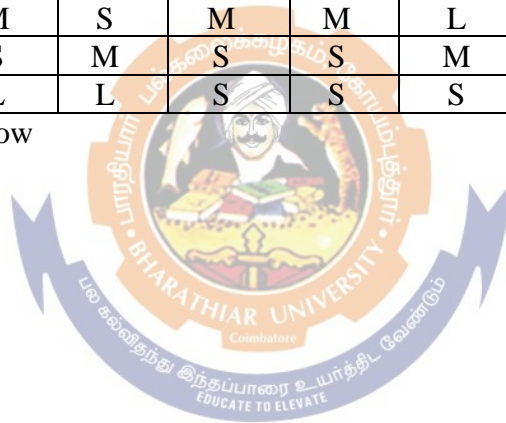
*S-Strong; M-Medium; L-Low

Course code	INTERNATIONAL ECONOMICS			L	T	P	C
Core	CORE COURSE – XVI			4	-	-	4
Pre-requisite	Acquire advanced knowledge on theories of international trade, exchange rate regimes, terms of trade and functions of international financial institutions.			Syllabus Version		2023-24	
Course Objectives: The main objectives of this course are:							
1	To understand the theories governing international trade.						
2	To aware about the policies pursued by various economic bodies in international economics.						
3	To study the current and capital account convertibility of Indian rupee.						
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	To develop a systematic knowledge on composition, direction and consequences of international trade.						K1
2	To understand the processes of international economic relations as the part of global market economy.						K2
3	To acquire skills on the various aspects of exchange rate.						K3
4	To aware about international financial markets, balance of payments and the trade balance, and the capital flow.						K4
5	To evaluate the role of international institutions on trade practices.						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	The Basis of Trade						18 -- hours
The basis of trade – Heckscher – Ohlin theorem – Leontiff Paradox – Factor price equalization – Stolper Samuleson theorem – Rybcznski theorem.							
Unit:2	Importance and Theories of Trade						18-- hours
Importance of terms of Prebish – Singer thesis international trade. Trade – concepts of terms of trade – factors affecting terms of trade – - doctrine of reciprocal demand and offer curve analysis-gains from International Trade.							
Unit:3	Exchange Rate						18-- hours
Exchange rate – Determination of equilibrium exchange rate – mint par parity – PPP – BoP Theories – Types of exchange rate - Fixed and Flexible exchange rate – spot and forward exchange rate - adjustable peg - crawling peg and managed Floating systems.							
Unit:4	Balance of Payments						17-- hours
Balance of payments – Balance of trade and balance of payments – BoP disequilibrium – Method of correcting disequilibrium - Exchange control - Devaluation – Elasticity and Absorption approach .							
Unit:5	International Institutions						17-- hours
International institutions – IMF and IBRD – WTO – Trade Blocs and Monetary units – Impact of liberalisation on the pattern of trade.							
Unit:6	Contemporary Issues						2 hours
Expert lectures, online seminars - webinars							
						Total Lecture hours	90 -- hours
Book(s) for study							
1	Heffernam and Singlair : Modern International Economics						

2	Krasuse (Wlater) : International Economics
3	Sodermsten, Bo : International Economics
4	Soresten,Bo : International Trade - Essays in Theory, North – Holland Ansterdam 1986.
5	Kindeleberger, Charles : International Economics.
6	Cherumilum Francis:‘International Business’, NewDelhi, Wheeler Publication, 1998.
Book(s) for Reference	
1	Sodersten, Bo. and Geoffery Reed ; International Economics, Hongkong Marmilan ltd.
2	W.Charles Sawyer, Richard.D.Sprainkle : International Economics , Prentice Hall of India.
3	Salvatore, : Schaums Outline of Theory and Problems of International Economics.
Course Designed By: Dr.D.Elango. Email id: gacelango@gmail.com	

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

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



Course code	HUMAN RESOURCE MANAGEMENT		L	T	P	C
Core	CORE COURSE – XVII		3	-	-	3
Pre-requisite	Provides wide knowledge about performance appraisal, training and development, collective bargaining and employee welfare.	Syllabus Version	2023-24			
Course Objectives: The main objectives of this course are:						
1	To understand the implications of human resource management and the behavioral sciences, and government regulations.					
2	To know the elements of the human resource functions, key concepts and terminology.					
3	To understand the principles and techniques of human resource management.					
Expected Course Outcomes: On the successful completion of the course, student will be able:						
1	To analyze human resource planning and forecasting techniques.					K4
2	To investigate and interpret the key procedures in recruitment and selection.					K2
3	To describe and analyze about the training and development.					K3
4	To illustrate the essential features of human resource information system.					K1
5	To evaluate employee's self analysis and reflect upon personal improvement.					K5
	To evaluate significant contemporary issues in human resource management.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Basics of Human Resource Management				18 -- hours	
Evolution of Human Resource Management – The Importance of the Human Factor – Objectives of Human Resource Management – Role of Human Resource Management – Human Resource Policies.						
Unit:2	Planning				18-- hours	
Importance of Human Resource Planning – Forecasting Human Resource requirements – Internal and External sources. Selection Process – Screening – Tests – Validation –Interview – Medical Examination – Recruitment. Induction – Importance – Practices - Socialization benefits.						
Unit:3	Orientation and Training				18-- hours	
Orientation & Training: Orienting the employees, the training process, training techniques special purpose training, Training via the internet. Management Development - The responsive managers - Key factor for success. Performance appraisal: Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice. - Managing promotions and transfers.						
Unit:4	Establishing Pay Plans				17-- hours	
Establishing Pay plans: Basics of compensation - factors determining pay rate – Current Trends in compensation - Computerized job evaluation. Pay for performance and Financial incentives: Money and motivation - incentives for operations employees and executives - Organization wide incentive plans – Insurance Benefits - retirement benefits and other welfare measures to build employee commitment.						
Unit:5	Industrial Relations and Collective Bargaining				17-- hours	
Industrial relations and collective bargaining: Trade unions - Collective bargaining. Discipline administration - grievances handling - managing dismissals and Separation .Labour Welfare: Importance & Implications of labour legislations - Employee health- Auditing functions, Future of HRM function.						
Unit:6	Contemporary Issues				2 hours	

Expert lectures, online seminars - webinars	
Total Lecture hours	
90 -- hours	
Book(s) for study	
1	Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2	V.S.P Roa, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi - 2000.
3	Decenzo and Robbins, Human Resource Management, Wiley, 6th Edition, 2001.
4	Dessler, Human Resource Management, Pearson Education Limited, 2002.
Book(s) for Reference	
1	H.John Bernardin & Joyee E.A.Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
2	David A. De Cenzo & Stephen P.Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
Course Designed By: Dr. K.Mariappan.. Email id:mariappanmadhu@gmail.com	

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

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

Course code		INTERNATIONAL TRADE PROCEDURES AND DOCUMENTATION	L	T	P	C
Core/Elective/Supportive		ELECTIVE IV - Group A	4			4
Pre-requisite		Export and import procedures and documentation	Syllabus Version			2023-24
Course Objectives: The main objectives of this course are:						
1	To grasp the knowledge on international marketing environment.					
2	To familiar with the concepts of export and import procedures and documentation.					
3	To provide knowledge on the export and import trade regulations.					
Expected Course Outcomes:						
On the successful completion of the course, student will be able:						
1	To create basic knowledge of access to exports and imports.					K1
2	To understand the export and import documentation system.					K2
3	To construct the knowledge of export and import procedure.					K3
4	To analyse the conceptual framework of export and import policy.					K4
5	To understand the export and import regulations in India.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	International Marketing Environment				18 -- hours	
Meaning and Definition of Export -Import-Classifications -International Marketing environment – Global trade and developing countries – Highlights of India’s trade performances-Determinants of Export and Import – Major problems of India’s export sector – Impact of recent changes in foreign trade policy. Entry to foreign markets – Trade Fairs – Pre -shipment finance – Post- shipment finance- EXIM bank of India.						
Unit:2	Registration and CENVAT				18-- hours	
Registration – ICE, Central Excise, category of Exports – Physical – Direct and indirect – Deemed export – Manufacturing exporter – Merchant exporter. Duty Drawbacks – Advance licensing – CENVAT – Sales Tax Exemption – IPRS-Excise Clearance Benefit – Rebate – Income Tax benefit.						
Unit:3	Export-Import Procedure				18-- hours	
Steps in Export Procedure-Export Contract –Forward Cover-Export Finance-Institutional framework for Export Finance-Excise Clearance-Pre-shipment Inspection – Role of Clearing and Forwarding Agents-Shipping and Customs Formalities-Customs EDI System-Negotiation of Documents Realisation of Exports Proceeds. Pre-Import Procedure-Steps in Import Procedures-Legal Dimensions of Import Procedure-Customs formalities for Imports- Warehousing of Imported Goods-Exchange Control Provisions for Imports-Retirement of Export Documents.						
Unit:4	Policy and Institutional Framework for Exports and Imports				17-- hours	
Foreign Trade Policy-Highlights-Special Focus Initiatives-Duty Framework - Deemed Exports- ASIDE-MAI&MDA –Star Export Houses –Town of Export Excellence-EPCG. Scheme-Incentive for Exporters. Export Promotion Councils-Commodity Boards-FIEO-IIFT- EOUs-SEZs-ITPO-EXIM Policy: EXIM policy 2002-2007 – Features- Foreign Trade Policy 2004-2009 - Salient features.						

Unit:5	Export and Import Trade Control	17-- hours
<p>Export Trade Control: Different categories of Exporters – Export Licensing procedures and formalities – Role of ECGC in export promotion –Project exports and consultancy exports. Import Trade Control: License –Duty Entitlement Passbook Scheme-Harmonized IEC code number adopted for classification of import control items-Import of Capital goods under EPCG scheme –Import of raw materials and components under OGL actual user condition-Import for stock and sale-Restricted and Banned items for imports Canalisation of imports and various canalizing agencies.</p>		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
Total Lecture hours		90 --hours
Text Book(s)		
1	Export Marketing ,TAS Balagopal,Himalaya publishing house.	
2	A guide on export policy, procedures and documentation – M.I.Mahajan.	
Reference Books		
1	Handbook of Import-Export Procedures-Ministry of Commerce, Government of India, New Delhi.	
2	Exports-Do it yourself, M.IMahaja, Snow white publishing House.	
3	Imports-Do it yourself, M.IMahaja, Snow white publishing House.	
4	Export Documentation and procedures, Nabhi publications,New Delhi.	
Course Designed By:Dr.S.Santhanalakshmi Email id:drsslecobm@gmail.com		

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

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

Course code	INTERNATIONAL BUSINESS			L	T	P	C
Elective	Elective IV - GROUP B			4	-	-	4
Pre-requisite	This course explores global economies and markets, such as business customs, multinational businesses and foreign trade practices. It highlights the foreign business environments, cultural dynamics, economic developments and political impacts on foreign businesses.			Syllabus Version		2023-24	
Course Objectives:							
1							
2	To know about the composition and direction of India's imports and exports.						
3	To identify the role and impact of political, economical, social and cultural variables in international business.						
4	To analyze international business from a multi-centric perspective.						
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	To understand the most widely used international business terms and concepts.					K2	
2	To critically analyze the risk and opportunities prevailing in businesses that operate in the global arena.					K4	
3	To recognize the function of international organisations.					K1	
4	To know about exchange rate determination, controlling and policies.					K3	
5	To demonstrate the composition and direction of India's imports and exports.					K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	International Business					15 hours	
International Business - Meaning, Nature and Scope – Role of Foreign Trade in the Economic Development of India – Balance of payment in the context of Economic Growth Process – Trade balance – Trends – Principles of BOP – Correction of adverse BOP.							
Unit:2	World Bank and IMF					15 hours	
Euro Currency Market – GATT – WTO, World Bank and IMF – Functions.							
Unit:3	Export Marketing					15 hours	
Export marketing – Meaning – An overview of export marketing – differences between export marketing and domestic marketing – salient features and basic functions of export marketing – export barriers – Tariff and non-tariff – Export market analysis– Sources of market information .							

Unit:4	India's Import and Export	14 hours
Composition and direction of India's imports and exports – Past trends, present position and prospects –Service exports – Trends, prospects and problems – Important documents used in foreign trade.		
Unit:5	Foreign Exchange	14 hours
Foreign exchange – Theories of foreign exchange – administration of foreign exchange – Rate determination – Factors influencing fluctuations in foreign exchange – Exchange control in India.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Book(s) for study		
1	International Marketing Management- Varshney & Bhattachariya.	
2	Export Marketing - T.A.S. Balagopal	
3	Money, Banking & International Trade-M.L.Seth	
Book(s) for Reference		
1	International Business - Francis Cherunilam.	
Course Designed By: Dr. M. Kannan. Email id: mkannanbcm@gmail.com		

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

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

Course code	HEALTH ECONOMICS			L	T	P	C
Core/Elective/Supportive	Elective IV - Group C			4	-	-	4
Pre-requisite	Knowledge on Health infrastructure and social infrastructure			Syllabus Version		2023-24	
Course Objectives:							
The main objectives of this course are:							
1	To acquire sufficient knowledge about fundamental principles of health economics						
2	To acquaint with economic reasoning to resource allocation problems of the health sector						
3	To equip with the health services and the major components of social infrastructure						
Expected Course Outcomes:							
On the successful completion of the course, student will be able:							
1	To understand the economic concepts of health care.						K1
2	To understand about the demand and supply of health care services.						K2
3	To analyze the economic evaluation on health care.						K3
4	To gain knowledge and to evaluate the health infrastructure						K4
5	To construct the knowledge of policy decision of India's health sector						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Introduction to Health Economics					15 -- hours	
Defining Health Economics -Economics of Health Care - Health Care Services, Need and Role of Health Care Services - Importance and Usefulness of Health Care Statistics -Estimation of Economic Value of Health Care Services - Indicators of Health Status. Measures of Health Status: Mortality, Morbidity and Quality of Life							
Unit:2	Demand for and Supply of Health Care Services					15-- hours	
Demand for Health Care: Conceptual Framework - The Role of Quality in Demand for Health Care.-Factors influencing demand - Determinants of Health Status: Income and Education, Environmental and Life Style Factors and Genetic Factors. Production of Health Supply Function of Health Care Services - The Physicians - The Hospitals and Nursing Homes -The Physician Induced Supply for Health Care.							
Unit:3	Economic evaluation of health care systems					15-- hours	
Definition of Economic Evaluation – Steps of Economic Evaluation – Types of Economic Analysis: Cost Analysis – Cost Effectiveness Analysis – Cost Utility Analysis – Cost Benefit Analysis: Issues in Cost Benefit Analysis – QALY, DALY. Regional disparities in health sector-Health statistics at aggregate and regional level.							
Unit:4	Health Infrastructure and Public Health Care System					14-- hours	
Health Infrastructure - Hospital Building Infrastructure - Manpower - Facilities Drugs. Public Health Care Delivery System - Problems of Public Health - Social Externalities and Threats to Health - Tobacco, Alcohol and Drugs Abuse - Environmental Pollution and Health - Second Generation Health Issues.							
Unit:5	India's Health Sector					14-- hours	
India's Health Sector: Trends in Public Expenditure on Health and Family Welfare. Health Insurance: Definition – Health Insurance in India – Health Insurance Schemes: Central Government Health Insurance Schemes – Health Insurance Initiatives by State Governments -							

Employer-based Schemes. Social Insurance for Health Care of the Poor, National Health Policy – NRHM – Health Policy Challenges for India.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 –hours
Text Book(s)		
1	Feldstein, N.S, Economic Analysis of Health Services Efficiency, Amsterdam: North Holland.	
2	Folland, Sherman, Allen C Goodman and Miron Stano, The Economics of Health and Health Care, Prentice-Hall, New Jersey	
Reference Books		
1	GOI, National Health Policy, Ministry of Health and Family Welfare, New Delhi.	
2	Government of India, Five Year Plan Documents (6th to 12th Plan and On) Planning Commission, New Delhi.	
3	Haggard, Odeyar, D, Hospital Management, Mohit Publications, New Delhi.	
4	Phelps, Charles, E, Health Economics, Second Ed. Addison-Wesley, Reading.	
5	Weisman J, Economics of Public Health, University of Pennsylvania, Pennsylvania.	
6	World Bank, The Financing of Health Services in Developing Countries-An Agenda for Reform, World Bank Policy Study, Washington D.C.	
7	World Bank, Investing in People: The Health Sector, World Bank, Washington, D.C.	
8	Zweifel, peter and Freidrich Breyer, Health Economics, Oxford University Press, New York.	
Course Designed By: Dr V.Usharani, Email ID: professorusharani@gmail.com		

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

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