



B.A.Economics

Curriculum and Syllabus

Regulations 2021

(Based on Choice Based Credit System (CBCS)

and

Learning Outcomes based Curriculum Framework (LOCF)

Effective from the Academic year

2021-2022

Department of Economics

School of Management studies and commerce

Vision of the Department

To be a Centre of Excellence in Management Studies and Commerce, imparting and developing Managerial leadership and entrepreneurial skills to students and provide managers for the global market.

Mission of the Department

- Provide an affordable opportunity for diverse group of students and other stakeholders to learn by synergizing education, research, innovation and outreach efforts.
- To inculcate self-discipline, values, ethics and devotion to duty among the students to make them good citizens, leaders, professionals & entrepreneurs.
- To develop the future business leaders through imparting high quality of analytical ability & decision making capability.
- To offer exposure to global business standards and inculcate strategic management aspiration.

PROGRAMME OBJECTIVES

The students will be able to do, on successful completion of programme,

1. To provide students a well-founded education in Economics.
2. To provide and adapt curricula that prepares our graduates for employment.
3. To provide students, the opportunity to focus on applied and policy issues in Economics.
4. The ability to analyse historical and current events from an economic perspective.
5. Students will be able to demonstrate an ability to identify alternative solutions to problems.

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

PEO1: Program enables the learners to build up a professional carrier as economists, financial advisors, economics planners and policy makers. It prepares them to cope up with the obstacles involved in the process of economic development.

PEO2: Exhibits theoretical and practical knowledge of economic concepts and theories to explain and understand the business and economic phenomena in the domestic and global context.

PEO3: Acquaint with statistical, mathematical methods to be applied to obtain solutions to pertinent questions by using qualitative and quantitative reasoning. Application of Statistical techniques to analyze and interpret data for more authentication.

PEO4: Equips knowledge of the discipline of Economics including concepts, fundamental theories, fiscal and monetary policies to overcome the problems of inflation and deflation.

PEO5: Publish research findings and innovations in national, international conferences and seminars, project presentations, and publication of research articles in peer reviewed and indexed conferences and journals.

PROGRAM OUTCOME (PO)

PO1: *Logical / Analytical reasoning*: Learners will effectively visualize, conceptualize, articulate, and solve complex problems or address problems that do not have a clear answer, with available information, through experimentation and observation, using microeconomic and macroeconomic theories as well as calculus and statistical tools.

PO2: *Conceptualizing*: Learners are capable to apply economic analysis for day to day problems by helping them to understand events, identify proposals to solve the issues, evaluate specific policy proposals and implement the policies in an effective manner.

PO3: *Integrative Knowledge*: Students will broaden their global and disciplinary knowledge, enhancing their understanding of the world around them both within economy and beyond.

PO4: *Applicability*: Students are provided with opportunity to focus on applied and policy issues in Economics by emphasizing quantitative and theoretical aspects of Economics.

PO5: *Superintendence*: Students are equipped with skills to work as part of a team and lead others, ensuring them to prepare and navigate diverse audiences and situations.

PO6: *Specialization*: Learners to understand the economic functioning and conditions of our country in the context of past, present and future.

PO7: *The Teacher and Society*: Application of reasoning for the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional teaching practice.

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO1: Demonstrate competency across economic disciplines, specifically apply the essential elements of core economics principles to analyse and evaluate problems and to construct and implement solutions in the economic environment.

PSO2: As the Under Graduate Course contains the fields like statistics, mathematics and economics principles, it enhances them to compute and assess the real situation of the economy including the size and changes of population, income pattern, nature of an extend of employment, rate of development with pattern of investments and savings, policies in relation to other countries, and social security measures adopted in the country.

PSO3: Demonstrate ability to recognize and identify Economic planning, capital market, monetary and fiscal policies and assess response options relative to

the needs and interests of relevant stakeholders to address issues in a business context.

PSO4: To facilitate the students to go for economical decision making with mathematical and statistical concepts.

PSO5: To motivate the students to know about new trends in National Economy.

VISTAS
DEPARTMENT OF ECONOMICS
Members, Board of Studies

1. Dr.S.N.Sugumar Professor and HOD	Chairman	INTERNAL
2. Dr(Mrs) N.Gajalakshmi, Associate Professor, Department of Economics, S.D.N.B., Vaishnav College Chromepet, Chennai 600 044.	External Member	ACADEMIC EXPERT
3. Dr.S.Chandrachud Professor	Member	INTERNAL
4. Dr.S.Jansirani Professor	Member	INTERNAL
5. Dr.S.Sudha Assistant Professor	Member	INTERNAL
6. Dr. S. Thangamayan Assistant Professor	Member	INTERNAL
7. Dr.S. Saravanan Assistant Professor	Member	INTERNAL

Regulation 2021

Vels Institute of Science and Technology and Advanced studies (VISTAS)
B.A Degree Course (Common Template)

Courses of Study and Scheme of Assessment

(Minimum Credits to be earned: 140)

B.A. Course Components

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	Total Credits
Program Core & Languages	15 +6	15+6	14+6	10+6	4	-	82
Ability Enhancement Courses (AEC)	2	-	2	-	-	-	4
Discipline Specific Elective (DSE) & Generic Elective(GEC)	-	-	-	5	17	20	42
Skill enhancement Course(SEC)	-	2	2	3	2	3	12
Total Credits	23	23	24	24	23	23	140

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS)

B.A. DEGREE COURSE (Common Template)

COURSES OF STUDY AND SCHEME OF ASSESSMENT

(MINIMUM CREDITS TO BE EARNED: 140)

Code No.	Course	Hours/Week				CA	Maximum Marks			
		Lecture	Tutorial	Practical	Credits		SEE	Total		
SEMESTER 1										
LANG	Tamil I/ Hindi / French			3	0	0	3	40	60	100
ENG	English I			3	0	0	3	40	60	100
CORE	Micro Economics I			4	1	0	5	40	60	100
CORE	Financial Economics - I			4	1	0	5	40	60	100
CORE	Mathematics for Economists			5	0	0	5	40	60	100
AEC	Communication Skills			1	0	1	2	40	60	100
SEC	Orientation/Induction programme/Life skills			-	-	-	-	-	-	-
				20	2	1	23			
SEMESTER 2										
LANG	Tamil II / Hindi / French			3	0	0	3	40	60	100
ENG	English II			3	0	0	3	40	60	100
CORE	Micro Economics II			4	1	0	5	40	60	100
CORE	Financial Economics II			4	1	0	5	40	60	100
CORE	Statistics for Economists			5	0	0	5	40	60	100
SEC	Soft Skills			2	0	0	2	40	60	100
SEC	NSS / NCC / Swachh Bharat / Inplant Training			-	-	-	-	-	-	-
				21	2	0	23			

CA - Continuous Assessment

SEE - Semester End Examination

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Programme: BA DEGREE COURSE

Code No.	Course	Lecture	Hours/Week			Credits	CA	Maximum Marks	
			Tutorial	Practical				SEE	Total
SEMESTER 3									
LANG	Tamil III / Hindi / French		3	0	0	3	40	60	100
ENG	English – III		3	0	0	3	40	60	100
CORE	Indian Economy I		4	1	0	5	40	60	100
CORE	Monetary Economics I		5	0	0	5	40	60	100
CORE	Operation Research		4	0	0	4	40	60	100
AECC	Environmental Studies		2	0	0	2	40	60	100
SEC	Soft Skills – I		2	0	0	2	40	60	100
SEC	Swayam / NPTEL / Value Added Course		-	-	-	-	-	-	-
			23	1	0	24			

SEMESTER 4

LANG	Tamil IV / Hindi / French		3	0	0	3	40	60	100
ENG	English IV		3	0	0	3	40	60	100
CORE	Indian Economy II		4	1	0	5	40	60	100
CORE	Monetary Economics II		5	0	0	5	40	60	100
DSE	Service Marketing		4	0	0	4	40	60	100
SEC	Soft Skills II		2	0	0	2	40	60	100
SEC	Internship / Capability Enhancement Programme		0	0	2	1	-	-	-
			22	1	2	24			

CA - Continuous Assessment

SEE - Semester End Examination

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Programme: B.A. DEGREE COURSE

Code No.	Course	Hour / Week				CA	Maximum Marks		
		Lecture	Tutorial	Practical	Credits		SEE	Total	
SEMESTER 5									
DSE	Managerial Economics		3	1	0	4	40	60	100
DSE	Macro Economics I		5	0	0	5	40	60	100
DSE	Fiscal Economics I		4	0	0	4	40	60	100
DSE	Human Resource Management		4	0	0	4	40	60	100
DSE	Health Economics I		4	0	0	4	40	60	100
SEC	Project Management - I		0	0	4	2	40	60	100
SEC	Skill Enhancement Training / Student Club		-	-	-	-	-	-	-
			20	1	4	23			
SEMESTER 6									
DSE	International Economics		5	0	0	4	40	60	100
DSE	Macro Economics II		3	1	0	5	40	60	100
DSE	Fiscal Economics II		4	0	0	4	40	60	100
DSE	History of Economic thought		4	0	0	4	40	60	100
DSE	Environmental Economics		4	0	0	4	40	60	100
SEC	Project management - II		0	0	8	2	40	60	100
SEC	Technical Seminar Innovation Council / Start up Initiative		0	0	2	1	40	60	100
			17	1	10	23			

CA - Continuous Assessment

SEE - Semester End Examination

**LEARNING OUTCOME BASED CURRICULUM FRAMEWORK
(LOCF)**

S.N O	CONTENTS	PAGE NO
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1. INTRODUCTION

The Choice Based Credit System (CBCS) offers a uniform structure to the undergraduate curriculum. The B.A. Economics offers a choice of varied papers covering theoretical, practical and applied aspects of the discipline. It is designed to cover both traditional and contemporary framework of study, thus giving a wide scope to the learners to apply their knowledge and skills in real scenarios. Teaching-learning methods have also evolved from purely lecture mode to demonstrative techniques of knowledge enabling process. The main objective is to develop an aptitude towards erudition that is rich in its content as well as it delivers the requirement of the present day society and industry. The curriculum has been carefully designed to include conceptual, practical, experiential and skill building component.

2. LEARNING OUTCOME-BASED APPROACH

The B.A. Economics programme provides a firm basis for much of the advanced thinking in the Economics discipline. It provides the student with a logical paradigm for modelling and interpreting the behaviour and interactions of households, firms, and government institutions. The programme is consistent with global standards in the Economics discipline. It offers training that is comparable to that of an undergraduate student at the world's best universities. The curriculum allows students to choose elective courses from a set of courses with contemporary relevance, thereby offering students the flexibility to prepare for careers in academia, law, management, journalism, government, and many other fields.

2.1 Nature and Extent of Programme

The Learning Outcomes-based Curriculum Framework (LOCF) for the B.A. degree in Economics is intended to develop as per the requirements of the subject with emerging new domains of Economics. The framework allows for flexibility in programme design and course content along with maintaining a basic uniformity in structure in comparison with other universities across the country. The B.A. Economics programme covers a wide range of fundamental and applied courses as well as courses of interdisciplinary nature. The core courses are designed to develop strong subject knowledge base in the student and apprise them with the applied aspects of this dynamic global discipline. The programme offers a wide range of elective courses to the student to choose from. The syllabi include skill enhancement courses that prepare the student for a career in academia or industry.

2.2 Aims of Bachelor degree programme in Economics

The student is equipped to pursue higher studies in an institution of her/his choice, and to apply the skills learnt in the programme to solving practical societal problems. The student will also be ready to join the industry as trained workforce.

3. GRADUATE ATTRIBUTES

Upon completion of this programme, a student will have the necessary skills to understand and analyse in a logical manner all major economic phenomena. A student will be able to analyse government policies and regulations, and demonstrate

their significance. Knowing how an economy functions, and how decisions are made by consumers, producers, and regulators, the student will have the necessary skills to identify, analyse, and solve problems in a logical and efficient way. The programme provides the basic ingredients of economic theory and the opportunity to learn how to process and analyse economic data based on sound statistical principles, in order to arrive at economically meaningful conclusions

4. QUALIFICATION DESCRIPTION

Upon successfully completing the programme, a student will be awarded the degree of B.A. Economics

5. PROGRAM LEARNING OUTCOMES

1. The learning outcome is to prepare the students of BA degree in Economics to understand the development of the subject and delve around issues suited to the needs of the contemporary world. It covers a wide range of papers covering various themes and also maintains uniformity of structure across universities in the country
2. Students of the BA degree in Economics will present economic theory and applications in written and oral form.
3. Students of the BA degree in Economics will demonstrate an understanding of microeconomic and macroeconomic theory.
4. Students of the BA degree in Economics will apply economic theory to issues in fields of economics.

5. They also develop effective communication skills, team work, travel exposure and zeal of investigation and exploration.
6. The learners can greatly contribute to the subject through teaching, research and field oriented studies.

6. TEACHING LEARNING PROCESS

Teaching and learning in this programme involves classroom lectures as well tutorials. The tutorials allow a closer interaction between the students and the teacher as each student gets individual attention. In tutorials, the teacher can keep track of each student's progress and address her/his individual difficulties. Written assignments and projects submitted by students as part of the course are also discussed in tutorials. Research projects will encourage independent thinking among students and prepare them to carry out research on their own after completion of the degree. Students will be assigned regular home assignments and will be tested periodically through quizzes and class tests to ensure that they have properly learnt the course material.

7.ASSESSMENT METHOD

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

I. END OF SEMESTER (EOS) EXAMINATION

1. Part I, II & III – Theory: 60 marks

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all)	10 x 1 = 10	MCQ	60
K2	B (Any 5 out of 8)	4 x 5 = 20	Short answer	
K3&K4	C (Either or Pattern)	2 x 15= 30	Descriptive/ Detailed	

CONTINUOUS INTERNAL ASSESSMENT

(CIA): 1. Test I, II & III: 40 marks and Model: 60 marks

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all)	10 x 1 = 10	MCQ	40
K2	B (Any 5 out of 8)	2 x 5 = 10	Short answer	
K3&K4	C (Either or Pattern)	2 x 10 = 20	Descriptive/ Detailed	

Model exam pattern

Knowledge level	Section	Marks	Description	Total
K1	A (Answer all)	10 x 1 = 10	MCQ	60
K2	B (Any 5 out of 8)	4 x 5 = 20	Short answer	
K3&K4	C (Either or Pattern)	2 x 15= 30	Descriptive/ Detailed	

Components of Continuous Internal Assessment (CIA)

Components		CIA Total
Test I	5	40
Test II	5	
Test III	5	
Model	10	
Attendance	5	
Assignment	5	
Aptitude	5	

VELS UNIVERSITY
DEPARTMENT OF ECONOMICS
B.A ECONOMICS
SYLLABUS
SEMESTER – I
TAMIL - I

பருவம்-1, தமிழ்மொழிப்பாடம்-1, பகுதி-1, தகுதிப்புள்ளி: 3,
வாரப்பாடநேரம்: 3.
தாள்-1

இக்காலக்கவிதைகள் – உரைநடை – பண்பாடு – மொழித்திறன்

அலகு 1: மரபுக்கவிதை

9மணிநேரம்

1. பாரதியார்- பாரததேசம்என்னும்தலைப்பில்ஆறுபாடல்கள்.
(பாடல்எண்கள் 1, 6, 7, 9, 12, 13)
2. பாரதிதாசன்-
தமிழுக்கும்அமுதென்றுபேர்என்னும்தலைப்பிலானகவிதை.
3. தேசிகவிநாயகம்பிள்ளை
உடல்நலம்பேணல்என்னும்தலைப்பிலானகவிதை
4. முடியரசன்-காவியப்பாவை – “புண்படுமா” என்னும்கவிதை.

அலகு 2: புதுக்கவிதை

9மணிநேரம்

1. நா.காமராசன்-
கறுப்புமலர்கள்தொகுப்பில் **காகிதப்பூக்கள்**என்னும்தலைப்பிலானகவிதை.
2. அப்துல்ரகுமான்-
ஆலாபனைதொகுப்பில் **போட்டி**என்னும்தலைப்பிலானகவிதை
3. ஈரோடுதமிழன்பன் -
ஒருவண்டிசென்றியுதொகுப்பில் **தேர்ந்தெடுக்கப்பட்டசென்றியுகவிதைகள்**

4. ஆண்டாள்பிரியதர்ஷினி-

முத்தங்கள்தீர்ந்துவிட்டனதொகுப்பில் 'இங்கேவரும்போது'
என்னும்தலைப்பிலானகவிதை

அலகு 3: உரைநடை

9மணிநேரம்

1. மாணாக்கரும்தாய்மொழியும் - திரு.வி.க.,
2. மனவலிமைவேண்டும்- மு.வரதராசனார்
3. செம்மொழித்தமிழின்சிறப்புகள்
4. பண்டைத்தமிழரின்சாதனைச்சுவடுகள்

அலகு 4: தமிழர்வாழ்வும்பண்பாடும்

9மணிநேரம்

பண்பாடு-வாழ்வியல்முறை - அகம், புறம் - உணவுமுறை -
விருந்தோம்பல் - நம்பிக்கைகள்-விழாவும்வழிபாடும் - கலைகள் -
கட்டடம் - சிற்பம் - ஓவியம் - இசை-கூத்து- தொழிலும்வணிகமும் -
அறிவியல்நோக்கு.

அலகு 5: மொழித்திறன், இலக்கியவரலாறு, இலக்கணம்

9மணிநேரம்

1. எழுத்துப்பிழை, தொடர்ப்பிழைகள்
2. வேற்றுமைஇலக்கணம்
3. செய்யுள்நலம்பாராட்டல்
4. பாடம்தழுவியஇலக்கியவரலாறு (மரபுக்கவிதை, புதுக்கவிதை,
உரைநடை)

மொத்தம்: 45மணிநேரம்

COURSE OUTCOME - TAMIL

Students will able to	
CO1	Recall and recognize heritage and culture of Tamils through History of Tamil Language.
CO2	Interpret the cultural life style of Ancient Tamils.
CO3	Evaluate social and individuals moral value after studying Ethics In modern Literature

CO4	Build the humanistic concept and moral life skills after studying divine and minor Literature.
CO5	Improve their own creativity and writing skills after studying history of Modern Tamil Literature.

பார்வைநூல்கள்

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.
3. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.
5. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
6. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
7. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

HINIDI PAPER - I

Course Objective:

- To enable the students to develop communication skills
- To train students in official language
- To enrich their knowledge in Hindi literature
- To teach them human values & create awareness towards exploitation

Unit I	- 'Ek atuut kadi' by shri Rajkishore letter writing (application), Technical words (prashasanik vakyansh:1-50).	9
Unit II	'Devi singh' by agyeya , letter writing (bank A/C opening&closing), Technical words (prashasanik vakyansh:51-100).	9

Unit III	' kabiraa ki kaashi 'by Kumar Ravindra	9
Unit IV	' bharathiya vigyan ki kahaani - 'hamne diyaa ,hamne liyaa' 'by Gunakar mule, letter writing (shikayath pathra, gyapan) Technical words: takniki shabd-25.	9
Unit V	letter writing (sarkari pathra, ardha sarkaari pathra, kaaryalaya aadesh), Technical words: takniki shabd-25.	9

Total hours 45

Course Outcome

At the end of this course

- CO 1 Students will be familiar with official letter writing
- Co 2 will understand their responsibility in the society
- CO 3 students will be molded with good character understand human values
- CO 4 students will gain knowledge about ancient & rich culture of India
- CO 5 will know the equivalent Hindi words for scientific terms

Text /Reference Books :

Agyeya ki sampoorana kahaniyaa - Rajpal &sons, year 2017,
Yatraye our bhi ,Kumar Ravindra Rashmi prakashan ,Lucknow, 2018
Bharathiya vigyan ki kahani, Hindi book centre ,NewDelhi,2013

Weblinks:

<http://www.hindisamay.com/content/1321/1/%E0%A4%B0%E0%A4%BE%E0%A4>
<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>

FRENCH PAPER - I

OBJECTIVE:

To introduce French language.

To enable the students to understand and to acquire the basic knowledge of French language with elementary grammar.

UNIT: I INTRODUCTION

9

Introduction-Alphabet-comment prononcer, écrire et lire les mots-base: les prénoms personnel de 1er , 2eme et 3eme personnes-conjugaisons les verbes être et avoir en forme affirmative, négative

Et interrogative.

UNIT II- LECON 1-3

9

Leçon 1 :Premiers mots en français- 2.Les hommes sont difficiles 3.Vive la liberté-Réponses aux questions tires de la leçon-Grammaire: Les adjectives masculines ou féminines-Les article définies et indéfinis-Singuliers et pluriels.

UNIT III-LECON 4-6

9

Leçons 4. L'heure c'est l'heure 5.Elle va revoir sa Normandie 6.Mettez-vous d'accord groupe

de nom-Réponses aux questions tires de la leçon-Grammaire :A placer et accorder l'adjectif

en groupe de nom-Préposition de lieu-A écrire les nombres et l'heure en français

UNIT :IV-LECON 7-9

9

Leçon 7.Trois visage de l'aventure , 8. A moi Auvergne 9.Recit de voyage-Réponses aux questions tires de la leçon- Grammaire : Adjectif processif- Les phrases au présent de l'indicatif-Les phrases avec les verbes pronominaux au présent.

UNIT :V- COMPOSITION :

9

A écrire une lettre a un ami l'invitant a une célébration différente ex :mariage-A faire le dialogue- A lire le passage et répondre aux questions.

Total Hours:45hours

TEXTBOOK :

Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication ,New Delhi Edition 2014.

REFERENCE BOOKS:

DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014.

Nithya Vijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi Edition 2014.

WEB SITE RESOURCES LINK;

<https://www.thoughtco.com/french-reading-tips-1369373>

<https://www.bnf.fr/fr>

<https://www.laits.utexas.edu/tex/>

ENGLISH I - PROSE - 3 0 0 3

Course Objective:

1. To enable students to develop their communication skills effectively. To make students familiar with usage skills in English Language.
2. To enrich their vocabulary in English
3. To develop communicative competency.

	Credit hours
UNIT I	09
Dangers of Drug Abuse - Hardin B Jones Tight Corners - E. V. Lucas	
UNIT II	09
Futurology - Aldous Huxley If You are Wrong, Admit it - Dale Breckenridge Carnegie	
UNIT III	09
Industry - Dr.M.Narayana Rao & Dr.B.G.Barki Turning Point of My Life - A.J Cronin	
UNIT IV	09
Excitement - Mack R. Douglas The Kanda Man Eater - Jim Corbett	
UNIT V	09
Vocabulary and Exercises under the Lessons	
Total	45 Hours

Note: Lessons prescribed are from various anthologies and respective exercises therein will be taught.

Course Outcome

At the end of this course students will be able to,

- CO1 Examine the language of prose.
- CO2 Utilize instructions on fundamentals of grammar
- CO3 Develop their own style of writing after studying diverse prose essays.
- CO4 Classify different essays on the basis of their types.
- CO5 Critically comment on the textual content of prose.

Books Prescribed:

1. English for Communication Enrichment: by Jeya Santhi June 2015.
2. Dr. M. Narayana Rao and Dr. B. G. Barki – Anu’s Current English for Communication (AnuChitra). June 2012.
3. Dr. Ananthan , R. Effective Communication. Ed. Chennai : Anu Chithra Pub.2010.

Web Sources:

<https://www.gradesaver.com/>

<https://www.enotes.com/>

<https://www.jstor.org/>

<https://www.sparknotes.com/>

<https://www.cliffsnotes.com/>

Paper 3

MICRO ECONOMICS – I

Objective : To understand fundamental elements of Economics and other theoretical background of economic concepts.

UNIT I

15

Introduction: Definition of Economics – Adam Smith – Marshall – Robbins – Paul Samuelson – Choice – Scarcity - Scope – Importance and Limitations of Economics - Law of Demand – Determinants of Demand – Shift in Demand curve – Law of Supply – Determinants of Supply – Shift in supply curve – Market supply – Market Equilibrium

UNIT II

15

Demand and Supply: Consumer’s Surplus - Producer’s Surplus – Price Elasticity of Demand – Calculating Elasticity – Determinants of Price Elasticity – Application of the concept in Policy Making

UNIT III

15

Concept of Utility – Types – Features – Law of Diminishing Marginal Utility – Water Diamond Paradox – Income and Substitution Effects – Indifference Curves – Meaning – Assumptions – Properties of Indifference curves – Consumer’s Equilibrium using Indifference Curve Analysis –

UNIT IV

15

Factors of Production - Production Function – Law of Variable Proportions – Iso- Quant and Iso-Cost Lines – Producer’s Equilibrium – Law of return to scale.

UNIT V

15

Market structure – Types of Market - Perfect Competition – Meaning and features – Equilibrium price and output determination under perfect competition in Short Run and Long Run.

Total Hours: 75

- CO 1 Familiar with the definitions of economics
- CO 2 Understand the law of demand and law of supply
- CO 3 Understand the consumer behavior theories
- CO 4 Understand the theory of Production
- CO 5 Familiar with the market structure

Text Book

Dwivedi D.N., Principles of Economics, Vikas Publications, New Delhi, 2005.

Reference Books

1. Ahuja H.L, Principle of Economics, S.Chand & Company , New Delhi, 2008.
2. Jhingan M.L, Micro Economic Theory, Vrinda Publications , New Delhi, 2002.
3. Alfred Stonier W, Douglas Hague C, A Textbook of Economic Theory, Eastern Book Company, 5th Edition, 2008.

[E REFERENCES](#)

https://www.mooclist.com/tags/microeconomics?_cf_chl_jschl_tk_=30aa3c1ecf71d6efab0ac8a74db34de89825401-1623169933-0-

<https://www.edx.org/micro%20economics>

Paper 4

Mathematics for Economists

Course Objectives:

Mathematics for Economists is a course aiming at introducing students to basic mathematical concepts of set theory, matrices, Differentiation, application of differentiation, integration and application of integration linking them to sets of economic exercises that relate to real problems faced by economists.

Unit I Set theory and Matrices

15

Set theory: Introduction – Definitions – Operations on sets – Simple application of Venn diagram
Matrices: Basic Operations - Types of Matrices – Transpose of a Matrix – Properties of Transpose– Rank of a Matrix.

Unit II Determinants

15

Introduction– Singular and Non Singular Matrix – Adjoint Matrix – Inverse Matrices – Properties of Inverse – System of Equations with Inverse – Cramer’s Rule.

Unit III Differentiation

15

Differentiation – Rules of Differentiation: Differentiation of Sum and Difference of functions – Product Rule – Quotient Rule – Chain Rule – Higher Order Derivatives – Direct and Cross Partial Derivatives

Unit III Applications of Differentiation**15**

Functions in economics and commerce - Demand function - Supply function - Cost function – Revenue function - Profit function - Elasticity - Elasticity of demand - Elasticity of supply - Equilibrium price - Equilibrium quantity - Relation between marginal revenue and elasticity of demand.

Unit V Integration**15**

Integration – Rules – Definite Integrals – Properties of Definite Integrals – Economic Applications: Consumer’s Surplus and Producer’s Surplus.

Total Hours: 75**Course Outcome:**

Upon successful completion of this course, students will be able to:

CO1: Calculate basic mathematical concepts of set theory and matrices

CO2: Ability to apply this knowledge and understanding to the solution of system of equations

CO3: Recognize the mathematical Differentiation formulas and describe how to solve them

CO4: Understand the marginal, average, and total product; compute and graph marginal, average, and total product; explain diminishing marginal product and diminishing marginal returns

CO5: Describe and calculate the concept of integration and application of integration in Economists

TEXT BOOKS

1. P. Kandaswamy and K.Thilagavathy, Allied Mathematics paper I, 1st Semester, S.Chand Publishing Pvt. Ltd. 1st Edition,2003.
2. Chiang. A. C. (2005), Fundamental Methods of Mathematical for Economics, McGraw Hill, New York.

REFERENCE BOOKS

1. P.R. Vittal, Allied Mathematics, Margham Publications, 4th Edition 2009.
2. A. Singaravelu, Allied Mathematics, Meenakshi Agency, 2007.

Web source link

<http://www.drchristiansalas.org.uk/wp-content/uploads/2019/05/FundamentalMethods.pdf>

<https://ncert.nic.in/textbook/pdf/lemh103.pdf>

<https://ncert.nic.in/ncerts/l/lemh201.pdf>

<https://ncert.nic.in/ncerts/l/lemh105.pdf>

<https://ncert.nic.in/ncerts/l/kemh101.pdf>

Paper 5 FINANCIAL ECONOMICS - I

Objective : To understand basics of financial institutions and their role in economic growth and development

UNIT – I

15

Money market – meaning and scope – Components of Money Supply - Bank rate – Monetary Policy – Banking system in India.

UNIT – II

15

Banking and Financial System – Introduction – Definition - Types of Banks – RBI'S Regulations and Functions of Commercial Banks – Credit creation – Modern Functions of Banks.

UNIT- III

15

Capital Market – SEBI and its regulations – Non -banking Institutions in India – Stock exchange – meaning and scope.

UNIT- IV

15

Share market – Primary and Secondary market – Types of Equities – Types of Bonds – Bonds and Equities – Types of Investments – Share Market Indices.

UNIT – V

15

Insurance – Types and need – Life and General – Role of IRDA – Financial derivatives -
Types- Health Insurance – meaning and significance

Total Hours: 75Hrs

Course outcomes

CO No.	Course Outcome
CO1	To remember the basic concepts of financial institutions and markets
CO2	To understand the role of the central bank and the commercial banks
CO3	To analyse capital market operation and money market
CO4	To apply the difference between primary and secondary market
CO5	To evaluate the need for insurance and financial derivatives

Text Books:

1. Khan. M.Y **Indian Financial System**, Tata McGraw Hill, New Delhi., 2015
2. Bhole L M **Financial Institutions and Markets**, Mc Graw Hill, NewDelhi.,2015

REFERENCE BOOKS

1. L.M.Bhole “.Financial Institutions and Markets” McGraw Hill Education publishers, 5th Edition, 2009
2. Frederic S Mishkin and Stanley Eakins “Financial Markets and Institutions” Pearson Education Publishers, 8th Edition, 2017
3. Dr Vinod Kumar/Atul Gupta /Manmeet Kaur. “Financial Markets Institutions and Financial Services” The Present Publication, Reprint January 2021

E-REFERENCES

1. https://onlinecourses.nptel.ac.in/noc20_mg10/preview
2. <https://www.mheducation.co.in/financial-institutions-and-markets-9789352605415-india>
3. <https://www.classcentral.com/course/edx-financial-institutions-and-markets-6260>

SEMESTER – II

TAMIL- II

பாடக்குறியீட்டுஎண்: 21LTA002

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 3,
வாரப்பாடநேரம்: 3.

தாள்-2

அறஇலக்கியம் – சிற்றிலக்கியம் – சிறுகதை – பயன்பாட்டுத்தமிழ்

அலகு 1: அறஇலக்கியங்கள்

10மணிநேரம்

1. திருக்குறள்- வான்சிறப்பு(அறம்), ஊக்கமுடைமை(பொருள்), குறிப்பறிதல்(இன்பம்) –மூன்றுஅதிகாரங்கள்முழுமையும்.
2. நாலடியார் – மூன்றுபாடல்கள். (2, 3, 5)
3. பழமொழிநானூறு – மூன்றுபாடல்கள் (74, 75, 78)
4. திரிகடுகம் – மூன்றுபாடல்கள் (10, 12, 22)
5. இனியவைநாற்பது – மூன்றுபாடல்கள் (1, 12, 16)

அலகு 2: சிற்றிலக்கியம்

10மணிநேரம்

1. முத்தொள்ளாயிரம்
சேரன் - வீரம் 14, 15 பாடல்கள்
சோழன் - காதல் 23, 24 பாடல்கள்
பாண்டியன் -நாடு87, 88 பாடல்கள்
2. தமிழ்விடுதூது - முதல் 20 கண்ணிகள்
3. திருக்குற்றாலக்குறவஞ்சி - மலைவளம்கூறுதல் - முதல்5 பாடல்கள்
4. முக்கூடற்பள்ளு - மூத்தபள்ளிநாட்டுவளம்கூறுதல் 3 பாடல்கள்,
இளையபள்ளிநாட்டுவளம்கூறுதல் 3 பாடல்கள்.
5. கலிங்கத்துப்பரணி - பாலைபாடியது - முதல் 5 பாடல்கள்

அலகு 3: சிறுகதை

9மணிநேரம்

1. அறிஞர்அண்ணா - செவ்வாழை
2. புதுமைப்பித்தன் - கடவுளும்கந்தசாமிப்பிள்ளையும்
3. ஜெயகாந்தன் - யுகசந்தி
4. கு.அழகிரிசாமி - காற்று
5. அம்பை - காட்டில்ஒருமான்

அலகு 4: பேச்சுத் தமிழ்

8

மணி நேரம்

பேச்சுத்திறன் - விளக்கம் - பேச்சுத்திறனின்அடிப்படைகள் -
வகைகள் - மேடைப்பேச்சு - உடையாடல் - பயிற்சிகள்

அலகு5: எழுத்துத்தமிழ், இலக்கியவரலாறு, இலக்கணம்

8மணிநேரம்

1. கலைச்சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின்பண்புகள்
- அறிவியல்கலைச்சொற்கள் - கடிதம் - வகைகள் -
அலுவலகக்கடிதங்கள் - உறவுமுறைக்கடிதங்கள்.
2. பாடம்தழுவியஇலக்கியவரலாறு (அறஇலக்கியம், சிற்றிலக்கியம்,
சிறுகதை)

3. அணிஇலக்கணம்
4. விண்ணப்பக்கடிதம்எழுதுதல்

மொத்தம்: 45மணிநேரம்

பார்வைநூல்கள்

1. பேசும் கலை, முனைவர் கு.ஞானசம்பந்தன் விஜயா பதிப்பகம், 2000.
2. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., சாகித்திய அக்காதெமி , புது தில்லி, 2002.
3. தமிழ் நடைக் கையேடு, மொழி அறக்கட்டளை, 2008.
4. பயன்பாட்டுத் தமிழ், முனைவர் அரங்க இராமலிங்கம், முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007
5. மொழிபெயர்ப்பியல் அடிப்படைகள், கா. பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை, 1999.

6 பாடநூல் தேடலுக்கான இணையம்

- <http://www.tamilvu.org/library>
- <https://archive.org/>

HINDI SYLLABUS(2021-22)

I year-II Sem (kahani , Natak & Translation)

Course Objective:

- To train students in translation
- To develop reading & writing skills
- To create interest towards reading different types of literature

Unit I - ' idgah' by Premchand' (kahani), Translation- Definition,Types
9

Unit II 'pitha ' by gyanranjan (kahani), Translation - Anuvadak ke gun
9

Unit III - jamun ka ped by Krishna chander ' (kahani) , Translation Practice
9

Unit IV - adhi rath ke baad by Shankar shesh (naatak), Translation Practice
9

Unit V - adhi rath ke baad by Shankar shesh (naatak), Translation Practice
9

Total Hours :45

Course Outcome

At the end of this course

- CO 1 Students will know the importance & process of translation
- Co 2 understand the values of elders in a family & extend their support
- CO 3 will know the different writing skills of authors
- CO 4 gain knowledge in Hindi literature
- CO 5 will acquire knowledge in Hindi Sahithya

Text/Reference book:

Adhi rath ke baad, by Shankar shah, kitabhghar prakashan, 2000

Idgah by Premchand, Bharathiya gyan peeth ,NewDelhi ,2000

Jamun ka ped by Krishna Chandra, Deepak publishers, Nov. 2019

Pitha by gyan ranjan, Rajkamal publication, Jan 2018

Glossary of Administrative terms, Commission for scientific terms & Technical Terminology, 2007

Patralekhan kala by Dr. Shivshankar Pandey, 2018

Gadya khosh

Weblinks:

<https://premchandstories.in/eidgaah-story-munshi-premchand-pdf/>

<https://www.google.com/search?q=pita+by+gyan+ranjan&oq=pitha+by+gya&aqs=chrome.1.69i57j0i13j0i22i30.10387j0j4&sourceid=chrome&ie=UTF-8>

<http://db.44books.com/2020/04/%e0%a4%86%e0%a4%a7%e0%a5%80-%e0%a4%b0%e0%a4%be%e0%a4%a4-%e0%a4%95%e0%a5%87-%e0%a4%ac%e0%a4%be%e0%a4%a6.html>

<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9 / %E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF>

FRENCH PAPER -II

COURSE OBJECTIVE:

To introduce French language.

To enable the students to understand and to acquire the basic knowledge of French language with elementary grammar.

UNIT: 10-11

09

AIM: Is to teach about the tense and objects.

CONTENT : Leçons : 10 Les affaires marchent, 11 un repas midi a problèmes- Réponses aux questions tires de la leçon-grammaire ; présent progressif passe récent ou future proche-complément d'Object directe-complément d'objet

UNIT II- LECON 12-13

09

AIM: Is explain about the pronouns and their differences.

CONTENT : Leçons12 : tout est bien qui fini bien,-13 aux armes citoyens-réponses aux questions tires de la leçon-grammaire :les pronoms<<en ou y>> rapporter des paroles-Les pronoms relatifs que, qui ou ou.

UNIT III-LECON14-1509

AIM: Is to involve the students by making them to frame the own simple sentence without any grammatical mistakes.

CONTENT : Leçons 14.Qui ne risque rien n'a rien-15.la fortune sourit aux audacieux-réponses aux questions tires de la leçon-grammaire : comparaison-les phrases au passe compose.

UNIT: IV-LECON 16-1809

AIM: Is to teach about the intermediate level of French grammar

CONTENT : Leçons 16 la publicité et nos rêves 17 la France la monde 18 campagne publicitaire réponses aux questions tires de la leçon-grammaire :les phrases a l'imparfait-les phrases au future

UNIT: V- COMPOSITION:

09

AIM: Is to teach about the basic content of essay and letter writing.

CONTENT : A écrire une lettre a un ami l'invitant a une célébration différente ex :mariage- A faire le dialogue- A lire le passage et répondre aux questions.

OUTCOME: Making the students community to know the French format of letter writing and essay writing.

OUTCOME: This enable students to learn the language without any grammatical errors.

OUTCOME: As a result of the content makes the students to know about the types of pronouns and their usage.

OUTCOME: This imparts the students in order to develop their basic writing skills.

OUTCOME: Enable students for framing the basic sentence.

TEXTBOOK :

Jack GIRARDER & Jean Marie GRIDLIG, <<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication, New Delhi Edition 2014.

REFERENCE BOOKS:

DONDO Mathurin, “Modern French Course”, Oxford University Press, New Delhi Edition 2014.

Nithya Vijayakumar get ready French grammar-Elementary Goyal publications, New Delhi Edition 2014.

WEB SITE RESOURCES LINK;

<https://www.thoughtco.com/french-reading-tips-1369373>

<https://www.bnf.fr/fr>

<https://www.laits.utexas.edu/tex/>

Paper 2 - English - II

ENGLISH II – POETRY - 3 0 0 3

Course Objective:

1. To enable students to develop their communication skills effectively.
2. To enrich their vocabulary in English
3. To develop communicative competency.

Credit Hours
09

UNIT I

Growing Old - Winston Farewell
Ecology - A. K. Ramanujan

UNIT II

Stopping by Woods on a Snowy Evening - Robert Frost
Our Casuarina Tree - Toru Dutt

09

UNIT III	09
Goodbye Party for Miss Pushpa T.S. - Nissim Ezekiel	
The Bull - Ralph Hodgson	
UNIT IV	09
f - Rudyard Kipling	
The Drowned Children - Louise Glück	
UNIT V	09
Australia - A.D.Hope	
A Far Cry from Africa - Derek Walcott	
Total	45 Hours

Course Outcome

At the end of this course students will be able to,

- CO1 Learn to employ Poetic expressions in the course of daily speech.
- CO2 Prove their better communicative ability.
- CO3 Prove their skill in writing sentences with poetic impact.
- CO4 Develop different sensibilities in approaching life.
- CO5 Solve life's problems as highlighted in the selections.

Books Prescribed:

1. Selections from Caribbean Literature. Mahaam Publishers, Chennai. 2018
2. Our Casuarina Tree - Vasan Publication By Dr.A Shanmugakani, 2018

Web Sources:

<https://www.gradesaver.com/>

<https://www.enotes.com/>

<https://www.jstor.org/>

<https://www.sparknotes.com/>

<https://www.cliffsnotes.com/>

Paper 3

MICRO ECONOMICS – II

Objective: To understand different types of cost and structure of market and theories of four factors of productions.

UNIT I

15

Cost: Types - Accounting Cost - Economic Cost – Classification of cost by Joel Dean – Short Run Cost Curves – Long Run Cost Curves – Revenue Curves – Total, Average and Marginal Revenue Curves – Relationship between AR and MR

UNIT II

15

Market Structure – Monopoly – Features – Price Discrimination - Kinds of Monopoly - --
Simple Monopoly - Price and Output Determination under Monopoly – Discriminating
monopoly

UNIT III

15

Monopolistic Competition – Features – Price and Output Determination – Oligopoly –
Features – Types – Price Leadership – Kinked Demand Curve – Price Rigidity.

UNIT IV

15

Different Concepts of Rent – Ricardian Theory of Rent – Assumptions – Modern Theory
of Rent – Quasi Rent - Wages - Real Wages – Nominal Wages – Marginal Productivity Theory of
Wages.

UNIT V

15

Interest and profit - Meaning – Classical, Neo-classical Theories of Interest – Keynes
Liquidity Preference Theory – Theories of Profit – Break even analysis.

Total Hours: 75Hours

CO No.	Course Outcome
CO1	To provide basic and fundamental concepts of cost and revenue concepts
CO2	Familiarize the students about the cost and production To understand different types of cost and structure of market and theories of four factors of productions
CO3	To analyse various market structure
CO4	To apply the technique of the theories of rent and wages

CO5	To evaluate the theories of interest and profit

Text Book

Dwivedi D.N., Principles of Economics, Vikas Publications, New Delhi, 2005.

Reference Books

1. Ahuja H.L, Principle of Economics, S.Chand & Company , New Delhi, 2008.
2. Jhingan M.L, Micro Economic Theory, Vrinda Publications , New Delhi, 2002.
3. Alfred Stonier W, Douglas Hague C, A Textbook of Economic Theory, Eastern Book Company, 5th Edition, 2008.

E-REFERENCES

https://www.mooclist.com/tags/microeconomics?_cf_chl_jschl_tk_=30aa3c1ecf71d6effab0ac8a74db34de89825401-1623169933-0-

<https://www.edx.org/micro%20economics>

Paper 4 STATISTICS FOR ECONOMISTS

Course Objective:

To develop the students ability to deal with numerical and quantitative issues in business. Enable the use of statistical, graphical and algebraic techniques wherever relevant. The course also have a proper understanding of Statistical applications in Business and Management.

UNIT-I Diagrammatic and Graphical representation of data

15

Introduction – Scope and Limitations of Statistical methods- Collection of data- Classification of data-Tabulation- Diagrammatic representation of data- Simple bar diagram, Multiple bar diagram, Percentage bar diagram and Pie diagram- Graphical representation of data- Histogram, Frequency polygon and curves- Ogives.

UNIT-II Measures of Central tendency and Dispersion **15**

Introduction-Types of Averages- Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Standard Deviation and Coefficient of variation.

UNIT-III Correlation and regression analysis **15**

Correlation: Types of Correlation-Methods of studying correlation- Scatter diagram method, Karl Pearson’s Coefficient of correlation, Spearman’s Rank Correlation Coefficient. Regression: Regression Lines and Regression equations - simple problems.

UNIT –IV Time series Analysis and Index Numbers **15**

Time Series Analysis: Component of Time Series-Measurement of trend-Method of Semi-averages, Moving averages method,

Index numbers: Types of index number, Laspeyre’s method, Paasche’s method, Fisher’s method-Test of adequacy of index number formulae: Time reversal test and Factor reversal test– Simple problems.

UNIT-V Tests of significance **15**

Introduction- Concept of Sampling and Sampling Distribution –Parameter and Statistics- Standard error – Tests of Significance for small samples : t-test for Single mean - difference of means , F-test(variance –Ratio test) , Chi-Square tests for Goodness of Fit and test for independence of attributes in contingency table.

Total Hours: 75

Course Outcome:

At the end of the course the students will be able to

CO1: Describe and discuss the key terminology, concepts tools and techniques used in Statistical analysis

CO2: Critically evaluate the underlying assumptions of analysis tools of measures of central tendency and dispersion

CO3: Understand and critically discuss the issues surrounding of correlation and Regression

CO4: Solve a range of problems using the techniques by time series and index numbers of data.

CO5: Discuss critically the uses and limitations of Testing of hypothesis

TEXT BOOKS

1. S.P.Gupta, Statistical Methods. Sultan Chand & Sons, New Delhi, 46th Edition, 2021
2. S.C. Gupta and V.K. Kapoor, Fundamentals of Applied Statistics, Sultan Chand & Sons, 3rd Edition, 2001.

REFERENCE BOOKS

1. P.R. Vittal, Business Statistics, Margham Publications, Second Edition, 2012.
2. Beri G, Business Statistics, Tata McGraw Hill Publishing Company Limited, 2009.
3. S.P. Rajagopalan and R. Sattanathan, Business Statistics and Operations Research, Vijay Nicole Pvt. Ltd.2015

Web source link

<https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/IntroductoryBusinessStatistics-OP.pdf>

<http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf>

Paper 5 FINANCIAL ECONOMICS – II

Objective: To know more about the financial part of economic issues through capital budgeting, SEBI and other financial factors.

UNIT- I 15

Capital Budgeting – Definition – Features – need and Objectives –
Banks – Regulation of Working Capital and Finance.

UNIT-II 15

Negotiable Institutions- Structure – Characteristics – Primary and Secondary functions –
Market Intermediaries, Stock Brokers, Underwriters, Depositories Credit Rating Agencies.

UNIT- III 15

Stock Market System – Trading, Listing, Regulation of Stock Market – Market Efficiency – NSE BSE – Online Trading System – SEBI – Guidelines for Capital Issues – Pricing – Insider Trading – Investor Protection.

UNIT- IV

15

Derivative markets – Options and Futures – Trading System – Consumer Finance – Factoring – Leasing - Hire Purchase.

UNIT- V

15

An overview of Financial Market- Legal and Regulatory framework- Financial Sector Reforms – SCRA- Various segments of Financial Markets – Venture Capital Financing, Mutual Funds – Financial Information System (FIS).

Total Hours: 75hours

Course Outcome

- | | |
|------|--|
| CO1 | Aware of objectives of different types of financial institutions |
| CO2 | Knowledge about the linkage of primary and secondary market. |
| CO3 | Knowledge on provisions on investor's protections |
| CO 4 | Able to distinguish factoring, leasing and HP |
| CO 5 | Able to do projects on Financial information system |

Text Books:

1. Khan. M.Y (2015) **Indian Financial System**, Tata McGraw Hill, New Delhi.
2. Bhole (2015) **Financial Institutions and Markets**, Mc Graw Hill, New Delhi.

REFERENCE BOOKS

1. L.M.Bhole “.Financial Institutions and Markets” McGraw Hill Education publishers, 5th Edition, 2009
2. Frederic S Mishkin and Stanley Eakins “Financial Markets and Institutions” Pearson Education Publishers, 8th Edition, 2017

3. Dr Vinod Kumar/Atul Gupta /Manmeet Kaur. “Financial Markets Institutions and Financial Services” The Present Publication, Reprint January 2021

E-REFERENCES

1. https://onlinecourses.nptel.ac.in/noc20_mg10/preview
2. <https://www.mheducation.co.in/financial-institutions-and-markets-9789352605415-india>
3. <https://www.classcentral.com/course/edx-financial-institutions-and-markets-6260>

Paper 6 PERSONALITY DEVELOPMENT

Course Objective: To make aware about the importance of personality and development in the business world. To make the students follow the good personality and create a good relationship with others.

Unit 1 Personality Development – Introduction

6

The Concept of Personality - Dimensions of Personality – Personality Development – Significance. The Concept of Success and Failure - what is Success? – Hurdles in Achieving Success – Overcoming Hurdles – Factors Responsible for Success – What is Failure? – Causes of Failure – Do’s and Don’ts - Regarding Success and Failure.

Unit 2 Attitudes and Values 12 Attitude – Concept – Significance – Factors Affecting Attitudes – Positive Attitude –Advantages – Negative Attitude – Disadvantages – Ways to Develop Positive Attitude – Difference between Personalities Having Positive and Negative Attitude.

Unit 3 Motivation 6

Concept of Motivation – Significance – Internal and External Motives –Importance of Self-Motivation – Factors leading to De-motivation – Theories of Motivation.

Unit 4 Self Esteem and Smart 6

Term Self-Esteem – Symptoms – Advantages – Do’s and Don’ts to Develop Positive Self-Esteem – Low Self-Esteem – Symptoms – Personality having Low Self-Esteem – Positive and Negative Self-Esteem. Developing Positive Personality – Analysis of Strengths and Weaknesses. Concept of Goal-Setting – Importance of Goals – Dream Vs Goal – Why Goal-Setting Fails? – Smart (Specific, Measurable, Achievable, Realistic, Time-Bound) Goals

Unit 5 Body Language, Stress Management & Time Management 6

Body Language – Assertiveness – Problem - Solving –Conflict and Stress Management – Decision-Making Skills – Positive and Creative Thinking – Leadership and Qualities of a Successful Leader – Character Building – Team Work – Lateral Thinking – Time Management and Work Ethics.

Total Hours: 30

Topics Prescribed for Workshop/Skill Lab:

A) Group Discussion

B) Presentation Skill

Course outcomes

CO –I To understand the concept of personality development technique

CO –II Familiar with positive attitudes and practice

CO –III Knowledge about theories of motivation

CO – IV How to improve the self-esteem and personality

CO – V Aware of body language and stress & time management

Text Books:

Kamin Maxine, Soft Skill Revolution: A Guide for connecting with Compassion for Trainers, Teams and Leaders. Washington, DC: Pfeiffer & Company,2013

Petes SJ Francis Soft skills and Professional Communication. New Delhi: Tata MC Graw Hill Education,2011

Book Reference:

Stephen Covey, Seven Habits of Highly Effective People, Simon & Schuster,2013

Kalus Peggy, Jane Rohman, and Molly Hamaker The Hard Truth about Soft Skills, London: Harper Collins.2007

E- Reference

https://onlinecourses.nptel.ac.in/noc20_hs43/preview

https://onlinecourses.nptel.ac.in/noc21_hs02/preview

<https://nptel.ac.in/noc/courses/noc20/SEM2/noc20-hs43/>

SEMESTER – III

பருவம்-3, தமிழ்மொழிப்பாடம்-3, பகுதி-1, தகுதிப்புள்ளி: 3,
வாரப்பாடநேரம்: 3.

தாள்-3

பக்திஇலக்கியம் – காப்பியம் – புதினம் - மொழிபெயர்ப்பு

அலகு 1:பக்திஇலக்கியம்

10மணிநேரம்

1. **மாணிக்கவாசகர்**- திருவாசகம் – மூன்றுபாடல்கள்
 - ✓ புல்லாகியூடாகி(சிவபுராணம்)
 - ✓ எல்லாப்பிறப்பும்(சிவபுராணம்)
 - ✓ உற்றாரையான்வேண்டேன்(திருப்பலம்பல்)
2. **ஆண்டாள்**- திருப்பாவை – மூன்றுபாடல்கள் (1, 3, 4)
 - ✓ மார்கழித்திங்கள் …(பாசுரம்1)
 - ✓ ஓங்கிஉலகளந்த…(பாசுரம் 3)
 - ✓ ஆழிமழைக்கண்ணா… (பாசுரம்4)
3. **வீரமாமுனிவர்** - தேம்பாவணி – மூன்றுபாடல்கள்
 - ✓ நீஒருதாய்; ஒருதாயையும்நீ (698 -
சூசைஇறைவனின்தாயைப்போற்றுதல்)
 - ✓ அணிக்கலத்துஅழகுஅமுந்திய (1089 -
வானவர்இயேசுநாமத்தைப்போற்றிவணங்கியசெய்தி)
 - ✓ வான்புறத்துஇலகும்செஞ்சுடர்காண (3510 -
இறைவன்சூசைமுனிவர்க்குஏழுமணிகள்புறத்தில்ஒளிவிடும்முடியைச்சூட்டுதல்)
4. **குணங்குடிமஸ்தான்சாகிபு** - பராபரக்கண்ணி 1-10
கண்ணிகள்
5. **திருமூலர்** - திருமந்திரம் – மூன்றுபாடல்கள்
 - ✓ உடம்பார்அழியின்உயிரார்அழிவர் (திருமந்திரம்:724)
 - ✓ படமாடக்கோயில்பகவற்குஒன்றுஈயில்(திருமந்திரம்: 1857)
 - ✓ மரத்தைமறைத்ததுமாமதயானை (திருமந்திரம்: 2290)
6. **இராமலிங்கஅடிகள்** - திருவருட்பா- மூன்றுபாடல்கள்
 - ✓ எத்துணையும்பேதமுறா… (5297)

- ✓ ஒருமையுடன்நினைத்திருமலரடிநினைக்கின்ற(2938)
- ✓ கோடையிலே... (4091)

அலகு 2:காப்பியம்-1

9மணிநேரம்

1. சிலப்பதிகாரம் – அடைக்கலக்காதை
(தெரிவுசெய்யப்பட்டபாடல்அடிகள் 120-199)
2. சீவகசிந்தாமணி – விமலையார்இலம்பகம்
(தெரிவுசெய்யப்பட்டபாடல்கள்)

அலகு 3:காப்பியம்-2

9மணிநேரம்

1. கம்பராமாயணம் – மந்தரைசூழ்ச்சிப்படலம்
(தெரிவுசெய்யப்பட்டபாடல்கள்)
2. பெரியபுராணம் – பூசலார்நாயனார்புராணம்
(தெரிவுசெய்யப்பட்டபாடல்கள்)

அலகு 4:புதினம்

8மணிநேரம்

1. கல்மரம் - கோ.திலகவதி

அலகு 5:மொழிபெயர்ப்பு, இலக்கணம், இலக்கியவரலாறு

9மணிநேரம்

1. அலுவல்சார்மொழிபெயர்ப்பு
2. இலக்கணக்குறிப்பு
3. பாடம்தழுவியஇலக்கியவரலாறு (பக்திஇலக்கியம், காப்பியம், புதினம்)

மொத்தம்: 45மணிநேரம்

பார்வைநூல்கள்

1. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., சாகித்திய அக்காதெமி , புது தில்லி, 2002.
2. தமிழ் நடைக் கையேடு, மொழி அறக்கட்டளை, 2008.

3. பயன்பாட்டுத் தமிழ், முனைவர் அரங்க இராமலிங்கம் முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007
4. மொழிபெயர்ப்பியல் அடிப்படைகள், கா. பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை, 1999.

5 பாடநூல் தேடலுக்கான இணையம்

- <http://www.tamilvu.org/library>
- <https://www.tamildigitalibrary.in/book>

HINDI - III

Course Objective:

- To enrich the knowledge of students through Tamil literature
- Enable them to learn ancient poems
- To develop interest in learning history of hindi literature

Unit I	-	'Thirukkural', Hindi Sahitya_ka ithihas (aadikal)	9
Unit II	-	'Kabir ke pad', Hindi Sahitya_ka ithihas (aadikal)	9
Unit III	-	'Sur ke pad', Hindi Sahitya ka ithihas (bhakthi kal)	9
Unit IV	-	Thulsi ke pad, Hindi Sahitya ka ithihas (bhakthi kal)	9
Unit V	-	Rahim ke dohe , <u>Hindi Sahitya ka</u> ithihas (Rithikal)	9

Total Hours :45

Course Outcome

At the end of this course

- CO 1 Students will know the valuable messages in Thirukkural
- Co 2 will be interested in knowing ancient poems .
- CO 3 Gain knowledge in Hindi literature
- CO 4 will know the difference between Hindi & the languages used by ancient poets
- CO 5 will be familiar with different styles of poetry writing

Text / Reference books:

Thirukkural translation by Venkata Krishnan, Sakthi Finance Ltd., Madras, 1998
Ramcharitha manas, Githa press, Gorakhpur by Sri Hanuman Prasad, 2014
Sur Sanchayitha by Rajkamal prakashan, New Delhi, 2020
Padya khosh
Hindi Sahitya ka Ithihas by Dr. Nagendra, Dr. Hardayal, Noida, 2018

Weblinks:

<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9 / %E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF>

<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9 / %E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF>

FRENCH - III**SYLLABUS**

FOR II YEAR & III SEMESTER COMMON TO ALL UG PROGRAMMES EFFECTIVE FROM ACADEMIC YEAR 2020-2021.

SUB CODE: 18LFRE31/21LFR31

OBJECTIVE:

To strengthen the Grammar and Composition in French language.

To train the students to enhance his skills in French language for communication

UNIT: I LECON 11

09

AIM : Is to impart the basics of French culture and civilisation.

CONTENT : Leçon 16-La famille Vincent. Page 44-Grammaire : Passe compose. Leçon 29-Vers l'hôtel. Page 80- Grammaire : Impératif, à mettre phrases Singulier, Pluriel.

UNIT II- LECON 12-13

09

AIM : Is to impart the French poetry and intermediate grammar.

CONTENT : Leçon 40-L'Épicerie les Légumes et les Fruits. Page 112-Grammaire; Présent de l'indicatif. Leçon 44 La poste. Page-124 l'Grammaire : À mettre les phrases à l'impératif

UNIT III-LECON 14-15

09

AIM : Is to impart the French habitat and daily norms and activity.

CONTENT :Leçon 51-Le café et tabac page142- Grammaire :A changer les phrases en interrogatif. Leçon 58-La chasse et la pêche.Page160-Grammaire :Le plus que parfait.

UNIT :IV-LECON 16-18

09

AIM :Is to impart the importance of francophonie

CONTENT :Leçons 61-Un mariage a la campagne. Pagé-170 -grammaire :a changer au participe présent.

UNIT :V- COMPOSITION :

09

AIM :Is to impart the production ecrit and lire

CONTENT : A écrire une lettre a un ami l'invitation d'une célébration différente ex:Mariage-a faire un essaie sur un sujet générale-a lire le passage et répondre aux questions.

Total Hours: 45 Hours

OUTCOME :The content of the unit 5 aids the students to acquire the language proficiency.

OUTCOME :The content of the unit 1 aids the students to explore the basics of the new french culture and civilsation.

OUTCOME :The content of the unit 3 aids the students to adapt to the french society.

OUTCOME :The content of the unit 4 aids the students to know about francophonie.

OUTCOME :The content of the unit 2 aids the students to know about the french poetry and grammar.

TEXTBOOK :

Les leçons ont été choisi et tire de i & ii degré de gauger<<Cours de Langue et de Civilisation Française>> The Millenium, Publication Hachette, édition 2002

REFERENCE BOOKS:

DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014

WEB SITE RESOURCES LINK;

<https://www.thoughtco.com/french-reading-tips-1369373>

<https://www.bnf.fr/fr>

<https://www.laits.utexas.edu/tex/>

Paper 2 - English - III

ENGLISH III - DRAMA AND COMPOSITION - 3 0 0 3

Course Objective:

1. To train students in the use of English language in varied literary and non-literary contexts.
2. To teach them soft skills and strengthen their foundation in grammar and composition.
3. To evaluate their comprehension skills.

	Credit Hours
UNIT I	09
Introduction to Drama .	
UNIT II	09
Shakespeare: Funeral Oration (Act III Scene II Julius Caesar) & Monkey's Paw - W.W.Jacobs	
UNIT III	09
Comprehension	
UNIT IV	09
Precis -Writing and Note Taking	
UNIT V	09
General Essay on Current Topics	
Total	45 Hours

Course Outcome

At the end of this course students will be able to,

- CO 1 Estimate the dramatic scenes in the light of appeal of values.
- CO 2 Prioritize pragmatic day- to - day communication through comprehension.
- CO 3 Develop dramatic skill after reading the scenes of plays.
- CO 4 Improve their own style of writing after an expose to the prescribed dramatic pieces.
- CO 5 Adapt themselves to life - context wherein soft skill demonstration is a must.

Books Prescribed:

1. An Introduction to Drama. IInd Edition by George Whitfield, 1985

2. Reading Comprehension for College Students Paperback – Import, 1984
by Reinhart G. Kussat (Author),
3. The Monkey’s Paw By W. W. Jacobs Publisher: Perfection Learning 2015

Web Sources:

- <https://www.gradesaver.com/>
<https://www.enotes.com/>
<https://www.jstor.org/>
<https://www.sparknotes.com/>
<https://www.cliffsnotes.com/>

Paper 3

INDIAN ECONOMY - I

Objective : To understand the features of Indian economy and all major sectors and their development

Unit I 15

Features of Indian economy – Factors Responsible for Development – Development as Distinct from Growth- a Comparison between Indian and other Developed Economies.

Unit II 15

Planning in India – Meaning, Process, and Approaches. Five year plans - Objectives in general and targets and performance.

Unit III 15

Agricultural role in Indian Economy - problems of low productivity – Land Reforms – need and scope. The food problem and Green Revolution; Mechanization – Desirability and Feasibility.

Unit IV 15

Agricultural Marketing- Regulated Markets- warehousing – Role of Agricultural Price Commission (APC) - Procurement Policy- Buffer Stock – Dual Pricing- Role of FCI – Agricultural Credit – Need and Sources.

Unit V 15

Industry – importance – Role of Small Scale Industry- some large scale industries (Iron & Steel, Cotton, Textiles, Sugar, Jute, Petro- chemicals, Tea, etc.) Industrial Sickness – causes and measures; Industrial Policy Resolutions (of 1956, 1985& 1991)

Course outcome 1	To Provide Basic knowledge about Indian Economy
Course outcome 2	Familiar with Features of growth and development concepts
Course outcome 3	Aware of Different Five year plans
Course outcome 4	Aware of Features of Agricultural sector
Course outcome 5	Knowledge on significance of industries and their policies

Text books:

1. Dutt & Sundaram, Indian Economy, S.Chand & Company, 72th Edition, 2016
2. M.IJhigan, Economics of Development & Planning, Konark Publishers, New Delhi.,2016
3. Velayutham, Foreign Trade, Theory & Practice, S. Chand & co.,2000

Reference Books:

1. *Indian Economy by Ramesh Singh*, McGraw Hill Education (India) Pvt. Ltd, 2019
2. Indian Economy Key Concepts by Sankarganesh K, *Kavin Mukhil Publications*,2017
3. PrमितChandhury, The Indian Economy, Poverty and Development, Vikas Publishing House, New Delhi. LAS, 1978

[WEB- SOURCES](#)

- [Ministry of Finance](#)
- [Department of Economic Affairs](#)
- [Planning Commission](#)
- https://www.rbi.org.in/Scripts/BS_ViewBulletin.aspx?Id=20019
- <https://nptel.ac.in/courses/109/104/109104184/>

Paper 4

MONETARY ECONOMICS – I

Objective: To know functions and role of money and various theories of demand for money.

UNIT – I	15
Money – Definition and Kinds of Money – Functions of Money – Role of Money in a Modern Economy – Socialist and Capitalist Economy – Qualities of good money materials – Gresham’s Law	
UNIT – II	15
The Classical Quantity theory of Money – The Cambridge Version of Quantity theory of Money – Superiority of Cash Balance Approach over Transaction Approach – Keynesian Theory of Demand for Money.	
UNIT –III	15
The Supply of Money – Sources of Money Supply – The Measures of Money Supply in India – The Theory of Money Supply – Monetary Expansion and the Money Multiplier – Money Supply and Price Level.	
UNIT – IV	15
Business Cycle – Characteristics of Business Cycle – Phases of Business Cycle – Types of Business Cycle – Business Cycle and Controlled Economies – Measures to Control Business Cycle.	
UNIT – V	15
Inflation – Meaning and measures of Inflation – Types of Inflation – Causes and Effects of Inflation – Inflation in India – Inflationary Gap – Stagflation and Stagnation – Meaning.	

Total Hours: 75

Course Outcomes:

- CO1 - Aware of functions and classifications of money
- CO2 - Knowledge on classical theory of demand for money
- CO3 - Knowledge on Supply of money
- CO4 - Aware of Characteristics and effects of trade cycle
- CO5 - Knowledge on causes and Types of inflation

Text Book

Jhingan M L, Monetary Economics, Vrinda Publications, New Delhi, 2009.

Reference Books

1. Sethi T T, Monetary Economic Theory, S. Chand & Co, New Delhi, 1996.
2. Mithani D N, Money Banking & International Trade, Himalaya, Mumbai, 2008.
- 4.Laffont (1989): The Economics of Uncertainty and Information
- 5.Magill and Quinzii (1996): Theory of Incomplete Markets

E-REFERENCES

<https://gimms.org.uk/fact-sheets/>

https://www.economicsnetwork.ac.uk/archive/starkey_banking

<https://legacy.saylor.org/econ302/Intro/>

B.A., (ECONOMICS)	OPERATIONS RESEARCH (SEMESTER-IV)	4L:1T:0P	4 Credits
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Course Objective:

To impart knowledge in concepts and tools of Operations Research; To understand mathematical models used in Operations Research; To apply these techniques constructively to make effective business decisions.

Unit I Introduction to Operation Research

Introduction: Definition- Scope of OR in Business - Linear Programming Problems –Formulation – Graphical method of solution- Standard form of LPP- Canonical form of LPP- Simplex method. **12**

Unit II Transportation and Assignment problems

Transportation Problems: Introduction-Balanced and Unbalanced Transportation Problems- IBFS for finding North West Corner Rule-Least Cost Method- Vogel’s Approximation Method-MODI Method.

Assignment Problems: Introduction-Balanced and Unbalanced Assignment Problems- Maximization case in Assignment Problems. **12**

Unit III Sequencing problems

Sequencing: Introduction- Processing ‘n’ jobs on 2 machines-Processing ‘n’ jobs on 3 machines-Processing ‘n’ jobs on ‘m’ machines- 2 jobs with ‘m’ machines. **12**

Unit IV Game Theory

Game Theory: Introduction – Two Person Zero Sum Games –Game with Saddle Point-Game without Saddle Point-Solution of 2x2 games without Saddle Point- Dominance Property-Matrix Oddment Method- Graphical Method for 2xn or mx2 games. **12**

Unit V Network Analysis

Network Analysis: Introduction – Basic Terminologies –Construction of Network- Critical Path method (CPM)- PERT- Float Analysis-Total Float-Free Float-Independent Float-Difference Between CPM and PERT. **12**

Total 60 Hours

Course Outcome:

At the end of the course the students will be able to

CO1: Identify and develop operational research models from the verbal description of the real system.

- CO2: Apply mathematical technique to solve the transportation and assignment problems.
CO3: Analyze report that describes the network model and the solving technique, analyze the results
CO4: Apply the decision-making processes in sequencing problems.
CO5: Apply the decision-making processes in game theory

Text Books:

1. P. K. Gupta, Man Mohan, KantiSwarup: “Operations Research”, Sultan Chand, 2008.
2. V. K. Kapoor: “Operations Research”, Sultan Chand & Sons, 2006
3. J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited, fifth edition.2013

Reference Books:

1. Hamdy Taha, Operations Research, 8th Edition, Pearson Education, 2009.
2. Sharma J.K, Operations Research, 3rd Edition, Macmillan Business Books, 2009.
3. Sundaresan V, Ganapathy K.S, Ganesan K, Resource Management Technique- Lakshmi Publications, 2003.
4. Kanti swaroop, Gupta P. K, Man Mohan, Operations Research, 14th Edition, Sultan Chand & Sons, 2008.
5. Kalavathy S, Operations Research, 2nd Edition, Vikas Publications, 2009.

Web source link

<https://www.bbau.ac.in/dept/UIET/EME-601%20Operation%20Research.pdf>

<https://thalis.math.upatras.gr/~tsantas/DownloadFiles/Taha%20-%20Operation%20Research%20Ed.pdf>

SOFT SKILLS I 2 0 0 2

Course Objective:

1. To enable participants Business Communication Skills
2. To enhance participants E-mail writing skills
3. To impart Leadership and Team Bonding skills

	Credit Hours
UNIT I: EFFECTIVE COMMUNICATION SKILLS	06
Talking about your company – Making Polite requests – Introducing yourself and others– Socialising with others – Talking about work activities – Talking about your job – Communication practice – Role plays	
UNIT II: WRITTEN BUSINESS COMMUNICATION	06
Essential Email writing skills – Formal and Informal E-mails – Usage of formal language – Report Writing – Writing project reports – Extended writing practice – Email Etiquette – Understanding Business E-mails	
UNIT III: TELEPHONE ETIQUETTE	06
The basics of Telephone Etiquette – Customer Service – Being courteous – Making arrangements – Giving clear and concise information – Tone and Rate of speech – Pronunciations – Summarisation – Mock Telephonic Conversations	
UNIT IV: LEADERSHIP SKILLS	06
Essential Leadership Skills – Interpersonal Skills – Team Building – Team work – Do’s and Don’ts of Leadership skills – Importance of communication in Leadership – Delegating and Handling of Projects	
UNIT V: LISTENING AND ANSWERING QUESTION	06
Listening for the main ideas – Listening for details – Listening for specific information – Predicting and listening for opinions – Recognising context – Listening for sequence – Understanding Pronunciation – Listening practice	
Total	30 Hours

Course Outcome:

- CO1 To enhance participant’s Business Communication Skills
- CO2 To enhance the participant’s Reading, Speaking, Listening and Writing capabilities
- CO3 To engage in a conversation with others to exchange ideas
- CO4 To impart leadership qualities among the participants
- CO5 To express opinions to enhance their social skills

Books Prescribed

1. // Raman, M. & Sangeeta Sharma. Technical Communication.OUP.2008
2. Taylor, Grant.English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd. 2005
3. Tiko, Champa & Jaya Sasikumar. Writing with a Purpose.OUP. New Delhi. 1979

Web Sources:

<https://www.skillsyouneed.com/ips/communication-skills.html>

<https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>

<https://blog.hubspot.com/service/phone-etiquette>

PAPER 7 ENVIRONMENTAL STUDIES

Objective : To be aware of natural resources and eco system. Also to understand the value of biodiversity and various kinds pollution.

UNIT I INTRODUCTION 6

The multidisciplinary nature of Environment of studies – Definition - Scope and Importance - Need for Public Awareness.

UNIT II NATURAL RESOURCES 6

Natural resources and associated problem - Renewable and Non- Renewable resources:- Forest Resources-Mineral Resources-Food Resources - Energy Resources - Land Resources: Role of an individual in conservation of natural resources- Equitable use of resources of sustainable lifestyles.

UNIT III ECO SYSTEM 6

Concepts of an Ecosystem - Structure and Functions of an Ecosystem - Procedures, Consumers and Decomposers - Energy flow in the ecosystem - Food chains, Food webs and ecological pyramids - Introduction, types, Characteristics features - Structures and functions of the following ecosystem :Forest ecosystem, Grass land ecosystem, Desert ecosystem, Aquatic ecosystem.

UNIT IV BIODIVERSITY AND ITS CONSERVATION 6

Introduction - Definition, genetic, species and ecosystem diversity - Bio-geographical classification of India - Value of Bio-diversity - Bio-diversity at global, National and Local levels - India s a mega-diversity nation - Hot-Spots of diversity - Threats to diversity: Habitats loss, poaching of Wild life, man wild life conflicts - Endangered and Endemic species of India In-Situ conservation of Bio-diversity.

UNIT V ENVIRONMENTAL POLLUTION AND HUMAN RIGHTS 6

Definition - Causes, effects and control measures of : Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution - Soil pollution management: Causes, effects and control measures of urban and industrial wastes - Role of an individual in prevention of pollution - Pollution – Case studies -Disaster Management

– Flood, earthquakes, cyclone of landslides Environment and human health - Human rights - Value education - HIV/AIDS - Women and child welfare - Role of information technology in Environment and Human health - Case study.

Course Outcomes

- CO-I Understand key concepts from environment studies , political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
- CO-II To understand and appreciate concepts and methods from renewable and non-renewable sources and their application in environmental problem solving.
- CO-III Students can acquire knowledge on ecosystem, Food Chains, and historical context of environmental issues and the links between human and natural systems.
- CO-IV Students understand critically on Bio-diversity , threats for Bio-diversity and their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Text book:

1. Dr. Shradhasinha, Dr.Manishashukula, Dr. Ranjana Shukla, “Environmental studies, Kurukshetra University. August 2014.

References:

1. Dr. N. Arumugam, Prof.V. Kumaresan, “Environmental studies”, SarasPublication, 2014.
2. Thangamani&ShyamalaThangamani, “Environmental studies”,Kurukshetra University. August 2013.

Web Sources:

https://onlinecourses.swayam2.ac.in/cec21_hs05/preview

<http://moef.gov.in/en/environment/pollution/>

<https://climateknowledgeportal.worldbank.org/country/india>

https://onlinecourses.nptel.ac.in/noc20_hs02/preview

SEMESTER – IV

பருவம்-4, தமிழ்மொழிப்பாடம்-4, பகுதி-1, தகுதிப்புள்ளி: 3,
வாரப்பாடநேரம்: 3.

தாள்-4

சங்கஇலக்கியம் – நாடகம் – வளர்தமிழ் - பொதுக்கட்டுரை

அலகு1:சங்கஇலக்கியம்-1

10மணிநேரம்

1. புறநானூறு (மூன்றுபாடல்கள் - 183, 184, 192)
2. பதிற்றுப்பத்து (இரண்டுபாடல்கள்-14, 69)
3. பட்டினப்பாலை (காவிரியின்சிறப்புபாடல்அடிகள்01-07,சோழநாட்டுவளம்பாடல்அடிகள்20-28,பல்பொருள்வளம்பாடல்அடிகள்183-193)
4. மதுரைக்காஞ்சி (பாண்டியர்பரம்பரைபாடல்அடிகள்01-23, மன்னர்க்குமன்னன்பாடல்அடிகள்64-74, பாண்டியன்புகழ்பாடல்அடிகள்197-209).

அலகு 2:சங்கஇலக்கியம்-2

9மணிநேரம்

1. நற்றிணை (இரண்டுபாடல்கள் - 1, 172)
2. குறுந்தொகை (மூன்றுபாடல்கள் - 3, 40, 135)
3. ஐங்குறுநூறு(மூன்றுபாடல்கள் - 281, 283, 286)
4. அகநானூறு (இரண்டுபாடல்கள்- 4, 86)
5. கலித்தொகை (இரண்டுபாடல்கள் - 9, 133)

அலகு 3:நாடகம்

8மணிநேரம்

1. ஆட்டனத்திஆதிமந்தி - கவிஞர்கண்ணதாசன்

அலகு 4:வளர்தமிழ்

9மணிநேரம்

1. ஊடகத்தமிழ் - கணினித்தமிழ் அறிமுகம்

ஊடகத்தமிழ்: அச்சுக்கலை - இதழியல் - ஊடகவகைகள் -
அச்சுஊடகங்கள் - மின்னணுஊடகம் -இதழியல்முன்னோடிகள் -
அச்சுஊடகங்களில்தமிழ் -கருத்துப்பரிமாற்றம் -
மொழிநடையின்தன்மை - நாளிதழ்கள்- வார, மாதஇதழ்கள் -

மின்னணுஊடகங்களில்தமிழ் - வானொலி- தொலைக்காட்சி-
திரைப்படம்.

கணினித்தமிழ்: கணினித்தமிழின் அடிப்படையும் பயன்பாடும்-
கணிப்பொறியின் வரலாறும் வளர்ச்சியும், கணினியும் தமிழும்,
விசைப்பலகை (Keyboard) - எழுத்துருக்கள் (Fonts) -
தமிழைத் தட்டச்சு செய்ய உதவும் மென்பொருள்கள்,
தமிழைத் தட்டச்சு செய்யும் முறைகள் - தமிழ்த்தட்டச்சுப்பயிற்சி -
இணையமும் தமிழ்ப்பயன்பாடும் - தேடுபொறி (Search) -
வலைப்பூ (Blog), மின்னூலகம் (Online e-Library), - மின்னகராதி
(e-Dictionary), - மின்செய்தித்தாள் - e-Paper, -
இணையவழித்தமிழ்க்கற்றலும் - கற்பித்தலும் - மின்வழிக்கற்றல் - e
Learning.

அலகு 5: பொதுக்கட்டுரை, இலக்கியவரலாறு, இலக்கணம்

9 மணி நேரம்

1. பொதுக்கட்டுரைவரைதல்
2. பாடம்தழுவின இலக்கியவரலாறு (சங்கஇலக்கியம், நாடகம், வளர்தமிழ்)
3. இலக்கணம் (பொருளிலக்கணம்) திணை, துறைவிளக்கம்.

மொத்தம்: 45 மணி நேரம்

பார்வைநூல்கள்

1. **கணினித்தமிழ்**, முனைவர் இல.சுந்தரம், விகடன் பிரசுரம், 2008.
2. **கணிப்பொறியில் தமிழ்**, த.பிரகாஷ், பெரிகாம், 2011.
3. **தமிழ்க் கணினி இணையப் பயன்பாடுகள்**, முனைவர் துரை. மணிகண்டன், மணிவானதி பதிப்பகம், 2013.
4. **இதழியல் கலை**, டாக்டர் மா. பா. குருசாமி, குரு - தேமொழி பதிப்பகம், திண்டுக்கல், 1998.
5. **அச்சுக் கலை வழிகாட்டி**, பாலசுப்பிரமணியன், ஆ., சென்னை : தனசு பதிப்பகம், 1966
6. **தொலைக்காட்சிக் கலை**, முனைவர் வெ. நல்லதம்பி, மங்கைப் பதிப்பகம், சென்னை 42, 2000.

8 பரட்டநூல் தேடலுக்கான இணையம்

- <http://www.tamilvu.org/courses/nielit/Chapters/Chapter1/11.pdf>
- <https://www.tamildigitallibrary.in/>

HINDI SYLLABUS (2021-22)

II year-IV SEM (Modern Poetry, Hindi sahithya ka ithihas –Adhunik kal, Advertisement writing)

Course Objective:

- To develop interest in modern poetry
- To teach them the development of Modern Hindi poetry
- To train them in advertisement writings

Unit I	- Sansar by Mahadevi varma, Hindi Sahitya_ka ithihas (adhunik kal)	9
Unit II	- ‘Mouun nimanthran’ by Sumithranandan panth, Hindi Sahitya_ka ithihas (adhunik kal)	9
Unit III	- ‘rah rahkar Tuutthaa rab kaa kahar’ by Dharmendra kumar nivathiya Hindi Sahitya_ka ithihas (adhunik kal)	9
Unit IV	‘samarpan’ by Subhadra kumara chouhan , Advertisement writing	9
Unit V	- ‘panthrah agasth kii pukaar ‘by atal bihari vajpayee, Advertisement writing	9

Total Hours : 45

Course Outcome

At the end of this course

- CO 1 Students will be familiar with modern poetry
- Co 2 Students will understand the importance of protecting atmosphere
- CO 3 will know the real meaning of patriotism & the value of freedom.
- CO 4 will get the ability to write various types of advertisement
- CO 5 will understand the different methods adopted in writing them

Text / Reference books:

Hindi swachandata kavya by Prem Shankar, Vani prakashan, 2002

Meri ikyavan kavithaye , Kithab gharprakashan , 20106

Sanchayan : Mahadevi Verma by Nirmala jain , Vani prakashan , 2016

Padya khosh

Hindi Advertisement writing - ek parichaya . Bokcrot.com, 2017

Weblinks:

<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9 / %E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF>

<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9 / %E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF>

<http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9 / %E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF>

FRENCH - IV

FOR THE II YEAR & IV SEMESTER COMMON TO ALL UG PROGRAMMES EFFECTIVE FROM
SUB CODE:15LFR004 FRENCH IV

OBJECTIVE:

To strengthen the Grammar and Composition in French language.

To train the students to enhance his skills in French language for communication.

UNIT:I 09

AIM :To teach about the advanced grammar and slam poetry.

CONTENT :Leçon 20 : Une grande Nouvelle-Grammaire Le future.

Leçon 46 :Le mètre ;l'autobus-Grammaire-A former ou a changer L'adjectif masculin ou féminin a l'adverbe-Trouvez les noms qui correspondent aux verbes suivants.

UNIT :II 09

AIM :To teach about the advanced grammar and the civic responsibility.

CONTENT :Leçon 48 : A la préfecture de police-Grammaire Les pronoms relatifs.

Leçon 63 :les sports-Grammaire le conditionnel présent.

UNIT :III 09

AIM : To teach about the advanced grammar and the french monuments.

CONTENT :Leçon :56 A Biarritz la page-Grammaire le future antérieure.

Leçon :57 Dans les Pyrénées-Grammaire le future antérieure suite.

UNIT :IV 09

AIM : To teach about the advanced grammar and french topographies.

CONTENT :Leçons 65-a fin des vacances Grammaire-a changer les phrases du pluriel au singulier, le présent du subjonctif.

UNIT :V 09

AIM : To teach about the advanced grammar and formal letter drafting.

CONTENT :Grammaire et composition :Transduction - réponses aux questions sur les passage-essaie sur un sujet générale, :lettre :Ecrire une lettre a une amie.

Total H ours: 45Hours

OUTCOME : This unit enables the student to know about the formal letter drafting.

OUTCOME : This unit enables the student to know about the french poet and poetry.

OUTCOME : This unit enables the student to know about the french topographies.

TEXTBOOK :

Les leçons ont été choisi et tire de i & ii degré de gauger<<Cours de Langue et de Civilisation Française>> The Millenium, Publication Hachette, édition 2002

REFERENCE BOOKS:

DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014

WEB SITE RESOURCES LINK;

<https://www.thoughtco.com/french-reading-tips-1369373>

<https://www.bnf.fr/fr>

<https://www.laits.utexas.edu/tex/>

Paper 2 - English - IV

ENGLISH IV - PRACTICAL ENGLISH (CONVERSATION PRACTICE) - 3 0 0 3

Course Objective:

1. To train students in the use of English language in varied literary and non-literary contexts.
2. To teach them soft skills and strengthen their foundation in grammar.
3. To evaluate students to sensitivity in conversational competency.

	Credit Hours
UNIT I	09
At the Airport In a Bank On a Bus	
UNIT II	09
In Flight In a Hotel In a Library	
UNIT III	09
Tea Time On a Train In a Restaurant	
UNIT IV	09
On a Picnic In a Police station In a Post office	
UNIT V	09
In a travel agency	

Asking the way
At the theatre

Total 45 Hours

Course Outcome

At the end of this course students will be able to,

- CO1 Feel confident to speak in different situations.
- CO2 Learn befitting vocabulary words.
- CO3 Have the ability to visualize speaking situations.
- CO4 Be conversant with other conversational situations.
- CO5 Categorize the nature of questions asked usually in interviews.

Books Recommended:

English Conversation Practice, D.H.Spencer, Oxford.1967
Communicative English by Department of English, National College(Autonomous),
Trichy.2005

Web Sources:

<https://self-publishingschool.com/how-to-write-dialogue/>
<https://www.masterclass.com/articles/how-to-write-dialogue>

Paper 3

INDIAN ECONOMY - II

Objective : To understand different concepts of national income and recent issues like LPG, IMF, IBRD and WTO.

Unit I

15

Industrial finance - need and sources of credit - Financial Institutions (IFCI,SFC, ICICI, IDBI, SIDBI, IIBI, EXIM bank) Foreign Capital-various forms (Public vs. Private and Loans vs, Investments) FDI and FII.

Unit II

15

Privatization and Economic Reforms; Public vs. Private Sector- New Economic Policy (Liberalization, Privatization and Globalization); Economic Reforms phase-I (1985-1990); phase

II 1991& after; (reforms pertain to the following policies: Fiscal, Monetary, Pricing, Industrial, Trade, public Sector, External and Foreign Investment) Common Minimum Programme (CMP).

Unit III

15

Human Resource and Economic Development; Unique demographic features in India (growth rate, density, sex wise and age wise distribution, etc.) New Population Policy (Integration of Economic and Population Planning). Unemployment and Poverty: - Remedial measures and Govt. schemes like IRDP, Micro Finance, etc., Business Process Outsourcing (BPO) - The Problems and Benefits to India.

Unit IV 12 Labour Economics; Trade Unions – Industrial Relations- (Industrial Disputes)-

Mechanization and labour problems – Labour Legislation- Social Security Schemes – recent policy changes- contributory pension schemes, etc.,

Unit V

15

Foreign Trade and Balance of Payments – Position, Problems and measures to improve balance of payments- India in the Global Market. Functions of IMF, IBRD and WTO.

Total Hours: 75

COURSE OUTCOME

- CO 1 Knowledge about significance and need for industrial finance
- CO 2 Knowledge about New economic policy - 1991.
- CO 3 Aware of human resource and economic development
- CO4 Knowledge on the objectives of trade unions
- CO 5 Familiar with Infrastructure of Indian Economy

Text books:

4. Dutt & Sundaram, Indian Economy, S.Chand & Company, 72th Edition, 2016
5. M.IJhigan, Economics of Development & Planning, Konark Publishers, New Delhi.,2016
6. Velayutham, Foreign Trade, Theory & Practice, S. Chand & co.,2000

Reference Books:

2. *Indian Economy by Ramesh Singh*, McGraw Hill Education (India) Pvt. Ltd, 201
2. Indian Economy Key Concepts by Sankarganesh K, *Kavin Mukhil Publications*,2017
3. PramiChandhury, The Indian Economy, Poverty and Development, Vikas Publishing House, New Delhi. LAS, 1978

WEB- SOURCES

- [Ministry of Finance](#)

- [Department of Economic Affairs](#)
- [Planning Commission](#)
- https://www.rbi.org.in/Scripts/BS_ViewBulletin.aspx?Id=20019
- <https://nptel.ac.in/courses/109/104/109104184/>

Paper 4

MONETARY ECONOMICS – II

Objective: To understand the structure of Indian banking system and other banking institutions and banking policies of India

UNIT – I	15
Modern theory of Demand for Money – Keynesian Approach – Friedman’s restatement quantity theory of Money – Gurlay and Shaw’s approach	
UNIT – II	15
Interest – Meaning – Classical, Neo-classical, and Keynesian Theory of Interest – Liquidity Preference and Liquidity Trap.	
UNIT – III	15
Monetary Policy – Meaning – Objectives – Instruments of Monetary Policy in India – Bank Rate, Repo Rate, Reverse Repo Rate, SLR, CRR – Role of Monetary Policy and Economic Development of India	
UNIT – IV	15
Commercial Bank – Structure and Functions – Credit Creation – Central Bank – Nature and Principles of Central Banking – Functions of RBI in India – Organisation and Management – RBI and Monetary Policy.	
UNIT – V	15
Lead Bank Scheme – Objectives and Criticism of Lead Bank Scheme – Performance of Nationalised Banks – Recommendations of National Committee on Financial System – Role of NABARD and SIDBI in Agricultural Development – Industrial Reconstruction Bank of India.	

TOTAL HOURS : 75 HOURS

Course Outcomes:

- CO1 - Aware of Modern theory of demand for money
- CO2 - Knowledge on the significance of the rate of interest.
- CO3 - Knowledge on the objectives and tools of monetary policy

- CO4 - Knowledge on function of commercial banks and RBI
 CO5 - Aware of Lead Bank Scheme, NABARD, SIDBI and IRBI

Text Book

Jhingan M L, Monetary Economics, Vrinda Publications, New Delhi, 2009.

Reference Books

1. Sethi T T, Monetary Economic Theory, S. Chand & Co, New Delhi, 1996.
2. Mithani D N, Money Banking & International Trade, Himalaya, Mumbai, 2008.
- 4.Laffont (1989): The Economics of Uncertainty and Information
- 5.Magill and Quinzii (1996): Theory of Incomplete Markets

E-REFERENCES:

- <https://www.mooc-list.com/tags/fiscal-economics>
<https://www.google.com/search?q=www.+moocs+list+fiscal+economics&oq=www.+moocs+list+fiscal+ec&aqs=chrome..69i57j33i10i160l4.46155j0j4&sourceid=chrome&ie=UTF-8>
<https://www.google.com/search?q=www.edx.org%2Fcourse%2Ffiscal+economics&oq=www.edx.org%2Fcourse%2Ffiscal+economics&aqs=chrome..69i58j69i57.51244j0j9&sourceid=chrome&ie=UTF-8>

Paper 5 SERVICE MARKETING

Course Objectives: To understand the marketing principles and to impart knowledge about how market the service product and enable to connect their experience in the service sector.

Unit I Introduction 15

Growth of service sector –Definition, features and types of services –designing of service –Blue printing technology –Service mapping

Unit II Service Marketing Mix 15

Seven P’s –Product mix –Price mix –pricing methods and strategies –Promotional mix –Place mix –Additional P’s –People, Physical evidence and process

Unit III Service Strategy 15

Matching demand for and supply of services –Service strategy for an effective demand –Service strategy for supply –market segmentation –Internal marketing of service –External vs. Internal orientation of service strategy.

Unit IV Service Gaps 15

Quality gap –the customer expectation vs. actual services –Technique to augment the gap – Performance gap –Promise vs. Delivery -Strategy for augmenting the gap –Communication gap – Customer vs. service provider.

Unit V Application In Marketing Of Services 15

Financial services –Health services –Hospitality services –Travels and Restaurant –Professional services –Public utility services –Educational services.

Total : 75 Hours

Course Outcome:

CO –1: Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non commercial environments

CO –2: Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing; LXX

CO –3: Recognise the challenges faced in services delivery as outlined in the services gap model.

Text Books

1.S.M. Jha, “ Service Marketing” Himalaya Publishing House. 2012

2. B Santhanam, “Service Marketing” Margham Publications, 2014

Reference Books

1.Adrian Payne, “The Essence Of Service Marketing” Prentice Hall of India Pvt Ltd.,1993

2.Christopher Lovelock “Service Marketing” Pearson Education, 7th edition 2010

3.K. Douglas, Hoffman, John E.G. Bate Son “Essentials of Service Marketing” Dryden Press Series, 1997

4.Helen Woodroffe –“Services Marketing” Macmillan publications, 1997.

E-REFERENCES

<https://www.slideshare.net/stephendann/chartered-institute-of-marketing-definition>

<http://www.lub.lu.se/ncsc2004/>

SOFT SKILLS II 2 0 0 2

Course Objective:

1. To enable students to develop their communication skills effectively
2. To enhance students Reading, Writing, Listening and Speaking skills
3. To develop their self-confidence through communication

	Credit Hours
UNIT I: READING COMPREHENSION AND VOCABULARY	06
Reading Techniques – Types of Reading – Skimming – Scanning – Reading for detail – Identifying key words – Underlining unfamiliar key words – Vocabulary Building – Reading Comprehension practice	
UNIT II: PRESENTATION SKILLS	06
Presentation Methods – Preparation and Practice – Organising content – Do’s and Don’ts of a Presentation – Presentation Techniques – Mock Presentation	
UNIT III: GROUP DISCUSSION	06
Introduction to Group Discussion – Preparation for GD – Structure of GD’s – Do’s and Don’ts – Tips and Strategies – Etiquette and Practice – Body Language and Posture – Sharing Ideas with respect – Understanding Opinions – Mock GD Practice	
UNIT IV: CONVERSATIONAL SKILLS	06
Introduction to Small talk – How to start and end a conversation – Exchanging ideas – Expressing Interests – Giving Opinions – Social skills and Etiquette – Informal Conversations – Formal Meetings – Group Practice	
UNIT V: SELF – INTRODUCTION AND ROLE PLAY	06
Introducing oneself – Exchange of Greetings – Appropriate Greetings – Usage of Vocabulary – Rapport Building – Handshakes and First Impressions – Basic Etiquette	
Total	30 Hours

Course Outcome:

- CO1 To get students to understand the importance of communicating in English
- CO2 To understand effective communication techniques
- CO3 To increase self-confidence through regular practice
- CO4 To encourage active participation in their regular class

CO5 To enable participants to face large group of audience with confidence

Books Prescribed

1. English for Competitive Examinations by R.P.Bhatnagar&Rajul Bhargava Macmillan India Ltd. Delhi. 2008
2. Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.
3. Kalish, Karen.How to Give a Terrific Presentation. New York: AMACOM, 1996

Web Sources:

<https://www.skillsyouneed.com/ips/communication-skills.html>

<https://venngage.com/blog/presentation-skills/>

<https://gdpi.hitbullseye.com/Group-Discussion.php>

SEMESTER V

Paper 1

MANAGERIAL ECONOMICS

Unit I: Introduction to Managerial Economics 12

Definition –Nature and scope – Fundamental concepts of Managerial Economics - Relationship with other subjects - Decision Making – Risk and Uncertainty- Concept of efficiency

Unit II: Demand and Supply analysis 12

Demand – Law of Demand – Elasticity of demand –Law of supply – Demand forecasting – Consumer durable and Capital Goods- Consumer surplus .

Unit III : Cost and Profit analysis 12

Cost classification –Short run and long run – cost function –Theories of Profit – Profit maximization –Break even Analysis.

Unit IV: Production analysis 12

Production function- Law of variable proportion- Law of returns of scale – Law of diminishing returns – Economic of scale

Unit V:Market structure and Pricing 12

Price and output determination under perfect competition – Monopoly competition – Monopolistic competition – Oligopoly Competition - Pricing – Objectives and methods.

Total Hours: 60

Course Outcome

1. To familiarise the students with fundamental of managerial economics
2. To understand the concepts of demand, cost, production and markets
3. To analyse the cost function and production function
4. To examine the profit position of the firm through Break even analysis
5. Critically evaluate the business practices existing in the market.

TEXT BOOKS:

1. Paul A. Samuelson and William D. Nordhaus, Economics, 19th edition, Tata McGrawHill,2006.
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 2nd Edition, 2007.
3. S.Chandrachud “ Chud’s Series of Managerial Economics” Wiselab Publications, first Edition, 2019
4. P. L. Mehta “Managerial Economics – Analysis, Problems and Cases”, Sultan Chand & Sons. New Delhi. 12th Edition 2006.

REFERENCE BOOKS:

1. N. Gregory Mankiw, Principles ofEconomics, 6thedition, Thomson learning, NewDelhi, 2011
2. .2. Richard Lipsey and Alee Charystal, Economics, 12th edition, Oxford University Press, NewDelhi, 2011.
3. 3. Karl E. Case and Ray C. fair, Principles of Economics, Pearson Education Asia, New Delhi,10th edition, 2011.

WEBSITE

<https://www.mooc-list.com/tags/managerial-economics>

<https://www.edx.org/learn/managerial-economics>

Investment Function-Meaning- Types-Determinants of Investments- MEC- Factors affecting MEC- MEI- Keynesian Model of Income and Employment Determination

Total Hours: 75 Hours

CO No	COURSE OUTCOME
CO1	To promote the understanding of basics of macro economics, dependent, independent variables and flow of income models
CO2	To enhance the knowledge of concepts of national income computing
CO3	To introduce the students to the classical school of economics and theories
CO4	To enhance the knowledge of consumption patterns in an economy.
CO5	To analyse the relationship between income and employment in the economy.

Text Book references

F.S. Brooman “Macro Economics” George Allen & Unwin publishers, 1964

M.L.Jhingan, “Macro Economic Theory” vrinda publications p It-delhi, 13th Edition,2016

Vaish. M.C “Macro Economic Theory” Vikas Publishing House Pvt Ltd, 14th Edition,2010

Sankaran. S “Macro Economics” Margham Publications, 2016.

Book References:

The Macro Economy Today The Mcgraw-Hill Series in Economics,2012

Principles of Macroeconomics Mankiw’s Principles of Economics.2012

E-References

<https://nptel.ac.in/courses/109/104/109104073/>

https://onlinecourses.swayam2.ac.in/cec20_hs37/preview

http://mospi.nic.in/sites/default/files/press_release/PRESS%20NOTE%20SAE%2026-02-2021.pdf

Paper 3

FISCAL ECONOMICS – I

Objective : To understand fundamental elements of theories of taxation, public expenditure and revenues

UNIT – I **12**

Introduction – Definition and Meaning –Scope of Public Finance – Need for Government Activity- Distinction between Private and Public Finance

UNIT – II **12**

Public Expenditure - Causes and Effects of Public Expenditure with reference to India – Relationship of Public Finance with other subjects.

UNIT – III **12**

Main Sources of Public Revenue; Classification of Public Revenue – Public Receipts of Government of India – Revenue Receipts and Capital Receipts.

UNIT – IV **12**

Taxation - Definition – Characteristics – Classification of a Tax – Direct and Indirect Taxes –Canons of Taxation.

UNIT – V **12**

Personal Income Tax – Categories of Income Taxed – Taxable Income of an Individual – Capital Gains Tax- Excess Profit Tax- Expenditure Tax- Wealth Tax-Property Tax – Estate Duty- Sales Tax- Value Added Tax.

Total Hours: 60

Course outcomes :

CO No.	Course Outcome
CO1	To Aware of nature and scope of fiscal economics
CO2	Knowledge about causes and effects of public expenditure
CO3	Knowledge on classification of public revenue
CO4	To apply the Aware of theories of taxation

Text Book

Tyagi B.P, Public Finance, Jai Prakash Nath & Co, Meerat, 2013.

Reference Books

1. Dalton Huge, Principles of Public Finance (Routledge and Kiganpaul Ltd., London, 2003.
2. Tripathy R N, Federal Finance and Economic Development in India, Sterling, New Delhi, 1981.
3. Vaish M C and Agarwa1H S, Public Finance, Wiley Eastern, New Delhi, 1992.

E-REFERENCES:

<https://www.mooc-list.com/tags/fiscal-economics>

<https://www.google.com/search?q=www.+moocs+list+fiscal+economics&oq=www.+moocs+list+fiscal+ec&aqs=chrome.3.69i57j33i10i160l4.46155j0j4&sourceid=chrome&ie=UTF-8>

<https://www.google.com/search?q=www.edx.org%2Fcourse%2Ffiscal+economics&oq=www.edx.org%2Fcourse%2Ffiscal+economics&aqs=chrome..69i58j69i57.51244j0j9&sourceid=chrome&ie=UTF-8>

CO No.	Course Outcome
CO1	Understand and apply Human Resource Management Perspective
CO2	Understand the importance of Human Resource function in planning and staffing organizational manpower requirements
CO3	Ability to train using various methods of Training
CO4	To develop necessary skill set for application of various HR issues.
CO5	To integrate the knowledge of HR concepts to take correct business decisions.

Text Books:

- 1) V. P. Michael, Human Resource Management & Human Relations, Vikas Publishing House, 2007
- 2) P. C. Pardeshi, Human Resource Management. Nirali Prakashan pub, 2013
- 3) C. B. Mamoria, Personnel Management, Himalaya Publishing, 2005
- 4) Rao, V.S.P, Human Resource Management- Text and Cases, Excel Books, 2001

References Books:

1. Monappa & Saiyaddin: Personnel Management, McGraw Hill, 2011
2. Dessler.G: Human Resource Management, Pearson publisher, 2005
3. R.Wayne Mondy & Rober M.Noel: Human Resource Management, Pearson publisher, 2001
4. L.M.Prasad, Human Resource Management., sultan chand, 2nd edition, 2005

Websites

www.thebalancecareers.com

https://www.google.com/aclk?sa=l&ai=DChcSEwiimpCI2LzxAhVBRsSKHcifDqoYABADGgJzZg&sig=AOD64_1bbLvaD0VCuVooHQFNQY9pkVvXsA&adurl=&q=

Objective : To understand fundamental elements of health economics and demand and supply of healthcare products and services and health policies

UNIT-I **12**

Health Economics-Definition and Scope- Health Indicators-Birth Rate -Death Rate-Fertility Rate-Mortality-Morbidity- Disability-Life style Status.

UNIT-II **12**

Determinants of health – Components of Health Programmes Spatial Distribution of Health Care Facilities- Pricing of Health Services -Multiple Services of a Hospital.

UNIT-III **12**

Demand for Health and Health Services- Health Insurance- Need for Health Insurance for the poor, disabled and aged- Demand for Medical Care- Consumer Incentive in Health Care-Inter-Relationship between nutrition-Health and Education.

UNIT-IV **12**

Health Education- Health awareness- Indian System of Medicine- Siddha-Homeopathy-Unani and Ayurveda- Public Expenditure on Health- Resource allocation in Health Sector-Medical Tourism- Impact on Indian Economy.

UNIT-V **12**

Provision of Health Services by the government -Private benefits and cost of providing health services- - Village Health Sanitation and Nutrition -Family Planning - A Review of Indian National Health Policy in providing health care and financing of Health Services.

Total Hours: 60

CO No	COURSE OUTCOME
CO1	To enhance knowledge about nature , scope and determinants of health care services in the economy
CO2	To Understand the demand supply of health care products and services in the economy
CO3	To Understand both the perspective and limits of economic analysis applied to health care
CO4	To analyse the underlying economics in National health policy and financing health services
CO5	To apply the obtained knowledge in health economics to the real world economic issues related to health care

Text Books:

Dr. D. Amutha “ Health economics” MANGALAM PUBLISHERS & DISTRIBUTORS,
Edition 1, 2013

Pushpalatha pattnai” Health economics” **Black Prints India Inc** Jan-2013edition

Book references

Jai bhattacharya “Health economics “**Palgrave Macmillan** Oct- 2013 edition

Frank A Slonn “Health economics” The MIT Press , April 2013.

E-References

<https://www.mooc-list.com/tags/health-economics>

<https://www.ayush.gov.in/>

https://www.nhp.gov.in/ayush_ms

https://onlinecourses.nptel.ac.in/noc19_mg50/preview

Paper 6

PROJECT MANAGEMENT

Course Objective: To initiate students into the starting of a project and to help them to execute the project successfully. To give theoretical knowledge for a rich experience.

Unit I Introduction: 6

Project – Meaning – definition – Characteristics of project – scope of the management – Benefits of project management.

Unit II Project selection: 6

Macro parameters in project selection, Different consideration for project under private, public and joint sector

Unit III Project Appraisal 6

Project appraisal – different types of appraisal – technical, economic, organizational, managerial, commercial and financial

Unit IV Project financing 6

Project financing - pattern of financing – sources of finance - impact of taxation, public loans small savings.

Unit V Project Administration (CPM) 6

Project administration – progress payment – expenditure planning, project scheduling and network planning use of Critical Path Method (CPM)

Total Hours: 30

COURSE OUTCOMES:

CO1 : To make students familiar with nature and scope of Project management

CO2: To give knowledge about project evaluation.

CO3: To give knowledge on Project finance.

Text book:

1. C.B. Gupta, “Project Management”. A.P.H Publishing Corporation, New Delhi, 2000

Reference Book:

2. Judith Dwyer, Pauline Stanton, “Project Management”, Valerie Thiessen, First published in 2004.

Web source link

[Skills you Need](#)
[Lynda.com](#)
[Udemy](#)

Semester VI

Paper I INTERNATIONAL ECONOMICS

Objective: To understand fundamental elements and need for International Trade

UNIT – I International Trade - Definition – Need – Types of International Trade – Difference between Internal and International Trade – Importance of International Trade in Global Context 15

UNIT – II Theories of Foreign Trade – Absolute, Comparative and Equal Cost Differences (Adam Smith, Ricardo, Haberler's, and Heckscher and Ohlin's Theories only) 15

UNIT – III Balance of Payment and Balance of Trade – Meaning – Causes of Disequilibrium – Exchange Rates – Fixed and Floating Exchange Rates and their merits and demerits. 15

UNIT – IV International Trade Policies – SAARC – BRICs – South-South Co-operation 15

UNIT – V International Trade and Financial Organisation – WTO, IMF and World Bank and their objectives and role of Foreign Trade and economic development of developing countries 15

Total: 75 Hrs

Course Outcome:

- CO1 - Aware of the gains of International Trade
- CO2 - Knowledge about theories of International Trade
- CO3 - Knowledge on BOP and BOT
- CO4 - Aware of objectives of SAARC, BRICs and South-South Co-operation
- CO5 - Aware of WTO and role of IMF and World Bank

Text Book

Jhingan ML, International Economics, Vrinda Publications, New Delhi, 2012.

Reference Books

1. Cherunilam, Francis, International Economics, Vrinda Publication, New Delhi, 2012.
2. Bhatia H L, "International Economics, Vikas Publishing House, New Delhi 2006.
3. Agarwal H. S, A Text Book of Economic Analysis, ANE Books, New Delhi, 2009.
4. Ruddar Datt & Sundharam K P M, Indian Economy, S.Chand, New Delhi 2013.

E References

<https://resources.saylor.org/wwwresources/archived/site/textbooks/International%20Economics%20-%20Theory%20and%20Policy.pdf>

<https://www.e-booksdirectory.com/details.php?ebook=2115>

Paper 2

MACRO ECONOMICS – II

Objective: To understand the Keynesian issues in economics like General Equilibrium, ISLM and Income and Employment determination.

UNIT – I

12

Keynesian Theory of Income Determination – Concepts and Functions – Income Determination in a Two Sector Model – Static and Dynamic Multiplier

UNIT – II

12

Post-Keynesian theories of Demand for Money – Baumol’s approach to Transaction Demand for Money – Tobin’s theory of Speculative Demand for Money – Friedman’s Quantity theory of Money

UNIT – III

12

General Equilibrium – Meaning – Product and Money Market – The IS-LM model in a Two sector Framework – Don Patinkin’s analysis

UNIT – IV

12

Post-Keynesian Macro Economics – Aggregate Demand – Supply Model – The Modern Monetarism – Keynesian vs Monetarist Debate – The New Classical Macro Economics – The Supply side Economics

UNIT – V

12

Macro Economic Policies – Meaning and Scope - Objectives of Macro Economic Policy- Objectives and Instruments of Monetary and Fiscal policies – Limitations of Monetary and Fiscal Policies

COURSE OUTCOME

CO1: Aware of general equilibrium and ISLM model

CO2: Knowledge on Don Patinkin’s analysis and Boumal’s approach and Tobin’s analysis

CO3: Familiar with causes and types of inflation

CO4: Knowledge on Phillip’s curve

CO5: Familiar with objectives and tools of macroeconomic policies

Text Book references

F.S. Brooman “Macro Economics” George Allen & Unwin publishers, 1964

M.L.Jhingan, “Macro Economic Theory” vrinda publications p It-delhi, 13th Edition,2019

Vaish. M.C “Macro Economic Theory” Vikas Publishing House Pvt Ltd, 14th Edition,2010

Sankaran. S “Macro Economics” Margham Publications, 2016.

Book References:

Bradley R. Schiller, The Macro Economy Today The Mcgraw-Hill Series in Economics, 14th Edition,2015

N. Gregory Mankiw Principles of Macroeconomics Mankiw’s Principles of Economics.8th Edition , 2016

E-References

<https://nptel.ac.in/courses/109/104/109104073/>

https://onlinecourses.swayam2.ac.in/cec20_hs37/preview

http://mospi.nic.in/sites/default/files/press_release/PRESS%20NOTE%20SAE%2026-02-2021.pdf

CO1 To enhance awareness of sources and classifications of Public Debts

CO2: To give knowledge about different types of budget

CO3: To introduce central and state relations to students

CO4: To make students familiar with objectives and tools of fiscal Policies

CO5: To Aware local finance and problems of local bodies.

Text Books:

1. H.L Bhatia: Public Finance. Vikas Publishing House,2012
2. Chellaiah .R: Fiscal Policy in under developed Counties. Routledge Publishers, 2010
3. U.R.Hicks : Public Finance, University Press,1947

Reference Books:

1. Laffont (1989): The Economics of Uncertainty and Information ,MIT press
2. Magill and Quinzii (1996): Theory of Incomplete Markets , MIT press
3. LeRoy and Werner (2000): Financial Economics ,Cambridge University press
4. Shefrin (2005): Behavioral Asset Pricing, Academic Press, 2005

E-REFERENCES:

<https://www.mooc-list.com/tags/fiscal-economics>

<https://www.google.com/search?q=www.+moocs+list+fiscal+economics&oq=www.+moocs+list+fiscal+ec&aqs=chrome..69i57j33i10i160l4.46155j0j4&sourceid=chrome&ie=UTF-8>

<https://www.google.com/search?q=www.edx.org%2Fcourse%2Ffiscal+economics&oq=www.edx.org%2Fcourse%2Ffiscal+economics&aqs=chrome..69i58j69i57.51244j0j9&sourceid=chrome&ie=UTF-8>

Paper 4

HISTORY OF ECONOMIC THOUGHT

Objective : To know the biography and economic views of Indian and world economist

Unit I **9**

Nature and Significance of History of Economic thought - Mercantilism - Physiocracy

Unit II **9**

Classical school – Adam Smith – T.R. Malthus – D Ricardo – J.S Mill – J.B. say.

Unit III **9**

Role of Socialism – Karl Marx – Different schools of Socialism, utopian – Christian – Fabian – Syndicalism – Guild Socialism

Unit IV **9**

Historical school – List – Veblen and institutional school – Marginal school and Austrians School

Unit V **9**

Indian Economic Thought - D. Naoroji – Rajaji – Gokhale – M.K Gandhi – B.R. Ambedkar – E.V.R Periyar

Total Hours: 30

COURSE OUTCOME:

CO1 : Aware of nature and scope of economic thought

CO2: Knowledge about classical economists, Adam Smith, Malthus, Ricardo, J.S. Mill and J.B. Say

CO3: Knowledge on socialism and different schools of Socialism

CO4: Able to distinguish between Historical School, Institutional schools and Marginal schools

CO5: Aware of Indian Economic Thought – Nehruji Gokhale, MK Gandhi, BR Ambedkar and EVR Periyar

Text Books

K. Hunt E.” History of Economic Thought” Prentice-Hall of India Pvt.Ltd, 3rd Edition,2011

T.N. Hajela - History of Economic Thought - Ane Books – 18th Edition,2018

REFERENCE

1. Frank H. Knight” *The Development of Economic Doctrine: An Introductory Survey* by Alexander Gray” The University of Chicago Press,1972
2. Lewis Henry Haney” *History of Economic Thought: A Critical Account of the Origin*” Google books, 1911

E- Reference:

<https://nptel.ac.in/noc/courses/noc15/SEM1/noc15-hs06/#:~:text=Course%20abstract,of%20such%20world%20of%20ideas.>

<https://nptel.ac.in/courses/109/106/109106058/>

Objective : To know the importance of environmental factors which influencing the economy and to understand the concepts of global economy, environmental pollution and Green house effect.

UNIT- I Definition- Role and Significance of Environmental Economics 6

Introduction- Economics and Environment- Definition and role of Environmental Economics- Scope and significance of Environmental Economics- Integration of Conservation and Development.

UNIT- II Energy Economics 6

Energy- Sources of Energy- Classification- Renewable non-renewable sources of energy- Conventional and non- conventional energy sources- Direct and Indirect- Patterns of energy consumption- Atomic energy- Energy policy and Environmental quality.

UNIT- III Global Warming and Green House Effect 6

Global Warming- Effects- depletion of Ozone Layer- Green House Effect-Contribution of India towards global warming- Programmes in India- Climate change conservation.

UNIT- IV Environmental Pollution 6

Introduction- Classification of Pollution- Air Pollution- Water Pollution- Noise Pollution- Land Pollution- Soil Pollution- Industrial pollution, Identification of Sources- Control of Pollution.

UNIT- V Population and Urbanization Impact on Environmental Quality 6

Malthusian Prediction- Increase in Population- Effects of over population and Urbanization- Problems and Impact- Indian Environmental Policy and performance.

Total Hours: 60

CO No	COURSE OUTCOME
CO1	To enhance knowledge about nature , scope of environmental economics and sources of energy.
CO2	To Understand awareness about the environment around us, sustainable development
CO3	To apply the attained knowledge of conservation in real world environmental issues.
CO4	To analyse various types of pollution and to apply the control measures
CO5	To analyse the population status of the economy, urbanization effects and national policies related to environment

Text Books

William Cunningham, Mary Cunningham, “Principles of Environmental Science” Seventh Edition, McGrawHill 2014.

David Pearce ,Kerry Turner ,Ian Bateman, “Environmental Economics” Financial Times Prentice Hall Publications, 1993

Dr. Karpagam “ Environmental Economics” Sterling Publishers Pvt.Ltd, Third Edition, 2019.

Reference Books

C. Kolstad: Intermediate Environmental Economics, Oxford University Press (2012)

Divan, S. &Rosencranz, A., Environmental Law and Policy in India. OUP, 2001.

E-References

https://onlinecourses.swayam2.ac.in/cec21_hs05/preview

<http://moef.gov.in/en/environment/pollution/>

<https://climateknowledgeportal.worldbank.org/country/india>

https://onlinecourses.nptel.ac.in/noc20_hs02/preview

DEPARTMENT OF ECONOMICS

B.A ECONOMICS DEGREE

Project work

Regulation for Project Work and Viva-Voce Examination

- I. Each student has to undertake a project individually.
- II. Maximum 8 students under the supervision of a faculty.
- III. The students must undergo project work in the V semester vacation in any of the private and public limited companies.
- IV. The candidates should submit the consent certificate from the organization for having undertaken the project work.
- V. The project report must be typed and hardbound.
- VI. The project work must be submitted at the end of VI semester.
- VII. Failure to submit the project report or failure to appear at the Viva-voce examination will be treated as “Absentees” in the Examination and the absentees has to submit the Project Report and appear at the viva-voce examination in the subsequent years.
- VIII. No marks will be allotted on the project report, unless a candidate appears at the Viva-voce Examination and submits his/her Project report.
- IX. Evaluation of the Project work to be done jointly by one internal expert and one external expert with 40 – 60 weightage.
- X. A Candidate has to qualify in the Project Work individuality and the minimum marks to qualify in the project work is 40% (Report + Viva-voce)
- XI. Marking scheme for the Project Report and Viva-voce Examination:

Total Hours: 60 Hours
Project Report – 40 marks

Chapter 1: Introduction – 10 marks

Chapter 2 : Conceptual framework/ Review of Literature – 10 marks

Chapter 3 : Analysis and Interpretation – 10 marks

Chapter 4 : Conclusion, Findings & Recommendations – 10 marks

Evaluation Procedure for Viva- Voce (60 marks)