

BHARATHIAR UNIVERSITY

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

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives

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

Program Specific Outcomes (PSOs)

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

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

BHARATHIAR UNIVERSITY, COIMBATORE 641 046 M.A., Economics (CBCS PATTERN) (Affiliated Colleges)

(For the students admitted from the academic year 2021 – 22 onwards)

Course	Title of the Course	Credits	He	ours	Max	imum I	Marks
Code	The of the Course	Creats	Theory	Practical	CIA	ESE	Total
	FIRST	SEMESTI	ER				
Core I	Advanced Micro Economics I	4	6	-	50	50	100
Core II	Economic Development and	4	6	-	50	50	100
	Policies						
Core III	Marketing Management	4	6	-	50	50	100
Core IV	Quantitative Techniques for	4	6	-	50	50	100
	Managerial Decision						
Elective I /	Tamil Nadu Economy /	4	6	-	50	50	100
Group A							
Elective I/	Principles of Management /	4	6	-	50	50	100
Group B							
Elective I /	Behavioural Economics	4	6	-	50	50	100
Group C							
		20	30	-	250	250	500
	SECOND	SEMES	TER				
Core V	Advanced Micro Economics II	4	5	-	50	50	100
Core VI	Macro Economics	4	5	-	50	50	100
Core VII	Agricultural Economics	4	5	-	50	50	100
Core VIII	Econometrics	4	5	-	50	50	100
Core IX	Industrial Economics	4	5	-	50	50	100
Elective II/	Elective II: Entrepreneurial	4	5	-	50	50	100
Group A	Development /	4	5		50	50	100
Elective II/	Investment Management/	4	5	-	50	50	100
Group B		-	5		50	50	100
Elective II/	Financial Services	4	5	-	50	50	100
Group C					50		
	Total	24	30	-	300	300	600
	THIRD	SEMEST					
Core X	Monetary Theory and Policies	4	5	-	50	50	100
Core XI	Research Methodology	4	5	-	50	50	100
Core XII	Computer Applications in	4	5	-	50	50	100
	Economics (Theory)						
Core XIII	Environmental Economics	4	5	-	50	50	100
Core X IV	Labour Economics	4	5	-	50	50	100
ElectiveIII/	Financial Markets/	4	5	-	50	50	100
Group A							-00
ElectiveIII/	Services Marketing/	4	5	-	50	50	100
Group B	- 0		-				
ElectiveIII/	Introduction to Industry 4.0	4	5	-	50	50	100
Group C							100
r -	Total	24	30	-	300	300	600

	FOURTH	SEMES	TER				
Core XV	Public Economics	4	6	-	50	50	100
Core XVI	International Economics	4	6	-	50	50	100
Core XVII	Human Resource Management	4	6	-	50	50	100
ElectiveIV/ Group A	International Trade Procedures and Documentation /	4	6	-	50	50	100
Elective IV / Group B	International Business/	4	6	-	50	50	100
Elective IV / Group C	Health Economics	4	6	-	50	50	100
	Project Report / Dissertation (100 marks project & 50 marks viva – voce).	6	6	-	50	100	150
	Total	22	30	-	250	300	550
	Grand Total	90		-			2250



Course code		ADVANCED MICRO ECONOMICS-I	L	,	Т	Р	С
Core		CORE COURSE – I	4		-	-	4
Pre-requisite	9	Microeconomics and Basic Mathematics	Sylla Versi		20)21-2	22
Course Object							
The main object		on the behavior of the individuals and firms in r	naking d	lacisi	ion	on th	0
	of scarce re		naking u			JII UI	e
		with the basic tools and methods of economic as	nalysis.				
		ndamental concepts and theories of Microeconon	-				
-	2						
Expected Cou							
	-	etion of the course, student will be able:				17	1
		conomic theories and concepts.				K	
		t the demand potentials.				K	
-	-	uction and cost.				K	
e	6	and to evaluate the price and the output for vario	us marke	ets.		K	
		owledge of policy decision.				K	6
K1 - Rememb	oer: K2 - U	nderstand; K3 - Apply; K4 - Analyze; K5 - Eval	uate; K6	6 - Ci	reate	•	
	,		,	_			
Unit:1 Theorie Slutsky theorer	es of dema m, compen	Theories of Demand and – utility; indifference curve - income a sated demand curve – Revealed preference theo	and subs	1 stitut	8		cts,
Unit:1 Theorie Slutsky theorer theory by Hick	es of dema m, compen	and – utility; indifference curve - income a sated demand curve – Revealed preference the al Analysis.	and subs	1 stitut ision	8 ion 1 of	effe dem	cts, and
Unit:1 Theorie Slutsky theorer theory by Hick Unit:2	es of dema m, compen s – Margina	and – utility; indifference curve - income a sated demand curve – Revealed preference theo al Analysis. Production Function	and subs ory; Revi	1 stitut ision	8 ion 1 of 18	effe dem hou	cts, and rs
Unit:1 Theorie Slutsky theorer theory by Hick Unit:2 Produc Technical pro	es of dema m, compen s – Margina tion functiogress and	and – utility; indifference curve - income a sated demand curve – Revealed preference the al Analysis.	and subsory; Revi	1 stitut ision 1 Euler	8 ion i of 8 c's t	effe dem hou	rs em;
Unit:1 Theorie Slutsky theoren theory by Hick Unit:2 Produc Technical pro theories of cos Unit:3	es of dema m, compen s – Margina tion functiogress and sts – Deriva	and – utility; indifference curve - income a sated demand curve – Revealed preference theo al Analysis. Production Function on – Multi Product firm; Elasticity of substi production function; Cobb-Douglas and CES. ation of cost functions from production functions Market Structure	and subsory; Revi	1 stitut ision 1 Euler nal a	8 ion of 8 c's th and	effe dem hou heor mod	rs ern rs ern
Unit:1 Theorie Slutsky theoren theory by Hick Unit:2 Produc Technical pro- theories of cos Unit:3 Price a of the firm and long run equ competition –	s of dema m, compen s – Margins tion function ogress and sts – Deriva d industry, ilibrium, p general and roduct diff	and – utility; indifference curve - income a sated demand curve – Revealed preference theo al Analysis. Production Function on – Multi Product firm; Elasticity of substi production function; Cobb-Douglas and CES. ation of cost functions from production functions	and subs ory; Revi tution; F Tradition s. nd long r conopoly egulation orium of t	1 stitut ision Euler nal a nal a run e - sh ; M the f	8 ion i of 8 's tl and 8 equil ort 1 ono irm	effe dem heor mod heor mod	rs em; ern rs m nd tic he
Unit:1 Theorie Slutsky theoren theory by Hick Unit:2 Produc Technical pro- theories of cos Unit:3 Price a of the firm and long run equ competition – group with pr	s of dema m, compen s – Margins tion function ogress and sts – Deriva d industry, ilibrium, p general and roduct diff	and – utility; indifference curve - income a sated demand curve – Revealed preference theo al Analysis. Production Function on – Multi Product firm; Elasticity of substi production function; Cobb-Douglas and CES. ation of cost functions from production functions Market Structure determination; perfect competition – short run a price and output determination, supply curve; M price discrimination, monopoly control and red d Chamberlin approaches to equilibrium, equilib	and subs ory; Revi tution; F Tradition s. nd long r conopoly egulation orium of t	1 stitut ision 1 Euler nal a run e - sh s; M the f onop	8 ion i of 8 's tl and 8 equil ort 1 onop irm 5	effe dem heor mod heor mod	rs em; ern rs im nd tic he nd
Unit:1 Theorie Slutsky theoren theory by Hick Unit:2 Produc Technical pro theories of cos Unit:3 Price a of the firm and long run equ competition – group with pr imperfect com Unit:4 Oligo	s of dema m, compen s – Margina tion function ogress and sts – Deriva d industry, ilibrium, p general and roduct diffe petition.	and – utility; indifference curve - income a sated demand curve – Revealed preference theo al Analysis. Production Function on – Multi Product firm; Elasticity of substi production function; Cobb-Douglas and CES. ation of cost functions from production functions Market Structure determination; perfect competition – short run a price and output determination, supply curve; M orice discrimination, monopoly control and red d Chamberlin approaches to equilibrium, equilibrium erentiation and selling costs, excess capacity to Oligopoly Models h-collusive models – Cournot, Bertrand, Edgeword	and subsory; Revi	1 stitut ision 1 Euler nal a - sh c; M the f onop 1 nber	8 ion i of 8 's th and 8 equil ort 1 onoj irm oolis	effe dem heor mod libriu run a polis and tic a hou kink	rs em; ern rs m nd tic he nd rs ed
Unit:1 Theorie Slutsky theoren theory by Hick Unit:2 Produc Technical pro- theories of cost Unit:3 Price a of the firm and long run equ competition – group with pr imperfect cost Unit:4 Oligo demand curve	s of dema m, compen s – Margina tion function ogress and sts – Deriva d industry, ilibrium, p general and roduct diffe petition.	and – utility; indifference curve - income a sated demand curve – Revealed preference theo al Analysis. Production Function on – Multi Product firm; Elasticity of substi production function; Cobb-Douglas and CES. ation of cost functions from production functions Market Structure determination; perfect competition – short run a price and output determination, supply curve; M orice discrimination, monopoly control and red d Chamberlin approaches to equilibrium, equilibrium erentiation and selling costs, excess capacity u Oligopoly Models	and subsory; Reviewed Structure Stru	1 stitut ision Euler nal a run e - sh ; M the f onop	8 ion i of 8 's tl and 8 equil ort 1 ono irm oolis 1 7 lin, j gers	effe dem heor mod libriu run a polis and tic a hou kink	rs em; ern rs m nd tic he nd rs ed
Unit:1 Theorie Slutsky theoren theory by Hick Unit:2 Produc Technical pro- theories of cos Unit:3 Price a of the firm and long run equ competition – group with pr imperfect com Unit:4 Oligo demand curve leadership – p	s of dema m, compen s – Margina tion function ogress and sts – Deriva d industry, ilibrium, p general and roduct diffe petition.	and – utility; indifference curve - income a sated demand curve – Revealed preference theo al Analysis. Production Function on – Multi Product firm; Elasticity of substi production function; Cobb-Douglas and CES. ation of cost functions from production functions Market Structure determination; perfect competition – short run a price and output determination, supply curve; M orice discrimination, monopoly control and re d Chamberlin approaches to equilibrium, equilibric erentiation and selling costs, excess capacity to Oligopoly Models a-collusive models – Cournot, Bertrand, Edgework kelberg's solution) and collusive models - Cart	and subsory; Reviewed Structure Stru	1 stitut ision Euler nal a run e - sh ; M the f onop 1 mber mer poly	8 ion of (8 's tl and (8 equil ort 1 ono jirm bolis (7 lin, ;	effe dem heor mod heor mod librin run a polis and t tic a hou kink , pri	rs em; ern rs im nd tic he nd rs ed ce
Unit:1 Theorie Slutsky theoren theory by Hick Unit:2 Produc Technical pro- theories of cost Unit:3 Price a of the firm and long run equ competition – group with pri imperfect com Unit:4 Oligo demand curve leadership – p	s of dema m, compen s – Margins tion function ogress and sts – Deriva d industry, ilibrium, p general and roduct diffe opetition.	and – utility; indifference curve - income a sated demand curve – Revealed preference theo al Analysis. Production Function on – Multi Product firm; Elasticity of substi production function; Cobb-Douglas and CES. ation of cost functions from production functions Market Structure determination; perfect competition – short run a price and output determination, supply curve; M orice discrimination, monopoly control and re d Chamberlin approaches to equilibrium, equilibrie erentiation and selling costs, excess capacity to Oligopoly Models n-collusive models – Cournot, Bertrand, Edgework kelberg's solution) and collusive models - Cart tuput determination under monopsony and bilater	and subs ory; Revi tution; F Tradition s. nd long n conopoly egulation orium of t under me tunder me tels and ral monop	1 stitut ision 1 Euler nal a run e - sh s; M the f onop 1 mber mer poly	8 ion i of [8 's t] and [8 equil ort 1 ono] irm i oolis [7 lin, 1 gers ;	effe dem hou heory mod libriu run a polis and t tic a hou kink , pri hou	rs em; ern rs im nd tic he nd rs ed ce rs

U	Unit:6 Contemporary Issues		2 hours
Ех	xpert lectures, online seminars - webinars		
	Total I	Lecture hours	90hours
Bo	Book(s) for study		
1	Koutsoyiannis.A (1979) Modern Microeconomics, Macm	illan Press, London	
2	HL AHUJA (2009) Advanced Economic Theory S.Chand	1 & Co	
Bo	Sook (s) for Reference		
1	Baumol. W.J. (1982) Economic Theory and Operations A	Analysis. Prentice H	all of India
2	Hirshleifer J and A. Glazer (1997) Price Theory and Ap New Delhi.	plications, Prentice	Hall of India,
3	Henderson J.M. and R.E. Quandt (1980) Microeconomi Approach, McGraw Hill, New Delhi	c Theory; A Mathe	matical

Mappin	g with F	Program	me Outo	comes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Μ	S	S	Μ	S	S	Μ	S	L	М
CO2	Μ	S	S	S	S	S	Μ	S	L	L
CO3	Μ	S	S	Μ	Μ	S	Μ	Μ	S	М
CO4	M	S	S	Μ	Μ	S	Μ	M	S	М
CO5	Μ	Μ	S	L	S	Μ	L	L	Μ	L

Course code	E	CONOMIC DEVELOPMENT AND POLICIES	L	Т	Р	С
Core		CORE COURSE – II	4	-	-	4
Pre-requisite	Μ	• •	Sylla Versi		2021 22	[-
Course Object						
The main objec				C		
developme		economic fundamental governance and the pro-	ocess	of	econo	omi
		native theories of growth.				
		underdevelopment and growth in developing countr	ies			
		nt development issues.	105.			
Expected Cou	rso Autcomo	76.				
-		on of the course, student will be able to:				
	1	about the economic theories and growth models.			K	1
	-	of Indian economy.			K	
					K	
		lge of economic planning and growth.				
		he current economic issues.			K	
5 To constr	uct a critical	study on the development of the economic scenario.			K	
V1 D1				7		5
K1 - Rememb		lerstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I		Create	e	5
K1 - Rememb		erstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I	K6 - (Create 18		
Unit:1	er; K2 - Und		K6 - (18	hou	rs
Unit:1 Econon	eer; K2 - Und	erstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development	K6 - (umpet	18	hou	rs
Unit:1 Econon	eer; K2 - Und	erstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schu	K6 - (umpet	18	hou theor	rs y
Unit:1 Econon of Developmen Unit:2 Doctrine	er; K2 - Und nic Developm t-Keynes-Ro	Interstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schweisstow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Mode	K6 - (umpet 7. dels-H	18 ter's t 18 Iarod	hou theor hou -Dor	rs y rs nar
Unit:1 Econon of Developmen Unit:2 Doctrine - Joan Rabinso	er; K2 - Und nic Developm t-Keynes-Ro e of balanced on's model o	Ierstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schu stow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Moo f capital accumulation-Meade's noe-classical mode	K6 - (umpet 7. dels-H	18 ter's t 18 Iarod	hou theor hou -Dor	rs y rs nar
Unit:1 Econon of Developmen Unit:2 Doctrine – Joan Rabinso	er; K2 - Und nic Developm t-Keynes-Ro e of balanced on's model o	Interstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schweisstow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Mode	K6 - (umpet 7. dels-H	18 ter's t 18 Iarod	hou theor hou -Dor	rs y rs nar
Unit:1 Econon of Developmen Unit:2 Doctrine Joan Rabinso Long Run Grov	er; K2 - Und nic Developm t-Keynes-Ro e of balanced on's model o	Ierstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I <u>Measurement of Economic Development</u> nent: Measurement of Economic Development- Schustow's stages of Economic Growth-Big Bush theory <u>Doctrine of balanced growth</u> growth-Concept of unbalanced growth-Growth Moo f capital accumulation-Meade's noe-classical mode model of growth.	K6 - C umpet 7. dels-F el-Solo	18 ter's t 18 Harod Dw M	hou theor hou -Dor Iodel	rs y rs nar of
Unit:1 Econon of Developmen Unit:2 Doctrine Joan Rabinso Long Run Grov	eer; K2 - Und nic Developm t-Keynes-Ro e of balanced on's model o wth-Kaldor's	Ierstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schu stow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Moo f capital accumulation-Meade's noe-classical mode	K6 - C umpet '. dels-F el-Solo	18 ter's t 18 Harod Dw M 18	hou heor hou -Dor Iodel hou	rs y rs nar of rs
Unit:1 Econon of Developmen Unit:2 Doctrine Joan Rabinso Long Run Grov Unit:3 Size and	eer; K2 - Und nic Developm tt-Keynes-Ro e of balanced on's model o wth-Kaldor's Growth rate	lerstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schustow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Model of growth. Human Resource Development	K6 - C umpet '. dels-F el-Solo	18 ter's t 18 Harod Dw M 18	hou heor hou -Dor Iodel hou	rs y rs nar of rs
Unit:1 Econon of Developmen Unit:2 Doctrine Joan Rabinso Long Run Grov Unit:3 Size and	eer; K2 - Und nic Developm tt-Keynes-Ro e of balanced on's model o wth-Kaldor's Growth rate	Ierstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schustow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Model of growth. Human Resource Development of population in India-Human Resource Development ion Programmes.	K6 - (18 ter's t 18 Harod Dw M 18	hou heor hou -Dor Iodel hou emer	rs y nar of rs it
Unit:1 Econon of Developmen Unit:2 Doctrine Joan Rabinso Long Run Grov Unit:3 Size and of Poverty-Pov Unit:4	eer; K2 - Und nic Developm it-Keynes-Ro e of balanced on's model o wth-Kaldor's Growth rate erty Eradicat	lerstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schustow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Moord f capital accumulation-Meade's noe-classical mode model of growth. Human Resource Development of population in India-Human Resource Development ion Programmes.	K6 - C	18 cer's t 18 Harod bw M 18 easuro 17	hou theor hou -Dor lodel hou emer	rs y nar of rs it
Unit:1 Econon of Developmen Unit:2 Doctrine – Joan Rabinso Long Run Grov Unit:3 Size and of Poverty-Pov Unit:4 Econom Forms of For	eer; K2 - Und nic Developm t-Keynes-Ro e of balanced on's model o wth-Kaldor's Growth rate erty Eradicat nic planning-J reign Capital	lerstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schustow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Moord f capital accumulation-Meade's noe-classical mode model of growth. Human Resource Development of population in India-Human Resource Development of population in India-Human Resource Development On Programmes. Economic planning Planning process in a mixed economy - Need for a mixed economy -	K6 - C	18 ter's t 18 Harod ow M 18 easur 17 gn Ca	hou theor hou -Dor lodel hou emer	rs y rs nar of rs nt
Unit:1 Econon of Developmen Unit:2 Doctrine – Joan Rabinso Long Run Grov Unit:3 Size and of Poverty-Pov Unit:4 Econom Forms of For	eer; K2 - Und nic Developm t-Keynes-Ro e of balanced on's model o wth-Kaldor's Growth rate erty Eradicat nic planning-J reign Capital	lerstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schustow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Moord f capital accumulation-Meade's noe-classical mode model of growth. Human Resource Development of population in India-Human Resource Development of population in India-Human Resource Development Planning process in a mixed economy - Need for	K6 - C	18 ter's t 18 Harod ow M 18 easur 17 gn Ca	hou theor hou -Dor lodel hou emer	rs y rs nar of rs nt
Unit:1 Econom of Development Unit:2 Doctrine - Joan Rabinso Long Run Grov Unit:3 Size and of Poverty-Pov Unit:4 Econom Forms of For Balance of Pa	eer; K2 - Und nic Developm t-Keynes-Ro e of balanced on's model o wth-Kaldor's Growth rate erty Eradicat nic planning-J reign Capital	lerstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schustow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Moord f capital accumulation-Meade's noe-classical mode model of growth. Human Resource Development of population in India-Human Resource Development of population in India-Human Resource Development On Programmes. Economic planning Planning process in a mixed economy - Need for a mixed economy -	K6 - C	18 ter's t 18 Harod tow M 18 easur 17 gn Ca	hou theor hou -Dor Iodel hou emer hou apital ndia'	rs y rs of rs it rs s
Unit:1 Econom of Developmen Unit:2 Doctrine – Joan Rabinse Long Run Grov Unit:3 Size and of Poverty-Pov Unit:4 Econom Forms of For Balance of Pay	er; K2 - Und nic Developm it-Keynes-Ro e of balanced on's model o wth-Kaldor's Growth rate erty Eradicat nic planning- reign Capital yments-Expo	lerstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; I Measurement of Economic Development nent: Measurement of Economic Development- Schustow's stages of Economic Growth-Big Bush theory Doctrine of balanced growth growth-Concept of unbalanced growth-Growth Moof f capital accumulation-Meade's noe-classical mode model of growth. Human Resource Development of population in India-Human Resource Development of population in India-Human Resource Development Planning process in a mixed economy - Need for I-Multinational Corporations and foreign collaborart Promotion Policies. Current Economic Issues	K6 - C	18 cer's t 18 Harod bw M 18 easur 17 gn Ca - I 17 17	hou theor hou -Dor Iodel hou emer hou apital ndia'	rs y rs of rs it rs s rs
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Ur	nit:6	Contemporary Issues	2 hours
Ex	pert lecture	es, online seminars - webinars	
		Total Lecture hours	90 hours
Bo	ok(s) for s	tudy	
1	S.M.Meie	r: "Leading Issues in Economic Development" Oxford University Pres	s, New York.
2	Kindleber	ger: Economic Development Mc Graw Hill, New York.	
Bo	ok(s) for I	Reference	
1	Indian Eco	onomic Survey for Different Years	
2	Human D	evelopment Report for Different Years: Published for the United Natio	ons
	Developm	ent Programme (UNDP), Oxford University Press.	
3	Survey of	the Environment for different years: Published by The Hindu.	
4	Indian De	velopment Report for different years: Indira Gandhi Institute of Develo	opment
	Research,	Oxford University Press.	-
5	Economic	Development in India-Achievements and Challenges: A World Bank	Study.
Co	ourse Desig	ned By: Dr. R. Rajini- email id: rajinieco@gmail.com	

Mappin	g with P	rogram	me Outo	comes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Μ	S	S	Μ	S	S	Μ	S	L	L
CO2	M	S	S	S	S	S	М	S	L	М
CO3	M	S	S	M	M	S	М	М	S	L
CO4	M	S	S	M	M	S	М	М	S	М
CO5	Μ	Μ	S	L	S	Μ	L	L	Μ	М

Cor	urse code		MARKETING MANAGEMENT	L	Т	Р	С
	re		CORE COURSE – III	4	-	-	4
Pre	e-requisite		Principles of marketing management	Syllab Versio		2021	-22
	urse Object						
The			is course are:				
$\frac{1}{2}$			retical skills in several functional areas to understa				
Ζ	appropriate	-	e information/data needed to inform problem sol	ving in	mark	eting	using
3			ry marketing nature and management practice.				
4			lex marketing issues by using relevant theories	s with r	egard	to et	thical
	conduct.	I			U		
	pected Cour						
		1	tion of the course, student will be able:				
1			t market planning and market environment.				X1
2			sumer behaviour in the context of market segments	ation.			K2
3	_		duct promotion branding and pricing techniques			ŀ	K3
4	To expres	s the vario	ous channels of distribution.			ŀ	K 4
5	To gain k	nowledge	on marketing strategies and consumer rights.			ŀ	K6
K	1 - Rememb	er; K2 - U	nderstand; K3 - Apply; K4 - Analyze; K5 - Evalu	ate; K6	- Cre	ate	
-		iportance	- of Markeling-Markeling and Economic De				
Env	vironment- N	Aarketing	of Marketing–Marketing and Economic De Management- Consumer Behaviour.		<u> </u>	IVIAIN	teting
	nit:2	Aarketing				- hou	
U mix pro	nit:2 Marketir x. Product:	ng Mix: C Meaning, cle- Brand	Management- Consumer Behaviour.	omotior	18- 18- 1 mix deve	- hou and p lopme	rs blace ent -
Ui mix pro and	nit:2 Marketir A. Product: duct life cyo	ng Mix: C Meaning, cle- Brand	Management- Consumer Behaviour. Marketing Mix oncepts, components: Product mix, price mix, pr product planning, product positioning, New p	omotior	18- 1 mix deve Factor	- hou and p lopme	rs blace ent - hods
Ui mix pro and Ui	nit:2 Marketir x. Product: duct life cyc l procedures. nit:3 Promotic	ng Mix: C Meaning, cle- Brand	Management- Consumer Behaviour. Marketing Mix oncepts, components: Product mix, price mix, pr product planning, product positioning, New p ling- Packaging- Labeling- Pricing: pricing objec	omotior product tives- F	18- 1 mix deve cactor	- hou and p lopme s-Metl - hou	rs place ent - hods rs
Ui mix pro and Ui Me	nit:2 Marketir x. Product: duct life cyc l procedures. nit:3 Promotic	ng Mix: C Meaning, cle- Brand	Management- Consumer Behaviour. Marketing Mix oncepts, components: Product mix, price mix, pr product planning, product positioning, New p ling- Packaging- Labeling- Pricing: pricing object Promotion ing of promotion mix-Components of promo	omotior product tives- F	18- deve factor	- hou and p lopme s-Metl - hou	rs place ent - hods rs ising:
UI mix pro and UI Me UI alte	nit:2 Marketir A. Product: duct life cyc procedures. nit:3 Promotic ssage, adver nit:4 Distribut	ng Mix: C Meaning, cle- Brand on: Mean tisement b ion: Char hysical I	Management- Consumer Behaviour. Marketing Mix oncepts, components: Product mix, price mix, pr product planning, product positioning, New p ling- Packaging- Labeling- Pricing: pricing object Promotion ing of promotion mix-Components of promotion Distribution mels of Distribution-Need, functions, types, e Distribution: Objectives, order processing, tr	omotior product tives- F tion m iblicity.	18 - a mix deve actor actor 18 - ax- A 17 - ng th	 hou and p lopme s-Metl hou dverti hou c hou 	rs hods rs ising: rs .nnel
UI mix pro and UI Me UI alte war	nit:2 Marketir duct life cyc procedures. nit:3 Promotic ssage, adver nit:4 Distribut ernatives- P	ng Mix: C Meaning, cle- Brand on: Mean tisement b ion: Char hysical I	Management- Consumer Behaviour. Marketing Mix oncepts, components: Product mix, price mix, pr product planning, product positioning, New plane ling- Packaging- Labeling- Pricing: pricing object Promotion ing of promotion mix-Components of promoudgeting-Sales promotion, personal selling and pu Distribution mels of Distribution-Need, functions, types, explicitly of the processing, transmission	omotior product tives- F tion m iblicity.	18 - a mix deve factor 18 - ix- A 17 - ng th stor	 hou and p lopme s-Metl hou dverti hou c hou 	rs hods rs ising: rs nnel and
UI mix pro and UI Me UI alte war	nit:2 Marketir A. Product: duct life cyc procedures. nit:3 Promotic ssage, adver nit:4 Distribut ernatives- P rehousing, in	ng Mix: C Meaning, cle- Brand on: Mean tisement b cion: Chan hysical I iventory co	Management- Consumer Behaviour. Marketing Mix oncepts, components: Product mix, price mix, pr product planning, product positioning, New p ling- Packaging- Labeling- Pricing: pricing object Promotion ing of promotion mix-Components of promotion Distribution mels of Distribution-Need, functions, types, e Distribution: Objectives, order processing, tr	omotior product tives- F tion m iblicity. evaluatin ansport,	18- a mix deve actor actor 18- ix- 17- ng th stor	 hou and p lopme s-Meth hou dverti hou e cha ages hou 	rs blace ent - hods rs ising rs and rs

U	nit:6	Contemporary Issues	2 hours		
Ех	xpert lectures, o	nline seminars - webinars			
		Total Lecture hours	90 hours		
Bo	ook(s) for stud	y			
1	Philip Kotler	: Principles of Marketing-Prentice of India Private Limited. N	lew Delhi		
2	S.M.Jha &	: Marketing Management in Indian.			
Bo	ook(s) for Refe	rence			
1	S.P.Singh	: Perspective - Himalaya Publishing House. Delhi.			
2	R.S.Davar	: Modern Marketing Management – Progressive Corporation, 1	Bombay.		
Co	ourse Designed	By: Dr. R. Rajini- email id: rajinieco@gmail.com			

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

Course c	code	QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS	L	Т	Р	C
Core		CORE COURSE – IV	4	-	-	4
Pre-req	uisite	Application of quantitative techniques and their application in management decisions.	Syllat Versi		202	1-22
	Objectives	: s of this course are:				
		udents to acquire knowledge on basic concepts of ma	athoma	tice	ralava	nt to
	nomic anal		amema	ues		.nu u
2 To		e students with the theoretical and practical necessary to	do app	lied o	quanti	tative
3 To j	provide the	e students with the theoretical necessary to do applied quant	itative	techi	niques	·•
-		Dutcomes:				
On the	successful	completion of the course, student will be able:				
1 To	understand	I the various quantitative techniques in managerial practices	s.		K	1
2 To	apply the r	nathematical tools to test and formulate the economic theor	ries.		K	2
3 To	analyze the	e various techniques of derivatives and their applications.			K	4
4 To	analyze the	e quantitative tools for managerial decision.			K	5
5 To	understand	the practical knowledge of decision making.			K	6
K1 - R	emember;	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluat	e; K6 –	Crea	ite	
Unit:1		SET THEORY			hour	
	of Quadr	Operations on sets and Law of set operations –solutions atic equations – Solution of Linear simultaneous Equation				
Unit:2		RELATIONS AND FUNCTIONS		15	hour	5
hyperbol		nd Functions: Functions of one variable – straight line, tial and logarithmic functions. Concave and Convex functions.				
Unit:3		DERIVATIVES AND ITS APPLICATION		15	hour	<u> </u>
D Relations	erivatives ships amon	and their interpretation and techniques of derivatives- Hig og Total, Average, and Marginal of Revenue and Cost and riables – Partial derivatives and their applications in econom	her ord Elastici	ler de	erivati	ives-
Unit:4		OPTIMISATION		14	hour	s
Homoger		lems involving one or two variables — Application tion and their properties, Euler's Theorem, Cobb-Douglas properties.				
Unit:5		Title of the Unit (MATRIX ALGEBRA)		14	hour	5
M Unit Mat Multiplic	atrix Algel trix, Multi	ora – Determinants and properties, Types of Determinants – plication and Scalar Matrix, Operations – Addition and S anspose of a Matrix and Inverse of Matrix. Solutions for si	– Matri Subtrac	x, Nı tion	ull Ma of Ma	atrix, atrix,

	J nit:6 Expert lectu	res, online seminars – webinars	2 hou
		Total Lecture hours	75 hours
F	Book(s) for	study	-
1	MabbettA	.J.,"Workout Mathematics for Economists",ELBS, Macmillan.	
2	Medha an	d Madnani," Mathematics for Economics", Sultan Chand, New Delhi.	
(Course Desi	gned By: Dr. S. Manikandan. Email id: drseasc@gmail.com	

Mappin	ig with I	Program	me Outo	comes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	Μ	S	S	М	L	Μ	Μ	L	L
CO2	S	М	S	S	L	М	Μ	М	S	М
CO3	S	S	S	S	M	L	Μ	Μ	М	М
CO4	S	М	S	S	L	М	Μ	М	S	S
CO5	S	М	S	S	M	L	Μ	М	S	S

Course code	TAMIL NADU ECONOMYL	Т	P	С			
Elective	Elective I - Group A 4	-	-	4			
Pre-requisite	The performance of agriculture, industrial developmentSyllaand Infrastructural facilities in Tamil Nadu.Versite		2021	1-22			
Course Objective							
	es of this course are:						
	ad the socio, economic and cultural conditions of Tamil Nadu. nowledge on sector wise performance and its allocations.						
	the knowledge about Tamil Nadu's administrative and political aspe	ects.					
Expected Course							
On the successful completion of the course, student will be able:							
1 To understand the process of growth of Tamil Nadu economy 2 To understand the process of growth of the providence of the process of growth of the providence of the pro							
	end the specific economic issues pertaining to the region.		K K				
3 To get the knowledge of policy analysis regard to Tamil Nadu economy.							
aspects.	the ability of critical thinking on Tamil Nadu economy and its va	rious					
5 To develop t	he knowledge towards competitive examination skills.		K	6			
K1 - Remember;	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - G	Creat	e				
Unit:1	Nature and Scope of Tamil Nadu Economy.		hou				
Growth perspective- Inter-	and development- Ingredients of economic growth- Sector state Growth profiles- Economic development and structural Trans	ral g	growt	h in			
Growth perspective- Inter-	and development- Ingredients of economic growth- Sector	ral g	growt	h in			
Growth perspective- Inter- trends- Planning. N	and development- Ingredients of economic growth- Sector state Growth profiles- Economic development and structural Transf Nature and Scope of Tamil Nadu Economy.	ral g forma	growth ation-	h in SDP			
Growth perspective- Inter- trends- Planning. N Unit:2	and development- Ingredients of economic growth- Sector state Growth profiles- Economic development and structural Transi- Nature and Scope of Tamil Nadu Economy. Theory of Demographic Transition	ral g forma	growth ation- -hou n	h in SDP rs			
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Growth perspective- Inter- trends- Planning. N Unit:2 Theory of Literacy, Birth and Unemployment an Unit:3 Agriculture Green Revolution Farm activities in 7 Unit:4 Trends in Development in Ta - TIDCO, TANSI, Unit:5 Transport ar sector transports-	and development- Ingredients of economic growth- Sector state Growth profiles- Economic development and structural Transf Nature and Scope of Tamil Nadu Economy. Theory of Demographic Transition Demographic Transition – Trends in Growth of Population- Sex d Death rate- Urbanisation – Population Policy 2001.Composition d Poverty. Agriculture Development in Tamil Nadu e – Cropping Pattern – Irrigation – Agricultural Development in – Agricultural marketing: regulated markets and Co- operative mar Tamil Nadu- Food Security and Public distribution system. Industrial Development in Tamil Nadu Industrial Development in Tamil Nadu Madu- Small Scale Industries: Role, Problems, Promotional M SIPCOT, DIC – Economic Liberalisation Vis- a - Vis Industrial Gr	ral g forma forma 18 arati of w 18 Tan rketir 19 10 10 10 11 12 13 14 15 16 17 18 17 18 10 11 12 13 14 15 16 17 18 17 18 17 18 17 18 17 18 18 19 10 10 11 12 13 14 15 16 17 18 19 10 10 10 10 10 11 12 13 14 14 15 16 <td>rowtlation- -hour o, Devorkfor hour nil Na ng – N 7-hour Indures for 7-hour of pu</td> <td>h in SDP rs ensity, orce – urs adu- Non- ustrial or SSI ustrial or SSI</td>	rowtlation- -hour o, Devorkfor hour nil Na ng – N 7-hour Indures for 7-hour of pu	h in SDP rs ensity, orce – urs adu- Non- ustrial or SSI ustrial or SSI			

Ur	nit:6 Contemporary Issues	2 hours					
Ex	pert lectures, online seminars - webinars						
		1					
	Total Lecture hours	90 -hours					
Bo	ook(s) for study						
1	1 Government of Tamil Nadu, Various Issues of Tamil Nadu Economic Appraisal, Department						
	of Statistics, Govt. of Tamil Nadu						
2	Leonard A C (2006), Tamil Nadu Economy, Macmillan India Ltd, New Delhi						
3	Manickam.S(2006), Economic development of Tamil Nadu in perspective,	Uyirmmai,					
	Chennai.78						
Bo	ook(s) for Reference						
1	MIDS (1988), Tamil Nadu Economy : Performance and Issues, Oxford and IBN	N Publishing					
	Co. Pvt. Ltd., New Delhi						
2	Naganathan M (2002), Tamil Nadu Economy: Trends and prospects, University C	Of Madras.					
Сс	ourse Designed By: Dr. P. Gowri. Email id:gowricbe14@gmail.com						

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

Course code			PRINCIPLES OF MANAGEMENT	L	Т	Р	С
Electi	ve		Elective I - Group B	4	-	-	4
Pre-	requisite	,	Managerial analysis and decision-making.	Syllabus Version			22
	se Objec						
			nis course are: Inctions, principles and concepts of management.				
			pplication of the principles in an organization.				
			ive and barriers of communication in the organization.	tion			
			and process of effective controlling in the organiz				
			· · · · · ·				
		rse Outco					
		1	letion of the course, student will be able:				
1 To summarize the nature and scope of management.							1
2 To understand the importance of planning and decision making.							2
			ification of organization and understanding its stru	ucture.		K	3
	To analy	sis the nee	d for delegation, centralization and staffing.			K	4
5	To outlin	e the impo	ortance of controlling in an organization.			K	6
K1 -	Rememb	ber; K2 - U	Jnderstand; K3 - Apply; K4 - Analyze; K5 - Evalu	uate; K6 - C	Create	e	
Unit		1	Nature and Scope of Management			hou	
Mana			e of Management process – Management as a Sci c Management.	ence, Art, 1	Deve	lopn	ent
Unit	:2		Planning		18-	- hou	irs
Deci maki	sion mak		g and purpose of planning - steps in planning ss of Decision making - type of decisions – proble				
Unit	:3		Organizing		18	hou	rs
Unit			Organizing s of organization - Organizational structure - span	n of control			
Unit units	Organiz and comr		s of organization - Organizational structure - span	n of control	l-use	e of S	Staf
Unit units a Unit	Organiz and comr	nittees.			l -use 17	e of s hou	Staf rs
Unit units a Unit	Organiz and comr ::4 Delegat ruitment	nittees. tion: Deleg - Selection	s of organization - Organizational structure - span Delegation gation and centralization - Line and Staff relation n process - Training. Directing	ship. Staffi	17 ng: \$	e of s hou Sourc hou	Staf rs æs
Unit units : Unit of rec Unit	Organiz and comr t:4 Delegat ruitment t:5 Directin	nittees. tion: Deleg - Selection ng: Nature	s of organization - Organizational structure - span Delegation gation and centralization - Line and Staff relation n process - Training.	ship. Staffi	17 ng: \$	e of s hou Sourc hou	Staf rs æs
Unit units : Unit of rec Unit	Organiz and comr ::4 Delegat ruitment ::5 Directin nportance	nittees. tion: Deleg - Selection ng: Nature	s of organization - Organizational structure - span Delegation gation and centralization - Line and Staff relation n process - Training. Directing e and purpose of Directing Controlling: Need for o	ship. Staffi	17 ng: \$ 17 0n - 1	e of s hou Sourc hou	Staf: rs ces rs ing
Unit units : Unit of rec Unit and in	Organiz and comr t:4 Delegat ruitment t:5 Directin nportance	nittees. tion: Deleg - Selection ng: Nature e of contro	Delegation Delegation gation and centralization - Line and Staff relation process - Training. Directing e and purpose of Directing Controlling: Need for obls - control process.	ship. Staffi	17 ng: \$ 17 0n - 1	hou bourd hou mean	Staf: rs ces rs ing
Unit units : Unit of rec Unit and in	Organiz and comr t:4 Delegat ruitment t:5 Directin nportance	nittees. tion: Deleg - Selection ng: Nature e of contro	s of organization - Organizational structure - span Delegation gation and centralization - Line and Staff relation n process - Training. Directing e and purpose of Directing Controlling: Need for only ols - control process. Contemporary Issues	ship. Staffi	17 ng: \$ 17 0n - 1	hou hou Sourc hou mean	Staf

Book(s) for study

1 L.M. Prasad - Principles & Practices of Management, Sultan Chand & Sons, New Delhi.

2 VSP Rao, V.Hari Krishna – Management, Excel Books.

Book(s) Reference

1 Dale, Ernest - Management theory and Practice.

Course Designed By: Dr. P. Gowri. Email id:gowricbe14@gmail.com

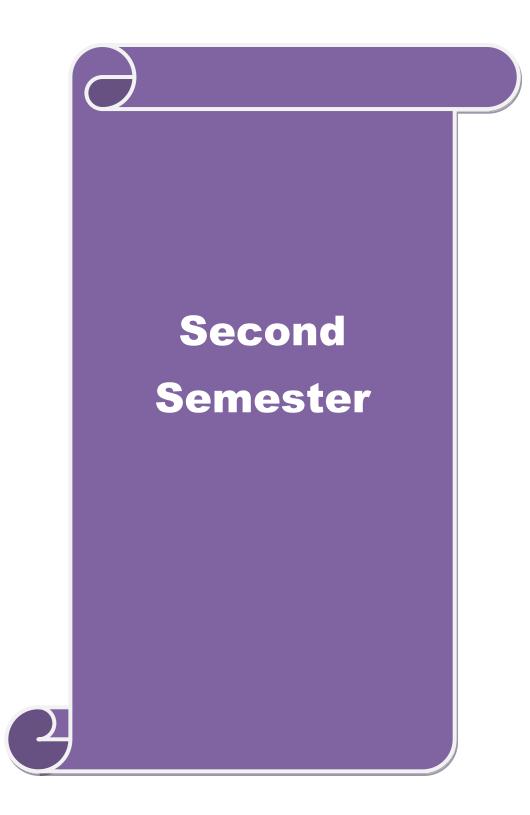
wiappin	ig with r	rogram	me Outo	comes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	М	S	S	М	М	S	М	S	L
CO2	S	М	S	S	М	М	S	М	L	S
CO3	S	S	S	S	L	М	S	М	М	М
CO4	S	М	S	S	М	М	S	М	L	L
CO5	S	М	S	S	М	L	S	М	S	S

Mapping with Programme Outcomes

Course code		BEHAVIOURAL ECONOMICS	L	Т	Р	С
C ore/Elective/	Supportive	Elective I - Group C	4	-	-	4
Pre-requisite	ļ	Basic knowledge of Psychology and Economics	Syllabus Version			2
Course Objec						
The main obje						
		knowledge about economic decision-making				
		c concepts with the role of psychology	1	•		
3 To equip v	with the the	oretical predictions in the framework of behavior	oural econom	nics.		
Expected Cou	arse Outco	mes:				
On the succes	sful comple	etion of the course, student will be able:				
		oncepts of behavioural economics.			K	1
2 To under	stand about	the emotions and rationality Judgment.			K	2
3 To analy	ze the theor	ies of behavioural economics.			K	3
4 To gain l	nowledge of	on theories of choice and preferences.			K	4
5 To const	ruct the kno	wledge of theories of social preferences.			K	6
		nderstand; K3 - Apply; K4 - Analyze; K5 - Eva	aluate; K6 - (Create	e	
TT		Introduction to Behavioural Economics		18	hou	
Unit:1						
Introdu		ehavioral Economics: Origins of Behaviour	al Economic			
Introdu			al Economic			
Introdu	Neo-classic	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimizati	al Economic		ecisi	on-
Introdu making under Unit:2 Role of Intui	Neo-classic R tion, Emot	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimizati tole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound	al Economic on.	cs, D 18 ty Ju	hou	on rs ent
Introdu making under Unit:2 Role of Intui under Risk d	Neo-classic R tion, Emot Uncertain	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimizati tole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe	al Economic on. led Rationali entativeness,	cs, D 18 ty Ju	hou	on• rs ent
Introdu making under Unit:2 Role of Intui under Risk d	Neo-classic R tion, Emot Uncertain	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimizati tole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound	al Economic on. led Rationali entativeness,	cs, D 18 ty Ju	hou	on- rs ent
Introdu making under Unit:2 Role of Intui under Risk & Availability,	Neo-classic R tion, Emot Uncertain	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimization cole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotio	al Economic on. led Rationali entativeness,	es, D 18 ty Ju Subs	hou hou dgm tituti	on- rs ent on,
Introdu making under Unit:2 Role of Intui under Risk & Availability, 2 Unit:3	Neo-classic R tion, Emot & Uncertain Affect, Anc	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimization cole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotio Theories of Behavioural Economics	al Economic on. led Rationali entativeness, nal biases.	rs, D 18 ty Ju Subs 18	hou hou dgm tituti hou	on- rs ent on,
Introdu making under Unit:2 Role of Intui under Risk & Availability, A Unit:3 Choice Under	Neo-classic R tion, Emot Uncertain Affect, Anc Risk & Un	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimization cole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotion Theories of Behavioural Economics ncertainty Expected Utility Prospect Theory –	al Economic on. led Rationali entativeness, nal biases. Reference P	28, D 18 ty Ju Subs 18 oints	hou hou dgm tituti hou – Ri	on rs ent on sk
Introdu making under Unit:2 Role of Intui under Risk a Availability, 2 Unit:3 Choice Under Concept and U	Neo-classic R tion, Emot Uncertain Affect, Anc Risk & Un	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimization cole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotio Theories of Behavioural Economics	al Economic on. led Rationali entativeness, nal biases. Reference P n – Decision	ty Ju Subs 18 Subs 18 oints Weig	hou dgm tituti hou – Ri hting	rs ent on rs sk
Introdu making under Unit:2 Role of Intui under Risk & Availability, 2 Unit:3 Choice Under Concept and U	Neo-classic R tion, Emot Uncertain Affect, Anc Risk & Un Understandi Judgment.	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimization cole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotion Theories of Behavioural Economics ncertainty Expected Utility Prospect Theory – ng – Loss Aversion – Shape of Utility Function	al Economic on. led Rationali entativeness, nal biases. Reference P n – Decision	ty Ju Subs 18 Subs 18 oints Weig	hou dgm tituti hou – Ri hting	rs ent on rs sk
Introdu making under 1 Unit:2 Role of Intui under Risk & Availability, 2 Unit:3 Choice Under Concept and I Probabilistic Hedonic Editi	Neo-classic R tion, Emot Uncertain Affect, Anc Risk & Un Understandi Judgment.	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimization cole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotio Theories of Behavioural Economics ncertainty Expected Utility Prospect Theory – ng – Loss Aversion – Shape of Utility Function Mental Accounting, Framing Mental Account	al Economic on. led Rationali entativeness, nal biases. Reference P n – Decision	ty Ju Subs 18 oints Weig	hou dgm tituti hou – Ri hting Labo	on ent on sk g – els
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Introdu making under I Unit:2 Role of Intui under Risk a Availability, A Unit:3 Choice Under Concept and U Probabilistic Hedonic Editi Unit:4 Intertemporal	Neo-classic R tion, Emot Uncertain Affect, Anc Risk & Un Understandi Judgment. ng.	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimization cole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotion Theories of Behavioural Economics ncertainty Expected Utility Prospect Theory – ng – Loss Aversion – Shape of Utility Function Mental Accounting, Framing Mental Account Mental Accounting, Framing Mental Account Theories of Choice and Preferences Temporal Choice, Construal Level Theory,	al Economic on. led Rationali entativeness, nal biases. Reference P n – Decision nts Fungibili Valuation	18 ty Ju Subs 18 oints Weig ty & 17 of D	hou dgm tituti – Ri hting Labo hou elayo	on ent on sk g – els rs ed
Introdu making under 1 Unit:2 Role of Intui under Risk & Availability, 2 Unit:3 Choice Under Concept and I Probabilistic Hedonic Editi Unit:4 Intertemporal Consumption	Neo-classic R tion, Emot Uncertain Affect, Anc Risk & Un Understandi Judgment. ng.	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimization cole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotio Theories of Behavioural Economics ncertainty Expected Utility Prospect Theory – ng – Loss Aversion – Shape of Utility Function Mental Accounting, Framing Mental Account Theories of Choice and Preferences	al Economic on. led Rationali entativeness, nal biases. Reference P n – Decision nts Fungibili Valuation	18 ty Ju Subs 18 oints Weig ty & 17 of D	hou dgm tituti – Ri hting Labo hou elayo	on ent on sk g – els rs ed
Introdu making under 1 Unit:2 Role of Intui under Risk a Availability, A Unit:3 Choice Under Concept and U Probabilistic Hedonic Editi Unit:4 Intertemporal	Neo-classic R tion, Emot Uncertain Affect, Anc Risk & Un Understandi Judgment. ng.	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimization cole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotion Theories of Behavioural Economics ncertainty Expected Utility Prospect Theory – ng – Loss Aversion – Shape of Utility Function Mental Accounting, Framing Mental Account Mental Accounting, Framing Mental Account Theories of Choice and Preferences Temporal Choice, Construal Level Theory,	al Economic on. led Rationali entativeness, nal biases. Reference P n – Decision nts Fungibili Valuation	18 ty Ju Subs 18 oints Weig ty & 17 of D	hou dgm tituti – Ri hting Labo hou elayo	on ent on sk g – els rs ed
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Introdu making under 1 Unit:2 Role of Intui under Risk & Availability, A Unit:3 Choice Under Concept and U Probabilistic Hedonic Editi Unit:4 Intertemporal Consumption Reversal.	Neo-classic R tion, Emot Uncertain Affect, Anc Risk & Un Understandi Judgment. ng. Choice, T Preference	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimizati tole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotio Theories of Behavioural Economics ncertainty Expected Utility Prospect Theory – ng – Loss Aversion – Shape of Utility Function Mental Accounting, Framing Mental Account Theories of Choice and Preferences Temporal Choice, Construal Level Theory, es for Sequences of Outcomes, Hyperbolic Theories of Social preferences	al Economic on. led Rationali entativeness, nal biases. Reference P n – Decision nts Fungibili Valuation Discounting,	28, D 18 ty Ju Subs 18 oints Weig ty & 17 of D Pref 17 17	hou dgm tituti hou – Ri hting Labo elayo čereno hou	rs ent on rs sk g – els rs ed ce
Introdu making under 1 Unit:2 Role of Intui under Risk a Availability, a Unit:3 Choice Under Concept and U Probabilistic Hedonic Editi Unit:4 Intertemporal Consumption Reversal. Unit:5 Behavioural 0	Neo-classic R tion, Emot Uncertain Affect, Anc Risk & Un Understandi Judgment. ng. Choice, T Preference Game Theo	ehavioral Economics: Origins of Behaviour al economic framework- rationality, optimizati cole of Emotions and Rationality Judgment ions, and Beliefs in decision making. Bound nty: Heuristics & Biases Heuristics:-Represe horing. Framing Biases: Cognitive and emotio Theories of Behavioural Economics ncertainty Expected Utility Prospect Theory – ng – Loss Aversion – Shape of Utility Function Mental Accounting, Framing Mental Account Theories of Choice and Preferences Temporal Choice, Construal Level Theory, es for Sequences of Outcomes, Hyperbolic	al Economic on. led Rationali entativeness, nal biases. Reference P n – Decision nts Fungibili Valuation Discounting,	28, D 18 ty Ju Subs 18 oints Weig y & 17 of D Pref 17 city, 1	hou dgm tituti hou – Ri hting Labo elayo čereno Vorn	rs ent on rs isk g = els rs ed ce rs ns

Uı	nit:6	Contemporary Issues	2 hours						
Ex	pert lecture	s, online seminars – webinars							
		Total Lecture hours	90 –hours						
Te	Text Book(s)								
1	1 Erik Angner, "A Course in Behavioral Economics", Palgrave Macmillan								
2	2 M. Altman, Handbook of Contemporary Behavioural Economics: Foundation and								
	Developm	ents (2007), Prentice Hall India							
	e D	•							
Re	eference Bo	oks							
1	E. Cartwri	ght, Behavioural Economics (2011), Routledge							
2	D. Kahnen	nan, Thinking Fast and Slow (2011), Allen Lane, Penguin Bool	KS						
3		stein, Exotic Preferences: Behavioural Economics and	d Human						
		n (2007), Oxford University Press							
4		ami, "The Foundations of Behavioral Economic Analysis Press (2016)	", Oxford						
5		Economics: Toward a New Economics by Integration with							
	Economics 978-981-1	s by Ogaki, Masao, Tanaka, Saori C. Published by Sprin 0-6439-5	ger, ISBN						
6		inson; Matthias Klaes (2012), An Introduction to Behavioral E	Economics,						
	2nd Editio	n, Palgrave Macmillan.							
7	World Dev	elopment Report 2015: Mind, Society, and Behavior							
Co	ourse Design	ed By: Dr.Hemasrikumar, Email ID: hemsrikumar12@gmail.c	com						

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



Cot	irse code		ADVANCED MICRO ECONOMI	CS-II	L	Т	Р	С
Cor	e		CORE COURSE – V		4	-	-	4
Р	re-requisit	te	Application of micro economic behavior models.	ur and	Syllat Versio		2021	-22
	ırse Objec							
	•		this course are:					
1	uncertaint	У	owledge of theories of distribution and econo					
2	To unders	tand the	nicroeconomic concepts and its applications	in real-li	fe situati	ons.		
3	To know a	about the	partial and general equilibrium conditions.					
Exp	ected Cou	rse Out	omes:					
0	n the succe	essful co	npletion of the course, student will be able:					
1	To unders problems		e concepts of micro economics and acquire analy nic policy.	rtical skill	s to ana	lyse	K	1
2	To unders	stand the	heoretical arguments.				K	2
3	To analy	se variou	s theories of distribution.				K	3
4	To gain k	knowled	e of the optimal conditions and principles.				K	4
5	To constr	ruct the e	conomic models as an approach.				IZ.	6
K	4 5		cononne models us un approach.				K	0
13	1 - Remen		- Understand; K3 - Apply; K4 - Analyze; K5	5 - Evalua	ate; K6 –	Crea		0
U	nit:1 Neo-	nber; K2	- Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION approach – Marginal productivity theory	; Produc	t exhau	15 Istion	te ho theo	ours
U Elas imp	nit:1 Neo- sticity of te	nber; K2	- Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION	; Produc hares; Tl	t exhau neory of	15 Istion distr	te ho theo ributi	ours orem
U Elas imp and	nit:1 Neo- sticity of te erfect prod Kaldor's.	nber; K2	- Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION approach – Marginal productivity theory substitution, technical progress and factor s factor markets; Macro theories of distributio	; Produc hares; Tl	t exhau neory of	15 stion distr arxia	te ho theo ributi n, Ka	ours orem on in aleck
U Elas imp and U	Init:1 Neo- sticity of te erfect prod Kaldor's. Init:2 Pigovia	hber; K2 classical echnical luct and	- Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION approach – Marginal productivity theory substitution, technical progress and factor s	; Produc hares; Tl n – Ricar /alue juc	et exhau neory of rdian, M	15 Istion distr arxia 15 Socia	te ho theo ributi n, Ka ho al we	ours orem on i aleck
U Elas imp and U	mit:1 Neo- sticity of te erfect prod Kaldor's. mit:2 Pigovia ction; Com	nber; K2 classical echnical luct and n welfa pensation	- Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION approach – Marginal productivity theory substitution, technical progress and factor s factor markets; Macro theories of distributio WELFARE ECONOMICS e economics; Pareto optimal conditions; V principle; Theory of Second Best – Arrow's PARTIAL AND GENERAL EQUILIBRIUM	; Produc hares; Tl n – Ricar /alue juc impossit	et exhau neory of rdian, M lgment; pility the	15 Istion distr arxia 15 Socia orem	te ho theo ributi n, Ka ho ho	ours orem on i hleck ours
U Elas imp and U func func	Init:1 Neo- sticity of te erfect prod Kaldor's. Init:2 Pigovia ction; Comp Init:3 Partial a	hber; K2 classical echnical luct and n welfa pensation	- Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION approach – Marginal productivity theory substitution, technical progress and factor s factor markets; Macro theories of distributio WELFARE ECONOMICS e economics; Pareto optimal conditions; V principle; Theory of Second Best – Arrow's	; Produc hares; Tl n – Rican /alue juc impossit I I nd input -	et exhau neory of rdian, M lgment; bility the	15 Istion distriaria 15 Socia orem 15 appr	te the theoributi n, Ka ho al we ho oacho	ours orem on i hleck ours elfar
U Elas imp and U func geno fact	Init:1 Neo- sticity of te erfect prod Kaldor's. Init:2 Pigovia ction; Comp Init:3 Partial a eral equilib	hber; K2 classical echnical luct and n welfa pensation	- Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION approach – Marginal productivity theory substitution, technical progress and factor s actor markets; Macro theories of distributio WELFARE ECONOMICS e economics; Pareto optimal conditions; V principle; Theory of Second Best – Arrow's PARTIAL AND GENERAL EQUILIBRIUN al equilibrium, Walrasian excess demand ar	; Produc hares; Tl n – Rican /alue juc impossit I I nd input -	et exhau neory of rdian, M lgment; bility the	15 Istion distr arxia 15 Socia orem 15 appr omm	te the theoributi n, Ka ho al we ho oacho	ours orem on i lleck ours elfaro
U Elass imp and U fund fund gene fact	Init:1 Neo- sticity of te erfect prod Kaldor's. Init:2 Pigovia ction; Comp Init:3 Partial a eral equilib or prices.	and gene orium, m	- Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION approach – Marginal productivity theory substitution, technical progress and factor s factor markets; Macro theories of distributio WELFARE ECONOMICS e economics; Pareto optimal conditions; V principle; Theory of Second Best – Arrow's PARTIAL AND GENERAL EQUILIBRIUN ral equilibrium, Walrasian excess demand ar phopolies; two sector models, relationship be INDIVIDUAL BEHAVIOUR viour towards risk, expected utility and cer	; Produc hares; Tl n – Rican /alue juc impossib I nd input - etween re tainty eq	et exhau neory of rdian, M lgment; bility the - output elative co uivalenc	15 Istion distriarxia 15 Socia orem 15 appr ommo	te te theorem ributi n, Ka ho al we ho odity ho proac	ours orem on i lleck ours belfar ours and ours hes,
U Elass imp and U fund fund fact	Init:1 Neo- sticity of te erfect prod Kaldor's. Init:2 Pigovia ction; Comp Init:3 Partial a eral equilib or prices.	and gene prium, m	- Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION approach – Marginal productivity theory substitution, technical progress and factor s factor markets; Macro theories of distributio WELFARE ECONOMICS e economics; Pareto optimal conditions; V principle; Theory of Second Best – Arrow's PARTIAL AND GENERAL EQUILIBRIUM ral equilibrium, Walrasian excess demand ar propolies; two sector models, relationship be INDIVIDUAL BEHAVIOUR	; Produc hares; Tl n – Rican /alue juc impossib I nd input - etween re tainty eq	et exhau neory of rdian, M lgment; bility the - output elative co uivalenc	15 Istion distriarxia 15 Socia orem 15 appr ommo	te te theorem ributi n, Ka ho al we ho odity ho proac	ours orem on is alleck ours belfare ours and ours hes,
U Elass imp and U fund fund fund fact U risk	Init:1 Neo- sticity of te erfect prod Kaldor's. Init:2 Pigovia ction; Comp Init:3 Partial a eral equilib or prices. Init:4 Individ and risk a	and gene prium, m	- Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION approach – Marginal productivity theory substitution, technical progress and factor s factor markets; Macro theories of distributio WELFARE ECONOMICS e economics; Pareto optimal conditions; V principle; Theory of Second Best – Arrow's PARTIAL AND GENERAL EQUILIBRIUN ral equilibrium, Walrasian excess demand ar phopolies; two sector models, relationship be INDIVIDUAL BEHAVIOUR viour towards risk, expected utility and cer	; Produc hares; Tl n – Rican /alue juc impossib I nd input - etween re tainty eq	et exhau neory of rdian, M lgment; bility the - output elative co uivalenc	15 Istion distriaria 15 Socia orem 15 appr ommo	te te theorem ributi n, Ka ho al we ho odity ho proac	ours orem on i lleck ours es to and ours hes, and
U Elas imp and U fund fund fact t t sk port	Init:1 Neo- sticity of te erfect prod Kaldor's. Init:2 Pigovia ction; Comp Init:3 Partial a eral equilib or prices. Init:4 Individ and risk a folio select	nber; K2 classical echnical luct and an welfa pensation and gene prium, m ual beha version - tion.	 Understand; K3 - Apply; K4 - Analyze; K5 THEORY OF DISTRIBUTION approach – Marginal productivity theory substitution, technical progress and factor s actor markets; Macro theories of distributio WELFARE ECONOMICS e economics; Pareto optimal conditions; V principle; Theory of Second Best – Arrow's PARTIAL AND GENERAL EQUILIBRIUN al equilibrium, Walrasian excess demand ar popolies; two sector models, relationship be INDIVIDUAL BEHAVIOUR viour towards risk, expected utility and cer cost and risk, risk pooling and risk spreading 	; Produc hares; Tl n – Rican /alue juc impossib I nd input - etween re tainty eq ng, mean	t exhau heory of rdian, M lgment; bility the - output elative co uivalenc -varianco	15 Istion distr arxia 15 Socia orem 15 appr ommo 14 re app e ana 14	te te the the ributi n, Ka ho al we ho oache odity ho proac lysis	ours orem on i lleck ours elfar ours and ours hes, and

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U	J nit:6	Contemporary Issues	2 hours
E	Expert lectur	res, online seminars – webinars	
		Total Lecture hours	75 –hours
B	Book(s) for	study	
1	Stigler, G.	(1996) Theory of Price, Prentice Hall of India, New Delhi.	
2	Sen, A (1	999) Microeconomics: Theory and Applications. Oxford Unive	rsity Press, New
	Delhi.		
B	Book(s) for	Reference	
1	Baumol.	W.J. (1982) Economic Theory and Operations Analysis. Prentice	Hall of India,
	New Delh	i.	
2	Baumol.	W.J. (1982) Economic Theory and Operations Analysis. Prentice	Hall of India,
	New Delh	i.	
C	Course Desi	gned By: Dr. C. Rajendran. Email id: rajvarshan@yahoo.co.in	

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

Cou	rse code		MACRO ECONOMICS	L	Т	Р	С	
Core	e		CORE COURSE – VI	4	-	-	4	
Pro	e-requisite	:	Macroeconomic models, theories and techniques.	Syllabus Version	20	21-2	2	
	rse Object		f this second and	-				
	v		f this course are:	41- a fram at			41	
			ledge on theories, models and policies this governed of the macroeconomic system.	the funct	lonin	g or	the	
2	To know o	f the m	ajor issues in the field of macroeconomics.					
			edge on the macroeconomic techniques.					
	ected Cou							
			ompletion of the course, student will be able to:			17	1	
1			e sectoral flow of national income in the economy.	• •		K		
2			tical insight on classical and Keynesian macro econon		ls.	K		
3			cally on consumption function and investment function			K		
4			tributions of Friedman, Phelps and Phelps in uncertain	nty.		K	4	
5	To construct the sound knowledge of macro economics policy.					K	5	
K	1 - Remem	ber; K2	2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evalu	ate; K6 –	Creat	e		
	•							
U	nit:1		NATIONAL ECONOMIC CONCEPTS		15			
Sect			s in National Economy – National Products and F		-			
			Measurements and Problems in National Income Ac Price indices – Basic Concepts.	counting	- 08			
Cull		instant	The indices Dusic Concepts.					
U	nit:2		GENERAL EQUILIBRIUM		15	hou	rs	
			rium in Classical Model – Basic Keynesian Model					
			Aarkets – Multiplier – Full Employment Budget Sur				ty	
Trap	o – Employ	ment ai	nd Wage Rigidity – General Equilibrium in Goods and	Bond Ma	rkets	•		
TT					1 =	1		
U	nit:3	notion 1	CONSUMPTION FUNCTION		<u>15</u>			
Нур			Function – Keynes Absolute Income Hypothesis – The Income Hypothesis – The Life Cycle Hypothesis.			ome		
T.	nit:4		INVESTMENT FUNCTION	T	14	how	rs	
		emand -	– Keynesian Approach – Accelerator – Multiplier – 7					
			- Keynesian Approach – Lags in Investment Dema					
			and Policy Consequences.		j			
				-				
	nit:5		GENERAL ECONOMICS POLICY		14			
	-		- Uncertainty and Economics and Policy - The	-				
			run Phillips Curves – The Friedman and Phelps Argu: Curve – The Long-run Phillips Curve.	ment – Th	e shi	fting		
		r*	6 m					
U	nit:6		Contemporary Issues		2	hou	rs	
Ez	xpert lectur	es, onli	ne seminars – webinars					

	Total Lecture hours	75 – hours
Bool	x(s) for study	
1 Gi	upta S.B. (19830, "Monetary Economics", S.Chand Co., Delhi.	
2 M	cConnell C.R.& Gupta H.C. (1987) "Introduction to Macro Economics", Tata	McGraw
Hi	ll Delhi.	
Bool	x(s) for Reference	
	bland D. (1982), "The foundations of Economic Method", George Allen and U ondon.	nwin,
2 Br	anson W.H. (1972),"Macro Economic Theory & Policy", Harper & Row, Nev	v York.
Cour	se Designed By: Dr. C. Rajendran. Email id: rajvarshan@yahoo.co.in	

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

Cou	irse code		AGRICULTURE ECONOMICS	L	Τ	P	С
Core	e		CORE COURSE -VII	4	-	-	4
Pre	requisite		Agricultural economics policies and issues.	Syllabus Version		202	1-22
	rse Object						
1 ne			s course are: led treatment of issues in agricultural econom	vice to th	osa in	tondi	ing to
1	specialize		-		USC III	tenui	ing to
2			licy issues relevant to Indian agricultural econom	ics.			
3	To know a	bout agric	ulture marketing functions and costs.				
4	To underst	and the ro	le of capital and rural credit for agriculture.				
T		0.1					
	ected Cour		nes: tion of the course, student will be able:				
1		-				K	1
1			nature and scope of agricultural economics.			K	
2			various land reforms and the importance of land perioduction functions in corriculture and productive				
	3To familiarize with production functions in agriculture and productivity.K34To analyse agriculture marketing functions.K4						
4	-	-				K	
			e of capital and rural credit. Jnderstand; K3 - Apply; K4 - Analyze; K5 - Eval	unto: K6	Croat		.0
ĸ	I - Keinein	bel, K 2 - (Jiderstand, KS - Appry, K4 - Anaryze, K5 - Evar	uale, Ko -	- Clean	e	
U	nit:1		NATURE OF AGRICULTURE ECONOMICS		15	hour	'S
		nd scope o	f agricultural economics; Traditional agriculture a	and its mo			
	griculture ir	economic	e development; Interdependence between agricultu	are and ind	dustry.	Mod	dels of
		veen agrici	ulture and the rest of the economy; Agricultural	developm	nent, p	over	ty and
envı	ronment.						
U	nit:2		LAND REFORMS		15	hour	'S
		s of land u	tilization – Land distribution – Structure and tren	ds – Lanc			
– La			ng systems - Peasant, capitalist, collective and s				
crop	Sharing – I	Forms, inc	idence and effects - Land reform measures and pe	erformanc	æ.		
TT			DECOUDCE LICE AND EFFICIENCY		1.7	1	
U	nit:3	use and e	RESOURCE USE AND EFFICIENCY fficiency; Production function analyses in agricu	ltura Fa	15 1		
and			- Cost and supply curves - Size of farm and laws of				
			y response of individual crops and aggregate supp				88
U	nit:4		AGRICULTURAL MARKETING		14 1		
otru			ets and marketing efficiency – Marketing functions as – Regulated markets – Marketed and marketab				
		-	e policy with respect to agricultural marketing	-			
			nce – Terms of trade between agricultural and				
Nee	d for state i	interventio	n - Objectives of agricultural price policy - Ins				
Foo	d security in	India and	public distribution system.				

U	nit:5	AGRICULTURAL CREDIT	14 hours
- R	capital form	capital and rural credit – Organized and unorganized capital market nation – Characteristics and sources of rural credit – Institutional and on of rural credit – cooperatives, commercial banks, regional rural	non-institutional
U	nit:6	Contemporary Issues	2 hours
E	xpert lecture	es, online seminars – webinars	
1		Total Lecture hours	75 – hours
B	ook(s) for s	tudy	
1	Kaur. R. Delhi.	(1975) Agricultural Price Policy in Economic Development, Kal	yani Publishers,
2		et.al. (1988), Essays in the Commercialization of Indian Agri Press, New Delhi.	culture. Oxford
Bo	ook(s) for R	eference	
1	Bardhan.P	. (1984) Land. Labour and Rural Poverty, Oxford University Press, N	ew Delhi
2		G.K. and A.N. Sharma (1997) Growth, Employment and Poverty in Rural India, Vikas Publishing, New Delhi.	: Change and
С	ourse Desig	ned By: Dr. S. Manikandan. Email id: drseasc@gmail.com	

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

Cou	rse code		ECONOMETRICS	L	Т	Р	С
Core	e		CORE COURSE – VIII	4	-	-	4
Pre	-requisite		65	Syllab Versio		2021	-22
	rse Object						
The	•		is course are:				
1	To underst technique		methodology of econometrics with the help of statisti	cal an	d ma	them	atical
2	To test the	e priority 1	elationship among economic variables.				
3	To approa	ich econor	nic theory quantitatively.				
4	To enable	hypothesi	s testing and model selection				
T.		0.4					
	ected Cou		mes: letion of the course, student will be able:				
		-	econometrics models.			V	1
1						K	
2			are and scope of econometrics as a social science			K	
3		-	ts to detect autocorrelation			K	
4		0	Iltaneous equation model			K	
5	model.	op the sk	ills of selecting appropriate data and estimate an ec	conom	etric	K	6
K1	- Rememb	er; K2 - U	Inderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 - (Create	;	
Un	it:1		Scope of Econometrics		8		
		ory- simple	be and division of econometrics- methodology of ec e linear regression model- justification for the inclusion				
T In		()					
	it.?		Test of Significance and the Estimates	1	8 1	our	q
Un	i t:2 Statistic		Test of Significance and the Estimates significance of the estimates- properties of the leas		8 1 tres e		
mult	Statistic	cal test of ssion and	Test of Significance and the Estimates significance of the estimates- properties of the leas other extensions of the simple linear regression mo	st squa	ires e	stim	ates-
mult	Statistic tiple regres	cal test of ssion and	significance of the estimates- properties of the leas other extensions of the simple linear regression mo	st squa	ires e	stim	ates-
mult anal	Statistic tiple regres ysis of vari	cal test of ssion and ance.	significance of the estimates- properties of the leas other extensions of the simple linear regression mo OLS Models	st squa odel- 1	regres	estim ssion	ates- and
mult anal Un	Statistic tiple regres ysis of vari itt:3 OLS a	cal test of ssion and ance. ssumption	significance of the estimates- properties of the leas other extensions of the simple linear regression mo	st squa odel- r 1 n, het	regres 8 1 roske	estim ssion nour dasti	ates- and s city,
mult anal Un mult	Statistic tiple regres ysis of vari it:3 OLS a ticollinearit	cal test of ssion and ance. ssumption	significance of the estimates- properties of the leas other extensions of the simple linear regression mo OLS Models is –violation of OLS assumptions - Autocorrelation variables, dummy variables, lagged variables and distri-	st squa odel- 1 1 n, het ributec	res e regres 8 1 roske 1 lag 1	stim sion nour dasti mode	ates- and s city, els.
mult anal Un mult	Statistic tiple regres ysis of vari it:3 OLS a ticollinearit	cal test of asion and ance. ssumption sy- error in	significance of the estimates- properties of the leas other extensions of the simple linear regression mo OLS Models -violation of OLS assumptions - Autocorrelation variables, dummy variables, lagged variables and distr Models of Simultaneous Relationships	st squa odel- 1 1 n, het ributec	8 1 roske lag	estim ssion nour dasti mode	ates- and s city, els. s
mult anal Un mult Un iden	Statistic tiple regres ysis of vari it:3 OLS a ticollinearit it:4 Models tification-	cal test of ssion and ance. ssumption cy- error in of sim conditions	significance of the estimates- properties of the leas other extensions of the simple linear regression mo OLS Models of OLS assumptions - Autocorrelation variables, dummy variables, lagged variables and distr Models of Simultaneous Relationships	st squa odel- 1 1 n, het ributec 1 model	8 1 roske l lag 1 7 1 s-pro	stim sion nour dasti mode	ates- and s city, els. s of
mult anal Un mult Un iden Two	Statistic tiple regres ysis of vari it:3 OLS a ticollinearit it:4 Models tification- o o-Stage Lea	cal test of ssion and ance. ssumption cy- error in of sim conditions	significance of the estimates- properties of the leas other extensions of the simple linear regression mo OLS Models is -violation of OLS assumptions - Autocorrelation variables, dummy variables, lagged variables and distr Models of Simultaneous Relationships ultaneous relationships: simultaneous equation in of identification – methods of estimations –Ordinary I (2SLS), Three- Stage Least Squares(3SLS).	t squa odel- 1 1 n, het ributec 1 model Least S	8 1 roske l lag 1 7 1 s-pro	estim ssion nour dasti mode nour blem es (C	ates- and s city, els. s of LS),
mult anal Un mult Un iden Two	Statistic tiple regres ysis of vari it:3 OLS a ticollinearit it:4 Models tification- o-Stage Lea	cal test of ssion and ance. ssumption cy- error in of sim conditions st Squares	significance of the estimates- properties of the leas other extensions of the simple linear regression mo OLS Models is -violation of OLS assumptions - Autocorrelation variables, dummy variables, lagged variables and distr Models of Simultaneous Relationships ultaneous relationships: simultaneous equation to of identification – methods of estimations –Ordinary L (2SLS), Three- Stage Least Squares(3SLS). Estimation of compound rate of growth	st squa odel- 1 1 n, het ributec 1 model Least S	8 1 roske l lag 7 1 s-pro quare	stim sion nour dasti mode nour blem es (C	ates- and s city, els. s of LS), s
mult anal Un mult iden Two Un	Statistic tiple regres ysis of vari it:3 OLS a ticollinearit it:4 Models tification- o o-Stage Lea it:5 Estimat	cal test of ssion and ance. ssumption cy- error in of sim conditions st Squares ion of cor	significance of the estimates- properties of the leas other extensions of the simple linear regression mo OLS Models is -violation of OLS assumptions - Autocorrelation variables, dummy variables, lagged variables and distr Models of Simultaneous Relationships ultaneous relationships: simultaneous equation in of identification – methods of estimations –Ordinary I (2SLS), Three- Stage Least Squares(3SLS).	st squa odel- 1 1 n, het ributec 1 model Least S	8 1 roske l lag 7 1 s-pro quare	stim sion nour dasti mode nour blem es (C	ates- and s city, els. s of LS), s

Ur	nit:6		2 hours
Ex	pert lectures, online	seminars - webinars	
		Total Lecture hours	90 hours
Bo	ook(s) for study		
1	Koutsoyiannis.A.	: Theory of econometrics: an introductory exposition of t	the
		econometric methods", educational low-priced books s	cheme,
		mac millan education Ltd., (1992)	
2	Gujarati.D	: Basic Econometrics, Printice Hall. (2004)	
No	ote: problems may b	e asked only from the following areas	
	(a) correlation		
	(b) simple and mu	altiple regression	
	(c) compound rate	e of growth	
Со	ourse Designed By: D	r. C. Rajendran. Email id: rajvarshan@yahoo.co.in	

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

М

L

М

Μ

S

S

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

Μ

S

S

S

CO5

Core	Course code		INDUSTRIAL ECONOMICS	L	Т	Р	С
			CORE COURSE -IX	4	-	-	4
Pre	e-requisite		Understanding of industrial policies and development.	Syllah Versi		202	1-22
	rse Object		of this course are:				
	U		he industrial efficiency and business motives.				
2	To unders of firms ar	tand th nd indu	ne broad range of the methods and models applied by ecustries.				-
	productivi	ty.	quate knowledge on the determinants of industrial p	roduct	ivity	and	labour
4	It motivate	es the s	student to become an entrepreneur.				
Exp	ected Cou	rse Ou	itcomes:				
Or			ompletion of the course, student will be able:				
1	To unders firm.	stand t	he scope of industrial economics and motives of the organ	nizatio	nal	K	1
2	To evalua	ate eco	nomic theories of location and their importance.			K	2
3	To invest	igate t	he scope and significance of industrial productivity.			K	3
4	To exami policies.	ne the	concentration of economic power and the application of	industri	al	K	4
5	To evalua	ate the	industrial backwardness and regional disparities.			K	5
K	1 - Remem	ber; K	2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluat	e; K6 –	Crea	ate	
Uı	nit:1		INDUSTRIAL EFFICENCY		-	151	iours
	ciency-mea	asurem	Industrial economics - Industrial efficiency- the deta nent of efficiency levels- Types of organizational Firm an notives- The efficiency and the size of the Firm.				
U	nit:2		INDUSTRIAL LOCATION			15 I	iours
		y of lo	ation- The Geographical contribution - The economic cation- Split location- Sargent Florence theory -Losch th				
Uı	nit:3		INDUSTRIAL PRODUCTIVITY		15	ho	urs
prod	uctivity- uctivity.		ductivity- Measurement of Productivity- Scope and s influencing industrial productivity- Labour productivity-				
U	nit:4		INDUSTRIAL POLICIES			ho	
		-	icies- 1948 to till date- Concentration of Economic Folicies-Industrial combination-Types-Growth-Forms-Con				
conc							
	nit:5		REGIONAL DEVELOPMENT		14	hou	irs

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J	U nit:6	2 hours		
F	Expert lect	ures, online seminars – webinars		
			75 1	
		Total Lecture hours	75hours	
ł	Book(s) fo	r study		
1	Cherunil Mumbai	am F (1994) Industrial Economics: Indian perspective Himalaya Publis	hing House,	
2		and D.J.Morris(1979) Industrial Economics: Theory and Evidence. Oxfeew Delhi.	ord University	
B	Book(s) for	Reference		
1	Ahluwal	ia, I.J (1985), Industrial Growth in India, Oxford University press, New	Delhi.	
2	Barthwa	I.R.R (2006) Industrial Economics, New Age International Publishers, N	New Delhi.	
	Tauraa Dar	signed By: Dr. S. Manikandan. Email id: drseasc@gmail.com		

Mappir	Mapping with Programme Outcomes												
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1 0			
CO1	S	M	S	S	S	М	S	М	S	М			
CO2	S	M	М	S	M	М	S	М	L	L			
CO3	S	S	М	М	S	S	М	М	М	М			
CO4	S	M	S	М	M	М	М	М	S	М			
CO5	S	М	S	S	М	М	S	М	М	S			

Course code	ENTREPRENEURIAL DEVELOPMENT	L	Т	Р	С		
Elective	Elective II - Group A	4	-	-	4		
Pre-requisite	equisite Entrepreneurship and women entrepreneurs in business. Syllabus Version 202						
Course Object	ives: tives of this course are:						
5	tand the role and importance of entrepreneurship for economic of	develor	men	t			
	p personal creativity and entrepreneurial initiative with business		/men				
	about the resources needed for the successful developmer		entrep	orene	urial		
Expected Cour	se Outcomes:						
On the succes	ssful completion of the course, student will be able:						
1 To unders	tand the importance and characteristics of entrepreneurs.			K	1		
2 To analys	e knowledge of the sources of business ideas.			K	2		
3 To motiva	te the women entrepreneurs in the present scenario of the econo	omy.		K.	3		
4 To be fam	iliar with the objectives of training and finance.			K4	1		
5 To be ana	lysed with the objectives of training and finance.			Ke	5		
V1 D							
KI - Kemem	per; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	e; K6 –	Creat	e			
Unit:1	ENTREPRENEURSHIP		15 - 1	hour	-		
Unit:1 Entrepren Functions, types	ENTREPRENEURSHIP neurship – Definition, importance and characteristics of s, and motives of Entrepreneurship - Growth of Entrepreneurs in	Entrep	15 - l	hour shi	p -		
Unit:1 Entrepren Functions, types Unit:2	ENTREPRENEURSHIP neurship – Definition, importance and characteristics of s, and motives of Entrepreneurship - Growth of Entrepreneurs in BUSINESS AND ITS SOURCES	Entrep India.	<u>15 - l</u> orene 15	hours urshi ho	p - urs		
Unit:1 Entrepren Functions, types Unit:2 Search for organization –	ENTREPRENEURSHIP neurship – Definition, importance and characteristics of s, and motives of Entrepreneurship - Growth of Entrepreneurs in	Entrep 1 India.	15 - 1 orene <u>15</u> on of	hours urshi ho type	p - urs es of		
Unit:1 Entrepren Functions, types Unit:2 Search for organization –	ENTREPRENEURSHIP neurship – Definition, importance and characteristics of s, and motives of Entrepreneurship - Growth of Entrepreneurs in BUSINESS AND ITS SOURCES or a business idea – sources - processing and selection – s project classification and identification – project objectives –	Entrep 1 India.	15 - 1 prene 15 on of al and	hours urshi ho type	p - urs es of erna		
Unit:1 Entrepret Functions, types Unit:2 Search for organization – constraints – for Unit:3 Functions selection of in	ENTREPRENEURSHIP neurship – Definition, importance and characteristics of s, and motives of Entrepreneurship - Growth of Entrepreneurs in BUSINESS AND ITS SOURCES or a business idea – sources - processing and selection – so project classification and identification – project objectives – mat for a report.	Entrep n India. selection interna	15 - 1 prene 15 n of al and 15 prob	hours urshi ho type d exte hour lems	p - urs es of erna s –		
Unit:1 Entrepret Functions, types Unit:2 Search for organization – constraints – for Unit:3 Functions selection of in	ENTREPRENEURSHIP neurship – Definition, importance and characteristics of s, and motives of Entrepreneurship - Growth of Entrepreneurs in BUSINESS AND ITS SOURCES or a business idea – sources - processing and selection – so project classification and identification – project objectives – mat for a report. WOMEN ENTREPRENEURSHIP and role of women Entrepreneurs and rural Entrepreneurs - dustry by women Entrepreneurs – types of industries / bus	Entrep n India. selection interna	15 - 1 prene 15 on of al and 15 prob for v	hours urshi ho type d exte hour lems	p - urs es of erna s - en		
Unit:1 Entreprent Functions, types Unit:2 Search for organization – constraints – for Unit:3 Functions selection of in Entrepreneurs a Unit:4 Training institutional final	ENTREPRENEURSHIP heurship – Definition, importance and characteristics of s, and motives of Entrepreneurship - Growth of Entrepreneurs in BUSINESS AND ITS SOURCES or a business idea – sources - processing and selection – so project classification and identification – project objectives – mat for a report. WOMEN ENTREPRENEURSHIP and role of women Entrepreneurs and rural Entrepreneurs - dustry by women Entrepreneurs – types of industries / bus nd rural Entrepreneurs.	Entrep n India. selection interna - their siness gencies	15 - 1 prene 15 on of al and 15 prob for v 1 for t	hours urshi ho type d exte hour lems wome 4ho	p - urs es of erna s - en ours		
Unit:1 Entrepret Functions, types Unit:2 Search for organization – constraints – for Unit:3 Functions selection of in Entrepreneurs a Unit:4 Training institutional final	ENTREPRENEURSHIP heurship – Definition, importance and characteristics of s, and motives of Entrepreneurship - Growth of Entrepreneurs in BUSINESS AND ITS SOURCES or a business idea – sources - processing and selection – se project classification and identification – project objectives – mat for a report. WOMEN ENTREPRENEURSHIP and role of women Entrepreneurs and rural Entrepreneurs - dustry by women Entrepreneurs – types of industries / bus nd rural Entrepreneurs. TRAINING AND FINANCE and Finance : objectives of training – phase of EDP – special ag ance with special emphasis of commercial banks, IDBI, IFCI, IC	Entrep n India. selection interna - their siness gencies	15 - 1 prene 15 prob for v 1 for t RBI, S	hours urshi ho type d exte hour lems wome 4ho	p - urs es of ernal s - en ours ng -		

U	Init:6	Contemporary Issues	2 hours
E	xpert lectur	es, online seminars – webinars	
		Total Lecture hours	75 –hours
No	ote: The Qu	estion Paper shall cover 100% Theory.	
B	ook(s) for	study	
1	E.Gordona	K.Natarajan - Entrepreneurial Development, Himalaya Publishing	House New
	delhi, 2003	5.	
2	1	& NP Srinivasan - Entrepreneurial Development, Sultan Chand &	k Sons New
	Delhi, 200	3.	
B	ook(s) for	Reference	
1	P.Saravana	avel - Entrepreneurial Development, Principles, Policies & Programme	s, Eee Pee
	Key, Publi	shing House, Chennai 1997.	
2	Renu Arc	ora &S.K.Sood- Entrepreneurial Development.	
C	ourse Desig	gned By: Dr. Hemasrikumar. Email id:hema_srikumar@yahoo.co.in	

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

Cours	e code	INVESTMENT MANAGEMENT	L	Т	Р	C
Electiv	ve	Elective II - /Group B	4	-	-	4
Pre-1	requisite	1 1	Syllab Versio		2021-	22
	e Objectives:					
	v	of this course are:	1 1			
		about the investment strategies designed to meet the financia	-	s.		
	-	verview of trading processes and various financial instrume	ents.			
		the performance of portfolio management.				
+	TO KHOW about	the performance of portrono management.				
Expec	ted Course O	itcomes:				
		completion of the course, student will be able:				
1 7	Fo understand t	he scope and importance of investment.			K1	
		role of capital market and classification of trading activity.			K2	
3]	Fo analyze inve	estment management.			K3	
4]	Fo evaluate the	various alternatives in investment.			K4	
5]	Fo understand t	he scope and elements of portfolio management.			K6	
		2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6- (Crea	te	
Uni	t:1	Investment	1	15 - 1	hours	
		ment media – Features of investment Programme – Inv ncial system in India.	/estme	nt F	Process	_
Uni	t:2	Capital Market		15	hou	:s
Kinds						т
	or mading acti	et – New issue Market and stock exchange in India – B.S.E vity – Listing of Securities – SEBI and its Role and guideling		.Е –	- OTCE	- 1
Uni		vity – Listing of Securities – SEBI and its Role and guideling			- OTCF	LI —
Uni	t:3 Fundamental		nes.	15	hours	
Unit Industr	t:3 Fundamental ry Analysis – C	vity – Listing of Securities – SEBI and its Role and guidelin Investment Analysis and Technical Analysis – Security evaluation – Econd Company Analysis – Technical Analysis – Portfolio Analysi	nes.	15 Ana	hours lysis –	
Uni Industr Uni Securi	t:3 Fundamental ry Analysis – C t:4 Investment A ties – Mutual F	vity – Listing of Securities – SEBI and its Role and guideling Investment Analysis and Technical Analysis – Security evaluation – Econo Company Analysis – Technical Analysis – Portfolio Analysis Investment Alternatives Iternatives – Investment in Bonds, Equity Shares, Preference Cunds – Real Estate – Gold – Silver – Provident fund – Unit	omic is.	15 Ana 1 es, C	hours lysis – 4hou Governi	Irs
Uni Industr Uni Securi	t:3 Fundamental ry Analysis – C t:4 Investment A	vity – Listing of Securities – SEBI and its Role and guideling Investment Analysis and Technical Analysis – Security evaluation – Econo Company Analysis – Technical Analysis – Portfolio Analysis Investment Alternatives Iternatives – Investment in Bonds, Equity Shares, Preference Cunds – Real Estate – Gold – Silver – Provident fund – Unit	omic is.	15 Ana 1 es, C	hours lysis – 4hou Governi	Irs
Uni Industr Uni Securi Saving	t:3 Fundamental ry Analysis – C t:4 Investment A ties – Mutual F gs Scheme – LI	vity – Listing of Securities – SEBI and its Role and guideling Investment Analysis and Technical Analysis – Security evaluation – Econo Company Analysis – Technical Analysis – Portfolio Analysis Investment Alternatives Iternatives – Investment in Bonds, Equity Shares, Preference Funds – Real Estate – Gold – Silver – Provident fund – Unit C.	omic is.	15 Ana 1 es, C – Na	hours lysis – 4hou doverni ational	nent
Uni Industr Uni Securi Saving Uni	t:3 Fundamental ry Analysis – C try Analysis – C t:4 Investment A ties – Mutual F gs Scheme – LI t:5 Portfolio Man Investment Pro	vity – Listing of Securities – SEBI and its Role and guideling Investment Analysis and Technical Analysis – Security evaluation – Econo Company Analysis – Technical Analysis – Portfolio Analysis Investment Alternatives Iternatives – Investment in Bonds, Equity Shares, Preference Cunds – Real Estate – Gold – Silver – Provident fund – Unit	nes. omic s. e share Trust Mana	15 Ana 1 es, C – Na 1 gem	hours lysis – 4hou doverni ational l4hour	irs men s Port
Unit Industr Unit Securi Saving Unit	t:3 Fundamental ry Analysis – C try Analysis – C ties – Mutual F gs Scheme – LI t:5 Portfolio Man Investment Proms.	vity – Listing of Securities – SEBI and its Role and guideling Investment Analysis and Technical Analysis – Security evaluation – Econol Company Analysis – Technical Analysis – Portfolio Analysis Investment Alternatives Iternatives – Investment in Bonds, Equity Shares, Preference Cunds – Real Estate – Gold – Silver – Provident fund – Unit C. Portfolio Management agement – Nature, Scope – SEBI Guidelines to Portfolio	nes. omic s. e share Trust Mana	15 Ana 1 es, C – Na 1 gem	hours lysis – 4hou doverni ational l4hour	rs nent s Port and
Unit Industr Unit Securi Saving Unit folio I Proble	t:3 Fundamental ry Analysis – C try Analysis – C ties – Mutual F gs Scheme – LI t:5 Portfolio Man Investment Proms.	vity – Listing of Securities – SEBI and its Role and guideling Investment Analysis and Technical Analysis – Security evaluation – Econol Company Analysis – Technical Analysis – Portfolio Analysis Investment Alternatives Company – Investment in Bonds, Equity Shares, Preference Cunds – Real Estate – Gold – Silver – Provident fund – Unit C. Portfolio Management agement – Nature, Scope – SEBI Guidelines to Portfolio cess – Elements of Portfolio Management – Portfolio Real	nes. omic s. e share Trust Mana	15 Ana 1 es, C – Na 1 gem	hours lysis – 4hou doverni ational L4hour nent – Needs	ne s Pc ai

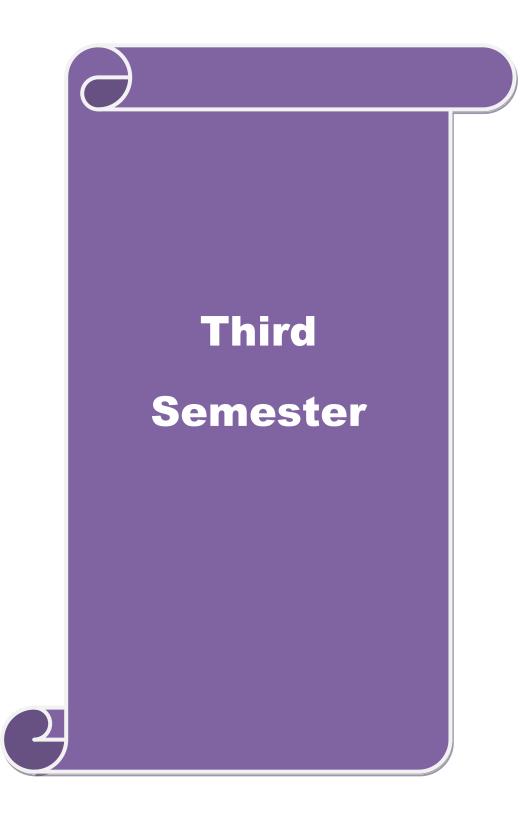
	Total Lecture hours	75hours
Note: The Question Paper shall cover 100% Theory.	·	
Book(s) for study		
1 Investment Management - Francis Cherunilam.		
2 Investment Management - Khan and Jain.		
Book(s) for Reference		
1 Investment Management - Preeti Singh.		
2 Investment Management - V.K.Bhalla.		
Course Designed By: Dr. Hemasrikumar. Email id:hema	a_srikumar@yahoo.co.in	

Mappi	ng wit	h Progi	ramme O	outcomes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	L	М	М	S	М	М	S
CO2	S	S	М	М	S	М	S	S	М	М
CO3	S	S	S	S	S	S	М	М	М	М
CO4	S	S	М	М	S	М	S	М	S	S
CO5	S	L	S	L	М	М	S	М	S	М

Course code		FINANCIAL SERVICES	L	Т	Р	С
Elective		Elective II - Group C	4	-	-	4
Pre-requisite	9	Financial services and activities	Syllabus Version	20	21-2	2
Course Objec						
The main obje			· .			
		ased financial services provided by financial c	-			
		t features and importance of financial services				
3 To under	stand the	present position in the Indian financial sector.				
Europeted Con	maa Outaa					
Expected Cou		pletion of the course, student will be able:				
		the services offered by various financial serv	vicas componio	0	K	1
				5.		12
-	-	fitability of stock broking and depository serv				
	1	fitability of stock broking and depository serv				3
		different ventures to invest money and the cor	ncept of mutual		K	4
		profitable funds. Inporary issues including the level of personal	eaving		ĸ	6
		Understand; K3 - Apply; K4 - Analyze; K5 -	-	Creat		.0
NI - Keinen	10er, K 2 -	Understand, KJ - Appry, K4 - Anaryze, K5 -	· Evaluale, Ku -	- Clea	le	
		Marchant Banking		15 -	how	•6
Unit:1	t Banking	Merchant Banking g – Meaning, nature and functions; merchan	t banking in I	15 - ndia. 1		
Unit:1 Merchar	nent; class	Merchant Banking g – Meaning, nature and functions; merchan ification and regulation of merchant bankers		ndia, 1	role	in
Unit:1 Merchar issue managen	nent; class	g – Meaning, nature and functions; merchan ification and regulation of merchant bankers	by SEBI. NBF	ndia, 1 C- Ty	role	in of
Unit:1 Merchar issue managen NBFC- NBFC Unit:2 Stock Br	nent; class in India	g – Meaning, nature and functions; merchan ification and regulation of merchant bankers Stock Broking & Depository Servi neaning- types of stockbrokers-sub-brokers-	by SEBI. NBF ices stock broking	ndia, 1 C- Ty 15 g in Ir	role vpes	in of ours e-
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Unit:1 Merchar issue managen NBFC- NBFC Unit:2 Stock Br broking (mear their services- Depository par Unit:3 Credit R agencies in I Securitization Securitization. Unit:4 Meaning Funds in India	nent; class in India oking – r ning). Indi Function ticipants (Cating: me India incl of debt	g – Meaning, nature and functions; merchan ification and regulation of merchant bankers Stock Broking & Depository Servi neaning- types of stockbrokers-sub-brokers- an experience Depository Services: meanin ing of depository system- Depositories in DPs) and their role. Credit Rating & Securitization aning- rating methodology- importance of cruding Small & Medium Enterprises Rat – Meaning- Features-Types- Benefits of S Mutual Funds I Funds – Type of Mutual Funds – Advantage idelines on Mutual Funds.	by SEBI. NBF ices stock broking g- role of dep India – NSD redit rating- cr ing Agency (Securitization- es of mutual Fu	ndia, 1 C- Ty iC- Ty in Ir ositor L & 15 edit ra (SME) Issue 14 nds –	role pes dia- ies a CDS CDS CDS CDS CDS CDS CDS CDS	in of e- und SL- rs uns ual
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Unit:1 Merchar issue managen NBFC- NBFC Unit:2 Stock Br broking (mear their services- Depository par Unit:3 Credit R agencies in I Securitization Securitization Securitization Securitization Securitization Securitization Securitization Securitization Securitization	nent; class in India oking – r ning). Indi Function ticipants (ating: me ndia incl of debt g of Mutua - SEBI Gu	g – Meaning, nature and functions; merchan ification and regulation of merchant bankers Stock Broking & Depository Servit neaning- types of stockbrokers-sub-brokers-an experience Depository Services: meanining of depository system- Depositories in DPs) and their role. Credit Rating & Securitization aning- rating methodology- importance of cruding Small & Medium Enterprises Rat – Meaning- Features-Types- Benefits of S Mutual Funds Il Funds – Type of Mutual Funds – Advantage idelines on Mutual Funds.	by SEBI. NBF ices stock broking g- role of dep India – NSD redit rating- cr ing Agency (Securitization- es of mutual Fu ital ngreements- ac Purchase Finan	ndia, n C- Ty iC- Ty in Ir ositor L & <u>15</u> edit ra (SME) Issue <u>14</u> nds – <u>14</u> lvanta nce: n	role /pes /pes dia- ies a CDS /hou ating RA). s in /ho Mut /ho ges nean	in of ours e- ind SL- rs und SL- rs und sL- rs und ing,

Unit:6 Contemporary Issues						
Expert lectu	res, online seminars – webinars					
	Total Lecture hours	75hours				
Note: The (Question Paper shall cover 100% Theory.					
Book(s) for	study					
1 Agarwal Himalaya	O. P. (2005): Environment and Management of Financial Service.	s, Mumbai,				
2 Batra G. S	S. (1999): Financial Services: New Innovations, New Delhi, Deep& Dec	ep.				
Book(s) for	Reference					
	M. &Mahakud J. (2009): Financial Institutions and Markets: Structure, ns, New Delhi, Tata-McGraw Hill, 5e.	Growth &				
2 Khan M.	Y. (2004): Financial Services, New Delhi, Tata McGraw-Hill.					
Course Desi	gned By: Dr. A.G.V.Narayanan. email id: director@djacademy.ac.in					

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



Course code	MONETARY THEORY AND POLICES	L	Т	Р	С
Core	CORE COURSE – X	4	-	-	4
Pre-requisite	Theories on monetary and policies.	Syllabus Version	202	1-22	
Course Objecti					
0	ives of this course are to: d basic concepts and theories				
	but the role of central banks and monetary policies for ec	onomic dev	elonm	ent	
	nsight about the relationship of the risk and return of the		ciopii		
	<u> </u>				
Expected Cours	se Outcomes:				
On the successfu	l completion of the course, student will be able to:				
1 To gain sou	nd knowledge in monetary theories and banking practice	s.		K	2
2 To evaluat	e India's monetary problems			K.	5
3 To examin	e role and functions of commercial and central banks			K4	4
4 To gain the	knowledge about the Monetary system of LDCs.			K	2
5 To analyse	the recent development in the monetary economics.			K	1
K1 - Remember	; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Eval	luate; K6 -	Create	;	
TT 14 4	Concents of Manay				
Cash Balance Approach – Don	oproach - Keynesian Theory - Modern Quantity Theory; Patinkin''s Theory – Tobin''s Portfolio Analysis - 1		Camb	5 ho ridge	
Concepts – Cash Balance Approach – Don of Money (Baun	The Role Money in a Economy – Fisher ^{**} s Quanti oproach - Keynesian Theory - Modern Quantity Theory; Patinkin ^{**} s Theory – Tobin ^{**} s Portfolio Analysis - 1 nol)	Friedman"s	Camb s neory	ridge	>
Concepts – Cash Balance Aj Approach – Don of Money (Baun Unit:2	The Role Money in a Economy – Fisher''s Quanti oproach - Keynesian Theory - Modern Quantity Theory; Patinkin''s Theory – Tobin''s Portfolio Analysis - 1 nol) Supply of Money	Friedman ^{**} s nventoryTh	Camb s neory 1	ridge 5 ho	urs
Concepts – Cash Balance Approach – Don of Money (Baun Unit:2 High Power	The Role Money in a Economy – Fisher ^{**} s Quanti oproach - Keynesian Theory - Modern Quantity Theory; Patinkin ^{**} s Theory – Tobin ^{**} s Portfolio Analysis - 1 nol)	Friedman ^{**} s nventoryTh	Camb s neory 1	ridge 5 ho	urs
Concepts – Cash Balance Aj Approach – Don of Money (Baun Unit:2 High Power Factors Affectin Unit:3	The Role Money in a Economy – Fisher''s Quanti oproach - Keynesian Theory - Modern Quantity Theory; Patinkin''s Theory – Tobin''s Portfolio Analysis - 1 nol) Supply of Money r Money – Money Multiplier Process – Determinants g– Credit Creation by Commercial Banks – NBFI. Central Banks	Friedman ^{**} s inventoryTh s of Mone	Camb s neory 1 y Mul	ridge 5 ho tiplic 5 ho	urs er - urs
Concepts – Cash Balance Aj Approach – Don of Money (Baun Unit:2 High Power Factors Affectin Unit:3 Role of Cent	The Role Money in a Economy – Fisher''s Quanti oproach - Keynesian Theory - Modern Quantity Theory; Patinkin''s Theory – Tobin''s Portfolio Analysis - I nol) Supply of Money r Money – Money Multiplier Process – Determinants g– Credit Creation by Commercial Banks – NBFI.	Friedman ^{**} s inventoryTh s of Mone	Camb s neory 1 y Mul	ridge 5 ho tiplic 5 ho	urs er - urs
Concepts – Cash Balance Aj Approach – Don of Money (Baun Unit:2 High Power Factors Affectin Unit:3 Role of Cent	The Role Money in a Economy – Fisher''s Quanti oproach - Keynesian Theory - Modern Quantity Theory; Patinkin''s Theory – Tobin''s Portfolio Analysis - I nol) Supply of Money r Money – Money Multiplier Process – Determinants g– Credit Creation by Commercial Banks – NBFI. Central Banks ral Banks - Development and Promotional – Functions –	Friedman ^{**} s inventoryTh s of Mone	Camb sheory 1 y Mul trol M	ridge 5 ho tiplic 5 ho	urs er - urs ls –
Concepts – Cash Balance Aj Approach – Don of Money (Baun Unit:2 High Power Factors Affectin Unit:3 Role of Cent RBI: Role and F Unit:4 Characteristi	The Role Money in a Economy – Fisher''s Quanti pproach - Keynesian Theory - Modern Quantity Theory; Patinkin''s Theory – Tobin''s Portfolio Analysis - 1 nol) Supply of Money r Money – Money Multiplier Process – Determinants g– Credit Creation by Commercial Banks – NBFI. Central Banks ral Banks - Development and Promotional – Functions – unctions Central Banks in UK and USA. Money Markets cs of Developed and Underdeveloped Money market- Th	Friedman ^{**} s inventoryTh s of Mone -Credit cont ne Inc	Camb s neory <u>1</u> y Mul y Mul trol M trol M	ridge 5 ho tiplic 5 ho ethoc 4 ho Mor	urs er - urs urs ney
Concepts – Cash Balance Aj Approach – Don of Money (Baun Unit:2 High Power Factors Affectin Unit:3 Role of Cent RBI: Role and F Unit:4 Characteristi market- Capital	The Role Money in a Economy – Fisher''s Quanti oproach - Keynesian Theory - Modern Quantity Theory; Patinkin''s Theory – Tobin''s Portfolio Analysis - I nol) Supply of Money r Money – Money Multiplier Process – Determinants g– Credit Creation by Commercial Banks – NBFI. Central Banks ral Banks - Development and Promotional – Functions – unctions Central Banks in UK and USA. Money Markets	Friedman ^{**} s inventoryTh s of Mone -Credit cont ne Inc	Camb s neory <u>1</u> y Mul y Mul trol M trol M	ridge 5 ho tiplic 5 ho ethoc 4 ho Mor	urs er - urs ls – urs ney
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Concepts – Cash Balance Aj Approach – Don of Money (Baun Unit:2 High Power Factors Affectin Unit:3 Role of Cent RBI: Role and F Unit:4 Characteristi market- Capital Capital issue cor Unit:5 Role of Mon	The Role Money in a Economy – Fisher''s Quanti pproach - Keynesian Theory - Modern Quantity Theory; Patinkin''s Theory – Tobin''s Portfolio Analysis - I nol) Supply of Money r Money – Money Multiplier Process – Determinants g– Credit Creation by Commercial Banks – NBFI. Central Banks ral Banks - Development and Promotional – Functions – unctions Central Banks in UK and USA. Money Markets cs of Developed and Underdeveloped Money market- TI Market; Primary and Secondary Market – Stock Exchan- ntrol and its aim -SEBI.	Friedman ^{**} s nventoryTh s of Mone -Credit cont ne Inc ge: role and and In	Camb seory 1 y Mul rol M lian lian lits Fu	ridge 5 ho tiplic 5 ho ethoc 4 ho Mo inctic 14ho rs	urs er - urs ls - urs ney ons, of
Concepts – Cash Balance Aj Approach – Don of Money (Baun Unit:2 High Power Factors Affectin Unit:3 Role of Cent RBI: Role and F Unit:4 Characteristi market- Capital Capital issue cor Unit:5 Role of Mon Monetary Policy	The Role Money in a Economy – Fisher''s Quanti oproach - Keynesian Theory - Modern Quantity Theory; Patinkin''s Theory – Tobin''s Portfolio Analysis - I nol) Supply of Money r Money – Money Multiplier Process – Determinants g– Credit Creation by Commercial Banks – NBFI. Central Banks ral Banks - Development and Promotional – Functions – unctions Central Banks in UK and USA. Money Markets cs of Developed and Underdeveloped Money market- TI Market; Primary and Secondary Market – Stock Exchan- ntrol and its aim -SEBI. Monetary Policy etary Policy in Economic Development -Goals, Targets	Friedman ^{**} s nventoryTh s of Mone -Credit cont ne Inc ge: role and and In	Camb seory 1 y Mul rol M lian lian lits Fu	ridge 5 ho tiplic 5 ho ethoc 4 ho Mo inctic 14ho rs	urs er - urs ls - urs ney ons, of ttee

Book(s) for study 1 Gurley and Shaw: Money in a Theory ofFinance 2 Suraj B Gupta, Monetary Economics. Book(s) for Reference 1 Chandler, L.V., Economics of Money and banking (UBS) Revised Edition. 2 Laidler, David. The Demand for Money (Allied Publisher 3 Harry G Johnson, Further Essay in Monetary Economics (Allen& Unwin). 4 Milton Friedman, Studies in the Quantity Theory of Money. 5 Milton Friedman: Inflation – Causes andConsequences	hours
 2 Suraj B Gupta, Monetary Economics. Book(s) for Reference Chandler, L. V., Economics of Money and banking (UBS) Revised Edition. Laidler, David. The Demand for Money (Allied Publisher Harry G Johnson, Further Essay in Monetary Economics (Allen& Unwin). Milton Friedman, Studies in the Quantity Theory of Money. Milton Friedman: Inflation – Causes andConsequences 	
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 Chandler,L.V., Economics of Money and banking (UBS) Revised Edition. Laidler,David. The Demand for Money (Allied Publisher Harry G Johnson, Further Essay in Monetary Economics (Allen& Unwin). Milton Friedman, Studies in the Quantity Theory of Money. Milton Friedman: Inflation – Causes andConsequences 	
 Chandler,L.V., Economics of Money and banking (UBS) Revised Edition. Laidler,David. The Demand for Money (Allied Publisher Harry G Johnson, Further Essay in Monetary Economics (Allen& Unwin). Milton Friedman, Studies in the Quantity Theory of Money. Milton Friedman: Inflation – Causes andConsequences 	
 2 Laidler, David. The Demand for Money (Allied Publisher 3 Harry G Johnson, Further Essay in Monetary Economics (Allen& Unwin). 4 Milton Friedman, Studies in the Quantity Theory of Money. 5 Milton Friedman: Inflation – Causes andConsequences 	
 3 Harry G Johnson, Further Essay in Monetary Economics (Allen& Unwin). 4 Milton Friedman, Studies in the Quantity Theory of Money. 5 Milton Friedman: Inflation – Causes andConsequences 	
 4 Milton Friedman, Studies in the Quantity Theory of Money. 5 Milton Friedman: Inflation – Causes andConsequences 	
5 Milton Friedman: Inflation – Causes andConsequences	
6 Gail E.Makinen: Money, Interest and the Price Level, (Prentice Hall, 1978).	
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Mappi	Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	М	L	М	L	S	S	М	М	L	L	
CO2	М	L	S	М	S	S	S	L	М	М	
CO3	L	М	L	М	S	М	L	М	М	М	
CO4	М	S	L	S	М	S	S	S	М	L	
CO5	M	М	М	L	S	S	М	L	М	S	

Course code	REASERCH METHODOLOGY	L	Т	Р	С
Core	CORE COURSE – XI	4	-	-	4
Pre-requisite	The fundamental methods and techniques of academic research in social sciences and business management.	Sylla Versi		2021-22	
Course Objective					
ě	res of this course are to:				
	e understanding of the basic framework of research process. us research designs and techniques				
	understanding of the ethical dimensions of conducting appl	ind rad	aarol	h	
	the components of scholarly writing and evaluate its quality		searci	1.	
11	1 5 6 1				
Expected Course	Outcomes:				
On the successful	completion of the course, student will be able to:				
1 To identify	and formulate the research problem.			K1	-
-	the objectives of research and framing hypothesis.			K2	2
3 To develop	the skills in the collection of data and its analysis			K3	3
4 To acquire t	he knowledge on the interpretation of results.			K 4	
1	the research report.			Ke	5
K1 - Remember;	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; K6 -	Crea	te	
TT U d					
Unit:1	Meaning of Research			hour	
-	ch – objective of Research – formulating of Research proble rch Design: Pure, Applied, Action and Evaluation Research		Iorm	uialio	on of
nypotnesis – Resea	ten Design. I ure, Applied, Action and Evaluation Research	••			
Unit:2	Sources of Data		15	hour	S
Sources of data: Pr	imary and Secondary sources-methods of Data collection: c		and s	ampl	
Sources of data: Pr survey – Data colle	imary and Secondary sources-methods of Data collection: cation instruments: observation, Interview, schedules and Qu	estion	and s naire	ampl s –	e
Sources of data: Pr survey – Data colle	imary and Secondary sources-methods of Data collection: c	estion	and s naire	ampl s –	e
Sources of data: Pr survey – Data colle Sampling Design: 1	imary and Secondary sources-methods of Data collection: content of the section instruments: observation, Interview, schedules and Querobability and non-probability sampling methods. Seconda	estion	and sand sand sand sand sand sand sand s	ampl s – rces i	e n Indi
Sources of data: Pr survey – Data colle Sampling Design: I Unit:3	imary and Secondary sources-methods of Data collection: co ection instruments: observation, Interview, schedules and Qu Probability and non-probability sampling methods. Seconda Analysis of Data	estion ry data	and sand sand sand sand sand sand sand s	ampl s – ces i hour	e n Indi s
Sources of data: Pr survey – Data colle Sampling Design: 1 Unit:3 Analysis of Data:	imary and Secondary sources-methods of Data collection: content of the section instruments: observation, Interview, schedules and Querobability and non-probability sampling methods. Seconda	estion ry data	and sand sand sand sand sand source s	ampl s – cces i hour asure	e n Indi rs es of
Sources of data: Pr survey – Data colle Sampling Design: I Unit:3 Analysis of Data: Dispersion: Range	imary and Secondary sources-methods of Data collection: co ection instruments: observation, Interview, schedules and Qu Probability and non-probability sampling methods. Seconda Analysis of Data Measures of central tendency: Mean Median and M e, mean deviation, standard deviation variance, coeffic	estion ry data	and sand sand sand sand sand source s	ampl s – cces i hour asure	e n Indi rs es of
Sources of data: Pr survey – Data colle Sampling Design: I Unit:3 Analysis of Data: Dispersion: Range Economics Applica	imary and Secondary sources-methods of Data collection: content instruments: observation, Interview, schedules and Querobability and non-probability sampling methods. Seconda Analysis of Data Measures of central tendency: Mean Median and Mea, mean deviation, standard deviation variance, coefficient of the second	estion ry data	and sand sanaire a sour 15 Me of va	ampl s – cces i hour asure ariati	e n Indi ss es of on -
Sources of data: Pr survey – Data colle Sampling Design: 1 Unit:3 Analysis of Data: Dispersion: Range Economics Applica Unit:4	imary and Secondary sources-methods of Data collection: content instruments: observation, Interview, schedules and Querobability and non-probability sampling methods. Seconda Analysis of Data Measures of central tendency: Mean Median and Measures of central tendency: Mean Median and Measures, coefficient tendency. Testing of Hypothesis	estion ry data ode – cient o	and sand sand sand sand sand sand sand s	ampl s – cces i hour asure ariati hour	e n Indi ss es of on -
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Sources of data: Pr survey – Data colle Sampling Design: I Unit:3 Analysis of Data: Dispersion: Range Economics Applica Unit:4 Testing of hypothe test, t- test, F-test a	imary and Secondary sources-methods of Data collection: co ection instruments: observation, Interview, schedules and Qu Probability and non-probability sampling methods. Seconda Analysis of Data Measures of central tendency: Mean Median and M e, mean deviation, standard deviation variance, coeffic ations. Testing of Hypothesis sis: Parametric and non-parametric tests –Standard test of hy nd ANOVA, Chi square test - Association of Attributes.	estion ry data ode – cient o	and sinaire sour 15 Me of va 14 sis: Z	ampl s – cces i hour asure ariati hour	e <u>n Indi</u> s of on -
Sources of data: Pr survey – Data colle Sampling Design: 1 Unit:3 Analysis of Data: Dispersion: Range Economics Applica Unit:4 Testing of hypothe test, t- test, F-test a Unit:5	imary and Secondary sources-methods of Data collection: content instruments: observation, Interview, schedules and Querobability and non-probability sampling methods. Seconda Analysis of Data Measures of central tendency: Mean Median and Measures of central tendency: Mean Median and Measures, coefficient tendency. Mean Median and Measures, coefficient Testing of Hypothesis sis: Parametric and non-parametric tests –Standard test of hypothesis sis: Parametric and non-parametric tests –Standard test of hypothesis Measures of ANOVA, Chi square test - Association of Attributes. Presenting Results	ode – cient o	and sinaire source 15 Me of va 14 sis: Z	ampl s – ces i hour asure ariati hour	e <u>n Indi</u> s of on -
Sources of data: Pr survey – Data colle Sampling Design: I Unit:3 Analysis of Data: Dispersion: Range Economics Applica Unit:4 Testing of hypothe test, t- test, F-test a Unit:5 Presenting results:	imary and Secondary sources-methods of Data collection: co ection instruments: observation, Interview, schedules and Qu Probability and non-probability sampling methods. Seconda Analysis of Data Measures of central tendency: Mean Median and M e, mean deviation, standard deviation variance, coeffica- ations. Testing of Hypothesis sis: Parametric and non-parametric tests –Standard test of hy nd ANOVA, Chi square test - Association of Attributes. Presenting Results written and oral reports –stages in drafting – written researc	ode – cient o	and sinaire source 15 Me of va 14 sis: Z	ampl s – ces i hour asure ariati hour	e n Indi s es of on -
Sources of data: Pr survey – Data colle Sampling Design: I Unit:3 Analysis of Data: Dispersion: Range Economics Applica Unit:4 Testing of hypothe test, t- test, F-test a Unit:5 Presenting results:	imary and Secondary sources-methods of Data collection: content instruments: observation, Interview, schedules and Querobability and non-probability sampling methods. Seconda Analysis of Data Measures of central tendency: Mean Median and Measures of central tendency: Mean Median and Measures, coefficient tendency. Mean Median and Measures, coefficient Testing of Hypothesis sis: Parametric and non-parametric tests –Standard test of hypothesis sis: Parametric and non-parametric tests –Standard test of hypothesis Measures of ANOVA, Chi square test - Association of Attributes. Presenting Results	ode – cient o	and sinaire source 15 Me of va 14 sis: Z	ampl s – ces i hour asure ariati hour	e n Indi s es of on -
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Sources of data: Pr survey – Data colle Sampling Design: I Unit:3 Analysis of Data: Dispersion: Range Economics Applica Unit:4 Testing of hypothe test, t- test, F-test a Unit:5 Presenting results: Layout of research Unit:6	imary and Secondary sources-methods of Data collection: control instruments: observation, Interview, schedules and Querobability and non-probability sampling methods. Seconda Analysis of Data Measures of central tendency: Mean Median and Measures of central tendency: Mean Median and Measures, coefficient interview, schedules, coefficient Testing of Hypothesis sis: Parametric and non-parametric tests –Standard test of hypothesis sis: Parametric and non-parametric tests –Standard test of hypothesis written and oral reports –stages in drafting – written researce report – Footnotes and Bibliography.	ode – cient o	and sinaire source 15 Me of va 14 sis: Z	ampl s – rces i hour asure ariati hour	e <u>n Indi</u> s of on -
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Bo	ook(s) for study
1	C.R.Kothari- Research Methodology, Methods and Techniques – Willey EasternLtd., 1988
2	A.N.Sadhu Research Methodology and Social sciences – Himalaya Amarjit Singh
	PublishingHouse.1996.
Bo	ook(s) for Reference
1	W.J.Goode and P.K.Hatt," Methods in Social Research", Mc Graw Hill International Edition
2	B.N.Gosh – Scientific Method and Social Research – Sterling Publishers (P) Ltd.,1992.
Co	ourse Designed By: Dr. V. Kavitha. Email id: kavisaran274@gmail.com

Mapping with Programme Outcomes

	0	0								
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	S	М	S	М	L	L	S	М	М
CO2	L	S	М	S	S	М	М	S	М	S
CO3	L	S	L	S	S	L	М	S	L	S
CO4	L	S	М	S	S	М	L	S	М	S
CO5	L	S	М	S	М	М	L	S	L	S

Course code		COMPUTER APPLICATIONS IN ECONOMICS (THEORY)	L	Т	Р	C
Core		CORE COURSE - XII	4	-	.	4
Pre-requisit	e	This course provides the foundation for the computer application in Economics. Students should know the basic components of computers and its applications.	Sylla Versi		2021-22	
Course Obj	ectives:		•			
The main obje	ectives of	of this course are to:				
1. To enable the	he stude	ents to learn the basic features of hardware and software.				
		different components of computers and its application in e	conom	ics.		
3. To process	the avai	ilable data for making meaningful analysis				
Expected Co	ourse O	Outcomes:				
		mpletion of the course, student will be able to:				
1 To beco	me fam	iliar with basic knowledge on computer with languages an	d		K1	
operatin	g packa	iges				
2 To drav	w distril	butive tables, graphs, and trend lines			K2	
3 To esti	mate th	e parameters of data analysis and interpret it			K3	
4 To use w	vord pro	ocessing in computers.			K4	
5 To gathe	ering kn	owledge about MS Office			K5	
K1 - Remem	ber; K2	- Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 - (Create	è	
Unit:1 Basic compor	nents of	Basic Components of Computer	e. Sca	nner	15 h Monit	
Basic compor Printers, Hard	disk, F	Basic Components of Computer F computer CPU: input-output devices, Keyboard, Mous Floppy disk, CD-ROM - Types of computers and their app X, WINDOWS and their salient features.			Monit	or,
Basic compor Printers, Hard	disk, F	E computer CPU: input-output devices, Keyboard, Mouse Floppy disk, CD-ROM - Types of computers and their app			Monit	or, ing
Basic compor Printers, Hard Systems: DOS Unit:2 Hardware an	disk, F S, UNIX d Softv	E computer CPU: input-output devices, Keyboard, Mouss Floppy disk, CD-ROM - Types of computers and their app X, WINDOWS and their salient features.		ons:- (Monit Operati 15 h	or, ng ours
Basic compor Printers, Hard Systems: DOS Unit:2 Hardware an FOXPRO, SI	disk, F S, UNIX d Softv	E computer CPU: input-output devices, Keyboard, Mouse Floppy disk, CD-ROM - Types of computers and their app K, WINDOWS and their salient features. Hardware and Software ware - Language and operating packages: C and C++, V ajor features and utilities.		ons:- (Monit Operati 15 h c, DBA	or, ing ours ASE,
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Un	it:6	Contemporary Issues	2 hours
Exp	pert lectu	res, online seminars – webinars	
		11	
		Total Lecture hours	75 hours
Boo	ok(s) for	study	
1	Rajasek	aran S and A.H. Wheelar, (1996) Numerical Methods in Science	and Engineering
2	Sinka P	.K. (1992) Computers Fundamentals, BPB Publications, NewYor	rk.
Boo	ok(s) for	Reference	
1	Ram M	ansfield, (1993) The Compact to Windows, Word & Excel - BPB	Publications (UnitV).
2		I.I AND C.A. Kirk patrick (1975) Quantitative Approaches to Maw Hill, NewYork.	anagement (3 rd Edition),
3	Sanders	D.H. (1988) Computers Today, Mc Grew Hill (3 rd Edition)	
4	Schildt	H (1987) C Made Easy, Mc Grew Hill NewYork	
5	-	ultz M M AND S Lipchultz (1982) Theory and problems of Data ries, Mc Grew Hill NewYork.	Processing schemes Out
Coi	urse Desi	gned By: Dr. V. Kavitha. Email id: kavisaran274@gmail.com	

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

	Course code		ENVIRONMENTAL ECONOMICS	L	Т	Р	С
Pre-requisite and environment. Version 2021-2. Course Objectives: The main objectives of this course are to: I. To understand the fundamentals of ecology, environment and their relationship with economics. 2. To know the market inefficiencies and externalities like pollution and find the solutions market failures. 3. To study the economics behind environmental issues and policies. 8. To study the economics behind environmental issues and policies. K1 9. To study the economics behind environmental issues and policies. K1 1 To familiarize with the theories of environmental economics. K1 2 To examine the practical environmental problems and offer solutions. K4 3 To assess India's environmental policies. K4 5 To measurement the government activity against environmental problem K2 K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create Unit:1 Basic Concepts of Environment Economics 15 hou. The basic concepts of Environment Economics - Efficiency in a private market economy - Imperfect market problems - Kaldor - Hicks compensation Principle - Tragedy of commons. 15 hou. Unit:1 Environmental Pollution 15 hou. Concepts of Environmental pollution in India - Policies of pollution of environmental pollution - Hicks compensation Principle -			CORE COURSE - XIII	4	-	-	4
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Environmental pollution: Air, Water, Deforestation, Noise, Industrial Pollution - Waste disposal and recycling of water .Environmental pollution in India - Policies of pollution control and conservation - Protection of environment – Legal system.Unit:3Cost - Benefit Analysis15 hourCost - Benefit Analysis: Optimum Pollution - Efficient level of environmental quality - Evaluation of environmental benefit - Direct and indirect methods.14 hourUnit:4Demographic Effects of Environment14 hourPopulation, economic growth and environmental quality. Urbanization and environmental problems –Second stage of Demographic Transition-Effects of over population-Problems	Unit.?		Environmental Pollution			15 1	ours
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Unit:3Cost - Benefit Analysis15 hourCost - Benefit Analysis: Optimum Pollution - Efficient level of environmental quality - Evaluation of environmental benefit - Direct and indirect methods.14 hourUnit:4Demographic Effects of Environment14 hourPopulation, economic growth and environmental quality. Urbanization and environmental problems –Second stage of Demographic Transition-Effects of over population-Problems			1				
Cost - Benefit Analysis: Optimum Pollution - Efficient level of environmental quality - Evaluation of environmental benefit - Direct and indirect methods.Unit:4Demographic Effects of Environment14 hour Population, economic growth and environmental quality. Urbanization and environmental problems –Second stage of Demographic Transition-Effects of over population-Problems	pollution cor	ntrol an	d conservation - Protection of environment - Leg	al syste	em.		
Cost - Benefit Analysis: Optimum Pollution - Efficient level of environmental quality - Evaluation of environmental benefit - Direct and indirect methods.Unit:4Demographic Effects of Environment14 hour Population, economic growth and environmental quality. Urbanization and environmental problems –Second stage of Demographic Transition-Effects of over population-Problems	In:t-2		Cost Donofit Arabusia			15 1	
Evaluation of environmental benefit - Direct and indirect methods. Unit:4 Demographic Effects of Environment 14 hour Population, economic growth and environmental quality. Urbanization and environmental problems –Second stage of Demographic Transition-Effects of over population-Problems		fit An	·	nviron	mental		
Unit:4Demographic Effects of Environment14 hourPopulation, economic growth and environmental quality. Urbanization and environmental problems –Second stage of Demographic Transition-Effects of over population-Problems					incital	quai	L Y
Population, economic growth and environmental quality. Urbanization and environmental problems –Second stage of Demographic Transition-Effects of over population-Problems							
problems -Second stage of Demographic Transition-Effects of over population-Problems							
n n n Filler	-		stage of Demographic Transition-Effects of 0%	er popt	nation	-FIODI	51118
Unit:5 Environmental Actions 14 hour	Unit:5		Environmental Actions			14 I	ours
The collective environmental action: Regulation and prohibition Taxes, subsidies and							
effluent charges, Government protection of environmental servicesEnvironmental education- Awareness- Movements in India.				ervices	Envi	ronme	ntal
	euucation- A	waten					

Uni	it:6	Contemporary Issues	2 hours
Exp	pert lect	ures, online seminars – webinars	
		Total Lecture hours	75 hours
Boo	ok(s) fo	r study	
1	Karpa	agam, M. (2005) "Environmental Economics". Sterling P	ublishes Pvt. Ltd
2	S.Sar	karan: Environmental E economics (2005)Margham Pub	lications, Chennai
Boo	ok(s) fo	r Reference	
1		nol, Willam J. Oates, and Wallace E "Economics, Environity of Life". 1977, Prentice Hall Inc	onmental Policy and the
2	Eugin	ne, T. (2006) "Environmental Economics, Virindha Public	cations (P) Ltd
3	Hand (1999	ley, Nick, J. Shogren, "Environmental Economics" and (9) Macmillan,	Ben White
4	-	it Dutta, Sunita Dutta and P N Pandey, Environi I.Publishing Corporation, New Delhi.	mental Economics
5	Mado	lu Raj Environmental Economics (2001) IVY Publishing	House, New Delhi
Cou	arse Des	signed By: Dr.S. Swarna Gandhi. Email id: gandhiswarna	3gmail.com

Mappi	ng wit	h Progi	ramme O	utcomes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	М	L	М	L	S	L	S	L	S	L
CO2	M	L	М	L	S	М	S	М	М	S
CO3	M	S	М	М	S	М	S	М	М	S
CO4	S	L	М	L	S	L	S	L	S	L
CO5	S	S	М	Μ	S	L	S	L	S	L

Course	code	LABOUR ECONOMICS	L	Т	Р	С	
Core		CORE COURSE - XIV	3	-	-	3	
Pre-re	equisite	Labour problems and performance of trade unions.	Syllab Versio		2021	2021-22	
	Objectives:						
		of this course are to:	1	<u> </u>	1 4		
¹ W	ork and leisu					een	
2 la	bour supply.	the investment on human capital, and its influence on th					
3 0	ptimisation.	e ability to analyse a company's demand for work as the		a reso	ource		
		the role of the state and trade unions in the labour marke					
	To know abou employment.	at the labour regulations and collective bargaining and its	s influen	ce on			
_	ted Course						
		ompletion of the course, student will be able to:					
e	conomics and				K	2	
	o apply econ terature	omic principles of labour market and contemporary acad	lemic		K	1	
3 T	o evaluate th	e nature jobs in social and economic environments			K	4	
4 C	ritically eval	uate government policies affecting work and jobs.			K	5	
5 T	o identify and	d utilise the labour welfare legislation in India.			K	6	
K1 - F	Remember; K	2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evalua	ate; K6 -	Creat	e		
Unit:1	1	Concept of Labour			15 h	ours	
	our – Chara	and Labour Economics-Labour Problems- Labour Mark acteristics of labour market in India- Recruitment Pro					
Unit:2	2	Role and functions of Trade Unions			15 h	ours	
		s of Trade Union- Theories of Trade Unionism (i) W on Movement in India-Recent Trends-Justifications of S		·		(iii)	
Unit:3	3	Industrial Disputes			15 h	ours	
	-	Causes and Consequences- Industrial Disputes in India- ons-ILO and India.	ILO Pur	poses	-		
Unit:4	L	Industrial Relations			14 h	ours	
	or Industrial I	Relation Machinery-Preventive and Curative methods-Condications- Industrial Democracy, concept of Workers particular		-			

Unit:5	Labour Welfare Concepts	14 hours		
Labour Welfar	e concept, significance, classification, Principles and programmes- Co	oncept of		
Labour in Indi	a; Factory Act ,Labour Welfare Legislation in India.			
		2 hours		
Unit:6				
Expert lecture	es, online seminars – webinars			
	Total Lecture hours	75 hours		
Text Book(s)	for study			
	B.(1995),Labour Economics and SocialWelfare,(JaiprakashNath&Co.	.Meerut),		
2 Saxena I	R.C. (1979), Labour Problems and SocialWelfare, (K.Nath&Co, Meeru	t)		
Book(s) for l	Reference			
1 Pant C.(19	78), Indian Labour Problems, (Allahabad, Chaitanya Publishing House	e).		
2 Singh S.S.	, and Metha S.(1989), Labour Economics, (Ajanta Prakasham NewDell	hi).		
3 Singh V.N	.(1980), Industrial Labour in India (Asia Publishing House, Bombay).			
4 Mehrotra S	S.M.(1976), Labour Problems in India (New Delhi, S.Chand & Co, Ltd	l).		
5 Baholiwal	T.N.(1981), Economics of Labour and Industrial Relations,(Sahity Bl	nawan, Agra).		
6 Giri V.V.(1985),Labour Problems in Indian Industry (Asia Publishing House, Bo	ombay).		
7 Loster R.K	(1989), Economics of Labour and Industrial Relations (Macmillan &	Co,NewYork).		
I				
Course Desig	ned By: Dr.S. Swarna Gandhi. Email id: gandhiswarna3gmail.com			

Mapp	ing wit	h Progr	ramme O	outcomes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	М	М	S	М	L	S	М	М	L
CO2	М	М	S	S	М	М	S	М	М	М
CO3	М	М	S	S	М	М	S	М	М	L
CO4	L	М	S	S	М	L	S	М	М	М
CO5	L	М	S	S	L	L	S	М	М	S

	•	FINANCIAL MARKETS I	L T P					
Electiv	/e	Elective III - GROUP A 4	4	-	-	4		
Pre-requis	ite	nertormance co students have basic knowledge of 1	llabu rsio		2021-22			
Course Ob								
The main o	bjectives	of this course are to:						
its co 2. To u	mponent nderstan	knowledge on the development and functioning of Indian fin ts d the features and benefits money market and capital market owledge on the categories of derivatives markets	ianci	al n	narket	ts an		
Expected (ourse (lutcomes						
		ompletion of the course, student will be able to:						
	versant v	with the theory and practice of different financial institutions an	nd		K1			
2 To und forces.	lerstand a	and analyse the interconnection between the monetary forces a	and r	eal	K2			
3 To fa	miliar wi	th the role and limitations of money market and capital market	t		K4			
4 To ur	derstand	the Indian markets			K3			
intern	ational le				K5			
K1 - Reme	mber \mathbf{K}^{2}		0					
	11001, 112	2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6	- Cr	eate				
Unit:1		Financial Market	- Cr	eate	15 h	ours		
Unit:1 Financial n	narket				15 h			
Unit:1 Financial n Indian mon	narket	Financial Market An overview - Definition –Role-functions – constituents of fapital markets. Global financial markets.			15 h	ket -		
Unit:1 Financial n Indian mon Unit:2 Money M Segments a	narket ey and ca arkets-D nd sub r	Financial Market An overview - Definition –Role-functions – constituents of f	finar	ncia 1	15 h l marl 15 h Functi	ket ours		
Unit:1 Financial m Indian mon Unit:2 Money M Segments a money mar	narket ey and ca arkets-D nd sub r	Financial Market An overview - Definition –Role-functions – constituents of fapital markets. Global financial markets. Money Markets Definition-General Characteristics-Objectives-Importance-General Characteristics-Objectives - Importance-General Money Markets Definition-General Characteristics-Objectives-Importance-General Markets-Money Market Definition-General Characteristics-Objectives-Importance-General Market Money Market Market Market Market Market Market Market Market Market Market	finar	ncia 1 I mar	15 h l marl 15 h Functi ket-In	ours ours dons diar		
Unit:1 Financial m Indian mon Unit:2 Money M Segments a money mar Unit:3 Call money Modus ope	arket - / ey and ca arkets-D nd sub r ket- Glob / market randi -ca	Financial Market An overview - Definition –Role-functions – constituents of fapital markets. Global financial markets. An overview - Definition –Role-functions – constituents of fapital markets. Global financial markets. Money Markets Definition-General Characteristics-Objectives-Importance-General Characteristics - Money market and capital markets.	finar enera ital	ncia 1 I mar	15 h l marl 15 h Functi ket-In 15 h	ours ours dian dian ours ants		
Unit:1 Financial m Indian mon Unit:2 Money M Segments a money mar Unit:3 Call money Modus ope	arket - / ey and ca arkets-D nd sub r ket- Glob / market randi -ca	Financial Market An overview - Definition –Role-functions – constituents of fapital markets. Global financial markets. Money Markets Definition-General Characteristics-Objectives-Importance-General Characteristics - Objectives-Importance-General markets-Money Market instruments - Money market and capital money market. Features of Call Money Market Features-Benefits-Indian call money market-nature of deal Il money rates-treasury bill market-features - CD's- Commerci	finar enera ital	ncia 1 I mar	15 h l marl 15 h Functi ket-In 15 h	ket ours dons diar ours ants- kers		

Un	it:5	Derivative Markets	14 hours		
De	rivative M	arket-meaning -Growth -Functions - categories of derivatives marke	t-Forward contract		
VS	Future Ma	arket-Option based derivatives market.			
	it:6	Contemporary Issues	2 hours		
Ex	pert lecture	es, online seminars – webinars			
		Total Lecture hours	75 hours		
Bo	ok(s) for s				
1	Dr. S Gu	rusamy [2004] Financial services and markets Vijay Nicole imprints	Chennai		
2	Khan .M	.Y.(1996) Indian Financial System ,Tata McGraw Hill New Delhi 7			
Bo	ok(s) for I	Reference			
1	Bhole L New De	M (1999), Financial institutions and Markets, Tata McGraw Hill Co	ompany Ltd:		
2	Edmins London	ter R.O.(1986), Financial Institutions, Markets and Manageme	ent McGraw Hill,		
3	Bhole, l	L.M (2000) Indian Financial System Chugh Publications Allahabad			
4					
	•				
Co	urse Desig	ned By: Dr. A.G.V. Narayanan. email id: director@djacademy.ac.in			

Mappi	ing wit	h Progi	ramme O	outcomes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	М	S	S	М	М	S	S	S	S	L
CO2	М	М	S	S	М	S	S	М	S	М
CO3	М	М	S	М	М	М	М	М	М	М
CO4	М	L	М	S	S	М	М	М	М	S
CO5	L	S	М	S	L	S	S	S	S	L

Course code	SERVICES MARKETING	L	Т	Р	С
Elective	Elective III - GROUP B	4	-	-	4
Pre-requisite		Syllab		202	1-22
-	types of services. Service marketing approach	Versio	n	202	1 44
Course Objectiv					
5	ves of this course are to:				
	bout the special characteristics of services as compared to good	is.			
	and the marketing practices ideal for services. te knowledge about portfolio and financial intermediary service	20			
	and the nature of marketing of non-profit organizations.	55.			
10 underst	and the nature of marketing of non-profit organizations.				
Expected Cours	e Outcomes:				
	l completion of the course, student will be able to:				
	basic components of marketing			K1	
	rate and explain the characteristics of services products d	iffer fr	om	K4	
tangible goo					
3 To distingui	sh the service types and draw implications for setting the	market	ting	K2	
strategy.					
	narketing mix to develop a positioning strategy for an	y serv	vice	K3	
organization.					
5 Critically of	nalyza corriga markating problems and recommand solutions			V5	
	nalyse service marketing problems and recommend solutions	76 0		K5	
	nalyse service marketing problems and recommend solutions K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F	K6 - Cr	eate	K5	
K1 - Remember;	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K	X6 - Cr	eate		0111
K1 - Remember; Unit:1	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing			15 h	
K1 - Remember; Unit:1 Services Marke	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K	ortance	e –R	15 h elatior	
K1 - Remember; Unit:1 Services Marke marketing	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market	ortance	e –R	15 h elation on.	nshij
K1 - Remember; Unit:1 Services Marke marketing Unit:2	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions	oortance et segm	e –Ro ientati	15 h elatior on. 15 h	nshij our
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and	oortance et segm nd dist	e –Ro ientati ributir	15 h elation on. 15 h ng serv	nshij our vice
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and nd differentiations strategies, quality of service industries	oortance et segm nd dist	e –Ro ientati ributir	15 h elation on. 15 h ng serv	nship our vice
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and	oortance et segm nd dist	e –Ro ientati ributir	15 h elation on. 15 h ng serv	nship ours
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a maintenance, cus	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and nd differentiations strategies, quality of service industries stomer support service.	oortance et segm nd dist	e –Ro ientati ributir	15 h elation on. 15 h ng servement	our our vice and
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a maintenance, cus Unit:3	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and nd differentiations strategies, quality of service industries stomer support service. Marketing of Hospitality	oortance et segm nd dist s – A	e –Ro entati ributir chieve	15 h elation on. 15 h ng servement 15 h	our our vice and our
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a maintenance, cus Unit:3 Marketing of He	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and nd differentiations strategies, quality of service industries stomer support service.	oortance et segm nd dist s – A	e –Ro entati ributir chieve	15 h elation on. 15 h ng servement 15 h	our our vice and our
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a maintenance, cus Unit:3 Marketing of Ho Passenger and Ge	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and differentiations strategies, quality of service industries tomer support service. Marketing of Hospitality ospitality: Perspective of Tourism, Hotel and Travel Service	oortance et segm nd dist s – A	e –Ro entati ributir chieve	15 h elation on. 15 h ng servement 15 h	our our vice and our
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a maintenance, cus Unit:3 Marketing of Ho Passenger and Go	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and nd differentiations strategies, quality of service industries stomer support service. Marketing of Hospitality ospitality: Perspective of Tourism, Hotel and Travel Service ods Transport – Leisure services. Marketing of Financial Services	portance et segm nd dist s – A	e –Re entati ributir chieve	15 h elation on. 15 h ng servement 15 h , Rail 14 h	our vice and our way
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a maintenance, cus Unit:3 Marketing of Ho Passenger and Go Unit:4 Marketing of Fir	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and nd differentiations strategies, quality of service industries stomer support service. Marketing of Hospitality ospitality: Perspective of Tourism, Hotel and Travel Service oods Transport – Leisure services. Marketing of Financial Services nancial Services: - Concepts – Features of Banking, Insurance	portance et segm nd dist s – A	e –Re entati ributir chieve	15 h elation on. 15 h ng servement 15 h , Rail 14 h	our vice and our way
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a maintenance, cus Unit:3 Marketing of He Passenger and Ge Unit:4 Marketing of Fir	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and nd differentiations strategies, quality of service industries stomer support service. Marketing of Hospitality ospitality: Perspective of Tourism, Hotel and Travel Service ods Transport – Leisure services. Marketing of Financial Services	portance et segm nd dist s – A	e –Re entati ributir chieve	15 h elation on. 15 h ng servement 15 h , Rail 14 h	our vice and our way
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a maintenance, cus Unit:3 Marketing of He Passenger and Ge Unit:4 Marketing of Fir Factoring, Portfo	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K5 Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and differentiations strategies, quality of service industries tomer support service. Marketing of Hospitality ospitality: Perspective of Tourism, Hotel and Travel Service marketing of Financial Services Marketing of Financial Services io and financial intermediary services.	portance et segm nd dist s – A	e –Re entati ributir chieve	15 h elation on. 15 h ng servement 15 h , Rail 14 h itual F	our: our: and our: way
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a maintenance, cus Unit:3 Marketing of Ho Passenger and Go Unit:4 Marketing of Fir Factoring, Portfo Unit:5	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and differentiations strategies, quality of service industries Marketing of Hospitality ospitality: Perspective of Tourism, Hotel and Travel Service Marketing of Financial Services Marketing of Financial Services Marketing of Financial Services Marketing Organizations	oortance et segm nd dist s – A es – A es – A	e –Ro ientati ributir chieve irlines e, Mu	15 h elation on. 15 h ng servement 15 h , Rail 14 h itual F	our: vice: and our: way our: Fund
K1 - Remember; Unit:1 Services Marke marketing Unit:2 Marketing mix d – Positioning a maintenance, cus Unit:3 Marketing of He Passenger and Ge Unit:4 Marketing of Fin Factoring, Portfo Unit:5 Iarketing of No	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K5 Services Marketing ting: Meaning – nature of services – Types and imp – Mission, strategy, elements of designs, marketing plan market Marketing mix Decisions ecisions: Unique features of developing, pricing, promoting and differentiations strategies, quality of service industries tomer support service. Marketing of Hospitality ospitality: Perspective of Tourism, Hotel and Travel Service marketing of Financial Services Marketing of Financial Services io and financial intermediary services.	oortance et segm nd dist s – A es – A	e –Ro ientati ributir chieve irlines e, Mu	15 h elation on. 15 h ng servement 15 h , Rail 14 h itual F	our vice and our way our Fund

M. A. Economics 2021-22 onwards - Affiliated Colleges - Annexure No.1(A) SCAA DATED: 23.06.2021

Unit:6	Contemporary Issues	2 hours
Expert lectures	s, online seminars – webinars	
	Total Lecture hours	90 hours

Book	(s) for study
1	S.M. Jha – Services Marketing – Himalaya Publishing Company
2	Ravishankar – Services Marketing – Indian experiences – South Asia Publication
Book	(s) for Reference
1	Ziethaml & Bitner – Services Marketing: Integrating Customer Focus across the Firm TMH
2	P.K. Sinha & S.C. Sahoo – Services Marketing – Text & Readings – Himalaya
3	Adrian Pyne – Essence of Services Marketing – Prentice Hall of India
4	Lovelock – Services Marketing – Prentice Hall
5	Gonsalves – Services Marketing – Prentice Hall
6	Palmer – Services Marketing : Principles & Practice – Prentice Hall.
7	Woodrufee – Services Marketing - Macmillan
Cours	e Designed By: Dr. A.G.V. Narayanan. email id: director@djacademy.ac.in

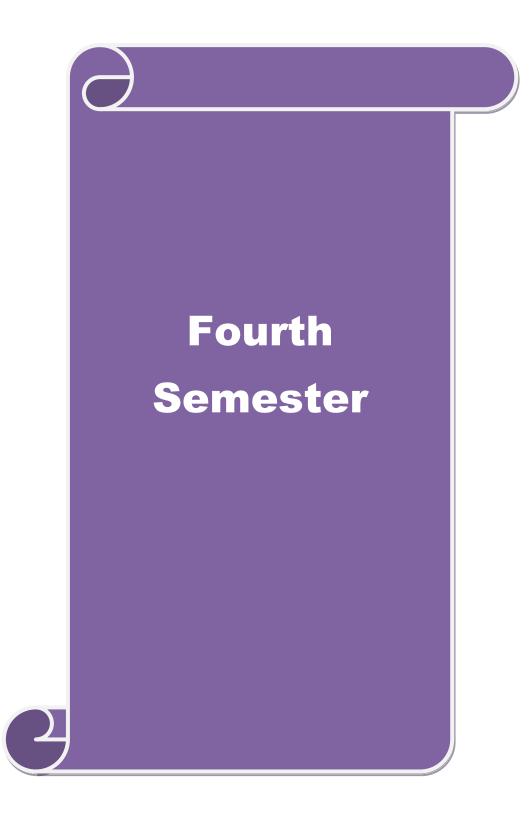
Mappi	ing with P	rogram	me Outc	omes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	L	М	М	S	М	L	S	L	М
CO2	L	S	М	М	М	S	М	S	S	М
CO3	М	S	М	S	М	L	М	М	S	S
CO4	М	М	М	S	S	М	L	М	М	S
CO5	L	М	М	S	S	L	L	L	М	L

ourse code	INTRODUCTION TO INDUSTRY 4.0	L	Т	Р	С
Elective	Elective III GROUP – C	4	-	-	4
Pre-requisi	te Basic computer knowledge and local industrial knowledge.	Syllal Versi		202 22	1-
Course Obj					
	jectives of this course are to:				
	derstand the various stages of industrial revolutions	1			
	ow the drivers, enablers and compelling forces for Industry 4.0's	advanc	emen	t	
	derstand Internet of Tools of Industry (IoT) ow the predictive analysis, big data leading to data-driven decision	na and	outon	antio	n
	d the challenges in cyber security and measures to reduce them.		auton	14110	
Expected C	ourse Outcomes:				
On the succe	essful completion of the course, student will be able to:				
1 To Und	erstand the drivers and enablers of Industry 4.0			K	1
2 To know	wing the artificial intelligence and its environment			K	2
3 To anal	yse the societal influences of AI and its application domains			K	4
4 To dem	onstrate the power of big data terminologies in the networked ecc	onomy.		K	3
5 To unde	erstand the opportunities, challenges brought about by Industry 4.	0.		K	5
K1 - Remen	nber; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; K6 - (Create	;	
Unit:1	Industry 4.0		1	5 ho	urs
-	es of Industry 4.0 – Big Data – Artificial Intelligence (AI) – 'hings - Cyber Security – Cloud – Augmented Reality Artificial Intelligence			5 ho	
	telligence: Artificial Intelligence (AI) – What& Why? - History	of AI			
AI -The AI	- environment - Societal Influences of AI – Application Domains es of AI – Future Prospects of AI – Challenges of AI.				
Unit:3	Big Data and IoT		1	5 ho	urs
Big Data in Characterist Data Domai Big Data in Big Data R Introduction	Evolution - Data Evolution - Data : Terminologies - Big Data De Industry 4.0 - Big Data Merits and Advantages - Big Data Co ics - Big Data Processing Frameworks - Big Data Applications - n Stack : Big Data in Data Science – Big Data in IoT - Big Data Databases - Big Data Use cases : Big Data in Social Causes - E oles and Skills -Big Data Roles - Learning Platforms; Inter- to IoT –Architecture of IoT - Technologies for IoT - Developi s of IoT - Security in IoT.	ompone - Big D in Mac Big Dat net of	ns - Es ents : Data To hine I a for Thing	ssent Big ools Learn Indus s (Io	ial o Da - Bi ing stry oT)
Unit:4	Applications and Tools of Industry 4.0s of IoT – Manufacturing – Healthcare – Education – Aeros			4 ho	

M. A. Economics 2021-22 onwards - Affiliated Colleges - Annexure No.1(A) SCAA DATED: 23.06.2021

Unit:5	Jobs 2030	14 hours
Industry 4.0	- Education 4.0 - Curriculum 4.0 - Faculty 4.0 - Skills required	l for Future - Tools for
Education –	Artificial Intelligence Jobs in 2030 - Jobs 2030 - Framework for	r aligning Education
with Industr	y 4.0	
Unit:6	Contemporary Issues	2 hours
Expert lectu	res, online seminars - webinars	
	Total Lecture hours	90 hours
Text Book(s)	
1 P. Kalin 2020	raj, T. Devi, Higher Education for Industry 4.0 and Transformation	on to Education 5.0,
Reference I	Books	
1 P. Kal 2020.	iraj, T. Devi, Higher Education for Industry 4.0 and Transformat	ion to Education 5.0,
Course Desi	gned By: Dr. P. Kaliraj, and Dr.T. Devi,	

Mappi	ng with I	Program	me Outo	comes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	М	М	L	L	S	M	S	S	М	L
CO2	М	М	L	L	S	М	S	S	М	L
CO3	М	M	М	М	S	L	S	S	М	S
CO4	М	M	М	М	М	L	S	S	М	М
CO5	М	М	L	L	М	L	S	L	L	М



Course code		PUBLIC ECONOMICS	L	Т	Р	С	
Core		CORE COURSE – XV	4	-	-	4	
Pre-requisite		Theoretical aspects of public economics and its applications.	Sylla Vers		202	1-22	
Course Object							
The main objec							
	•	l capacity on public economic theories and practices.					
		ajor sources of government revenue and expenditure. alysis to predict and verify the effects of govern	mont	intor	vonti	<u></u>	
		als, households and firms.	ment	mer	ventio	JII U	
Expected Cour	se Outcom	nes:					
On the success	ful comple	tion of the course, student will be able:					
1 To unde	rstand the t	heoretical aspects of public economics and its applicat	tions.		K	1	
2 To analy	ze the effic	cient allocation for public goods.			K	2	
3 To analy	ze policy a	pplications on welfare assistance.			K	3	
		e fiscal policies and its implication in Indian economy	<i>.</i>		K	4	
5 To discu	iss the impl	ications of policy for efficiency, equity and growth.			K	5	
6 To discuss the implications of policy for efficiency, equity and growth						K6	
	iss the impl	ications of poncy for efficiency, equity and growin			I	0	
			X6 - C1	reate	K	0	
		iderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H	X6 - C1	reate			
K1 - Rememb Unit:1 Public Finance:	er; K2 - Un Significan	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Scope and Significance ce, scope, and Function- Public Finance Versus priva	te fina	18 nce –	6 h Theo	ours ory	
K1 - Rememb Unit:1 Public Finance: of public good	er; K2 - Un Significan –Market	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Scope and Significance ce, scope, and Function- Public Finance Versus priva failure- Externalities –Provision for public goods -	te fina	18 nce –	6 h Theo	ours ory	
K1 - Rememb Unit:1 Public Finance: of public good	er; K2 - Un Significan –Market	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; F Scope and Significance ce, scope, and Function- Public Finance Versus priva failure- Externalities –Provision for public goods -	te fina	18 nce – ral m	6 h Theo	ours ory of	
K1 - Rememb Unit:1 Public Finance: of public good efficient Alloca Unit:2 Sources of Pub	er; K2 - Un Significan –Market tion for put	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H Scope and Significance ce, scope, and Function- Public Finance Versus priva failure- Externalities –Provision for public goods - blic good.	te fina Gene to pay	18 nce – ral m 18 and	3 h Theo nodel 8 h Beno	ours ory of ours	
K1 - Rememb Unit:1 Public Finance: of public good efficient Alloca Unit:2 Sources of Pub	er; K2 - Un Significan –Market tion for put	Iderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H Scope and Significance ce, scope, and Function- Public Finance Versus priva failure- Externalities –Provision for public goods - blic good. Public Taxation ue: Theory of Taxation –Taxable capacity-Ability t	te fina Gene to pay	18 nce – ral m 18 and DVA	3 h Theo nodel 8 h Beno	ours ory of ours efit	
K1 - Rememb Unit:1 Public Finance: of public good efficient Alloca Unit:2 Sources of Pul principle in taxa Unit:3 Public expendit	er; K2 - Un Significan –Market tion for put olic Revenu tion-Indiar ure: Theori xpenditure	Iderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H Scope and Significance ce, scope, and Function- Public Finance Versus private failure- Externalities –Provision for public goods - blic good. Public Taxation Bublic Taxation Direct of Taxation –Taxable capacity-Ability to direct and indirect taxes-Incidence of tax-Tax reform	te fina Gene to pay s-MOl an pub	18 nce – ral m 18 and DVA 18 lic	<mark>3 h</mark> Theo nodel 8 h Вепе Г.	ours ory of ours efit	
K1 - Rememb Unit:1 Public Finance: of public good efficient Alloca Unit:2 Sources of Pul principle in taxa Unit:3 Public expendit Expenditure - E	er; K2 - Un Significan –Market tion for put olic Revenu tion-Indiar ure: Theori xpenditure	Iderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K5 Scope and Significance ce, scope, and Function- Public Finance Versus privation failure- Externalities –Provision for public goods - blic good. Public Taxation ue: Theory of Taxation –Taxable capacity-Ability to direct and indirect taxes-Incidence of tax-Tax reform Public Expenditure Public Expenditure	te fina Gene to pay s-MOl an pub	18 nce – ral m 18 and DVA 18 lic	<mark>3 h</mark> Theo nodel 8 h Вепе Г.	ours ory of ours efit	
K1 - Rememb Unit:1 Public Finance: of public good efficient Alloca Unit:2 Sources of Pub principle in taxa Unit:3 Public expendit Expenditure - E Limitation of bu Unit:4 Public Debt: Gu	er; K2 - Un Significan —Market tion for put olic Revent tion-Indiar ure: Theori xpenditure idget. owth and c	Inderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K5 Scope and Significance ce, scope, and Function- Public Finance Versus private failure- Externalities –Provision for public goods - obic good. Public Taxation Bublic Taxation Distribution Public Taxation Public Taxation Public Taxation Public Taxation Public Expenditure Public Expenditure Public Expenditure Public Debt Public Debt Optic Debt	te fina Gene to pay as-MOI an pub Budget	18 nce – ral m 18 and DVA' 18 lic -	8 h Theo nodel 8 h Beno T. 8 h	ours ory of ours efit ours	
K1 - Rememb Unit:1 Public Finance: of public good efficient Alloca Unit:2 Sources of Pul principle in taxa Unit:3 Public expendit Expenditure - E Limitation of bu Unit:4 Public Debt: Gr deficit – redemj Unit:5	er; K2 - Un Significan -Market tion for pub lic Revent tion-Indiar ure: Theori xpenditure udget. owth and c ption of pub	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H Scope and Significance ce, scope, and Function- Public Finance Versus priva failure- Externalities –Provision for public goods - olic good. Public Taxation ue: Theory of Taxation –Taxable capacity-Ability to n direct and indirect taxes-Incidence of tax-Tax reform Public Expenditure es of public Expenditure-Structure and growth of India Revenue mobilization for the Budget- Performance F Public Debt omposition of public Debt-Internal and External Debt- blic debt.	te fina Gene to pay to pay as-MOI an pub Budget	18 nce – ral m 18 and DVA' 18 lic - 17 al anc	 3 h b c b b c b c c<	ours ory of ours efit ours	
K1 - Rememb Unit:1 Public Finance: of public good efficient Alloca Unit:2 Sources of Pub principle in taxa Unit:3 Public expendit Expenditure - E Limitation of bu Unit:4 Public Debt: Gr deficit – redemj Unit:5 Indian Fiscal po	er; K2 - Un Significan —Market tion for put olic Revent tion-Indiar ure: Theori xpenditure udget. owth and c otion of put	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H Scope and Significance ce, scope, and Function- Public Finance Versus priva failure- Externalities –Provision for public goods - olic good. Public Taxation ue: Theory of Taxation –Taxable capacity-Ability to n direct and indirect taxes-Incidence of tax-Tax reform Public Expenditure es of public Expenditure-Structure and growth of India Revenue mobilization for the Budget- Performance H Omposition of public Debt-Internal and External Debt- olic debt. Fiscal Policy aple of Federal finance-Evaluation of federal Finance -	te fina Gene to pay to pay as-MOI an pub Budget	18 nce – ral m 18 and DVA' 18 lic - 17 al anc	 3 h b c b b c b c c<	ours ory of ours efit ours ours	
K1 - Rememb Unit:1 Public Finance: of public good efficient Alloca Unit:2 Sources of Pub principle in taxa Unit:3 Public expendit Expenditure - E Limitation of bu Unit:4 Public Debt: Gr deficit – redem] Unit:5	er; K2 - Un Significan —Market tion for put olic Revent tion-Indiar ure: Theori xpenditure udget. owth and c otion of put	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; H Scope and Significance ce, scope, and Function- Public Finance Versus priva failure- Externalities –Provision for public goods - olic good. Public Taxation ue: Theory of Taxation –Taxable capacity-Ability to n direct and indirect taxes-Incidence of tax-Tax reform Public Expenditure es of public Expenditure-Structure and growth of India Revenue mobilization for the Budget- Performance H Omposition of public Debt-Internal and External Debt- olic debt. Fiscal Policy aple of Federal finance-Evaluation of federal Finance -	te fina Gene to pay to pay as-MOI an pub Budget	18 nce – ral m 18 and DVA' 18 lic - 17 al anc	 3 h b Theorem is the model 8 h 8 h 8 h 7 h 1 state 7 h 7 h 	ours ory of ours efit ours ours	

	Total Lecture hours	90hours
Boo	k(s) for study	
1	Rosh pendra jha : Modern Public Economics	
2	Rosen Harways : Public Finance, Irwin	
3	S.K.Singh :Public Finance	
4	Thyagi: Public Finance	
5	Mankar & Sarma: Public Finance Theory and Practices	
Boo	ok(s) for Reference	
1	Musgrave, R.A and P.B.Musgrave[1976] Public finance theory and practic Kogakusha, Tokyo.	ce,Mcgraw-hill
2	Stiglitz.J.k [1986] Economics of the public sector, Norton New York.	
3	Atkinson.A.B and J.E stiglitz [1980] Lecture in Public Economics, Mcgra	w Hill,New York
4	Musgrave R.A and C.Sharp [Ed] 1970 Readings in Economics of Taxation Allen and unwin London.	n ,George
5	Muller D.C [1979] Economics of Public choice, Cambridge University.	
6	Seigman.E.R.A [1960] Eassys in Taxation, George Allen and Unwin Lond	lon.
7	Brown.C.V and Jackson-Public sector Economics.	
8	Hyman, David-The Economics of Government activity.	
Cou	rse Designed By: Dr.S. Swarna Gandhi. Email id: gandhiswarna3gmail.con	n

Mappi	ng with I	Program	me Out	comes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	М	М	S	М	М	S	М	S	L	S
CO2	S	S	М	S	S	М	S	S	L	L
CO3	S	М	S	M	M	М	M	M	S	М
CO4	М	S	S	S	M	М	L	M	S	S
CO5	М	L	S	L	S	М	L	L	М	L

Course code	INTERNATIONAL ECONOMICS	L	Т	Р	С	
Core	CORE COURSE – XVI	4	-	-	4	
Pre-requisite	institutions.					
Course Objectiv		•	•			
The main objective	ves of this course are:					
¹ To understan	d the theories governing international trade.					
2 To aware abo	but the policies pursued by various economic bodies in interna	ational	econo	mics		
3 To study the	current and capital account convertibility of Indian rupee.					
Expected Course						
	al completion of the course, student will be able to:					
1 To develop internationa	a systematic knowledge on composition, direction and consecutive later.	quence	s of	K	1	
2 To understa market ecor	nd the processes of international economic relations as the patient on the processes of international economic relations as the patient of the processes of the	art of g	lobal	K.	2	
3 To acquire	skills on the various aspects of exchange rate.			K.	3	
	bout international financial markets, balance of payments a	nd the	trade	K	4	
	d the capital flow.					
5 To evaluate	the role of international institutions on trade practices.			K.	5	
K1 - Remember	; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; K6 - (Create	e		
Unit:1	The Basis of Trade		10	hou	P C	
	The Dasis of Trade				. 5	
	– Hecksher – Ohlin theorem – Leontiff Paradox – Factor pri	ce equi	91179f1	on -		
The basis of trade	e – Hecksher – Ohlin theorem – Leontiff Paradox – Factor pri n theorem – Rybcznski theorem.	ce equa	alizati	on –		
The basis of trade	e – Hecksher – Ohlin theorem – Leontiff Paradox – Factor pri n theorem – Rybcznski theorem. Importance and Theories of Trade	ce equa		on – hou	rs	
The basis of trade Stopler Samuleso Unit:2 Importance of ter	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con	cepts o	18 f term	hou ns of		
The basis of trade Stopler Samuleso Unit:2 Importance of ter trade – factors aff	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con- fecting terms of trade – - doctrine of reciprocal demand and or	cepts o	18 f term	hou ns of		
The basis of trade Stopler Samuleso Unit:2 Importance of ter trade – factors aff gains from Intern	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con fecting terms of trade – - doctrine of reciprocal demand and or ational Trade.	cepts o	18 f term rve an	houns of alysis	8-	
The basis of trade Stopler Samuleso Unit:2 Importance of ter trade – factors aff gains from Intern Unit:3	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con- fecting terms of trade – - doctrine of reciprocal demand and or ational Trade. Exchange Rate	cepts o ffer cur	18 f term ve an 18	houns of alysis	S- rs	
The basis of trade Stopler Samuleso Unit:2 Importance of ter trade – factors aff gains from Intern Unit:3 Exchange rate – Theories – Fixed	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con fecting terms of trade – - doctrine of reciprocal demand and or ational Trade.	cepts o ffer cur arity –	18 f term tve an 18 PPP	houn ns of alysis houn – B0	s- rs DP	
The basis of trade Stopler Samuleso Unit:2 Importance of ter trade – factors aff gains from Intern Unit:3 Exchange rate – Theories – Fixed	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con- fecting terms of trade – - doctrine of reciprocal demand and or ational Trade. Exchange Rate Determination of equilibrium exchange rate – mint par pr and Flexible exchange rate – spot and forward exchange rate	cepts o ffer cur arity –	18 f term ve an 18 PPP ustab	houn ns of alysis houn – B0	s- rs DP g -	
The basis of trade Stopler Samuleso Unit:2 Importance of ter trade – factors aff gains from Intern Unit:3 Exchange rate – Theories – Fixed crawling peg and Unit:4 Balance of payme	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con- fecting terms of trade – - doctrine of reciprocal demand and or ational Trade. Exchange Rate Determination of equilibrium exchange rate – mint par pr and Flexible exchange rate – spot and forward exchange rat managed Floating systems. Balance of Payments ents – Balance of trade and balance of payments – BOP disequents	cepts o ffer cur arity – te - adj uilibriu	18 f term ve an 18 PPP ustab 17 Im –	houn ns of alysis houn – B0 le peg	s- rs OP g -	
The basis of trade Stopler Samuleso Unit:2 Importance of ter trade – factors aff gains from Intern Unit:3 Exchange rate – Theories – Fixed crawling peg and Unit:4 Balance of payme Method of correc	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con fecting terms of trade – - doctrine of reciprocal demand and or ational Trade. Exchange Rate Determination of equilibrium exchange rate – mint par par and Flexible exchange rate – spot and forward exchange rate managed Floating systems. Balance of Payments	cepts o ffer cur arity – te - adj uilibriu	18 f term ve an 18 PPP ustab 17 Im –	houn ns of alysis houn – B0 le peg	s- rs OP g -	
The basis of trade Stopler Samuleso Unit:2 Importance of ter trade – factors aff gains from Intern Unit:3 Exchange rate – Theories – Fixed crawling peg and Unit:4 Balance of payme Method of correc	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con- fecting terms of trade – - doctrine of reciprocal demand and or ational Trade. Exchange Rate Determination of equilibrium exchange rate – mint par par and Flexible exchange rate – spot and forward exchange rate managed Floating systems. Balance of Payments ents – Balance of trade and balance of payments – BOP disequilibrium - Devaluation – Elasticity and Absorption	cepts o ffer cur arity – te - adj uilibriu	18 f term ve an 18 PPP ustab 17 m – ach –	houn ns of alysis houn – B0 le peg	s- rs OP g - rs	
The basis of trade Stopler Samuleso Unit:2 Importance of ter trade – factors aff gains from Intern Unit:3 Exchange rate – Theories – Fixed crawling peg and Unit:4 Balance of payme Method of correc Exchange control Unit:5 International insti	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con- fecting terms of trade – - doctrine of reciprocal demand and or ational Trade. Exchange Rate Determination of equilibrium exchange rate – mint par pr and Flexible exchange rate – spot and forward exchange rate managed Floating systems. Balance of Payments ents – Balance of trade and balance of payments – BOP disequilibrium - Devaluation – Elasticity and Absorption – Current and Capital Account convertibility of Indian rupee	cepts o ffer cur arity – te - adj uilibriu approa	18 f term ve an 18 PPP ustab 17 ach – 17	houn hs of alysis houn – B0 le peg houn	S- rs DP g - rs rs	
The basis of trade Stopler Samuleso Unit:2 Importance of ter trade – factors aff gains from Intern Unit:3 Exchange rate – Theories – Fixed crawling peg and Unit:4 Balance of payme Method of correc Exchange control Unit:5 International insti	n theorem – Rybcznski theorem. Importance and Theories of Trade ms of Prebish – Singer thesis international trade. Trade – con- fecting terms of trade – - doctrine of reciprocal demand and or ational Trade. Exchange Rate Determination of equilibrium exchange rate – mint par pr and Flexible exchange rate – spot and forward exchange rate managed Floating systems. Balance of Payments ents – Balance of trade and balance of payments – BOP disequilibrium - Devaluation – Elasticity and Absorption – Current and Capital Account convertibility of Indian rupee International Institutions tutions – IMF and IBRD – WTO – Trade Blocs and Monetar	cepts o ffer cur arity – te - adj uilibriu approa	18 f term ve an 18 PPP ustab 17 ach – 17	houn hs of alysis houn – B0 le peg houn	S- TS TS TS TS	

		Total Lecture hours	90 hours
Bo	ook(s) for s	tudy	
1	Heffernam	and Singlair : Modern International Economics	
2	Krasuse (V	Wlater) : International Economics	
3	Sodermste	en, Bo : International Economics	
4	Soresten,E	80 : International Trade - Essays in Theory, North – Holland Ansterdar	m 1986.
5	Kindelebe	rger, Charles : International Economics.	
6	Cherumilu	m Francis: 'International Business', NewDelhi, Wheeler Publication, 1	1998.
Bo	ook(s) for F	Reference	
1	Sodersten,	Bo. and Geoffery Reed ; International Economics, Hongkong Marmi	lan ltd.
2	W.Charles India.	Sawyer, Richard.D.Sprainkle : International Economics , Prentice Ha	ıll of
3	Salvotore,	: Schaums Outline of Theory and Problems of International	
	Economic	S.	
Co	ourse Design	ned By: Dr. S. Sarojini. Email id:sarojinimani05@gmail.com	

Марріі	ng with I	Program	me Out	comes						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	М	М	М	S	М	М	М	М	М
CO2	М	S	S	S	М	S	S	S	S	М
CO3	S	М	М	S	М	М	L	S	S	S
CO4	М	S	S	M	S	S	M	М	M	L
CO5	S	М	L	L	S	S	S	М	М	S

Course code	HUMAN RESOURCE MANAGEMENT	L	Т	Р	С		
Core	CORE COURSE – XVII	3	-	-	3		
Pre-requisite	Provides wide knowledge about performance appraisal, training and development, collective bargaining and employee welfare.	Sylla Vers					
Course Objective							
	ves of this course are:	- 1	1 .				
	d the implications of human resource management and the b ent regulations.	enavio	oral s	cien	ces,		
Ŭ	elements of the human resource functions, key concepts and te	rminc					
	d the principles and techniques of human resource management		<u>1059</u>	•			
Expected Course	e Outcomes:						
On the successful	completion of the course, student will be able:						
1 To analyze	numan resource planning and forecasting techniques.			K	Κ4		
2 To investiga	te and interpret the key procedures in recruitment and selectio	n.		K	K2		
3 To describe	and analyze about the training and development.			K	K3		
4 To illustrate	the essential features of human resource information system.			K	X1		
5 To evaluate							
To evaluate significant contemporary issues in human resource management.							
	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;		Create	e			
Unit:1	Basics of Human Resource Management		18	hou	rs		
of Human Resou	han Resource Management – The Importance of the Human F arce Management – Role of Human Resource Manager – tanding business process in the context of Human Resource M Planning	Hum anage	an R	lesou	irce		
	luman Resource Planning – Forecasting Human Resource						
	rnal sources. Selection Process – Screening – Tests – Valida						
	tion – Recruitment. Induction – Importance – Practices - Socia						
Unit:3	Orientation and Training		18				
	ining: Orienting the employees, the training process, training						
1 0,	Training via the internet. Management Development - The re	1			_		
	success. Performance appraisal: Methods - Problem and						
	praisal interviews - Performance appraisal in practice. Manag	ing ca	ireers	: Ca	reer		
Unit:4	elopment - Managing promotions and transfers. Establishing Pay Plans		17	how			
	plans: Basics of compensation - factors determining pay rate -						
	Computerized job evaluation. Pay for performance and Fin						
	ation - incentives for operations employees and executives -						
•	Statutory benefits - non-statutory (voluntary) benefits – In	-					
meentive plans.	Statatory Conditions in Statatory (Voluntary) benefities in						
-	s and other welfare measures to build employee commitment.						
-			17	hou	rs		
retirement benefit Unit:5 Industrial relation	s and other welfare measures to build employee commitment. Industrial Relations and Collective Bargaining s and collective bargaining: Trade unions - Collective bargain	ing. D	iscip	line	rs		
retirement benefit Unit:5 Industrial relation administration - g	s and other welfare measures to build employee commitment. Industrial Relations and Collective Bargaining s and collective bargaining: Trade unions - Collective bargaining rievances handling - managing dismissals and Separation .Lab	ing. D our W	viscip] /elfar	line e:			
retirement benefit Unit:5 Industrial relation administration - g	s and other welfare measures to build employee commitment. Industrial Relations and Collective Bargaining s and collective bargaining: Trade unions - Collective bargain	ing. D our W	viscip] /elfar	line e:			

U	Unit:6 Contemporary Issues	2 hours					
Ех	Expert lectures, online seminars - webinars						
	Total Lecture hours90 h						
Bo	Book(s) for study						
1 Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd Pearson.							
2	V.S.P Roa, Human Resource Management: Text and cases, First edition, Excel I Delhi - 2000.	Books, New					
3	Decenzo and Robbins, Human Resource Management, Wiley, 6th Edition, 2001	•					
4	Dessler, Human Resource Management, Pearson Education Limited, 2002.						
Bo	Book(s) for Reference						
1	H.John Bernardin & Joyee E.A.Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007						
2	David A. De Cenzo & Stephen P.Robbins, Personnel/Human Resource Manager edition, PHI/Pearson.	ment, Third					
Co	Course Designed By: Dr. S. Sarojini. Email id:sarojinimani05@gmail.com						

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

Course code		INTERNATIONAL TRADE PROCEDURES AND DOCUMENTATION	L	Т	Р	С			
Core/Elective/Su	pportive	ELECTIVE IV - Group A	4			4			
Pre-requisite	Version								
Course Objective The main objectiv		ourse are:							
1 To grasp th	e knowledg	ge on international marketing environment.							
2 To familiar	with the co	oncepts of export and import procedures and document	ation	1.					
3 To provide	knowledge	on the export and import trade regulations.							
Expected Course	Outcomes	:							
On the successful	completion	of the course, student will be able:							
1 To create	basic know	ledge of access to exports and imports.			ŀ	K1			
2 To unders	tand the ex	port and import documentation system.			ŀ	K2			
3 To constru	act the know	wledge of export and import procedure.			ŀ	Κ3			
4 To analyse	e the conce	ptual framework of export and import policy.			ŀ	ζ4			
5 To unders	tand the ex	port and import regulations in India.			ŀ	K6			
K1 - Remember; I	K2 - Under	stand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 -	Crea	ate					
Unit:1		International Marketing Environment	1	l8 h	our	s			
Global trade and Export and Imp	d developin ort – Majon ntry to fore	Export -Import-Classifications -International Market ag countries – Highlights of India's trade performance problems of India's export sector – Impact of recent eign markets – Trade Fairs – Pre -shipment finance a.	es-De chan	etermi ges in	nant for	ts of eign			
Unit:2		Registration and CENVAT		18 h	our	5			
export – Manuf	facturing ex	I Excise, category of Exports – Physical – Direct and xporter – Merchant exporter. Duty Drawbacks – Ad mption – IPRS-Excise Clearance Benefit – Rebate – In	lvanc	ce lice	nsir	ng –			
Unit:3		Export-Import Procedure		18 h	our	5			
framework for I Forwarding Ag Documents Rea	Export Fina gents-Shipp llisation of	lure-Export Contract –Forward Cover-Export Fi ance-Excise Clearance-Pre-shipment Inspection – Rol ing and Customs Formalities-Customs EDI Syste Exports Proceeds. Pre-Import Procedure-Steps in In rt Procedure-Customs formalities for Imports- Wareho	le of em-N mpor	Clear legotia	ing tion cedu	and of ires-			

Unit:4	Policy and Institutional Framework for Exports and Imports	17 hours
ASIDE-MAI&M for Exporters.	Policy-Highlights-Special Focus Initiatives-Duty Framework - I IDA –Star Export Houses –Town of Export Excellence-EPCG. S Export Promotion Councils-Commodity Boards-FIEO-IIFT- EC EXIM policy 2002-2007 – Features- Foreign Trade Policy 200	Scheme-Incentive OUs-SEZs-ITPO-
Unit:5	Export and Import Trade Control	17 hours
formalities – Ro Trade Control: adopted for class Import of raw r	Control: Different categories of Exporters – Export Licensing ble of ECGC in export promotion –Project exports and consultanc License –Duty Entitlement Passbook Scheme-Harmonized IE sification of import control items-Import of Capital goods under naterials and components under OGL actual user condition-Imp and Banned items for imports Canalisation of imports and va	ey exports. Import EC code number EPCG scheme – ort for stock and
Unit:6	Contemporary Issues	2 hours
	Contemporary Issues	2 hours
		2 hours 90hours
	nline seminars - webinars	
Expert lectures, or Text Book(s)	nline seminars - webinars	
Expert lectures, or Text Book(s) 1 Export Mar	nline seminars - webinars Total Lecture hours	
Expert lectures, or Text Book(s) 1 Export Mar	Iline seminars - webinars Total Lecture hours keting ,TAS Balagopal,Himalaya publishing house.	
Expert lectures, or Text Book(s) 1 Export Mar	Iline seminars - webinars Total Lecture hours keting ,TAS Balagopal,Himalaya publishing house.	
Expert lectures, or Text Book(s) 1 Export Mar 2 A guide on Reference Books	Iline seminars - webinars Total Lecture hours keting ,TAS Balagopal,Himalaya publishing house.	90hours
Expert lectures, or Text Book(s) 1 Export Mar 2 A guide on Reference Books	Iline seminars - webinars Total Lecture hours keting ,TAS Balagopal,Himalaya publishing house. export policy, procedures and documentation – M.I.Mahajan.	90hours
Expert lectures, or Text Book(s) 1 Export Mar 2 A guide on Reference Books 1 Handbook of Delhi.	Iline seminars - webinars Total Lecture hours keting ,TAS Balagopal,Himalaya publishing house. export policy, procedures and documentation – M.I.Mahajan.	90hours
Expert lectures, or Text Book(s) 1 Export Mar 2 A guide on Reference Books 1 Handbook of Delhi. 2 Exports-Do	Total Lecture hours Total Lecture hours keting ,TAS Balagopal,Himalaya publishing house. export policy, procedures and documentation – M.I.Mahajan. of Import-Export Procedures-Ministry of Commerce, Government	90hours
Expert lectures, or Text Book(s) 1 Export Mar 2 A guide on Reference Books 1 Handbook of Delhi. 2 Exports-Doo 3 Imports-Doo	Inline seminars - webinars Total Lecture hours keting ,TAS Balagopal,Himalaya publishing house. export policy, procedures and documentation – M.I.Mahajan. of Import-Export Procedures-Ministry of Commerce, Government it yourself, M.IMahaja, Snow white publishing House.	90hours

M. A. Economics 2021-22 onwards - Affiliated Colleges - Annexure No.1(A) SCAA DATED: 23.06.2021

Mapping with Programme Outcomes											
PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10		
S	S	S	М	S	S	М	S	L	L		
S	S	S	S	S	S	М	S	L	М		
S	S	S	М	М	S	М	М	S	L		
М	S	S	М	М	S	М	М	S	М		
М	М	S	L	S	М	L	L	М	L		
	PO1 S S M	PO1PO2SSSSSSMS	PO1 PO2 PO3 S S S S S S S S S S S S M S S	PO1PO2PO3PO4SSSMSSSSSSSMMSSM	PO1 PO2 PO3 PO4 PO5 S S S M S S S S S S S S S S S S S S S S M S S M M	PO1 PO2 PO3 PO4 PO5 PO6 S S S M S S S S S S S S S S S S S S S S S S S S M S S M M S	PO1 PO2 PO3 PO4 PO5 PO6 PO7 S S S M S S M S S S S M S M S S S S M M M S S S M M S M M S S M M S M	PO1 PO2 PO3 PO4 PO5 PO6 PO7 PO8 S S S M S S M S S S S S M S S M S S S S S S M S S S S S S S M S S M S S M M S M M	PO1 PO2 PO3 PO4 PO5 PO6 PO7 PO8 PO9 S S S M S S M S L S S S S S S L S S S S S L S S S S S L S S S S M S L S S S M M S L S M S S M M S M S		

Elective Elective IV - GROUP B 4 - - This course explores global economies and markets, such as business customs, multinational businesses and foreign trade practices. It highlights the foreign business environments, cultural dynamics, economic developments and political impacts on foreign businesses. Syllabus Syllabus Version Course Objectives: Elective IV - GROUP B 4 - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <	
Pre-requisitesuch as business customs, multinational businesses and foreign trade practices. It highlights the foreign business environments, cultural dynamics, economic developments and political impacts on foreign businesses.Syllabus Version2021-	
Course Objectives:	
1 To know about the composition and direction of India's imports and exports.	
2 To identify the role and impact of political, economical, social and cultural variable	es in
international business.	
3 To analyze international business from a multi-centric perspective.	
Expected Course Outcomes:	
On the successful completion of the course, student will be able to:	
1To understand the most widely used international business terms and concepts.K2	
2 To critically analyze the risk and opportunities prevailing in businesses that operate K4 in the global arena.	
3 To recognize the function of international organisations. K1	
4 To know about exchange rate determination, controlling and policies. K3	
5 To demonstrate the composition and direction of India's imports and exports. K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create	
Unit:1 International Business 15 hou	186
International Business - Meaning, Nature and Scope – Role of Foreign Trade in the Economic Developm	
of India – Balance of payment in the context of Economic Growth Process – Trade balance – Curr	
Account position and Capital Account position – Trends – Principles of BOP – Correction of adverse BOP	
Unit:2 World Bank and IMF 15 hou	urs
Euro Currency Market – GATT – WTO, World Bank and IMF – Functions.	
Unit:3 Export Marketing 15 hor	urs
Export marketing – Meaning – An overview of export marketing – differences between export	
marketing and domestic marketing – salient features and basic functions of export marketing	

export barriers – Tariff and non-tariff – Export market analysis – Feasibility of market entry – Sources of market information – Assessing sale prospects.

Unit:4	India's Import and Export	14 hours								
Composition a	Composition and direction of India's imports and exports - Past trends, present position and									
prospects - Pro	ject consultancy and Service exports - Trends, prospects and p	roblems – Important								
documents used	l in foreign trade.									

Unit:5Foreign Exchange14 hoursForeign exchange – Theories of foreign exchange – administration of foreign exchange – Rate
determination – Factors influencing fluctuations in foreign exchange – Exchange control in India.

Uı	Init:6 Contemporary Issues	2 hours
Ex	xpert lectures, online seminars – webinars	
	Total Leo	eture hours 75 hours
Bo	ook(s) for study	
1	International Marketing Management- Varshney & Bhattac	hariya.
2	Export Marketing - T.A.S. Balagopal	
3	Money, Banking & International Trade-M.L.Seth	
Bo	ook(s) for Reference	
1	International Business - Francis Cherunilam.	

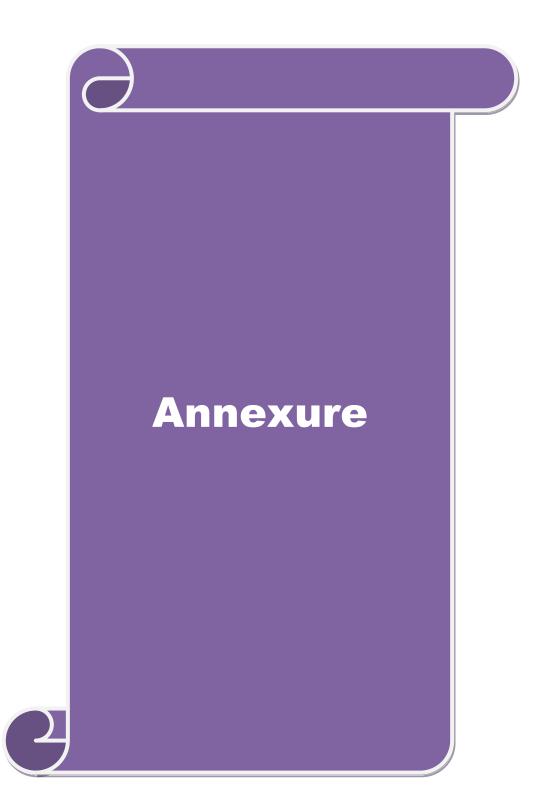
Course Designed By: Dr. M. Kannan. Email id: mkannancbm@gmail.com

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

Course code		HEALTH ECONOMICS	L	Т	Р	C					
Core/Elective/Su	Core/Elective/SupportiveElective IV - Group C4Knowledge on Health infrastructure and socialSyllabus										
Pre-requisite					202	1-22					
-		infrastructure	Versi	ion	-						
Course Objecti The main object		s course are.									
		knowledge about fundamental principles of health ec	onomic	cs							
		nomic reasoning to resource allocation problems of t			ctor						
		Ith services and the major components of social infra									
Expected Cours											
On the success:	ful comple	etion of the course, student will be able:									
1 To underst	and the ec	conomic concepts of health care.			ŀ	K1					
2 To underst	and about	the demand and supply of health care services.			ŀ	K2					
3 To analyze	e the econo	omic evaluation on health care.			ŀ	K3					
4 To gain kn	owledge a	and to evaluate the health infrastructure			ŀ	Κ4					
5 To constru	ct the kno	wledge of policy decision of India's health sector			ŀ	K6					
K1 - Remembe	er; K2 - Ui	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	; K6 - (Creat	e						
Role of Health Economic Value	Care Serv e of Healt	Introduction to Health Economics Conomics -Economics of Health Care - Health Carices - Importance and Usefulness of Health Care S h Care Services - Indicators of Health Status. Mea Quality of Life	tatistic	vices s -Es	s, Ne stima	tion o					
Defining Role of Health Economic Value	Care Serv e of Healt	Economics -Economics of Health Care - Health Ca ices - Importance and Usefulness of Health Care S h Care Services - Indicators of Health Status. Mea	tatistic	vices s -Es	s, Ne stima	ed and tion o					
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Unit:5	India's Health Sector	14 hours
	th Sector: Trends in Public Expenditure on Health and Famil	
	Definition – Health Insurance in India – Health Insurance	
	Health Insurance Schemes - Health Insurance Initiatives by Sta	
	sed Schemes. Social Insurance for Health Care of the Poor, Nation	nal Health Policy –
NRHM – He	alth Policy Challenges for India.	
Unit:6	Contemporary Issues	2 hours
	es, online seminars – webinars	
	Total Lecture hours	75 –hours
Text Book(s		_
	N.S, Economic Analysis of Health Services Efficiency, Amsterdam	
	Sherman, Allen C Goodman and Miron Stano, The Economics of He	ealth and
Health Ca	are, Prentice-Hall, New Jersey	
Reference B	ooks	
1 GOI, Nat	ional Health Policy, Ministry of Health and Family Welfare, New D	Delhi.
	ent of India, Five Year Plan Documents (6th to 12th Plan and On) P ission, New Delhi.	Planning
	Odeyar, D, Hospital Management, Mohit Publications, New Delhi.	
4 Phelps, C	harles, E, Health Economics, Second Ed. Addison-Wesley, Reading	3.
5 Weisman	J, Economics of Public Health, University of Pennsylvania, Pennsy	lvania.
	ank, The Financing of Health Services in Developing Countries-A m, World Bank Policy Study, Washington D.C.	an Agenda
	nk, Investing in People: The Health Sector, World Bank, Washingto	on, D.C.
8 Zweifel, j York.	peter and Freidrich Breyer, Health Economics, Oxford University P	Press, New
	gned By: Dr.Hemasrikumar, Email ID: hemsrikumar12@gmail.com	

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



M. A. ECONOMICS

Syllabus (With Effect from 2021)

Program Code:



Affiliated Colleges Bharathiar University (A State University, Accredited with "A" Grade by NAAC and 13th Rank among Indian Universities by MHRD-NIRF) Coimbatore 641 046, INDIA

BHARATHIAR UNIVERSITY AFFILIATED COLLEGES ECONOMICS

MISSION

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

VISION

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