

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI
ACCREDITED BY NAAC WITH 'A' GRADE
Marching Beyond 30 Years Successfully
INSTITUTION WITH UGC 12B STATUS

UNDERGRADUATE DEGREE PROGRAMME

B.A. Economics

Three Years

/

B.A., (Hons) Economics

Four Years

CURRICULUM & SYLLABUS

REGULATION 2024

Choice Based Credit System (CBCS)

&

Learning Outcomes Based Curriculum Framework (LOCF)

Effective from the Academic Year

2024 -2025

Department of Economics
School of Management Studies and Commerce

VELS

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI
ACCREDITED BY NAAC WITH 'A' GRADE
Marching Beyond 30 Years Successfully
INSTITUTION WITH UGC 12B STATUS

DEPARTMENT OF ECONOMICS

VISION OF THE DEPARTMENT
The Department of Economics aims to be a center for learning and research in economics. We strive to help students develop strong analytical skills and a deep understanding of economic issues. We are committed in providing high-quality education and fostering research that addresses real-world economic challenges.

MISSION OF THE DEPARTMENT	
M1	To Provide students with a comprehensive education in economics, equipping them with the knowledge and skills needed to analyze economic problems.
M2	To develop the ability to think deeply about economic concepts and challenges.
M3	To apply economic knowledge to real-world problems and support economic growth.
M4	To equip students with communication skill, leadership quality, ability to work with team help to improve the society.
M5	To provide valuqe based and technical oriented related students help to build the nation.

PROGRAMME EDUCATIONAL OUTCOMES (PEO)	
PEO1	Graduates will possess a deep understanding of economic theories, principles, and methodologies, enabling them to analyze and solve complex economic problems in diverse contexts.
PEO2	Graduates will demonstrate proficiency in critical thinking, analytical reasoning, and quantitative skills necessary for evaluating economic policies, conducting research, and making informed decisions.
PEO3	Graduates will communicate effectively and collaborate productively in multidisciplinary teams, preparing them for professional careers and leadership roles in various sectors
PEO4	Graduates will be aware of the ethical and social implications of economic decisions and contributing positively to sustainable development and societal well-being.
PEO5	Graduates will be well-prepared to succeed in a variety of careers or pursue further education in economics or related fields.

PROGRAMME OUTCOMES (PO)	
PO1	**Critical thinking**: Demonstrate a fundamental understanding of economic concepts and principles like microeconomic concepts, macroeconomic principles and tools, and their application;
PO2	**Computing Skills and Ethics:** Recognize the importance of mathematical modeling and computing, and the role of approximation and mathematical approaches to describing the physical world.
PO3	**Analytical skill:** Apply economics theories to design, guide and interpret commercial, economic, social and environmental policies.
PO4	**Creativity**: Graduates will learn to apply creative thinking in developing innovative solutions to economic problems and in formulating economic policies.
PO5	**Employability Skills:** Undertake practical activities and projects which help prepare students effectively for professional employment relating to the area of Economics

PO6	**Ethics:** Graduates will imbibe ethical values and social responsibility, ensuring that their economic practices contribute positively to society.
PO7	**Collaborating:** Graduates will be equipped with the skills to collaborate with industry professionals and to work effectively and respectfully with diverse teams.
PO8	**Individual and Team Work:** Function effectively as an individual and as a member or a leader in diverse team and multidisciplinary settings.
PO9	**Project Management:** Graduates should be able to develop leadership qualities, including the ability to lead projects and drive economic initiatives within organizations.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1	Apply economic theories and quantitative methods to analyze economic data, market trends, and policy issues.
PSO2	Abet students to communicate effectively and to improve their competency skills to solve real time problems.
PSO3	Evaluate the effectiveness and implications of economic policies on various stakeholders and economic outcomes.

BOARD OF STUDIES

List of Members

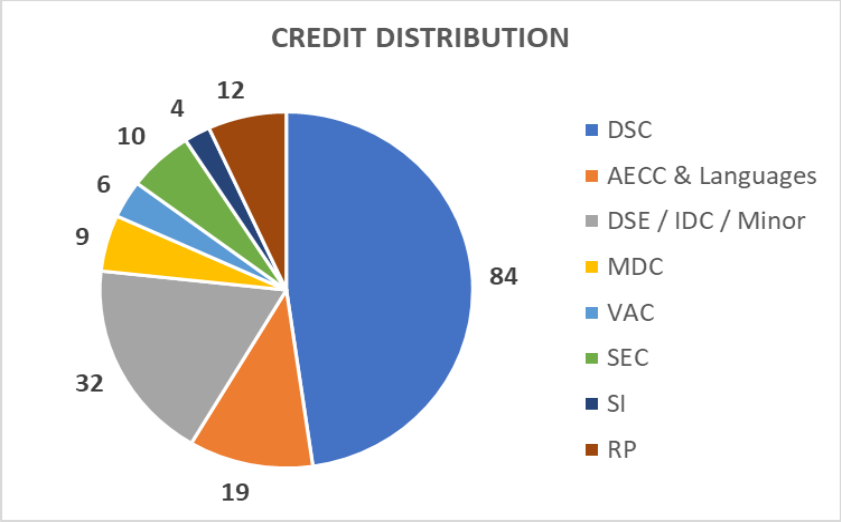
Department of Economics

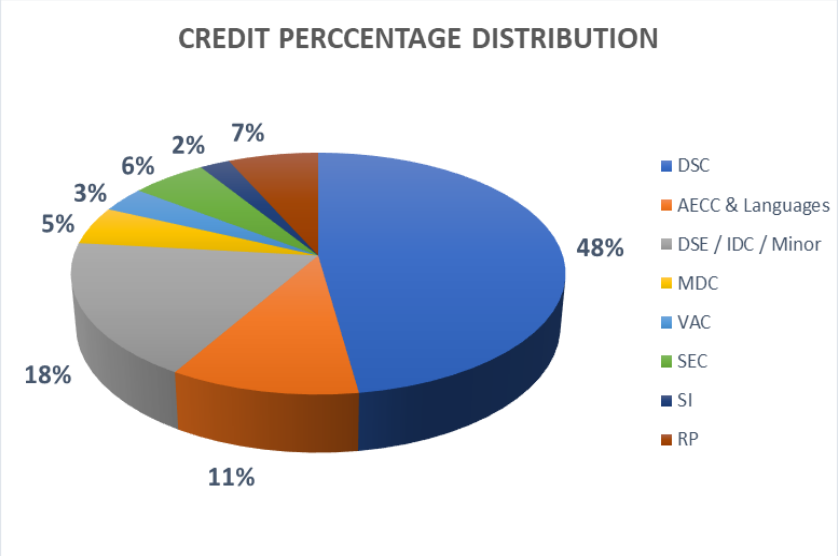
S. No	Name & Designation	Address	Role
1.	Dr. S. Chandrachud	Professor and Head, Department of Economics, School of Management studies and Commerce, VISTAS, Chennai-117	Internal Member
2.	Dr.S.Chainnamai	Professor and Head, Department of Economics, University of Madras, Chennai-05	Academic Expert (External Member)
3.	Mr.M.Gunasekar	Vice-President Tristha Global Private Ltd Tamarai Tech Park, Guindy Chennai-32	Industrial Expert (External Member)
4.	Dr.P.Thiyagarajan	Professor and Director, CDOE VISTAS, Chennai-117	Internal Member
5.	Dr.B.P.Chandramohan	Professor and Director, School of Management studies and Commerce, VISTAS, Chennai-117	Internal Member
6.	Dr.R.Premalatha	Assistant Professor Department of Economics, School of Management studies and Commerce, VISTAS, Chennai-117	Internal Member
7.	Dr.Suvarna Raagavendaran	Assistant Professor Department of Economics, School of Management studies and Commerce, VISTAS, Chennai-117	Internal Member
8.	Mr.R.Arun Kumar	Alumni Member Department of Economics, VISTAS, Chennai-117	Alumni Member (External Member)

CREDIT DISTRIBUTION

B.A., (Hons) in Economics
Minimum credits to be earned: 176
B.A., Economics
Minimum credits to be earned: 132

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	3 Yrs. Total Credits	VII Sem	VIII Sem	4 Yrs Total Credit
DSC	8	8	8	8	12	16	60	12	12	84
AECC & Languages	4	4	4	7	-	-	19	-	-	19
DSE / IDC / Minor	4	4	5	4	4	4	25	4	4	33
MDC	3	3	2	-	-	-	8	-	-	8
VAC	2	1	-	1	2	-	6	-	-	6
SEC	2	2	2	2	2	2	12	-	-	12
SI	-	-	1	-	1	-	2	-	-	2
RP	-	-	-	-	-	-	-	6	6	12
Total Credits	23	22	22	22	21	22	132	22	22	176





ABBREVIATIONS

DSC	Disciplinary Specific Core
AECC	Ability Enhancement Compulsory Courses
DSE	Disciplinary Specific Elective
IDC	Interdisciplinary / Minor Courses
MDC	Multidisciplinary Courses
VAC	Value Added Courses
SEC	Skill Enhancement Courses
SI	Summer Internship
RP	Research Project

CURRICULUM STURCTURE

B.A Economics Three Years
/
B.A., (Hons) in Economics Four Years

Total number of Credits: 176

	B.A (Hons) Economics Minimum Credits to be earned :176 **B.A Economics Minimum Credits to be earned: 132**									
SEMESTER 1										
			Hours/Week					**Maximum Marks**		
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
LANG 1	24LTAM11/ 24LHIN11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2	40	60	100
ENG 1	24LENG11	English I	2	0	0	1	2	40	60	100
DSC 1	24CECN11	Fundamentals of Microeconomics	4	0	0	2	4	40	60	100
DSC 2	24CECN12	Financial Economics	4	0	0	2	4	40	60	100
MDC 1	24MECN11	Mathematics for Economists	3	0	0	2	3	40	60	100
IDC 1	24IECN11	Principles of Marketing	4	0	0	2	4	40	60	100
VAC 1	24DVAC11	Communication Skills	2	0	0	1	2	-	100	100
SEC 1	24SSKU11	Soft Skills I	2	0	0	1	2	40	60	100
SEC 2		Orientation programme / Industrial Visit	-	-	-	-	-	-	-	-
			23	**-**	**0**	**-**	**23**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 2										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
LANG 2	24LTAM21/ 24LHIN21/ 24LFRE21	Tamil II / Hindi II / French II	2	0	0	2	2	40	60	100
ENG 2	24LENG21	English II	2	0	0	2	2	40	60	100
DSC 3	24CECN21	Digital Economics	4	0	0	2	4	40	60	100
DSC 4	24CECN22	Fundamentals of Public Economics	4	0	0	2	4	40	60	100
MDC 2	24MECN21	Statistics for Economists	3	0	0	2	3	40	60	100
IDC 2	24IECN21	Service Marketing	4	0	0	2	4	40	60	100
VAC 2	24DVAC12	Universal Human Values	1	0	0	1	1	40	60	100
SEC 3	24SSKU21	Soft Skills II	2	0	0	1	2	40	60	100
			22	**-**	**0**	**-**	**22**	**-**	**-**	**-**

SEMESTER 3										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
LANG 3	24LTAM31/ 24LHIN31/ 24LFRE31	Tamil III / Hindi III / French III	2	0	0	2	2	40	60	100
ENG 3	24LENG31	English III	2	0	0	2	2	40	60	100
DSC 5	24CECN31	Banking Theory Law and Practice	4	0	0	2	4	40	60	100
DSC 6	24CECN32	Energy Economics	4	0	0	2	4	40	60	100
DSE 1	24DECN31	Sustainable Development	3	0	0	2	3	40	60	100
MDC 3	24MECN31	Indian Knowledge System	2	0	0	2	2	40	60	100
IDC 3	24IECN31	Basics of Microsoft Office	2	0	0	2	2	40	60	100
SEC 4	24SSKU31	Soft Skills III	2	0	0	2	2	40	60	100
SI 1	24SIEC31	Internship I	0	0	2	1	1	-	100	100
			21	**-**	**2**	**-**	**22**	**-**	**-**	**-**

SEMESTER 4										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
LANG 4	24LTAM41/ 24LHIN41/ 24LFRE41	Tamil IV / Hindi IV / French IV	2	0	0	1	2	40	60	100
ENG 4	24LENG41	English IV	2	0	0	1	2	40	60	100
AECC 1	24EVS031	Environmental Studies	3	0	0	2	3	40	60	100
DSC 7	24CECN41	Monetary Economics	4	0	0	2	4	40	60	100
DSC 8	24CECN42	Indian Economy	4	0	0	2	4	40	60	100
DSE 2	24DECN41	Economic Laws	4	0	0	2	4	40	60	100
SEC 5	24SECN41	Computational Economics	1	0	2	1	2	40	60	100
VAC 3	24SNSS41	Yoga Education / NSS / NCC	0	0	2	1	1	-	100	100
SEC 6		In-plant Training/ Industrial Tour/ Summer Term	-	-	-	-	-	-	-	-
			20	**-**	**4**	**-**	**22**	**-**	**-**	**-**

SEMESTER 5										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
DSC 9	24CECN51	Tamilnadu Economy	4	0	0	2	4	40	60	100
DSC 10	24CECN52	Managerial Economics	4	0	0	2	4	40	60	100
DSC 11	24CECN53	Environmental Economics	4	0	0	2	4	40	60	100
IDC 4	24IECN51	Strategic Management	4	0	0	2	4	40	60	100
SEC 6	24SECN51	Entrepreneurial Development	2	0	0	1	2	40	60	100
VAC 4	24VECN51	Introduction to "R'	2	0	0	1	2	40	60	100
SI 2	24SIEC51	Internship II	0	0	2	1	1	-	100	100
			20	**-**	**2**	**-**	**21**	**-**	**-**	**-**

SEMESTER 6										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
DSC 12	24CECN61	International Economics	4	0	0	2	4	40	60	100
DSC 13	24CECN62	Health Economics	4	0	0	2	4	40	60	100
DSC 14	24CECN63	Fundamentals of Macro Economics	4	0	0	2	4	40	60	100
DSC 15	24CECN64	Rural Economics	4	0	0	2	4	40	60	100
DSE 3	24DECN61	Econometrics	4	0	0	2	4	40	60	100
SEC 9	24SECN61	Mini Project	2	0	0	2	2	-	100	100
SEC 10		On Job Training / Apprenticeship / Startup	-	-	-	-	-	-	-	-
			22	**-**	**0**	**-**	**22**	-	**-**	**-**

SEMESTER 7										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
DSC 16	24CECN71	Advanced Micro Economic Analysis	4	0	0	2	4	40	60	100
DSC 17	24CECN72	Advanced Public Economics	4	0	0	2	4	40	60	100
DSC 18	24CECN73	Agriculture Economics	4	0	0	2	4	40	60	100
IDC 5	24IECN71	Research Methodology	4	0	0	2	4	40	60	100
RP 1	24RECN71	Dissertation I	0	0	12	2	6	40	60	100
			16	**-**	**12**	**-**	**22**	**-**	**-**	**-**

SEMESTER 8										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
DSC 19	24CECN81	Advanced Macro Economic theory	4	0	0	2	4	40	60	100
DSC 20	24CECN82	Behavioural Economics	4	0	0	2	4	40	60	100
DSC 21	24CECN83	Industrial Economics	4	0	0	2	4	40	60	100
DSE 4	24DECN81	Development Economics	4	0	0	2	4	40	60	100
RP 2	24RECN81	Dissertation II	0	0	12	2	6	-	60	100
			16	**-**	**12**	**-**	**22**	**-**	**-**	**-**

DISCIPLINE SPECIFIC CORE COURSES

Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**
DSC 1	24CECN11	Fundamentals of Microeconomics	4	0	0	2	4
DSC 2	24CECN12	Financial Economics	4	0	0	2	4
DSC 3	24CECN21	Digital Economics	4	0	0	2	4
DSC 4	24CECN22	Fundamentals of Public Economics	4	0	0	2	4
DSC 5	24CECN31	Banking Theory Law and Practice	4	0	0	2	4
DSC 6	24CECN32	Energy Economics	4	0	0	2	4
DSC 7	24CECN41	Monetary Economics	4	0	0	2	4
DSC 8	24CECN42	Indian Economy	4	0	0	2	4
DSC 9	24CECN51	Tamilnadu Economy	4	0	0	2	4
DSC 10	24CECN52	Managerial Economics	4	0	0	2	4
DSC 11	24CECN53	Environmental Economics	4	0	0	2	4
DSC 12	24CECN61	International Economics	4	0	0	2	4

DSC 13	24CECN62	Health Economics	4	0	0	2	4
DSC 14	24CECN63	Fundamentals of Macro Economics	4	0	0	2	4
DSC 15	24CECN64	Rural Economics	4	0	0	2	4
DSC 16	24CECN71	Advanced Micro Economic Analysis	4	0	0	2	4
DSC 17	24CECN72	Advanced Public Economics	4	0	0	2	4
DSC 18	24CECN73	Agriculture Economics	4	0	0	2	4
DSC 19	24CECN81	Advanced Macro Economic theory	4	0	0	2	4
DSC 20	24CECN82	Behavioural Economics	4	0	0	2	4
DSC 21	24CECN83	Industrial Economics	4	0	0	2	4

DISCIPLINE SPECIFIC ELECTIVE COURSES

Category	Code	Course	L	T	P	O	C
IDC 1	24IECN11	Principles of Marketing	4	0	0	2	4
IDC 2	24IECN21	Service Marketing	4	0	0	2	4
DSE 1	24DECN31	Sustainable Development	3	0	0	2	3
DSE 2	24DECN41	Economic Laws	4	0	0	2	4
IDC 3	24IECN31	Basics of Microsoft Office	2	0	0	2	2
IDC 4	24IECN51	Strategic Management	4	0	0	2	4
DSE 3	24DECN61	Econometrics	4	0	0	2	4
IDC 5	24IECN71	Research Methodology	4	0	0	2	4
DSE 4	24DECN81	Development Economics	4	0	0	2	4

AECC & LANGUAGES

Category	Code	Course	L	T	P	O	C
LANG 1	24LTAM11/ 24LHIN11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2
ENG 1	24LENG11	English I	2	0	0	1	2
LANG 2	24LTAM21/ 24LHIN21/ 24LFRE21	Tamil II / Hindi II / French II	2	0	0	2	2
ENG 2	24LENG21	English II	2	0	0	2	2
LANG 3	24LTAM31/ 24LHIN31/ 24LFRE31	Tamil III / Hindi III / French III	2	0	0	2	2
ENG 3	24LENG31	English III	2	0	0	2	2
AECC 1	24EVS031	Environmental Studies	3	0	0	2	3
LANG 4	24LTAM41/24LHIN41/ 24LFRE41	Tamil IV / Hindi IV / French IV	2	0	0	1	2
ENG 4	24LENG41	English IV	2	0	0	1	2

MULTIDISCIPLINARY COURSES

Category	Code	Course	L	T	P	O	C
MDC 1	24MECN11	Mathematics for Economists	3	0	0	2	3
MDC 2	24MECN21	Statistics for Economists	3	0	0	2	3
MDC 3	24MECN31	Indian Knowledge System	2	0	0	2	2

VALUE ADDED COURSES

Category	Code	Course	L	T	P	O	C
VAC 1	24ABCY11	Communication Skills	2	0	0	1	2
VAC 2	24ABCY21	Universal Human Values	1	0	0	1	1

VAC 3	24SNSS41	Yoga Education / NSS / NCC	0	0	2	1	1
VAC 4	24VECN51	Introduction to "R'	2	0	0	1	2

SKILL ENHANCEMENT COURSES

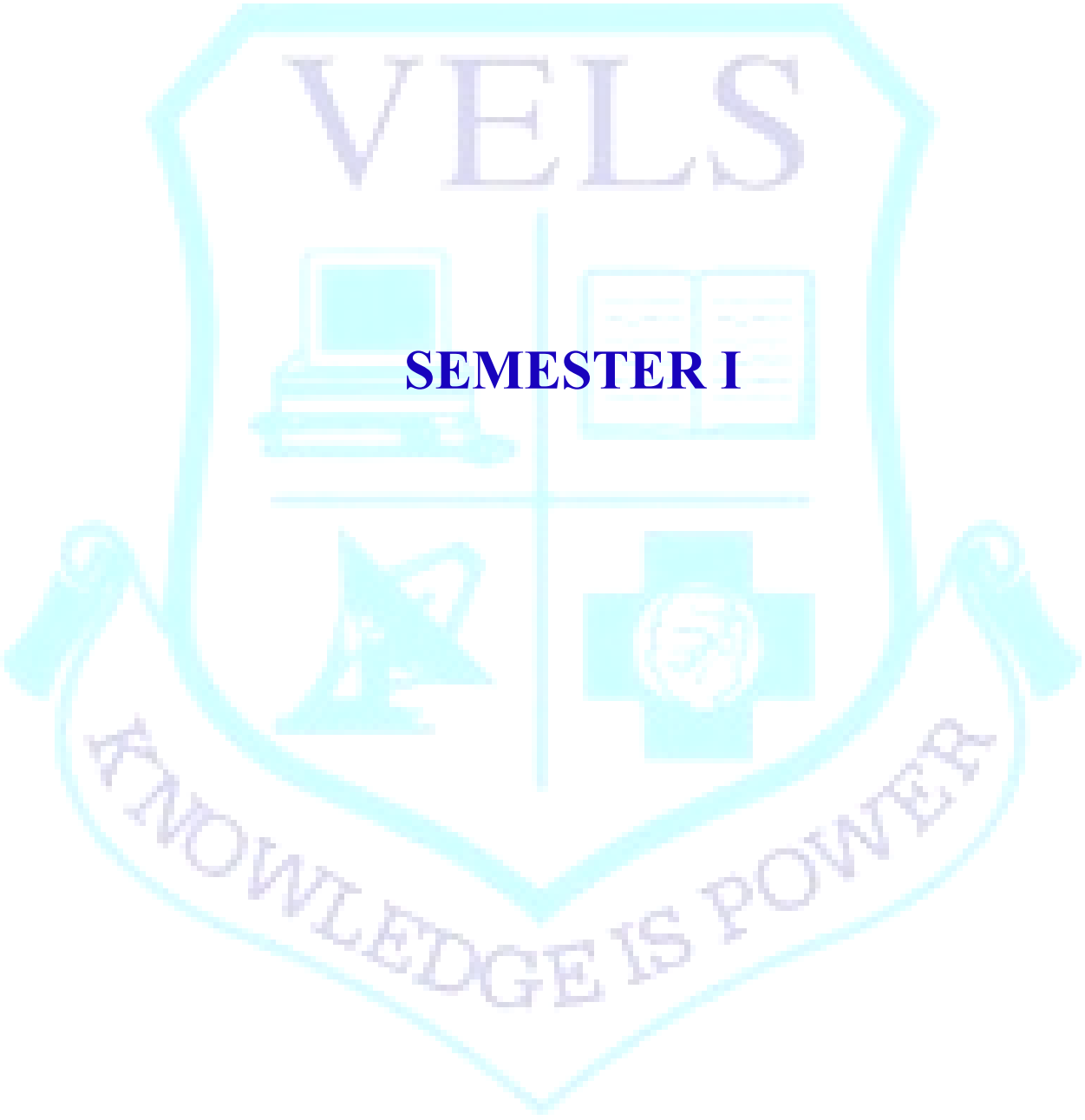
Category	Code	Course	L	T	P	O	C
SEC 1	24SSKU11	Soft Skills I	2	0	0	1	2
SEC 2		Orientation Programme / Industrial Visit	-	-	-	-	-
SEC 3	24SSKU21	Soft Skills II	2	0	0	1	2
SEC 4	24SSKU31	Soft Skills III	2	0	0	2	2
SEC 5	24SECN41	Computational Economics	1	0	2	1	2
SEC 6		In-plant Training/ Industrial Tour/ Summer Term	-	-	-	-	-
SEC 7	24SECN51	Entrepreneurial Development	2	0	0	1	2
SEC 8		Skill Enhancement Training / Student Club Activities/ Institution Innovation Council Activities	-	-	-	-	-
SEC 9	24SECN61	Mini Project	2	0	0	2	2
SEC 10		On Job Training / Apprenticeship / Startup	-	-	-	-	-

SUMMER INTERNSHIP

Category	Code	Course	L	T	P	O	C
SI 1	24SIEC31	Internship I	0	0	2	1	1
SI 2	24SIEC51	Internship II	0	0	2	1	1

RESEARCH PROJECT

Category	Code	Course	L	T	P	O	C
RP 1	24RECN71	Research Project I	0	0	12	2	6
RP 2	24RECN81	Research Project II	0	0	12	2	6



SEMESTER I

24LTAM11 **TAMIL I**

L	T	P	O	C
2	0	0	1	2

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், தமிழர்தம் வாழ்வியல் நெறிகளையும் பண்பாட்டுச் செழுமைகளையும் சங்கம் மற்றும் நீதி இலக்கியங்கள் மூலம் இன்றைய தலைமுறையினர் அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல், செய்யுளின் நலத்தைப் பாராட்டும் முறைமையை அறியச் செய்து அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு- 1: தமிழ் மொழி வரலாறு 8 மணி நேரம்

மொழிக்குடும்பம் - இந்திய மொழிக்குடும்பங்கள் - இந்திய ஆட்சி மொழிகள் - திராவிட மொழிக்குடும்பங்கள் - திராவிட மொழிகளின் வகைகள் –திராவிட மொழிகளின் சிறப்புகள் - திராவிட மொழிகளின் வழங்கிடங்கள் - திராவிட மொழிகளுள் தமிழின் இடம் - தமிழ்மொழியின் சிறப்புகள் - தமிழ் பிறமொழித் தொடர்புகள்.

அலகு -2 8 மணி நேரம்

புறநானூறு- பாடல் எண்: , 182, 183, – இரண்டு பாடல்கள்.

குறுந்தொகை- பாடல் எண்: 2, 167, - இரண்டு பாடல்கள்

பரிபாடல் - திரையிடும் பனிப் பௌவம் நின்னிழல் அன்னோர்

அலகு - 3 அற இலக்கியங்கள் 8 மணி நேரம்

திருக்குறள்- வான்சிறப்பு (அறம்), பெருமை (பொருள்), பிரிவாற்றாமை (இன்பம்),. மூன்று அதிகாரங்கள் முழுமையும்

1. நாலடியார் - இரண்டு பாடல்கள். (2, 3)
2. மூதுரை - இரண்டு பாடல்கள். (2, 8)

அலகு 4 மொழி 6 மணி நேரம்

பிழை நீக்கி எழுதுதல் - ஒற்றுப்பிழை நீக்கி எழுதுதல் - தொடர்பிழை நீக்கி எழுதுதல் - ஒற்று மிகும் இடங்கள் - ஒற்று மிகா இடங்கள் - பிற மொழிச் சொற்களை நீக்கி எழுதுதல் – பயிற்சிகள்.

மொத்தம்: 30 மணி நேரம்

பார்வை நூல்கள்

1. சங்க இலக்கிய உரை என் சி பி எச் சென்னை 2010
2. **தமிழ் மொழி வரலாறு, டாக்டர் சு.சக்திவேல் , மணிவாசகர்** பதிப்பகம், 2018
3. **திருக்குறள் தெளிவுரை** வரதராசன், மு., கழக வெளியீடு, 1994.
4. **தவறின்றித் தமிழ் எழுத** - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
5. **தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.
6. **பாடநூல் தேடலுக்கான இணையம் -** https://archive.org/

24LHIN11 **HINDI I**

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:

The Objectives of this course are

- To enable the students to develop communication Skills
- To train students in official language
- To enrich their knowledge in Hindi Literature
- To teach them human values & create awareness towards importance of tourism
- To share the knowledge of their native place
- To teach them to use Azhagi, Azhagi+ fonts

(Prose, Letter Writing & Functional Words)

UNIT 1: 'Smruti' (Kahani) by Pandit Sriram Sharma. **6**

UNIT 2: 'Athiti tum kab jaaoge' (Vyangy) by Harishankar Parsayi. **6**

UNIT 3: 'Atatho Ghumakkad Jigyasa' (Yatra Vruthanth) by Rahul Sanskrityayan. **6**

UNIT 4: Functional Hindi-Phrases use in Letter Writing. Skill development **6**

- Bhav Ek Bhasha Anek.

UNIT 5: Letter Writing- Intro. & Types & 3 Personal Letters. **6**

Introduction to Azhagi, Azhagi + fonts.

Total : 30 Hours

Course Outcome:

At the end of this course Students will be able to

CO1: Gain knowledge about the olden system of communication, the olden living style existed in the villages, human values, giving due respect to other living beings, thriller style of storytelling.

CO2: Understand to maintain their limits among their familiar circle and social responsibility.

CO3: Understand importance of exposure to various culture, human values and develop good character.

CO4: Know the Functional words in Hindi, various culture and languages of India.

CO5: Gain knowledge in drafting personal letters, equip themselves to Hindi typing thereby creating self-employment.

TEXT BOOKS / REFERENCE BOOKS / WEB SOURCES

1. Pandit Sriram Sharma ka kahani: https://www.evidyarthi.in

2. Harishankar parasayi ka Vyangy: http://gadyakosh.org
3. Rahul Sanskrityayan ka yatravruttant: https://www.hindwi.org
4. -Prayojanmoolak Hindi:https://hi.mwikipedia.org
5. https://www.azhagi.com/hnd/helphtml/Introduction.html

24LFRE11 **FRENCH I**

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:

The lessons are being chosen:

- to greet, to express excuse and to introduce oneself
- to introduce another person
- to express his/her ideas, opinions and weekend projects
- to request someone to do something, polite manners
- to accept, refuse, enquire and indicate the time and date to express himself / herself in positive and negative manner

UNIT 1:Salut **4**

les nombres, Les jours de la semaine et du mois, La nationalité

UNIT 2:Enchanté **6**

Les verbes Etre, Avoir, Aller, Regular ER verbes, Present tense.

UNIT 3:J'Adore **4**

La negation, l'adjectif possessif, le futur proche

UNIT 4:Tu veux bien **7**

Les articles de finis/indéfinis, Les pronoms après une préposition (avec lui, chez moi), Le passé composé

UNIT 5: On se voit quand **5**

Les pronoms compléments directs me, te, nous, vous, L'interrogation avec est-ce que, L'heure et la date.

UNIT 6:Bonne idée **4**

Les articles partitifs, Le masculin et le féminin des adjectifs, Les pronoms compléments directs le, la, les, La négation : ne… pas de.

Total - 30 hours

COURSE OUTCOME

At the end of this course Students will be able to

CO1: The students would be able to greet, to excuse and to introduce himself

CO2: The students would be able to introduce someone

CO3: The students would be able to express his ideas, opinions and weekend projects

CO4: The students would be able to ask someone to do something, polite manner CO5:The students would be able to accept, refuse enquire and indicate the time and date

CO6: The students would be able to express himself in positive and negative manner

TEXT / REFERENCE BOOK:

1. Prescribed book: LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. Reference book: SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

24LENG11 **ENGLISH I**

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:

The objective of this course are:

To enable students to develop their communication skills effectively.

To make students familiar with usage skills in the English Language.

To enrich their vocabulary in English.

To develop communicative competence.

UNIT- I PROSE 6

- Dangers of drug abuse - Hardin B.Jones
- Tight corners - E.V.Lucas

UNIT-II POETRY 6

- Ecology - A.K.Ramanujan
- The owl and the chimpanzee - Jo Camacho

UNIT-III SHORT STORY 6

- The Dear Departed - Stanley Houghton
- The Fool's Paradise- Isaac Bashevis Singer

UNIT – IV GRAMMAR 6

- Parts of speech, Articles

UNIT– V GRAMMAR 6

- One-word substitution, prefix, suffix, synonym, antonym.

Total: 30 Hours

Course Outcome:

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

CO1 understand the characteristic features of the language used in the text.

CO2 strengthen their knowledge of basic grammar

CO3 improve narrative skills after studying diverse prose and play.

CO4 understand to classify parts of speech and articles.

CO5 develop critical writing skills in the textual content of the syllabus.

Text Books:

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

Reference Books:

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

Web Sources:

1. https://www.gradesaver.com/
2. https://www.enotes.com/
3. https://www.sparknotes.com/
4. https://www.cliffsnotes.com/

24CECN11 FUNDAMENTALS OF MICROECONOMICS

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

To understand fundamental elements of Economics and other theoretical background of economic concepts. Students will be able to analyze the behaviour of individual economic units, including consumers, firms, and markets, and understand how they make decisions about resource allocation.

UNIT- I INTRODUCTION TO ECONOMICS

12

Definition of Economics – Adam Smith – Marshall – Robbins – Paul Samuelson – Microeconomics – Importance and Limitations of Economics – The economic problem – Scarcity and Choice - The Scope of Economic Theory – The Problem of Allocation of Resource.

UNIT-II NATURE AND SCOPE OF ECONOMIC THEORY

12

Choice of Production method – The Problem of Distribution of National Product – The problem of economic efficiency – Production Possibility Curve – Economic Growth and Shift in Production Possibility curve – Law of Increasing Opportunity cost.

UNIT-III UTILITY

12

Concept of Utility – Types – Features – Law of Diminishing Marginal Utility – Equi Marginal utility – Consumer equilibrium in cardinal utility approach – Drawbacks of Cardinal utility approach – Ordinal utility approach – Indifference Curve – Properties and types – Revealed Preference Theory.

UNIT – IV RENT AND WAGES 12

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

UNIT– V INTEREST AND PROFIT 12

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

Total: 60 Hours

Course Outcome:

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

CO 1 Familiar with the basic concepts of economics

CO 2 Understand the concept of scarcity and its implications on choice.

CO 3 Apply utility theory to understand consumer behavior and decision-making.

CO 4 Explain the theories of factor pricing, including rent and wages

CO 5 Analyze the production possibility curve and understand the concept of economic growth and development.

Text Books:

1. Ahuja H.L (2008), Principle of Economics, S.Chand & Company, New Delhi.
2. Henderson and Quandt (1980), Microeconomic Theory, McGraw-Hill Education Publications.
3. Jhingan M.L (2002), Micro Economic Theory, Vrinda Publications, New Delhi.
4. Koutsoyiannis, A (1979), Modern Microeconomics, Palgrave Macmillan Publishers.

Reference Books:

1. Layard, P.R.G. and A W. Walters (1978) Microeconomic Theory. McGraw Hill, New York.
2. MasCollel, A. Whinston M.D. and Green J.R. (2012) Microeconomic Theory, Oxford University Press, India
3. Sen, A. (1999) Microeconomics; Theory and Applications, Oxford University Press, New Delhi.
4. Varian, H (2009) Microeconomic Analysis, 3rd edition Viva Books Private Limited.

Web Sources:

1. https://www.mooclist.com/tags/microeconomics?__cf_chl_jschl_tk__=30aa3c1ecf71d6effab0ac8a74db34de89825401-1623169933-0-
2. https://www.edx.org/micro%20economics

24CECN12 **FINANCIAL ECONOMICS**

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

This course aims to equip students with a solid understanding of financial economics, enabling them to analyze financial data, make informed decisions, and apply theoretical concepts to real-world scenarios.

UNIT- I INTRODUCTION TO FINANIAL SYSTEM AND ECONOMIC DEVELOPMENT

12

Introduction to Financial System and Economic Development – Indicators of Financial Development. Concepts Related to Financial Markets and Institutions – Concept of Risk- Concept and Types of return and yield Asset Pricing Models- Valuation of Assets.

UNIT-II FINANCIAL REGULATIONS AND REGULATORY INSTITUTIONS IN INDIA

12

Financial Regulations and Regulatory Institutions in India (RBI, SEBI, IRDA, PFRDA)- Commercial Banking – Role of Banks- Bank's Financial Statements- Banks' computation International Banking-NPA- Risk Management in Banking.

UNIT-III IMPORTANT FINANCIAL INSTITUTIONS I & II

12

Other Important Financial Institutions-I- Provident Fund- Pension Fund- Insurance Companies - Other Important Financial Institutions-II- Mutual Fund- Credit Rating Agencies- Merchant Bank- Venture Capital Funds.

UNIT – IV STOCK AND DERIVATIVES MARKET **12**

Classification of Stock Market and Securities- IPO- Stock Exchanges- Derivatives- Types of Derivatives- Important Concepts used in Derivatives Market- Pricing of Futures , Options and Swaps.

UNIT– V FOREIGN EXCHANGE MARKET **12**

Foreign Exchange Market Structure- Risk Management in Foreign Exchange Market-

Exchange Rate Determination- Foreign Capital- FDI & FII – Central Bank Intervention in Foreign Exchange Market

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 : To familiarize with the fundamentals of Financial System and Economic Development

CO2 : To understand the concepts of banking, capital market and financial services.

CO3 : To analyse the Stock Market and Securities, Derivatives Markets

CO4 : To analyse the Foreign Exchange Market and Foreign Capital

CO5 : To Able to distinguish capital market operation and money market operations.

Text Books:

1. Khan, M. Y. (2015). Indian financial system. Tata McGraw Hill.

2. Bhole, L. M. (2015). Financial institutions and markets. McGraw Hill.

3. Bhole, L. M., & Mahakud, J. (2015). Financial institutions and markets: Structure, growth and innovations (6th ed.). McGraw Hill Education.

4. Mishkin, F., & Eakins, S. (2015). Financial markets and institutions (8th ed.). Pearson Education.

5. Madura, J. (2015). Financial institutions & markets (10th ed.). Cengage.

Reference Books:

1. Mishkin, F. S., & Eakins, S. (2017). Financial markets and institutions.8th edition, pearson education.

2. Kumar, V., Gupta, A., & Kaur, M. (2017). Financial markets institutions and financial services, Taxman publishers

3. Johnson, R. S. (2009). Bond evaluation, selection, and management (2nd ed.). John Wiley & Sons.

5. Reilly, F. K., & Brown, K. C. (2011). Analysis of investments and management of portfolios (10th ed.). Cengage.

Web Sources:

1. https://onlinecourses.nptel.ac.in/noc20_mg10/preview
2. https://www.mheducation.co.in/financial-institutions-and-markets-9789352605415-india

3. https://www.classcentral.com/course/edx-financial-institutions-and-markets-6260

24MECN11 **MATHEMATICS FOR ECONOMISTS**

L	T	P	O	C
3	0	0	2	3

COURSE OBJECTIVE:

- To develop the student's ability to deal with Mathematics for Economists
- Aiming to introducing students to basic mathematical concepts of set theory, matrices, Differentiation
- Application of differentiation and application of integration linking them to sets of economic exercises that relate to real problems faced by economists.

UNIT- I SET THEORY 9

Introduction - Theory of Sets – Types of Sets, Operations on Sets, Relations and Functions of Sets– Venn diagram -De Morgan's law-Associative law- distributive law-Associative law.

UNIT-II MATRIX 9

Introduction-Basic Operations –Types of Matrices – properties-Transpose of a Matrix – Properties of Transpose matrix – Adding & subtracting matrices – symmetry matrix-skew symmetry-orthogonal matrix- Hermitian matrix

UNIT-III DETERMINANTS 9

Introduction– Evaluation of Determinants-Properties of Determinants-Singular and Non-Singular Matrix – Adjoint Matrix – Inverse Matrices – Properties of Inverse –Cramer's Rule.

UNIT – IV DIFFERENTIATION 9

Differentiation – Evaluation of simple functions - Differentiation of Sum and Difference of functions – Product Rule – Quotient Rule – Chain Rule – Second order Derivatives.

UNIT– V APPLICATIONS OF DIFFERENTIATION 9

Functions in economics and commerce - Demand function - Supply function - Cost function – Marginal Cost function- Revenue function – Marginal Revenue function-Profit function- Average function.

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 Understand basic mathematical concepts of set theory.

CO2 Understand basic mathematical concepts of matrices

CO3 Apply this knowledge and understanding to the solution of system of equations

CO4 Recognize the mathematical Differentiation formulas and describe how to solve them

CO5 Understand the marginal, average, and total product, compute and graph marginal. average, and total product; explain diminishing marginal product and diminishing marginal returns.

Text Books:

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

Reference Books:

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

Web Sources:

1. **https://testbook.com/maths/determinants-and-matrices**
2. https://www.geeksforgeeks.org/set-theory/
3. https://www.cuemath.com/calculus/differentiation/
4. https://www.khanacademy.org/math/integral-calculus/ic-integration

24CECN13 **PRINCIPLES OF MARKETING**

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

The aim of this course is to provide students with a comprehensive understanding of fundamental marketing concepts and strategies. It focuses on developing analytical skills to assess market opportunities, understand consumer behavior, and design effective marketing plans. By the end of the course, students will be equipped with the knowledge to make informed marketing decisions and contribute to the success of an organization.

UNIT- I INTRODUCTION TO MARKETING 12

Marketing: Introduction, objectives, Scope and Importance. Types of Market, Core Concepts of Marketing, Classification of Marketing Functions – Buying: Meaning – Elements – Selling: Elements – Kinds of sales – Storage: Meaning – Importance – Warehousing: Meaning – Advantages – Grading and Standardization: Meaning – Difference – Transportation

UNIT-II CONSUMER BUYING BEHAVIOUR 12

Introduction, Characteristics, Factors affecting Consumer Behaviour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviour Models.

UNIT-III PRODUCT CONCEPTS 12

The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Product mix –product item and product line - modification & elimination - packing - Developing new Products- strategies.

UNIT – IV PRICING AND ADVERTISING CONCEPTS 12

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing- Physical distribution - Management of physical distribution - marketing risks. Advertising: Meaning – Functions – Advantages – Types – Sales Promotion: Meaning – Objectives – Advantages – Limitations – Kinds.

UNIT– V CHANNELS OF DISTRIBUTION AND MARKET SEGMENTATION 12

Meaning – Functions – Middlemen in Distribution Channel: Functions – Kinds – Wholesalers: Characteristics – Service to Retailers – Retailers: Functions – Service of the Retailers – Types of Retailers. Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting- Meaning, Target market strategies, Market Positioning- Meaning, Positioning Strategies, Value Proposition

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 : Recognize the significance of marketing and its role in economic development

CO2 : Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour

CO3 : To apply marketing concepts, pricing for the development of marketing function

CO4 : Analyse and perform the functions of marketing in organisation

CO5 : Demonstrate the critical thinking skills and analyse e-marketing.

Text Books:

1. Kotler, P. (2003). *Marketing Management.* Pearson Education/PHI.
2. Saxena, R. (2002). *Marketing Management.* Tata McGraw Hill.
3. Keskar, A., & Aabhyankar, R. (2013). *Sales Management and Personal Selling.*
4. Gopal, P., & Manjrekar, S. (2016). *Marketing Strategies and Applications.*

Reference Books:

1. Philip Kotler, P. (2000). *Marketing Management: Millennium Edition.*
2. Ramasamy, V., & Namakumari, S. (2002). *Marketing Management.* Macmillan India.
3. Ramphal, S., & Gupta, K. (n.d.). *Case and Simulations in Marketing.* Golgatia, Delhi.

Web Sources:

1. http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-Millenium_Edition.pdf
2. http://s1.downloadmienphi.net/file/downloadfile8/148/1372857.pdf
3. https://www.mooc-list.com/course/microeconomics-principles-coursera

24DVAC11 **COMMUNICATION SKILLS**

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:

To develop effective verbal and non-verbal communication techniques for various contexts, enhance listening skills for better comprehension and engagement in conversations. To improve written communication abilities, focusing on clarity, coherence, and style. To build confidence in public speaking through practice and constructive feedback.

UNIT- I INTRODUCTION TO COMMUNICATION SKILLS 6

- Fundamentals of Communication
- Elements of Communication, Types of Communication

UNIT-II PRACTICAL ENGLISH – I 6

- Importance of language – Word Usage and Jorgon
- Tenses and the effectiveness – Basics of grammar (Noun/Verb/Adverb/Conjunction)

UNIT-III EFFECTIVE COMMUNICATION MODULE-I 6

- LSRW (Listening, Speaking, Reading & Writing)
- Pronunciation - Vocabulary Building
- Intonations & its importance

UNIT – IV WORKPLACE COMMUNICATION 6

- Basics of telephone etiquette
- E-Mail writing
- Presentation Skills
- Interpersonal Skills
- Business English

UNIT– V QUANTITATIVE ABILITY 6

- Verbal Ability - Verbal Analogy
- Debating Skills - Public Speaking

Total: 30 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 enhance participants' business communication skills

CO2 enhance LSRW Skills (LSRW – Listening, Speaking, Reading & Writing)

CO3 express opinions at free will in social/ personal gathering

CO4 impact leadership qualities among participants

CO5 engage in conversation with others to exchange ideas

Text Books:

1. Elizabeth Harren, 7 April 2022, last updated: 16 November, 2023
2. Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill)
3. Ethan Beute and Stephen Pacinelli (Greenleaf)

Reference Books:

1. Adler, R. B., & Elmhorst, J. M. (2019). *Communicating at Work: Principles and Practices for Business and the Professions* (11th ed.). McGraw-Hill Education.
2. Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). *Business Communication Today* (13th ed.). Pearson Education.
3. Raman, M., & Sharma, S. (2012). *Technical Communication: Principles and Practice* (3rd ed.). Oxford University Press.

Web Sources:

1. https://owl.purdue.edu/owl/general_writing/index.html
2. https://learnenglish.britishcouncil.org/
3. https://www.grammarly.com/blog/
4. https://www.coursera.org/learn/careerdevelopment

24SSKU11 **SOFT SKILLS - I**

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:

To learn and apply basic etiquette for personal and professional interactions.

To develop effective stress management techniques for maintaining mental and emotional well-being.

To enhance self-awareness for personal growth and informed decision-making.

To gain an overview of essential 21st-century skills necessary for success in a rapidly

UNIT- I INTRODUCTION TO SOFTSKILLS 6

- Soft Skills vs Hard Skills
- 15 important Soft Skills
- Communication Skills, Time Management, Leadership Skills

UNIT-II OVERVIEW OF 21st CENTUARY SKILLS 6

- Lateral Thinking – Left Brain/Right Brain Functionality
- Problem solving skills

UNIT-III SELF AWARNESS 6

- Human Values
- Mindfulness
- SWOT Analysis
- PDCA Approach

UNIT – IV CREATIVITY / CRITICAL THINKING 6

- Six Thinking Traits
- Creative writing exercises
- Open Mindedness

UNIT– V PERSONAL HYGENIE AND STRESS MANAGEMENT 6

- Basic Ethiquettes
- Health and Personal Grooming
- Stress meaning and nature, Eustress, Distress

- Stress management strategies

Total: 30 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 demonstrate basic etiquette in various personal and professional settings.

CO2 effectively manage stress using learned techniques.

CO3 show increased self-awareness and make informed decisions.

CO4 understand and articulate key 21st-century skills.

CO5 apply creativity and critical thinking to solve problems innovatively.

Text Books:

- Alex, Dr. K. (2014). Soft Skills (1st edition) S Chand & Company
- Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
- Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979

Reference Books:

- Nelson-Jones, R. (1992). Life skills, a handbook, Trowbridge, Wilts: Detesios Ltd.
- Tuhovsky, Ian (2019). Communication Skills Training (2nd edition) Rupa Publication India

Web Sources:

1. https://owl.purdue.edu/owl/general_writing/index.html
2. https://learnenglish.britishcouncil.org/
3. https://www.grammarly.com/blog/

24LTAM21 **TAMIL - II**

L	T	P	O	C
2	0	0	0	2

காப்பியம், பக்தி இலக்கியம், கலைகள், நாகரிகம்-பண்பாடு

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், காப்பியங்கள், பக்தி இலக்கியம் ஆகியவற்றை அறிமுகப்படுத்துதல், தமிழர் தம் கலைகள், நாகரிகம் பண்பாடு ஆகியப் பாடப்பகுதிகளை அறிமுகம் செய்து மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1 காப்பியங்கள் 8மணி நேரம்

சிலப்பதிகாரம்- கனாத்திறம் உரைத்தக் காதை முழுவதும்.

மணிமேகலை- மலர்வனம் புக்க காதை முழுவதும்.

கம்பராமாயணம் - குகப் படலம் (பாடல் எண்1989 முதல்1997 வரை தேர்ந்தெடுக்கப்பட்ட ஒன்பது பாடல்கள்)

அலகு 1: பக்தி இலக்கியம் 8 மணி நேரம்

1. மாணிக்கவாசகர் - திருவாசகம் – மூன்று பாடல்கள்
   - ✓ புல்லாகி பூடாகி (சிவபுராணம்)
   - ✓ எல்லாப் பிறப்பும் (சிவபுராணம்)
   - ✓ உற்றாரை யான் வேண்டேன் (திருப்புலம்பல்)
2. ஆண்டாள் - திருப்பாவை – மூன்று பாடல்கள் (1, 3, 4)
   - ✓ மார்கழித் திங்கள் ... (பாசுரம் 1)
   - ✓ ஓங்கி உலகளந்த... (பாசுரம் 3)
   - ✓ ஆழிமழைக் கண்ணா... (பாசுரம் 4)
3. வீரமாமுனிவர் - தேம்பாவணி – வளன் செனித்தப் படலம்
4. சீறாப்புராணம்- மானுக்கு பிணை நின்ற படலம்

அலகு 3 கலைகள் 07 மணி நேரம்

சிற்பம் - ஓவியம் - இசை - கூத்து - ஒப்பனை - ஆடை அணிகலன்கள்.

அலகு 4 நாகரிகம், பண்பாடு 7மணி நேரம்

சொற்பொருள் விளக்கம் - பண்டைத் தமிழர் வாழ்வியல் - அகம் - களவு - கற்பு - குடும்பம் - விருந்தோம்பல் - உறவு முறைகள் - சடங்குகள் - நம்பிக்கைகள் - பொழுதுபோக்கு - புறம் - போர் முறைகள் - நடுகல் வழிபாடு - கொடைப்பண்பு.

மொத்தம்: 30 மணி நேரம்

பார்வை நூல்கள்

1. **தமிழர் நாகரிகமும் பண்பாடும்,** டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. **திருவாசகம், அருணா பப்ளிகேஷன். சென்னை 2007**
3. **திருப்பாவை வர்த்தமானன் பதிப்பகம் சென்னை 2009**
4. **சிலப்பதிகாரம் ஸ்ரீ சந்திரன் உரை, வர்த்தமானன் பதிப்பகம் சென்னை 2009**
5. **பாடநூல் தேடலுக்கான இணையம் -** https://archive.org/

24LHIN21 **HINDI II**

L	T	P	O	C
2	0	0	2	2

COURSE OBJECTIVE

The Objectives of this course are

- To train students in translation.
- To develop reading & writing skills.
- To create interest towards reading different types of literature.
- To understand the value of Senior citizen.
- To understand the importance of hard work.
- To understand the patriotism and women empowerment.
- To introduce the usage of Inscript keyboard.

Sem II (Prose, Official Letter Writing & Functional Hindi)

UNIT 1: 'Boodee kaki" (Kahani) by Munshi Premchand **6**

UNIT 2: 'Puraskar' (Kahani) by Prasad **6**

UNIT 3: 'Main Narak Se Bhol Raha Hun' (Vyangy) by Harishankar Parsayi, 6 hours

UNIT 4: Functional Hindi- Technical & Designation & Department **6**

Names-50., Bhav Ek Bhasha Anek

UNIT 5: Functional Hindi-Letter Writing- 3 Official Letters. **6**

Inscript Keyboard knowledge

Total: 30 hours

COURSE OUTCOME

At the end of this course Students will be able to

CO1: Know the value of senior citizen, their love and affection towards the family members

CO2: Know the importance of patriotism and women empowerment in society

CO3: Know the value of hard work in human life

CO4: Gain fair knowledge of Functional Hindi and fluency in speaking Hindi

CO5: Equip themselves in writing official letters in Hindi importance of translation of technical words and equip knowledge in using an inscript keyboard thereby improving their employability

Text/Reference book/Web sources:

1. Munshi Premchand, Manasarovar, 2007, http://gadyakosh.org Jaishankar Prasad/ http://gadyakosh.org

2. Harishankar Parsai/ https://hindikahani.hindi-kavita.com Prayojanmoolak Hindi:https://hi.mwikipedia.org https://rajbhasha.gov.in/en/introduction

L	T	P	O	C
2	0	0	2	2

24LFRE21 **FRENCH-II**

COURSE OBJECTIVE:

The lessons are being chosen:

- to express his / her where abouts and to ask seek direction
- to express obligation and restriction
- to describe a place
- to narrate and to question
- to describe someone
- to express his desire and to speak about the future

UNIT 1: C'est où **5**

L'impératif, Les articles contractés au, à la…, Le passé composé et l'accord du participe passé avec être.

UNIT 2: N'oubliez pas **5**

Le pronom relatif Qui, que, où, Les pronoms compléments indirects (me, te, lui, leur…)

UNIT 3: Belle vue sur la mer **4**

Les adjectifs démonstratifs, Y- pronom complément.

UNIT 4: Quel beau voyage! **4**

Les verbes pronominaux, En- pronom complément.

UNIT 5: Oh ! joli **5**

L'imparfait, L'imparfait ou le passé composé.

UNIT 6: Et après ? **7**

Le futur simple, Le subjonctif présent.

Total Hours - 30 hours

COURSE OUTCOME

At the end of this course Students will be able to

CO1: The students would be able to express his/her where about and to ask direction

CO2: The students would be able to express obligation and restriction

CO3: The students would be able to describe a place CO4:The students would be able to narrate and to question

CO5: The students would be able to describe someone

CO6: The students would be able to express his desire and to speak about the future

TEXT / REFERENCE BOOK

LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau

REFERENCE BOOK

SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

24LENG21 **ENGLISH – II**

L	T	P	O	C
2	0	0	0	2

Course Objectives:

To read and understand different types of prose, poetry, and fiction. Also think critically about texts and express ideas clearly. To recognize and discuss key themes and styles in literary works.

Credit Hours

UNIT I -PROSE **6**

- If you are wrong, admit it- Dale Garnegie
- Words of Wisdom- Chetan Bhaghat

UNIT II - POETRY **6**

- La Belle Dame Sans Merci - John Keats
- Ozymandias- P.B.Shelley

UNIT III - FICTION **6**

- The School for Empathy - E.V. Lucas
- The Lamb to the Slaughter-Roald Dahl

UNIT IV - GRAMMAR **6**

- Types of sentences, Concord

UNIT V - GRAMMAR **6**

- Tenses, Voices

Total Hours:30 hours

Course Outcomes:

At the end of this course, the students would have learnt to

CO1 identify poetic expressions in the course of daily speech

CO2 students will develop skills that enable them to communicate effectively in writing.

CO3 students will develop skills that enable them to communicate effectively in writing.

CO4 discriminate against different sensibilities in approaching life.

CO5 strengthen the ability to solve life's problems, as highlighted in the selections.

Text Books:

1. Dr. M. Narayana Rao and Dr. B. G. Barki–Anu's Current English for Communication (AnuChitra). June 2012.
2. General English for competitive examinations by V.Rajagopalan (Mcgraw Hill Education) -2010.

Reference Books:

4. Adler, R. B., & Elmhorst, J. M. (2019). *Communicating at Work: Principles and Practices for Business and the Professions* (11th ed.). McGraw-Hill Education.
5. Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). *Business Communication Today* (13th ed.). Pearson Education.
6. Raman, M., & Sharma, S. (2012). *Technical Communication: Principles and Practice* (3rd ed.). Oxford University Press.

Web Sources:

4. https://owl.purdue.edu/owl/general_writing/index.html
5. https://learnenglish.britishcouncil.org/
6. https://www.grammarly.com/blog/

24CECN21 **DIGITAL ECONOMICS**

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

Digital Economics aims to analyze the economic implications of digital technologies on markets, industries, and society. This course explores how digitalization influences consumer behavior, market structures, and business strategies. Students will learn to assess the role of data, platforms, and network effects in shaping economic outcomes.

UNIT- I INTRODUCTION TO DIGITAL ECONOMY

12

Digital Economy – Meaning – Definition – The notion of Digital Economy – Advantages and Disadvantages of Digital Economy – Marketspace as a digital ecosystem – The Impact of Digital Economy on Business.

UNIT-II DIGITAL TRANSFORMATION

12

ICTs and development – Types of ICT Tools - Delivery of public information and services through digital means - e-government, e-Business – Role of ICT in Economic Growth of India – Factors Affecting the use of ICT.

UNIT-III E-COMMERCE AND E- MARKETS

12

E-Commerce – Types of E-commerce (B2B , B2C, C2C) – Online Payment System - E – Markets – Meaning and Importance – Types of E-markets – E-Marketing Mix – Digital Goods and Services – Its' Characteristics – Formation of Monopolies in Digital Economy – Formation of Oligopolies in Digital Economy

UNIT – IV DIGITAL MARKETING AND DIGITAL BANKING 12

Introduction to Digital marketing – Significance – Traditional Marketing Vs Digital marketing – Digital marketing Process – Introduction to Website – Types of Websites – Digital Banking – meaning – Growth of Digital Banking in India – Types of Digital

Banking.

UNIT– V DIGITAL ECONOMY AND GOVERNMENT **12**

Digital Transformation – Role of Government – Digital India – Pillars of Digital India – Objectives – Challenges of Digital India – Impact of Digital India - Government initiatives for Digital Economy - Limitations of Digital India – Information Technology Act.

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 : Evaluate the impact of digital technologies on traditional market structures and industries.

CO2 : Analyze the role of data, platforms, and network effects in shaping economic dynamics.

CO3: Apply economic theories and frameworks to understand digital business strategies and consumer behavior.

CO4: Critically assess the regulatory challenges and policy implications of the digital economy.

CO5: Develop informed strategies for businesses and policymakers to thrive in the digital era."

Text Books:

1. Liu, Z. (2022). *Principles of Digital Economics.* Springer Verlag.
2. McKenzie, R. (2003). *Digital Economics.* Praeger Publishers Inc.
3. Jordan, T. (2019). *The Digital Economy.* Wiley Polity.

Reference Books:

1. Harald, O., & Audestad, J. A. (2018). *Digital Economics: How Information and Communication Technology is Shaping Markets, Businesses, and Innovation.* Create Space Independent Publishing, Scotts Valley, CA, USA.
2. Peitz, M., & Waldfogel, J. (Eds.). (2012). *The Oxford Handbook of the Digital Economy.* Oxford University Press.
3. Kahin, B., & Brynjolfsson, E. (Eds.). (2000). *Understanding the Digital Economy: Data, Tools, and Research.* The MIT Press.

Web Sources:

1. https://www.oecd.org/sti/ieconomy/understandingthedigitaleconomy.htm
2. https://niti.gov.in/writereaddata/files/document_publication/ICT_in_India.pdf
3. https://www.brookings.edu/research/market-concentration-and-competition-in-the-digital-economy/
4. https://www.rbi.org.in/scripts/PublicationReportDetails.aspx?UrlPage=&ID=1217

24CECN22 **FUNDAMENTALS OF PUBLIC ECONOMICS**

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

The course on Public Economics is designed to provide students with a comprehensive understanding of the key aspects of fiscal policy and economic management. It aims to equip students with knowledge of various theories and their practical applications, enabling them to grasp the intricacies of fiscal economics. The course covers the budget process, the characteristics of an effective tax system, and the trends in public expenditure and debt management.

UNIT- I PUBLIC FINANCE

12

Meaning and Definition of Public finance - Scope of Public Finance- Similarities and Dissimilarities of Public and Private Finance - Market Failure-Causes of Market Failure - Spill Over Benefit and Spill Over Cost - Role of government in Economic Activity- Private & Public Mechanism for Allocating Resources - Types of Goods and Their Characteristics -Private, Public and Merit Goods - Principle of Maximum Social Advantage - The Medium Voter Theorem - Arrow's Impossibility Theorem

UNIT-II PUBLIC EXPENDITURE

12

Meaning of Public Expenditure- Classification of Public Expenditure - Causes of Increase in Public Expenditure- Importance of Public Expenditure - Canons of Public Expenditure- Wagner's law of Public Expenditure - Wiseman & Peacock Hypothesis on Public Expenditure. -Prof. Samuelson's Pure Theory of Public Expenditure - Trends of Public Expenditure in India- Meaning and Definition of Public Revenue - Sources of Public Revenue - Classification of Public Revenue - Meaning and definition of Tax - Characteristics of Tax - Objectives and effects of taxation.

UNIT-III TAX SYSTEMS

12

Characteristics of Good tax system - Direct Tax-its meaning and merits and demerits of

direct tax - Indirect Tax-its meaning and merits and demerits of indirect tax - GST- - meaning and history of GST- types of GST in India - Meaning and Definition Public debt - Public Debt Vs. Private Debt- Difference between Public debt and private debt - Classification of Public debt - Sources of Public debt —Effectsof Public debt - Burden of Public debt – Trends of Public debt in India.

UNIT – IV FISCAL POLICY **12**

Meaning and definition of Fiscal policy - Objectives of Fiscal policy Instruments of Fiscal policy - Role of fiscal policy in controlling inflation - fiscal policy for full employment – Limitations of fiscal policy - Fiscal reforms in India after Economic Reforms - Concept of budget - Kinds of Budgets - Components of the Government Budget - Zero-base budgeting - different concepts of budget deficits Latest Budgets of the Union Government in India

UNIT– V FEDERAL FINANCE **12**

Meaning of Federal Finance - Principles of Federal Finance - Centre &StateFinancial relations in India - Imbalance between fiscal Needs and Capacity - Fiscal Needs of Panchayat Raj Institutions.- Finance Commission - Constitution and Functions of Finance commission -Finance Commission and States - Finance Commission- Centra and State Governments and Local Bodies - Recommendation of latest Finance commissions.

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1	Understand the importance and Instruments of Fiscal Economics
CO2	Evaluate the Principles and theories of Public Finance
CO3	Analyze the Budget, Indian Tax System and Policy
CO4	Describe Classification, Laws of Public Expenditure and Public Debt
CO5	Know the Indian Public Finance System and Policy Recommendations

Text Books:

1. Stiglitz, J.E. (1986), "Economics of the Public Sector", Norton,New York.
2. Chelliah, R.,"Fiscal Policy in Underdeveloped Countries", George Allen and Unwin, Bombay,1971.
3. Auerbach, A.J.,"The Theory of Excess Burden and Optimal Taxation",

4. A.J. Auerbach and M.Feldstein, Eds, Hand Book of Public Economics, Vol.I, North Holland, Amsterdam, 1985.

5. Mishan, E.J.(1982),"Cost-Benefit Analysis: An Informal Introduction", George, Allen and Unwin, London.

Reference Books:

1. Durvedy, D.N. (Ed) (1981), Readings in Indian Public Finance, Chanakya Publications, New Delhi.

2. Mishra, D.K. (1981) Public Debt and Economic Development of India, Prince House, Lucknow.

3. Buchanan, J.M. (1970), The Public Finance, Richard D. Irwin.

4. Musgrave, R.A. and B.A. Musgrave (1976), Public Finance in Theory and Practice.

Web Sources:

1. https://www.imf.org/external/pubs/ft/fandd/basics/fiscpol.htm
2. https://www.oecd.org/tax/tax-policy/budget-process/
3. https://www.clearias.com/central-state-relations-india/
4. https://www.prsindia.org/parliamenttrack/budgets

24MECN21 **STATISTICS FOR ECONOMISTS**

L	T	P	O	C
3	0	0	2	3

COURSE OBJECTIVE:

- To develop the student's ability to deal with numerical and quantitative issues in business.
- To enable the use of statistical, graphical and algebraic techniques wherever relevant.
- To understand the Statistical applications in Business and Management.
- To provide Knowledge on Statistics.

UNIT- I INTRODUCTION TO STATISTICS AND DIAGRAMMATIC REPRESENTATION 9

Introduction - Diagrammatic representation - Bar diagram - Simple bar diagram – Multiple bar diagram – Percentage bar diagram - Pie diagram - Histogram - Frequency polygon- Frequency curve

UNIT-II MEASURES OF CENTRAL TENDENCY 9

Introduction - Features of good average – Formulae for calculating Arithmetic Mean in a frequency distribution – Median – Mode - Merits and demerits.

UNIT-III MEASURES OF DISPERSION 9

Introduction - Dispersion - Meaning - Importance – Range - Quartile deviation - Mean deviation - Standard deviation - Coefficient of variation

UNIT – IV CORRELATION AND REGRESSION ANALYSIS 9

Introduction – Types – positive and negative – linear and non-linear – scatter diagram – Karl Pearson's co-efficient – rank correlation – regression coefficients - differences between correlation and regression – regression coefficients - regression equation of x on y - regression equation of y on x..

UNIT– V INDEX NUMBERS 9

Introduction – Definition – Method of construction of index numbers – Laspeyre's index numbers – Paasche's index numbers – Fisher's index numbers – Test for index numbers: Time Reversal test and Factor Reversal test.

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 Understand the key terminology, concepts tools and techniques used in Statistical Analysis and techniques used diagrammatic methods.

CO2 Evaluate the underlying assumptions of analysis tools of measures of central tendency.

CO3 Evaluate the underlying assumptions of analysis tools of measures of dispersion.

CO4 Understand the issues surrounding of Correlation and Regression.

CO5 Apply the uses and limitations of Index numbers.

Text Books:

1. S.P. Gupta, Statistical Methods, 44 th Edition, Sultan Chand & Sons,2014.

2. S.C. Gupta and V.K. Kapoor, Fundamentals of Applied Statistics, Sultan Chand & Sons, 3 rd Edition, 2001.

Reference Books:

1. P.R. Vittal and V. Malini, Statistical and Numerical Methods, Margham Publications,1 st Edition,2007.
2. Beri G, Business Statistics, Tata McGraw Hill Publishing Company Limited, 2009.
3. S.P. Rajagopalan and R. Sattanathan, Business Statistics and Operations Research, Vijay Nicole Pvt. Ltd.
4. Pillai R.S.N and Bhagavathi V. S Statistics S. Chand and Company Ltd., New Delhi.

Web Sources:

1. https://d3bxy9euw4e147.cloudfront.net/oscmsprodcms/media/documents/IntroductoryBusinessStatistics-OP.pdf

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

24IECN21 **SERVICE MARKETING**

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

To understand the marketing principles and to impart knowledge about how to market the service product and awareness about the service sector.

UNIT- I INTRODUCTION 12

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

UNIT-II SERVICE MARKETING MIX

12

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

UNIT-III SERVICE STRATEGY **12**

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

UNIT – IV SERVICE GAPS **12**

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

UNIT– V SERVICE PRODUCTS **12**

Developing Service Products- Global Marketing of Services - Distributing Services through Physical and Electronic Channels - Setting Prices - Implementing Revenue Management - Setting Prices and Implementing Revenue Management - Promoting Services and Educating Customers

Total: 60 Hours

Course Outcome:

After the successful completion of the course, students would be able to

CO1 Understand the growth and characteristics of the service sector, including the design and blueprinting of services.

CO2 Apply the concepts of the service marketing mix, including the seven P's, to real-world service marketing scenarios.

CO3 Analyze various service strategies to match demand and supply, and differentiate between internal and external marketing orientations.

CO4 Evaluate service gaps, including quality, performance, and communication gaps, and develop strategies to minimize these gaps.

CO5 Create effective marketing plans for different service industries such as financial, health, hospitality, travel, professional, public utility, and educational services.

Text Books:

1. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). Services Marketing: Integrating Customer Focus Across the Firm (7th ed.). McGraw-Hill Education.

2. Lovelock, C., & Wirtz, J. (2016). Services Marketing: People, Technology, Strategy (8th ed.). Pearson Education.

Reference Books:

1. Berry, L. L., & Parasuraman, A. (1991). Marketing Services: Competing Through Quality. Free Press.

2. Gronroos, C. (2007). Service Management and Marketing: Customer Management in Service Competition (3rd ed.). Wiley.

3. Wilson, A., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2016). Services Marketing: Integrating Customer Focus Across the Firm (6th ed.). McGraw-Hill Education.

Web Sources:

https://www.ama.org/topics/services-marketing/

https://www.investopedia.com/terms/s/service-marketing.asp

https://journals.sagepub.com/home/jsr

https://www.coursera.org/courses?query=service%20marketing

24DVAC12 **UNIVERSAL HUMAN VALUES**

L	T	P	O	C
1	0	0	1	1

COURSE OBJECTIVE:

The candidates will be able to appreciate the complementarity between the values and skills for sustained happiness and prosperity. To influence the students to approach the life and profession with a holistic perspective towards a value-based living in a natural way. To highlight plausible

implications of holistic understanding of ethical human conduct.

UNIT- I INTRODUCTION TO VALUE EDUCATION 5

Living a fulfilling life. Value education. Skill education. Complementarity of Values and Skills. Development of a holistic perspective. Right understanding, relationship and physical facility. Understanding the happiness and prosperity.

UNIT-II HARMONY AT MULTIPLE LEVELS 5

Human being as co-existence of the self and the human body. Understanding harmony in the self. Harmony in the family and understanding values in human-human relationships. Harmony in the society and understanding universal human order. Harmony in nature and understanding the interconnectedness, self-regulation and mutual fulfillment. Harmony in existence and understanding co-existence at various levels.

UNIT-III IMPLICATIONS OF THE RIGHT UNDERSTANDING 5

Ethical human conduct. Implications of value-based living. Right understanding of professional ethics. Humanistic education. Holistic technologies, production systems and management models. Strategies for transition towards value-based life and profession.

Total: 15 Hours

Course Outcome:

At the end of the course learners will be able to:

CO1: Develop qualities like responsibility and the ability to handle problems with sustainable solutions.

CO2: Appraise human values and the harmony at various levels.

CO3: Perceive a better critical ability.

CO4: Develop qualities pertaining to value-based living.

CO5: Apply what they have learnt to their own self in real life settings.

Text Books:

1. R.R. Gaur, R. Asthana, G.P. Bagaria. (2023). A Foundation Course in Human Values and Professional Ethics. 3rd Revised Edition. Excel Books, New Delhi.

Reference Books:

1. A. Nagaraj, Jeevan Vidya Prakashan, Amar Kantak. Jeevan Vidya: Ek Parichaya . (1999).
2. Rakesh Gupta. (2008). Jeevan Vidya: An Introduction (Introductory Book to Madhyasth

Darshan-Coexistentialism). English Version.

3. A. N. Tripathi. (2004). Human Values. First Edition. New Age International Publishers, New Delhi.

24SSKU21 **SOFT SKILLS - II**

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:

To enable participants' Social skills, Etiquettes that impact leadership, Decision-making, Behaviour and team bonding skills

UNIT- I PROFESSIONAL BEHAVIOUR 6

- Team Building – Team Bonding
- Inter-Personal Relationship– Intra-Personal Relationship

UNIT-II PERSONALITY DEVELOPMENT 6

- Types of Personality
- Self-Confidence - Confidence Building
- Attitude (Positive/Negative)

UNIT-III TELEPHONE ETIQUETTE 6

- Basics of telephone etiquette
- Giving clear and concise information
- Tone & rate of speech
- Intonations & its Importance
- Whatsapp Communications

UNIT – IV DECISION MAKING 6

- Types of Decisions – planned-unplanned, individual-group, major-minor
- Types of Leadership styles – Autocratic, democratic, lesse-faire, participative, bureaucratic.

UNIT– V PROFESSIONAL ETIQUETTE 6

- Respect – Salutations
- Official Behaviour

Total: 30 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1	understand the principles of effective team building and apply strategies to foster team bonding and cohesion in professional settings.
CO2	become self-confident individuals by mastering interpersonal skills, team management skills, and leadership skills.
CO3	practice techniques for effective communication in telephone conversations.
CO4	evaluate decision-making processes and their implications in professional settings.
CO5	exhibit professional conduct and demeanor in various professional situations

Text Books:

1. Language Service, University at Oberta de Catalunya
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979

Reference Books:

1. Adler, R. B., & Elmhorst, J. M. (2019). *Communicating at Work: Principles and Practices for Business and the Professions* (11th ed.). McGraw-Hill Education.
2. Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). *Business Communication Today* (13th ed.). Pearson Education.
3. Raman, M., & Sharma, S. (2012). *Technical Communication: Principles and Practice* (3rd ed.). Oxford University Press.

Web Sources:

1. https://owl.purdue.edu/owl/general_writing/index.html
2. https://learnenglish.britishcouncil.org/
3. https://www.grammarly.com/blog/

SEMESTER III

24CECN31 BANKING THEORY LAW AND PRACTICE I

L	T	P	O	C
4	0	0	2	4

Course Objectives

The following are the objectives of the course

- To remember the basic concepts of Banking and markets.
- To understand the role of the central bank and the commercial banks.
- To analyse capital market operation and e-Banking System.
- To apply the difference between private and International Banking.
- To evaluate the Endorsement and Grievances Redressal.

UNIT- I: INTRODUCTION TO BANKING **12**

History of Banking – Components of Indian Banking – Indian Banking System – Banking Structure in India – Payment Banks and Small Banks – Commercial Banking: Definition – Classification of Banks. – Universal Banking – Functions – Role of Banks in Economic

Development. Central Banking: Definition – Need – Principles – Central Banking vs. Commercial Banking – Functions of Central Bank.

UNIT-- II: RBI **12**

Establishment– Objective – Legal Framework – Functions – SBI – Origin and History – Establishment – Indian Subsidiaries – Foreign Subsidiaries – Non-Banking – subsidiaries – Personal Banking – International Banking – Trade Financing – Correspondent Banking. Co-operative Banks – Meaning and Definition – Features – Co-operative Banks Vs. Commercial Banks – Structure.

UNIT – III: E-BANKING **12**

Meaning – Services – e-banking and Financial Services – Initiatives – Opportunities – Internet Banking – Meaning – Internet Banking Vs. Traditional Banking – Services – Drawbacks – Frauds in Internet Banking – Mobile Banking – Meaning – Features – Services – Security Issues – Electronic Mobile Wallets. ATM – Evolution – Concept – Features – Types – Mechanism – Functions. Electronic Money – Meaning – Categories – Merits of e-money – Electronic Funds Transfer (ETF) System – Meaning – Steps – Benefits.

UNIT – IV: BANK ACCOUNT **12**

Opening – Types of Accounts – FDR – Steps in Opening Accounts – Savings Vs Current Account – "Donatio Mortis Causa" – Passbook – Bank Customer Relationship – Special Types of Customers – KYC Norms. Bank Lending – Lending Sources – Bank Lending Principles – forms of Lending – Loan Evaluation Process – Securities of Lending – Factors Influencing Bank Lending – Negotiable Instruments – Meaning – Characteristics – Types. Crossing – Definition – Objectives – Crossing and Negotiability – Consequences of Crossing

UNIT – V: ENDORSEMENT **12**

Meaning – Components – Kinds of Endorsement – Cheques Payable to Fictitious Persons – Endorsement by Legal Representative – Negotiation Back – Effect of Endorsement – Rules Regarding Endorsement. Paying Banking – Banker's Duty – Dishonoring of Cheque – Discharge of Paying Banks – Payment of Crossed Cheque – Material Alteration – Statutory Protection under Section 85 – Refusal of Cheque Payment. Collecting Banker - Statutory Protection under Section 131 – Collecting Banker's Duty – RBI Instructions – Paying Banker Collecting Banker – Customer Grievances – Grievances Redressal – Banking Ombudsman.

Total Hours : 60

Course Outcomes

After the completion of the course Banking theory law and Practice, the student will be able to

CO-1	To remember the basic concepts of Banking and markets
CO-2	To understand the role of the central bank and the commercial banks
CO-3	To analyse capital market operation of e- banking system
CO-4	To apply the difference between private and International Banking
CO-5	To evaluate the Endorsement and Grievances Redressal.

Text Book:

- Gomez, C. (2004). *Banking and finance: Theory, law, and practice*. Jain Book Agency.
- Gupta, R. K. (2002). *Banking law and practice*. Jain Book Agency.
- Gurusamy, S. (2001). *Banking theory: Law and practice*. Vijay Nicole Publications.
- Sundaram, K. P., & Varshney, P. N. (2000). *Banking theory, law, and practice*. Sultan Chand & Co.
- Maheswari, S. N. (2000). *Banking law, theory, and practice*. Kalyani Publications.

Web Resources

- https://www.rbi.org.in/Scripts/BS_Speeches.aspx
- https://www.investopedia.com/terms/b/banking.asp
- https://www.academia.edu/Documents/in/Banking_Theory_and_Practice

24CECN32 **ENERGY ECONOMICS**

L	T	P	O	C
4	0	0	2	4

Course Objective

This paper introduces various energy concepts followed by issues related toanalysing energy demand and supply, energy pricing, efficient use of energy, energy conservation besides giving energy planning and policy.

UNIT-1: ENERGY CONCEPTS **12**

Energy as a resource – Definitions – classification of Energy Resource - , measurement of Energy – Energy accounting- Management of Energy Resources - Energy and Environmental Sustainability.

UNIT-II: ENERGY DEMAND ANALYSIS **12**

Energy Demand Analysis: Determinants of Energy Demand - Estimating Energy Demand - Methods of Estimation - Price and Income Elasticity - Demand Estimation under Administered Price Regimes – Demand Side Management – policies – Energy Efficiency.

UNIT -III: ENERGY SUPPLY **12**

Energy Supply Analysis - Availability and Supply of Different Sources of Energy - Supply Constraints - Role of Renewable Sources of Energy - Economics and policies of non-renewable energy supply - Institutional Framework for Energy Supply in India.

UNIT-IV ENERGY MARKET **12**

Energy Market – Perfect Competition as a market Form – Perfective competition in short run – long run – Why energy market is not perfectly competitive –Monopoly market form – Market Failure and Monopoly.

UNIT-V ENERGY PRICING **12**

Need - Methods and Principles of Energy Pricing - Economic Efficiency and Equity - Considerations - Pricing Under Supply Constrained Framework - Energy Markets - Regulation - Issues and Challenges

Course Outcomes:

To learn about energy sources, efficient use pricing, planning and policies adopted for ensuring energy Efficiency and conservation for sustainable development.

To understand the basic concepts of energy economics, sources of energy and importance of energy in economic development.

To analyse the extent and factors affecting energy demand, energy supply, energy markets and Environmental consequences of energy use and policies and regulatory Mechanism for the sector.

Evaluate performance on the basis of cost- benefit analysis.

Course Outcomes

After the completion of the course Banking theory law and Practice, the student will be able to

CO-1	Understand how energy markets work and what affects energy prices.
CO-2	Analyze the impact of energy policies on the economy and society.
CO-3	Learn about factors that influence energy supply and demand.
CO-4	Understand how energy prices are set and their effects on consumers.
CO-5	Explore renewable energy and ways to improve energy efficiency and sustainability.

Books for Reference

1. Kneese, A. V. and Sweeny, J L. (1985): Handbook of Natural Resource and Energy Economics. North Holland.
2. Sankar, U. (1992): Public Sector Pricing: Theory and Applications, Indian Economic Association Trust for Research and Development, New Delhi.
3. Munasinghe, M & Meier P. (1993): Energy Policy Analysis and Modeling, Cambridge University Press, U K.
4. Paul Stevens (Ed,) (1997): The Economics of Energy Vol -I and Vol – Elgar.

Web Resources

https://archive.nptel.ac.in/courses/121/106/121106014/

https://ocw.mit.edu/courses/14-44-energy-economics-spring-2007/

https://nptel.ac.in/courses/103103206

https://onlinecourses.nptel.ac.in/noc22_ch27/preview

24DECN31 **SUSTAINABLE DEVELOPMENT**

L	T	P	O	C
4	0	0	2	4

Course Objectives:

The course aims to provide students with a comprehensive understanding of sustainable development principles, emphasizing the integration of environmental, economic, and social dimensions. It seeks to equip learners with the skills to analyze and address sustainability challenges, fostering innovative solutions and responsible practices. Additionally, the course will explore the role of policy, governance, and ethics in promoting sustainable development on a global scale.

Unit 1- Introduction

Introduction to Sustainable Development, Brundtland Committee Recommendations - Major Components of Sustainable Development - Introduction to UNESCO 17 Sustainable Development Goals (SDG) – Targets - Indicators

Unit II –Government & Financing the SDG's

Planning of SDG's – Localization of SDG's – SDG Policy Instruments – Industrial Policies – Types of Financing – New Financing Mechanisms – Global Funds – Governance – Policy Tools- Policy Tools Effectiveness – India's Framework for SDG's

Unit III- Environment and Corporate

Corporate Strategy - Competitive Environment Strategies - Eco-Branding - Competitive Environmental Strategy Matrix - CSR and Social Sustainability - Sustainability Standards – ISO Standards for Sustainability Standards

Unit IV – Environment and Sustainable Development

Development, Sustainability and Climate Change, Concept of Global Commons and Climate Change, International Conventions on Sustainable Development, Interrelationship among Development, Case for Differentiated Responsibilities, Environmental Treats, Business as Usual Versus Sustainable Development.

Unit V – Sustainable Development Models

Models of development - Robert Solow's Conceptualization of Sustainability, Structural change approaches, Models of community development, Model of sustainable livelihood.

TOTAL HOURS: 60 HOURS

Course Outcomes (Cos):

CO1: Students will gain a comprehensive understanding of the fundamental principles of sustainable development, including the interdependence of environmental, economic, and social systems.

CO2: Students will be able to identify sustainable practices in various sectors such as energy, agriculture, and urban planning to promote environmental stewardship.

CO3: Students will develop the ability to analyze sustainability challenges and opportunities, utilizing interdisciplinary approaches and innovative solutions.

CO4: Students should be able to examine the role of policy, governance, and ethical considerations in promoting sustainable development at local, national, and global levels.

CO5: Students may able to demonstrate skills to evaluate the impact of human activities on natural resources and ecosystems, fostering a commitment to sustainable living and decision-making.

Text Books:

1. Puri V.K., Misra S.K., Indian Economy, Himalaya Publication House
2. Bhatia H.L., Public Finance, Vikas Publishing House

References:

1. Jhingan M.L., The Economics of Development and Planning, Vrinda Publications P Ltd
2. Kouts Yiannis A., Modern Microeconomics, Palgrave Macmillan U.K.
3. Gaurav Datt and Ashwani Mahajan*, Datt and Sundaram Indian Economy,* S Chand and Co Ltd
4. **Web Resources:**

1. https://www.indiabudget.gov.in/
2. https://www.nabard.org/news-article.aspx?id=25andcid=552andNID=220
3. https://www.birmingham.ac.uk/news/2017/green-white-and-blue-why-india-needs-a-third-agricultural-revolution#:~:text=Agriculture%20is%20the%20backbone%20of,the%20world's%20largest%20milk%20producer.

24IECN31 **BASICS OF MICROSOFT OFFICE**

L	T	P	O	C
4	0	0	2	4

Course Objective

- The course aims to provide participants with foundational knowledge of Microsoft Office applications, including Word, Excel, and PowerPoint.
- By the end of the course, participants will be able to create, format, and edit documents, spreadsheets, and presentations efficiently.
- Additionally, they will learn basic email and calendar management skills using Outlook.

UNIT I INTRODUCTION TO COMPUTER **9**

Definition – Types of Computers – Desktop and Laptop – Functions of Computer - Application and Current Trends for business related problems

UNIT II HARDWARE &SOFTWARE **9**

Hardware System – Types of Hardware: Input, storage and output devices – Internal and External Parts of Hardware – Software – System Software: Operating System (OS) such as Microsoft Windows and Macintosh– Application software – Internet

UNIT III MICROSOFT WORD **9**

Microsoft Word – History, Version – Features of Word Such as File Creation, Formatting, Editing, Paragraph Formatting, Inserting Header and Footer and Page Number, Inserting Tables, Inserting Symbols, Print Review and Printing

UNIT IV MICROSOFT EXCEL **9**

Microsoft Excel – History, Version – Features of Excel Such as File Creation, Formatting, Editing, Organizing the Worksheet, Formulas/Functions, Sorting, Filters, Creating Charts, Print Review and Printing

UNIT V MICROSOFT POWERPOINT **9**

Microsoft PowerPoint – History, Version – Features of PowerPoint Such as File Creation, Slide Creation, Formatting, Editing, Adding Transitions and Animation, Print Review and Printing.

TOTAL HOURS : 45 HOURS

COURSE OUTCOMES:

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

CO – 1 : Describe the fundamentals of computer.

CO – 2 : Explain the basics of hardware and software.

CO – 3 : Identify different components of hardware systems.

CO – 4 : Discuss about the word processing using Microsoft Word.

CO – 5 : Demonstrate working with Spreadsheets using Microsoft Excel.

Books for Reference

1. John Wiley & Sons, 2005, Turban Rainer and Potter – Introduction to Information Technology.

2. Richard D Gitlin, Jeremiah F Hayes, Stephen B Weinstein, 1992, Data Communications Principles, Springer,

Reference Books:

1. William Stallings 2007, Data and Computer Communications, Prentice Hall.

2. McGraw-Hills, Behrouz A. Forouzan, 2007, DeAnza College, Data Communications and Networking,

3. N.D. Birrell, M.A. Ould, 1988, A Practical Handbook for Software Development, Cambridge University Press,

4. Sanjay Saxena, A first course in computers, Vikas Publishing House Pt. Ltd. 2000

SOFT SKILLS -III

L	T	P	O	C
2	0	0	1	2

Course Objectives:

To learn and apply basic etiquette for personal and professional interactions.

To develop effective stress management techniques for maintaining mental and emotional well-being.

To enhance self-awareness for personal growth and informed decision-making.

Credit Hours

Unit I - Basic Etiquettes **6**

- Health and Personal Grooming

Unit II - Overview of 21st Century Skills. **6**

- Lateral Thinking – Left Brain/Right Brain Functionality
- Problem solving skills

Unit III - Self Awareness **6**

- Human Values
- Mindfulness
- SWOT Analysis
- PDCA Approach

Unit IV - Creativity/Critical Thinking **6**

- Six Thinking Traits
- Creative writing- presentation
- Hobbies
- Open mindedness

Unit V - Stress Management **6**

- Stress-meaning and nature, Eustress, Distress
- Stress management strategies

Total Hours **30**

Course Outcomes:

At the end of this course, the students would have learnt to

COC1	demonstrate basic etiquette in various personal and professional settings.
COC2	effectively manage stress using learned techniques.
COC3	show increased self-awareness and make informed decisions.
COC4	understand and articulate key 21st-century skills.
COC5	apply creativity and critical thinking to solve problems innovatively.

References:

- By Elizabeth Scott, PhD Updated on September 13, 2023
- Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
- Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979

ENGLISH IV - PROFESSIONAL ENGLISH

L	T	P	O	C
2	0	0	0	2

Course Objectives:

CO1: To develop effective oral communication skills for professional contexts such as presentations and meetings.

CO2: To enhance written communication abilities, including business correspondence and reports.

CO3: To improve professional vocabulary and language usage appropriate for various fields and industries.

CO4: To practice critical thinking and problem-solving skills through case studies and discussions.

CO5: To prepare students for job interviews, networking, and career advancement through professional English proficiency.

Credit Hours

Unit I - Technical Writing **6**

- Spelling, Punctuation, Spot the error
- Hints development,
- Cliches, Redundancies
- Modifiers.

Unit II - Creative Writing **6**

- Instructions and recommendations
- Interpretation of graphs, charts and pictures

Unit III - Professional Writing **6**

- Agenda
- Minutes of the meeting
- Review
- Circular

Unit IV - Organization of Writing **6**

- Paragraph Writing
- Essay writing
- Proposal Writing

Unit V - Speech Writing **6**

- Welcome address
- Vote of thanks
- Oral presentation
- E-mail and SMS text.

Total **30 hours**

Course Outcomes:

At the end of this course, students would have learnt to,

COC1	demonstrate proficiency in language use.
COC2	master the nuances of Spoken and Written Communication skills in professional contexts.
COC3	develop confidence and clarity in Professional English usage.

References:

- Professional English by Meenakshi Raman and Sangeetha Sharma -2018.
- General English for all competitive examinations by S.C. Gupta -2016.

24EVS041 **ENVIRONMENTAL STUDIES**

L	T	P	O	C
3	0	0	2	3

Course Objective

- To inculcate the importance of environmental pollution, preservation of nature and environmental management for human welfare.

UNIT-I HUMAN COMMUNITIES AND THE ENVIRONMENT 9

The man-environment interaction: Humans as hunter-gatherers; Mastery of fire; Origin of agriculture; Emergence of city-states; Great ancient civilizations and the environment, Indic Knowledge and Culture of sustainability; Middle Ages and Renaissance; Industrial revolution and its impact on the environment;
Environmental Ethics and emergence of environmentalism: Anthropocentric and eco-centric perspectives (Major thinkers); The Club of Rome- Limits to Growth; UN Conference on Human Environment 1972; World Commission on Environment and Development and the concept of sustainable development; Rio Summit and subsequent international efforts.

UNIT II NATURAL RESOURCES AND SUSTAINABLE DEVELOPMENT 9

Renewable and non-renewable resources - Natural resources and associated problems. a) Forest resources b) Water resources c) Mineral resources d) Food resources e) Energy resources: f) Land resources; Role of an individual in conservation of natural resources- Equitable use of resources for sustainable lifestyles.
Introduction to sustainable development: Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs.

UNIT-III ECOSYSTEM AND BIODIVERSITY 9

Ecosystems and ecosystem services: Major ecosystem types in India and their basic characteristics- forests, wetlands, grasslands, agriculture, coastal and marine; Ecosystem services- classification and their significance.
Biodiversity and its distribution: Biodiversity as a natural resource; Levels and types of biodiversity; Biodiversity in India and the world; Biodiversity hotspots; Species and ecosystem threat categories. Threats to biodiversity and ecosystems: Land use and land cover change; Commercial exploitation of species; Invasive species; Fire, disasters and climate change. Major conservation policies: in-situ and ex-situ conservation approaches;

UNIT-IV ENVIRONMENTAL POLLUTION AND HEALTH 9

Understanding pollution: Production processes and generation of wastes; Assimilative capacity of the environment; Definition of pollution; Point sources and non-point sources of pollution; Causes, effects and control measures of a) Air pollution b) Water pollution c) Soil pollution d) Marine

pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards. Solid waste Management. Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies.

UNIT-V ENVIRONMENTAL TREATIES AND LEGISLATION 9

Major International Environmental Agreements: Convention on Biological Diversity (CBD); Cartagena Protocol on Biosafety; Nagoya Protocol on Access and Benefit-sharing; Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES); Ramsar Convention on Wetlands of International Importance; United Nations Convention to Combat Desertification (UNCCD); Vienna Convention for the Protection of the Ozone Layer;
Environmental laws:
Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act - Issues involved in enforcement of environmental legislation. Public awareness.

Total: 45 hours

Text Books

1. Fisher, Michael H. (2018) An Environmental History of India- From Earliest Times to the Twenty-First Century, Cambridge University Press.
2. William P. Cunningham and Mary Ann Cunningham, Environmental Science: A Global Concern 14th Edition, 2021.
3. Sinha, N. (2020) Wild and Wilful. Harper Collins, India.
4. Climate change: Science and politics (2021), Centre science and Environment, New Delhi,

Reference Books

1. Daniel B. Botkin and Edward A. Keller, **Environmental Science: Earth as a Living Planet,** 9th Edition, New Age International 2022.
2. Jadhav H and Bhosale VM, Environmental Protection and Laws. Himalaya Publishing House, Delhi 284pgs 2023.

Web link and we source

https://easyengineering.net/ge6351-environmental-science-and/
https://learnengineering.in/ge8291-environmental-science-and-engineering
https://cpcb.nic.in/ standards/

Course Outcomes (CO): At the end of this course, learners will be able to:

Course Outcomes		K Level
CO1:	Gain insights into the international efforts to safeguard the Earth's environment and resources.	**K2**

CO2:	Understand the concept of natural resources; identify types of natural resources, their distribution and use with special reference to India.	**K4**
CO3:	Understand the concepts of ecosystems, biodiversity and conservation.	**K1**
CO4:	Sensitize themselves to adverse health impacts of pollution.	**K3**
CO5:	Understand the sectoral effects on the local, regional, and global environmental issues	**K2**

Mapping of Program outcomes with course outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	2	2	3	2
CO2	3	3	3	2	2	2	2	2	3	3
CO3	3	3	3	2	3	1	1	2	2	3
CO4	3	2	3	3	2	2	2	2	2	3
CO5	3	2	3	2	3	2	2	2	2	2
Average	3	2.4	3	2.2	2.4	1.8	1.8	2	2.4	2.6

Assessment Methods:

CAT1	CAT2	Model Exam	End Semester Exams	Assignments
✓	✓	✓	✓	✓
Quiz	**MCQ**	**Projects**	**Seminars**	**Demonstration/Presentation**
			✓	✓

24CECN41 **MONETARY ECONOMICS**

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

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

UNIT – I INTRODUCTION TO MONEY 12

Money – Definition and Kinds of Money – Functions of Money – Role of Money in a Modern Economy – Qualities of good money materials – Gresham's Law.

UNIT – II THOERY OF MONEY 12

The Classical Quantity theory of Money – The Cambridge Version of Quantity theory of Money – Superiority of Cash Balance Approach over Transaction Approach – Keynesian Theory of Demand for Money.

UNIT –III MONEY SUPPLY 12

The Supply of Money – Sources of Money Supply – The Measures of Money Supply in India – The Theory of Money Supply – Monetary Expansion and the Money Multiplier – Money Supply and Price Level.

UNIT – IV BANKING SYSTEM 12

Indian Banking System – Commercial bank – Structure and functions - Central bank – Functions – Organization and Management -– Monetary Policy – Meaning – Objectives - Evolution of Monetary Policy in India – Instruments of Monetary Policy – RBI and Monetary Policy.

UNIT – V BUSINESS CYCLE 12

Business Cycle – Characteristics of Business Cycle – Phases of Business Cycle – Types of Business Cycle – Business Cycle and Controlled Economies – Measures to Control Business Cycle.

TOTAL HOURS: 60 HOURS

COURSE OUTCOMES:

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

Text Book

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

Reference Books

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

24CECN42 **INDIAN ECONOMY**

L	T	P	O	C
4	0	0	2	4

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

UNIT I:

ECONOMIC GROWTH AND DEVELOPMENT **12**

Economic Growth - Economic Development - Basic issues in Economic Development and Growth - Concepts and measures of Development and Underdevelopment - Difference between Economic Growth and Development.

UNIT II:

AGRICULTURE AND INDUSTRIAL DEVELOPMENT **12**

Indian Agriculture – Role of Agriculture in Indian Economy – New Agriculture Strategy – Green Revolution and present position in India - Agricultural price policy in India - role of Industrialization - New Industrial policy 1991 - Appraisal of new industrial policy – Development of Infrastructure.

UNIT III:

POPULATION AND FIVE YEAR PLANS **12**

Population Explosion: Size, Growth, Causes, Problems and Remedies – Demographic Issues – Human Resource Development – Indicators- National Human Resource Development Report – Progress of HRD in India – Occupational Structre.

UNIT IV:

INFLATION AND UNEMPLOYMENT **12**

Inflation in India - Phillips Curve - Poverty and Unemnployment - Types of Unemployment and its causes - Measures to eradicate Poverty and Unemployment - Okun's law.

UNIT V:

RECENT DEVELOPMENTS IN INDIAN ECONOMY **12**

Niti Aayog – Transforming in India – Functions of Niti Aayog – Structure of Niti Aayog – Action Agenda of NITI – Make in India Schemes – Start – up India Schemes – Digital India Schemes – Case Study

TOTAL HOURS: 60 HOURS

Course Outcome

Upon completion of the course, students will be able

CO1 : To familiarize the students with Economic growth and development

CO2 : To understand the concepts of national income and occupational structure

CO3 : To analyse the issues related to population and economic reforms

CO4 : To examine inflation rate and employment generation

CO5 : To critically evaluate the sectoral development in India

TEXTBOOKS

1. Brahmananda, P.R. and Panchmukhi, V.R. (Eds), Development Experience in the Indian Economy: Inter State Perspectives, Bookwell Publications, Delhi, 2ndEdition,2001.
2. S.Chandrachud " Chud's Series of Indian Economy" WISE lab Publications, Second edition, 2022.
3. Kapila, Uma (Ed), Indian Economy since Independence, Academic foundation, New Delhi, 4th Edition, 2006
4. Dutt and Sundaram, Indian Economy, S.Chand & Company.

Reference books:

1. Mishra and Puri: Indian Economy – Himalaya Publishing House
2. IC Dhingra, Indian Economics – Sultan Chand and Sons
3. V.K.Puri and S.K.Misra, Indian Economy, Himalaya Publishing House, 37th Edition,

24DECN41 **ECONOMIC LAWS**

L	T	P	O	C
4	0	0	2	4

Course Objective:

To develop an understanding of the provisions of different economic laws and acquire the ability to apply such knowledge to address issues in practical case scenarios.

UNIT I. **12**

World Trade Organization (WTO) covering its Role, Principles, Functions, Functions and Dispute Settlement Mechanism The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002- Important Definitions, Management of assets by the Banks and the Financial Institutions.

UNIT II **12**

Competition Act, 2002 and Rules/ Regulations The Prevention of Money Laundering Act, 2002 (PMLA) – Definitions, Punishment for the Offence of Money laundering, Obligation of Banking Companies, Financial Institutions, and Intermediaries or a person carrying on a designated business or profession, Appellate Tribunal, Special Court, Procedure for Attachment and Confiscation of Property and Recovery of fines and penalties

UNIT III **12**

the Foreign Exchange Management Act, 1999 (FEMA): Introduction, the broad structure of FEMA, definitions, regulation, and management of foreign exchange, contravention, and penalties, and miscellaneous provisions Foreign Exchange Management Act, 1999 and Rules/ Regulations

UNIT IV **12**

Prohibition of Benami Property Transactions Act, 1988 and Rules/ Regulations The Foreign Contribution Regulation Act, 2010 – Definitions, Regulation of Foreign contribution and miscellaneous provisions

UNIT V **12**

Real Estate (Regulation and Development) Act, 2016 [Central Act and Rules/ Regulations] Insolvency and Bankruptcy Code, 2016 and Rules/ Regulations The Arbitration and Conciliation Act, 1996- General Provisions, Arbitration agreement, Tribunal

TOTAL HOURS : 60 HOURS

Course Outcomes:

CO 1: To Describe the WTO and Dispute Settlement Mechanism

CO 2: To explain the various agreements like Competition Act, Prevention of Money Laundering Act

CO 3: To Study the FEMA regulation and management of foreign exchange, contravention and penalities

CO 4: To identity the various conditions of Benami Property Transaction Act 1988 and foreign Contribution Regulation Act 2010

CO 5: To Recall the Real Estate (Regulation and Development) Act 2016, Insolvency and Bankruptcy Code 2016.

Books for Reference:

- CA Final Economic laws Book Kit by CA Sanidhya Saraf
- Economic Law For Ca Final- Hand Book By Cs Shelton M Joseph (Author)
- Economic and Commercial Law by Tejpal Sheth
- Economic and Commercial Law by C S Pawan Kumar Baid
- Corporate and Economic Law by Pankaj Karg
- CA Final Law Book by Arpita Tulsyan
- International Economic Law by by LeïlaChoukroune (Author), James J. Nedumpara (Author)
- Economic Law by CA Punarvas Jayakumar
- CMA Corporate and Economic Law by Shubham Singhal

24SECN41 **COMPUTATIONAL ECONOMICS**

L	T	P	O	C
3	0	0	2	3

Course Objective

This paper is designed to impart the skills related to data analysis andcarrying out independent research activities. The course has potential to enhance the employability of students passing out from the department of Analytical and Applied Economics.

UNIT-IFUNDAMENTALS OF RESEARCH AND ACADEMIC ETHICS **6**

Review of Literature: Meaning, Objectives, Types, Sources, Stages and Precautions - Exercise on wiring a review of literature

UNIT-II: BASICS OF SPSS **6**

Basics of SPSS - Descriptive Statistics in SPSS - Graphs and Charts in SPSS

UNIT -III DATA ANALYSIS THROUGH SPSS **6**

Simple statistical Measures using SPSS - Regression Analysis using SPSS

UNIT-IV BASICS OF STATA **6**

Basics of STATA - Descriptive Statistics in STATA - Graphs and Charts in STATA

UNIT V – DATA ANALYSIS THROUGH STATA **6**

Regression Analysis using STATA - Data Analysis Through STATA

TOTAL HOURS : 30 HOURS

COURSE OUTCOME

On successful completion of this paper, students will have:

CO1: Increased ability to observe social realities with the lens of a researcher;

CO2: Increased number of students opting for dissertation in the fourth semester; and

CO3: Increased employability of students in research organisations and corporate sector.

CO4: To analyze economic models and data, enabling them to make informed decisions and predictions in economic contexts

CO5 : Develop critical thinking skills to evaluate and improve existing economic models through computational techniques.

Books for Reference

1. David M. Levine et al, 2010, "Statistics for Managers using MS Excel' (6th Edition) Pearson,
2. David R. Anderson, et al, 2011, 'An Introduction to Management Sciences: Quantitative approaches to Decision Making, (13th edition) South-Western College Pub.
3. Wayne L. Winston, Microsoft Excel 2010: Data **Analysis & Business Modeling, 3rd edition, Microsoft Press, 2011.**

L	T	P	O	C
0	0	2	1	1

24DVAC41 **YOGA EDUCATION**

Course Objective

The students will be able to:

- Understand the philosophy, aims, and health benefits of Yoga.
- Gain practical knowledge of yogic postures, breathing techniques, and relaxation practices.
- Apply yogic methods for stress reduction, emotional balance, and focus enhancement.
- Incorporate Yoga as a tool for lifestyle improvement, well-being, and inner awareness.

UNIT-I INTRODUCTION TO YOGA 5

Definition and meaning of Yoga – Classical and modern perspectives. -Philosophy and objectives of Yoga-Benefits of Yoga for physical, mental, and emotional health -Relevance of Yoga in daily life, especially for students and professionals - Guidelines for safe and mindful Yoga practice

UNIT II YOGA PRACTICES – ASANAS AND BREATHING 5

Loosening and warm-up exercises Neck, shoulder, spine, and joint movements - Standing AsanasTadasana, Trikonasana, Vrikshasana - Sitting AsanasVajrasana, Ardha Matsyendrasana, Bhadrasana - Prone and Supine AsanasBhujangasana, Shalabhasana, Pavanamuktasana - Breathing Practices (Pranayama)Anulom Vilom, Bhramari, Sheetali, Sheetkari - Relaxation TechniquesDeep Relaxation Technique (DRT)

UNIT-III YOGA FOR MENTAL WELL-BEING & LIFESTYLE MANAGEMENT 5

Ecosystems and ecosystem services: Major ecosystem types in India and their basic Role of Yoga in managing stress, anxiety, and fatigue - Importance of meditation and breath regulation - Basics of meditation: breath-based and mindfulness - Yogic lifestyle guidelines – diet, discipline, sleep, and conduct - Integrating Yoga into student routine for balance and productivity

Total: 15 hours

Text Books & Reference Books

1. Ministry of AYUSH. (2023). Common Yoga Protocol. Government of India
2. Swami Satyananda Saraswati. Asana, Pranayama, Mudra, Bandha. Bihar School of Yoga
3. Dr. R. Nagarathna & Dr. H. R. Nagendra. Yoga for Students. SVYASA
4. NCERT. (2020). Yoga – A Healthy Way of Living (Upper Primary and Secondary)

Course Outcomes (CO): At the end of this course, learners will be able to:

Course Outcomes	
CO1:	Explain the meaning and relevance of Yoga for overall well-being.
CO2:	Demonstrate basic asanas and breathing techniques with proper alignment.
CO3:	Practice guided relaxation and introductory meditation.

24DVAC51 **NATIONAL SERVICE SCHEME**

L	T	P	O	C	
0	0	2	1	1	

Course Objectives:

The students will be able to understand the concept of youth and the importance of youth population in Nation Building. The course also enable the students to appraise the nature and growth of national service scheme in India. The course enable the students to perceive the aims, objectives, logo, emblem and organizational structure of NSS.

UNIT-I INTRODUCTION **05**

Introduction to National Service Scheme. Philosophy of NSS. Basic concepts of NSS-Motto, Symbol, Badge, NSS Day. NSS programs and activities; NSS Components-Programme Officer, Volunteer, Community. Classification of NSS Programme.

UNIT-II ACTIVITIES OF NSS **05**

Regular activities of NSS – Adoption of villages, slums etc., Coordination with Voluntary Organizations, National Service Volunteer Scheme (NSVS), Day Camps, Special Camping Program-objectives, contributions and activities.

UNIT-III ADMINISTRATION, PLANNING & IMPLEMENTATION OF NSS PROGRAMS **05**

Administrative structure of NSS at National, State and University levels. NSS advisory committees. Planning and Implementation of NSS Programs-Off campus activities- Rally, Swatchatha Programme, Visit to heritage sites, conserving ancient monuments, Women empowerment program, Blood donation, Water conservation program etc.

Total Hours: 15

Course Outcome

At the end of the course, learners will be able to:

CO1: To explain the philosophy and basic concepts of NSS.

CO2: To appraise the activities of NSS.

CO3: To discuss the concepts of Special Camping Program.

Textbooks

1. National Service Scheme Manual (Revised), (2006), Government of India, Ministry of Youth Affairs and Sports, New Delhi.
2. Afsal Mohammad B, (2020), An introduction to volunteerism in India.

24CECN51 **TAMILNADU ECONOMY**

L	T	P	O	C
4	0	0	2	4

Course Objective

As a student of Economics, one should know the relevance of Regional Economics and its share in the National Economy. Tamilnadu is one of the industrialised States and a major economic power in South India. This paper will give an interesting analysis of the occupational structure, the relative shares of the different Sectors in the SDP and the future thrust areas of the State Plan**.**

UNIT-I BASIC PERFORMANCE OF TAMIL NADU ECONOMY **12**

Tamil Nadu - Salient Features - Land Area - Distribution of Occupational Structure in Tamil Nadu. Demographic Trends: Population - Growth - National Family Health Survey - Human Development India Index - Gender Development Index.

UNIT-II AGRICULTURAL DEVELOPMENT IN TAMIL NADU **12**

Agricultural Sector: Sources of Irrigation - Cropping Pattern – Productivity and Yield of Major Crops- Agriculture Marketing: Agricultural Marketing - Regulated Markets - Uzhavar Sandhai - Agricultural Finance - Livestock.

UNIT-III INDUSTRY AND INFRASTUCTURAL DEVELOPMENT **12**

Industrial Sector: Trends and Patterns in Industrial Growth - Large Scale and Small Scale Industries - Industrial Estate - KVIC and DIC - Labour Welfare Measures. Industrial Financial Institutions - TIIC, SIDCO, SIPCOT, Industrial Estate, DIC, EPZ, SPZ, SEZ (Export Processing Zone, Special Processing Zone, Special Economic Zone).

UNIT-IV DEVELOPMENT PROGRAMMES IN TAMIL NADU **12**

State Finance & Development Programmes: State Finance – Revenue and Expenditure of the State - Tamil Nadu's recent Budget Welfare Programmes of the State Government: Education and Health - ICDS - Unemployment - Anti-Poverty Strategies -PDS – Women Development.

UNIT-V TAMIL NADU STATE PLANNING COMMISSION **12**

Trends in State Income - Structural Growth Before and After Reforms - Dynamism of the Economy. State Planning Commission: Targets and Achievements - Financing of Plans: Revenue, Expenditure, and Debt - Current Year Budget

Total Hours: 60 Hours

Course Outcome

Upon completion of the course, students will be able

CO1 : To understand the process of growth of Tamil Nadu economy

CO2 : To comprehend the specific economic issues pertaining to the region..

CO3 : To get the knowledge of policy analysis regard to Tamil Nadu economy.

CO4 : To enhance the ability of critical thinking on Tamil Nadu economy and its various aspects

CO5 : To develop the knowledge towards competitive examination skills.

Text Books:

1. Leonard, AG. 2006. Tamil Nadu Economy. New Delhi: Macmillan.
2. Rajalakshmi, N. 1999. Tamil Nadu Economy. Mumbai: Business Publishers.
3. Perumalsamy, S. 1990. Economic Development of Tamil Nadu. New Delhi: S. Chand & Co. Ltd
4. Perumalsamy, S. 1988. Tamil Nadu Economy Performance and Issues. New Delhi: Oxford and IBH.
5. Manickam, S. 2007. Economic Development of Tamil Nadu in Perspective. Chennai: Uyirmmai Publication.

REFERENCE BOOKS

1. Rajalakshmi, N. 1999. Tamil Nadu Economy. Mumbai: Business Publishers.
2. Perumalsamy, S. 1990. Economic Development of Tamil Nadu. New Delhi: S. Chand & Co. Ltd.
3. Veeramani, A. R. 2005. Tamil Nadu Agricultural Economy. Chennai: Divyasre.
4. Manickam, S. 2007. Economic Development of Tamil Nadu in Perspective. Chennai: Uyirmmai Publication.

24CECN52 MANAGERIAL ECONOMICS

L	T	P	O	C
4	0	0	2	4

Course Objectives: To understand the business practices and principles and to impart knowledge about the market structure and basic knowledge about the corporate world.

UNIT I:

INTRODUCTION TO MANAGERIAL ECONOMICS 12

Definition –Nature and scope – Fundamental concepts of Managerial Economics - Relationship with other subjects - Decision Making Process.

UNIT II: DEMAND AND SUPPLY ANALYSIS 12

Demand – Law of Demand – features – exceptions - Elasticity of demand – Types of elasticity of demand – Price, Income Cross and Advertisement - Law of supply – Demand forecasting – Prerequisites – Classification of demand forecasting – Methods of demand forecasting.

UNIT III : COST AND REVENUE ANALYSIS 12

Cost classification –Different cost classifications – Cost output relationship in short run and long run –Revenue Analysis – Concept of Revenues – Relationship between AR and MR curves – Total cost and Total Revenue approach – marginal Cost and marginal revenue approach.

UNIT IV: PRODUCTION ANALYSIS 12

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

UNIT V: MARKET STRUCTURE AND PRICING 12

Price and output determination under Perfect Competition – Monopoly competition – Profits in Monopolistic competition – Sources of Monopoly Power - Monopolistic competition – Oligopoly Competition – Different models of Oligopoly.

Total Hours: 60 hours

Course Outcome

Upon completion of the course, students will be able

CO1: To familiarize with the fundamentals of managerial economics

CO2: To understand the concepts of demand, cost, production and markets

CO3: To analyse the cost function and production function

CO4: To examine the profit position of the firm through Break even analysis

CO5: To critically evaluate the business practices existing in the market.

TEXT BOOKS:

1. Paul A. Samuelson and William D. Nordhaus, Economics, 19th edition, Tata McGrawHill,2006.
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 2nd Edition, 2007.
3. S.Chandrachud " Chud's Series of Managerial Economics" WISE lab Publications, third edition, 2022
4. R.L. Varshney and K.L. Maheswari, Managerial Economics, Sultan Chand and Sons, 22nd Edition, 2014.
5. P. L. Mehta "Managerial Economics – Analysis, Problems and Cases", Sultan Chand & Sons. New Delhi. 12th Edition 2006.

REFERENCE BOOKS:

1. Joel Dean, Managerial Economics, 1979, PHI.
2. N. Gregory Mankiw, 2011, Principles of Economics, 6th edition, Thomson learning, NewDelhi,
3. Richard Lipsey and Alee Charystal, 2011, Economics, 12th edition, Oxford University Press, NewDelhi,.

24CECN53 **ENVIRONMENTAL ECONOMICS**

L	T	P	O	C
4	0	0	2	4

Course Objective:

To know the importance of environmental factors which are influencing the economy and to understand the concepts of global economy, environmental pollution and Greenhouse effect.

UNIT- I ROLE AND SIGNIFICANCE OF ENVIRONMENTAL ECONOMICS 12

Introduction- Economics and Environment- Definition and role of Environmental Economics- Comparison with other disciplines like Ecological economics and Natural Resource Economics - Interaction between economy and the environment.

UNIT- II DEVELOPMENT AND GREEN ACCOUNTING 12

Environmental Kuznets Curve - Economic growth and environmental degradation Irreversibility, Uncertainty and Economic Development - Environmental Accounting: Basic Theory - Environmentally Adjusted National Product - Welfare implication of national income and sustainable development

UNIT- III ENVIRONMENTAL VALUATION AND COST-BENEFIT ANALYSIS 12

Total Economic Value of the Environment - Revealed Preference Approach - Household Production Function- Travel Cost- Hedonic Price Theory - Hypothetical Market and Contingent Valuation Method - Environmental Performance Index - Benefit-cost Analysis

UNIT-IV COMMON PROPERTY RESOURCES 12

Poverty and Environmental Degradation - Community Management of Common Property Resources - Coordination Failure- Increasing Returns, Free-riding Problem (Assurance Gameand Prisoner's Dilemma) - Market Failure and Externalities - Community Institutions: Case Studies

UNIT-V NATURAL RESOURCE ECONOMICS 12

Types, scarcity and classification of Natural Resources - Depletable and non-renewable resources - Recyclable resources – Replenishable but depletable resources – Storable renewable resources - Renewable common property Resources– Economic Theory of Depletable Resources- Optimal extraction of renewable and non-renewable resources

TOTAL HOURS: 60 HOURS

Course Outcomes

CO1 To enhance knowledge about nature , scope of environmental economics

CO2 To Understand awareness about the environment around us, sustainable development

CO3 To apply the attained knowledge of conservation in real world environmental issues.

CO4 To analyse various types of pollution and to apply the control measures

CO5 To analyse the population status of the economy, urbanization effects and national policies related to environment

TEXT BOOKS

1. William Cunningham, Mary Cunningham, "Principles of Environmental Science" Seventh Edition, McGrawHill 2014.
2. S.Chandrachud, 'Chud's Series of Environmental Economics', WISE Publications. 2023 Edition Chennai.
3. David Pearce ,Kerry Turner, Ian Bateman "Environmental Economics" Financial Times Prentice Hall Publications, 1993
4. Dr. Karpagam " Environmental Economics" Sterling Publishers Pvt.Ltd, Third Edition, 2019.

REFERENCE BOOKS

1. C. Kolstad: Intermediate Environmental Economics, Oxford University Press (2012)
2. Divan, S. & Rosencranz, A., Environmental Law and Policy in India. OUP, 2001.

24IECN51 **STRATEGIC MANAGEMENT**

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

The objective of a Strategic Management course is to equip students with the knowledge and skills to formulate, implement, and evaluate strategies that drive organizational success. This course aims to develop critical thinking and analytical abilities to assess competitive environments and make informed strategic decisions. Students will learn to integrate various business functions and understand the role of leadership in strategy execution.

UNIT: 1 INTRODUCTION TO STRATEGIC MANAGEMENT

Introduction to Strategic Management – Meaning and Nature – Concept of Strategy – Importance – Limitations - Strategic Intent – Components of Strategic Intent - Strategic Levels in Organization: Corporate Level – Business level – Functional Level – Network of Relationship.

UNIT: II STRATEGIC ANALYSIS: EXTERNAL ENVIRONMENT

Strategic Analysis –Issues to consider for Strategic Analysis – Framework of Strategic Analysis – Strategy and Business Environment: Micro and Macro environment – PESTEL – Industry Environment Analysis- Porter's Five Force Model – Market and Customer – Competitive Strategy

UNIT: III STRATEGIC ANALYSIS: INTERNAL ENVIRONMENT

Strategic Analysis of Internal Environment – Key stakeholders – Mendelow's Matrix – Strategic Drivers: Industry & Markets, Customers, Products/Services, Channels – Core Competency – SWOT Analysis – Porter's Generic Strategies: Cost Leadership, Differentiation, Focussed

UNIT IV: STRATEGIC CHOICES

Strategic Choices – Broad Strategies: Stability, Growth/ Expansion, Retrenchment, Combination – Characteristics – Strategic Exits: Turnaround, Divestment, liquidation – Strategic Options: Portfolio Analysis Models.

UNIT: V STRATEGIC MANAGEMENT

Strategic Management Process – Stages – Strategy formulation - Strategic Leadership – Strategic Control – Strategic Performance Measures – Strategic change through digital transformation

COURSE OUTCOMES:

CO1 : Students should be able to understand the concept of strategy and its significance, including the different strategic levels within an organization.

CO2: Students can be able to evaluate the external environment and its impact on business strategy.

CO3: Students can apply SWOT analysis to assess the internal environment and identify an organization's core competencies.

CO4: Students would be able to assess various strategic choices, including stability, growth, retrenchment, and combination strategies, to determine their suitability for organizational goals.

CO5: Students can develop a strategic management plan that includes strategy formulation, implementation, and evaluation, incorporating strategic leadership and performance measures.

Reference Books

1. David, F. R., & David, F. R. (2020). Strategic management: A competitive advantage approach, concepts and cases (17th ed.). Pearson. ISBN: 978-0135192298
2. Hill, C. W. L., & Schilling, M. A. (2022). Strategic management: Theory: An integrated approach (14th ed.). Cengage Learning. ISBN: 978-0357715693
3. Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland, A. J. (2022). Crafting and executing strategy: The quest for competitive advantage: Concepts and cases (23rd ed.). McGraw-Hill Education. ISBN: 978-1264124350
4. Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2018). Strategic management and business policy: Globalization, innovation, and sustainability (15th ed.). Pearson. ISBN: 978-0134522058
5. Grant, R. M. (2021). Contemporary strategy analysis: Text and cases (11th ed.). Wiley. ISBN: 978-1119815235

L	T	P	O	C
2	0	0	1	2

24SECN51 ENTREPRENEURIAL DEVELOPMENT

Course Objective:
To enrich the students towards the knowledge of entrepreneurial skills and to make the students understand the approaches to attain the goals of the business.

Unit 1: Introduction to Entrepreneurship 06

Introduction, Concept of Entrepreneur, Entrepreneurship and Enterprise, Definition of Entrepreneurship, Objectives of Entrepreneurship Development, Phases of Entrepreneurship Development, Role of Entrepreneurship, The Entrepreneurial Mindset, Characteristics of Entrepreneurship, Traits of Entrepreneurship, Introduction to Entrepreneurship Skills

Unit 2: Entrepreneurship Development Skills 06

Meaning of Entrepreneurship skill, Types of Entrepreneurship Skills: Business management skills, Teamwork and leadership skills, Communication and listening, Customer service skills, Financial skills, Analytical and problem-solving skills, Critical thinking skills, Strategic thinking and planning skills, Technical skills, Time management and organizational skills, Branding, marketing and networking skills, How to improve entrepreneurial skills, Entrepreneurial skills in the workplace.

Unit 3: Types of Entrepreneurs 06

Classification and Types of Entrepreneurs; Women Entrepreneurs; Social Entrepreneurship; Corporate Entrepreneurs, Family Business: Concept, structure, and kinds of family firms; Culture and evolution of family firm; Managing Business.

Unit 4: Entrepreneur Project Development & Business Plan 06

Generation of Ideas-Innovation, Invention, Creativity, Business Idea and change. Idea generation. Kinds of Business Analysis-Concept of Environmental scanning and SWOT

analysis. Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. Fundamental Elements of Business-Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organisation & Management and Ownership.

Unit 5: Mobilizing Resources 06

Resource Mobilization for entrepreneurship: Resources mobilization, types of resources, Process of resource mobilization, Arrangement of funds; writing a Funding Proposal, Traditional sources of financing, Venture capital, Angel investors, Business Incubators

Total: 30 Hrs

Course Outcome:

At the end of the course, a student will be able to

CO1 T o Understand the concept of Entrepreneurship

CO2 To Identify, create and analyze entrepreneurial opportunities.

CO3 To Assess techno economic feasibility of a Business Plan

CO4 To Create Business Plans

CO5 To State various statutory institutions involved in the process of Entrepreneurship development

Text books:

1. Madhurima Lall and Sultan Ahmad (2021). Fundamentals of Entrepreneurship and Project Planning. S. Chand & Sons.
2. Bhatia. RC (2020). Entrepreneurship: Business and Management. S. Chand & Sons.
3. Nitin Zaware, Shilpa R Kankonkar and Yogesh S. Daudkhane (2019), Entrepreneurship Development. Thakur Publications Pvt. Ltd.

Web References:

1. https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-1-introduction- to-entrepreneurship/
2. https://articles.bplans.com/10-great-websites-for-entrepreneurs/
3. https://www.entrepreneur.com/article/272185

24VECN51 **INTRODUCTION TO R**

L	T	P	O	C
2	0	0	2	2

Course Objective

The course aims to introduce participants to the R programming language, covering fundamental concepts such as data types, data structures, and functions. Participants will learn how to manipulate, visualize, and analyze data using R, gaining proficiency in statistical analysis and programming techniques. By the end, they'll be equipped to apply R to solve various data analysis and statistical modelling tasks efficiently.

UNIT-I FUNDAMENTALS OF R 6

Basic fundamentals, installation and use of software, data editing, use of R as a calculator, functions and assignments.

UNIT-II: R CALCULATOR **6**

Use of R as a calculator, functions and matrix operations, missing data and logical operators

UNIT -III DATA MANAGEMENT **6**

Data management with repeats, sorting, ordering, and lists.

UNIT-IV DATA MANAGEMENT - STRINGS **6**

Data management with display paste, split, find and replacement, manipulations with alphabets, evaluation of strings, data frames.

UNIT V – DATA FRAMES **6**

Data frames, import of external data in various file formats, statistical functions, compilation of data.

TOTAL HOURS: 30 HOURS

COURSE OUTCOME

On successful completion of this paper, students will have:

CO1 : Acquire a comprehensive understanding of R's syntax, data structures, and functions.
CO2: Gain proficiency in data manipulation, visualization, and statistical analysis using R.
CO3: Develop the skills to import, clean, and preprocess data from various sources for analysis

CO4: Learn to create high-quality visualizations and reports to effectively communicate findings.
CO5: Be equipped to apply R to solve real-world data analysis challenges and make data-driven decisions

Books for Reference

- Introduction to Statistics and Data Analysis - With Exercises, Solutions and Applications in R By Christian Heumann, Michael Schomaker and Shalabh, Springer, 2016
- The R Software-Fundamentals of Programming and Statistical Analysis -Pierre Lafaye de Micheaux, Rémy Drouilhet, Benoit Liquet, Springer 2013
- A Beginner's Guide to R (Use R) By Alain F. Zuur, Elena N. Ieno, Erik H.W.G. Meesters, Springer 2009

24CECN61 INTERNATIONAL ECONOMICS

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE :

To understand fundamental elements and need for International Trade

UNIT I

INTERNATIONAL TRADE **12**

Introduction –Definition –Need –Types International Trade –Trade and Gains from Trade - Offer Curve and The Terms of Trade - Offer Curve and International Equilibrium - Bases of International Trade - PPC, CIC and Trade Equilibrium

UNIT II

THEORIES OF FOREIGN TRADE **12**

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

UNIT III

BALANCE OF PAYMENT AND BALANCE OF TRADE HEALTH **12**

Balance of Trade, Balance of Payment –Concepts –Balance of Payment, Causes of Disequilibrium – Fixed and Floating Exchange Rates.

UNIT IV

INTERNATIONAL MONETARY AND FINANCIAL SYSTEM **12**

International Monetary System –International Liquidity –IBRD – International Financial instruments – Types of International Financial – Euro, Eurobonds – foreign bonds, global bonds, euro equity, ADR, GDR's.

UNIT V

WTO AND FOREIGN EXCHANGE MARKET **12**

WTO – Trade Blocs – Theory of Customs Union – WTO functions – India and WTO – Strategic trade policy – Foreign Exchange market – Functions – Types – Exchange rate determination – Exchange rate Dynamics – Exchange rate in short run – long run

TOTAL HOURS: 60 HOURS

Course Outcomes:

Upon completion of the course, students will be able to
CO1: To aware of the gains of International Trade
CO2: To know various theories of International Trade
CO3: To understand BOP and BOT
CO4: To familiarise with international financial institutions
CO5: To analyse issues of WTO, IMF and World Bank

TEXT BOOKS

1. M.L. Jhingan, 'International Economics' Vrinda Publications(P) Ltd, 6th Edition.2012
2. S.Chandrachud, 'Chud's Series of International Economics', WISE Publications. 2020 Edition Chennai.
3. H.G. Mannur, International Economics, S. Chand Publishing,Second Edition, 2018.
4. H.L.Bhatia, "International Economics" Vikas Publishing house, first Edition 2006.

REFERENCE BOOKS

1. Robert, J, Thomson – International Economics (2008).
2. Dominick Salvatore, International Economics, Tata McGraw – Hill Publishing Company Ltd, 2005.
3. Peter B. Kenen, International Economics, Cambridge University Press, 1996.
4. Krugman P, International Economics: Theory and Policy, Atlantic, 8th Edition, 2013.

24CECN62 HEALTH ECONOMICS

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE :

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

UNIT-I

INTRODUCTION **12**

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

UNIT-II

COMPONENTS OF HEALTH **12**

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

UNIT-III

DEMAND AND SUPPLY OF HEALTH SERVICES **12**

Demand for Health and Health Services- Demand and Supply of Health – Market for health care – Health Insurance Market – Standard Insurance Model – Group insurance – administrative costs – Informal insurance schemes .

UNIT-IV

INDIAN MEDICAL SYSTEMS **12**

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

UNIT-V

HEALTH IN HUMAN DEVELOPMENT **12**

Role of Health in Human Development achievements – Health outcomes as critical links – investment in Health – India's performance – Health and Development – Health and income linkages.

TOTAL HOURS : 60 HOURS

COURSE OUTCOMES

CO 1 : To enhance knowledge about nature , scope and determinants of health care services
CO 2 : To Understand the demand supply of health care products and services
CO 3 : To Understand economic analysis applied to health care
CO 4 : To analyze the National health policy and financing health services
CO 5 ; To apply the knowledge in health economics to the real world economic issues

TEXT BOOKS:

1. Dr. D. Amutha " Health economics" MANGALAM PUBLISHERS & DISTRIBUTORS, Edition 1, 2013
2. Pushpalatha pattnai" Health economics" **Black Prints India Inc**Jan-2013edition

REFERENCE BOOKS

1. Jai bhattacharya "Health economics "**Palgrave Macmillan,** Oct- 2013 edition
2. Frank A Slonn "Health economics" The MIT Press , April 2013.

24CECN63 FUNDAMENTALS OF MACRO ECONOMICS

L	T	P	O	C
4	0	0	2	4

Course Objectives

1. To Familiarize the major Macro Economics concept and variables
2. To help the students to compete for various competitive examination concerned with Macroeconomics.
1. To impart knowledge in relation to macroeconomic variables.
2. To let the students know important theories of macroeconomics so that they will be able to formulate important macroeconomic policies for the welfare of the state

UNIT-I: NATURE AND DEFINITION **12**

Macroeconomics-Meaning-Definition-Differences between Microeconomics and Macroeconomics-Importance and limitations-circular flow of economic activity in two sector and three sector models.

UNIT II: NATIONAL INCOME **12**

Meaning of National Income-Definitions-Concepts- GNP, GDP, NNP, Percapita income, Real Income, Personal Income and Disposable income-methods of measuring National Income-Difficulties in the computation of National Income-Importance of National Income- National Income and Social welfare.

UNIT III: THEORY OF EMPLOYMENT AND MULTIPLIER AND ACCELERATION PRINCIPLES **12**

Meaning of full employment and unemployment-Kinds of unemployment -Classical theory of employment-Say‟s Law of market - Pigou‟s view of unemployement -keynesian Theory of Employment-Effective demand-Determinants of effective demand-Determination of equilibrium level of employment-Importance of effective demand - Multiplier: Meaning- Calculation_ size, working of multiplier- Diagrammatic explanation-Leakages-Importance-Limitations - Accelerating:

UNIT IV: CONSUMPTION AND INVESTMENT FUNCTION **12**

Meaning of Consumption function-Consumption Function schedule-Keynes‟ Psychological law of consumption-APC and MPC, APS and MPS-Determinants of propensity to consume: External factors and internal factors-Importance of consumption Function-Limitation relative income and life cycle hypothesis of consumption - Meaning-Kinds of investment-Factors determining investment-a) Marginal Efficiency of Capital Meaning-Calculation-MEC schedule-Factors determining Marginal Efficiency of Capital: Long-run factors and short-run factors) Rate of interest.

UNIT V: APPRAISAL OF KEYNESIAN ECONOMICS **12**

Salient feature of Keynesian Economics-Underemployment equilibrium-meaning-causes-diagramatics explanation-Superiority over the classical theory of employment-Contribution of Keynes to economics-Defect of the Keynesian theory.

Total Hours: 60 hours

Text Books

1. J. M. Keynes, 1936, General Theory of Employment, Interest and Money, Mac Million and co., ltd., London
2. Rana & Varma, Macro Economic Analysis, Pearson publications, New Delhi
3. M.C.Vaish.Wiley, Macro Economic Theory, Eastern Ltd., New Delhi.
4. M. L.Jinghan , Macro Economic Theory, Vikas Publishing House, New Delhi.
5. Gupta,R. D.,and Chopra,P. N.,1968, Keynesian Economics, S. Nagin & Co.,
6. Gupta, K. R.,1979, Macro Economics, Atma Ram and Sons, New Delhi.
7. M . L. Seth., 1999, Macro Economic Theory , Lakshmi Naraian Aagarwal,Agra.

Reference Books

1. M. Maria John Kennedy ,Macroeconomics, PHI Learning Private Limited-New Delhi
2. Cauvery ,Sudhanayak & Girija, Macro Economics, S.Chand&Co., New Delhi.
3. Sankaran S, Macro Economics, Marghan Publication,Chennai.

24CECN64 **RURAL ECONOMICS**

L	T	P	O	C
4	0	0	2	4

Course Objectives:

The main objectives of this course are:

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

UNIT:I RURAL ECONOMY **12**

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

UNIT:II RURAL UNEMPLOYMENT **12**

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

UNIT:III RURAL CREDIT **12**

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

UNIT:IV RURAL POVERTY **12**

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

UNIT:V TRIBAL ECONOMY **12**

Tribal Economy: Characteristics of Tribal economy – Distribution of Tribal population in India - Tribal Agriculture and allied activities: Horticulture, Floriculture, Animal husbandry, Forest and forest collection. Problems in Tribal areas - Role of NGOs.

Total Hours: 60

Text Book(s)

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

Reference Books

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

Course Outcomes:

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

CO1 Understand the concepts and problems of rural economy.

CO2 Analyse the structure of rural unemployment and the technology used for rural growth.

CO3 Examine the extent of rural indebtedness, and the measures to remove rural unemployment.

CO4 Evaluate the causes and consequences of Rural Poverty, and describe the Poverty Alleviation Programmes

CO5 Improve the knowledge about the tribal economy and analyse the tribal agricultural activities

24DECN61 **ECONOMETRICS**

L	T	P	O	C
4	0	0	2	4

Course Objective:

This course provides a comprehensive introduction to basic econometric concepts and techniques. It covers statistical concepts of hypothesis testing, estimation and diagnostic testing of simple and multiple regression models. The course also covers the consequences of and tests for misspecification of regression models.

UNIT I. INTRODUCTION TO ECONOMETRICS AND BASIC STATISTICAL CONCEPTS RELEVANT TO ECONOMETRICS **12**

Meaning, Goals, Nature and Scope of Econometrics - Stages in Econometric Methodology, Econometrics is a separate discipline- Why? - Role of Stochastic disturbance term.

UNIT II. SIMPLE AND MULTIPLE LINEAR REGRESSION MODELS **12**

Estimation of model by method of ordinary least squares for simple regression Models; properties of estimators; Gauss-Markov theorem; Estimation of parameters- Normal distribution, Chi-square, t and F- distributions; confidence intervals; forecasting - Interpreting and reporting regression models - Multiple Linear Regression Models: partial regression coefficients and its relevance to economics – Interpretation of coefficients - R 2 and adjusted R 2 - tests of hypotheses with single coefficients and multiple coefficients – Applications of Chi-Square- t & F distribution – Normal Distribution.

UNIT III. VIOLATIONS OF CLASSICAL ASSUMPTIONS & AUTO REGRESSIVE AND DISTRIBUTED MODELS **12**

Consequences, Detection and Remedies Multicollinearity; heteroscedasticity; serial correlation and Specification error. Concept – Koyck Model – Partial Adjustment and Adaptive expectations Models- Rational distributed model – Estimation of Koyck and Rational distributed model – Tests of autocorrelation in Autoregressive model – Estimation of Polynomial lag model – the Almon Approach.

UNIT IV. DYNAMIC AND QUALITATIVE REGRESSION MODELS **12**

Meaning and Types of Dynamic Models - Auto regressive and Distributed lag models –Koyck‘s Distributed Lag Model – Theoretical Justification: Partial Adjustment and Adoptive Expectations Hypotheses - Regression with Qualitative (dummy) variables: Meaning Types of Qualitative Variables Models – Features and Applications: ANOVA, ANCOVA, Logit and Probit Models.

UNIT V. MULTIVARIATE ANALYSIS **12**

Introduction to Multivariate analysis (other than Regression Models) – Types: Dependence and Interdependence Analysis – MANOVA & Factorial ANOVA – Cluster and Factor analysis Econometrics of consumer behaviour – Engel curves – Demand functions – Pooling of cross section and time series data. - Estimation of Cobb Douglas and C.E.S Production functions – Cost Functions, Measurement of Total Factor Productivity and Sources of Economic Growth

Total Hours: 60 Hours

Course Outcome:

This course provides for

CO1: Illustrating the main ideas underlying the linear regression model and derive the simplest numerical and statistical properties of the OLS estimator.
CO2: Understanding and reporting regression output.
CO3: Critically assessing regression models on the basis of assumptions of the classical linear regression model and examine the ways these assumptions can be modified and with what effects.
CO4: Translating an economic argument into a formal testable hypothesis within a multiple regression model and carry out the appropriate testing procedure.
CO5: Applying the econometric tools to conduct an empirical analysis using an econometric/statistical software package.

Text Book (s)

1. Gujarati Damodar N., Basic Econometrics, McGraw-Hill Book Company, 1988.
2. Kmenta, Jan, Elements of Econometrics, The Macmillan Company, New York, 1986.
3. Econometrics - Bruce E. Hansen 2017
4. Maddala G. S., Kajal Lahiri, Introduction to econometrics - 2009
5. Peter Kennedy, A guide to econometrics - 2008
6. Stock James H., Mark W. Watson, Introduction to econometrics - 2015
7. Pindyck, R.S. and D.L. Rubinfeld, Econometric Models and Econometric Forecasts, 2nd Ed., McGraw-Hill Book Company, New York, 1981.

Books for Reference:

1. Jay L. Devore, 2010, Probability and Statistics for Engineers, Cengage Learning.
2. John E. 1992, Freund, Mathematical Statistics, Prentice Hall.

3. Richard J. Larsen and Morris L. Marx, 2011, An Introduction to Mathematical Statistics and its Applications, Prentice Hall.
4. D. N. Gujarati and D.C. Porter, 2009 Essentials of Econometrics, McGraw Hill, 4th edition, International Edition.
5. Christopher Dougherty, 2007, Introduction to Econometrics, Oxford University Press, 3rd edition, Indian edition.
6. Jan Kmenta, 2008, Elements of Econometrics, Indian Reprint, Khosla Publishing House, 2nd Edition,

Online Material Sources for Econometrics

- www.economicsnetwork.ac.up/subjects/econometrics
- The Economics Networks: Links for Econometrics
- Global.oup.com (OXFORD)
- https://ocw.mit.edu/courses/economics/14-382-econometrics-spring-2017/
- https://ocw.mit.edu/courses/economics/14-32-econometrics-spring-2007/

24SECN61 **DISSERTATION I**

OBJECTIVES

Students who complete their post-graduation in Economics are mentally equipped to pursue research in the same discipline. It is generally accepted that research is nothing but extension andapplication of knowledge in a certain specialized field. Therefore, students who do theirpost-graduation will be given an opportunity to get exposed to a few elements of social researchand also, they are expected to complete a research project/dissertation under the expert guidanceand supervision. Elementary knowledge of research methodology shall consolidate and deepentheir understanding of various branches of Economics. Preparing a dissertation is intended to trainthem in scientific thinking and art of systematic presentation. It is essentially a job-oriented exercise to enable them to take up the exciting field of social and economic research.

DISSERTATION: STRUCTURE AND EVALUATION

a) Students shall submit a dissertation of maximum 25,000 words in three copies to be submitted to the Department before the prescribed date.

b) The students have to appear before a closed viva voce conducted by a minimum of two members from the Economics Department and one external examiner.

24CECN71 ADVANCED MICRO ECONOMIC ANALYSIS

L	T	P	O	C
4	0	0	2	4

Course Objective

This Course introduces some techniques of microeconomic analysis which lays solid foundation to microeconomic theory and its application.

Unit - I INTRODUCTION TO MICROECONOMICS **12**

Micro Economics- Cost Minimization and profit Maximisation - Constrained Maximization- Envelope theorem – Concavity and quasi-concavity -Homogeneous and homothetic functions - Principles of economic modelling

Unit -II CONSUMER BEHAVIOUR **12**

Utility Analysis of Demand - Theory of Demand - The Revealed Preference Theory - Income Substitution Effects - The Slutsky theorem; Compensated demand curves.

Unit -III THEORIES OF PRODUCTION AND COST **12**

Theory of Production: Stages of production function; Returns to factor proportions - Return to scale; Elasticity of substitution; Technical progress and production function - Cost and Revenue Analysis (traditional and modern theories of cost) - Equilibrium of the firm-marginal analysis - Optimum factor combination and product combination

Unit -IV MARKET STRUCTURES **12**

Equilibrium of firm and industry under perfect competition – Monopoly Bilateral monopoly; Discriminating monopoly and Monopolistic competition; Excess capacity and imperfect competition - Pricing and output behaviour under oligopoly: Collusive and non-collusive models: Extensions of Oligopoly Models

Unit -V ECONOMIC MODELS **12**

Baumol's Model - Marris and Williamson's Model - Behavioural theory of the Firm - Cyert and March - Full cost pricing principle - Limit pricing principle -Bains, Modigliani and Bhagawati

TOTAL HOURS: 60 HOURS

COURSE OUTCOME

CO1 It will enable the students better to undertake the tasks of critique of existing theory and construction of alternatives.

CO2 It provides exposure to alternative approaches and to critical perspectives in microeconomics.

CO3 To explore the competitive market conditions and theories relating to it.

CO4 To acquaint the students with the knowledge of micro economic theories and their practical applications

CO5 To practically apply the knowledge gained to solve the dynamic business situations

Text Books

1. Dwivedi D.N., Principles of Economics, Vikas Publications, New Delhi, 2005.
2. Alfred Stonier W, Douglas Hague C, A Textbook of Economic Theory, Eastern Book Company, 5th Edition, 2008.

Reference Books

5. Ahuja H.L (2008), Principle of Economics, S.Chand & Company, New Delhi.
6. Henderson and Quandt (1980), Microeconomic Theory, McGraw-Hill Education Publications.
7. Jhingan M.L (2002), Micro Economic Theory, Vrinda Publications, New Delhi.
8. Koutsoyiannis, A (1979), Modern Microeconomics, Palgrave Macmillan Publishers.
9. Layard, P.R.G. and A W. Walters (1978) Microeconomic Theory. McGraw Hill, New York.
10. MasCollel, A. Whinston M.D. and Green J.R. (2012) Microeconomic Theory, Oxford University Press, India
11. Sen, A. (1999) Microeconomics; Theory and Applications, Oxford University Press, New Delhi.
12. Varian, H (2009) Microeconomic Analysis, 3rd edition Viva Books Private Limited.

24CECN72 ADVANCED PUBLIC ECONOMICS

L	T	P	O	C
4	0	0	2	4

Course Objectives

- To understand the Importance of government.
- To understand the concepts of Public goods and Properties of public goods
- To analyses the Cost-effectiveness and market-based policy instruments.
- To examine the Taxation basics, Basic concepts and Tax incidence.
- Critically evaluate the optimal taxation and unemployment.

Unit-I INTRODUCTION TO PUBLIC ECONOMICS 12

Introduction - Importance of government - Positive versus normative analysis of government action -Pareto-criterion -Theory of the second best - General vs. partial equilibrium theory - First and second theorem of welfare economics

Unit-II PUBLIC GOODS **12**

Government Intervention – Limit Government Intervention - Public goods - Properties of public goods - E-cient provision - Private provision - Lindahl taxes - Clarke-Groves mechanism - Crowding-out - Empirical evidence

Unit-III EXTERNALITIES **12**

Externalities – Problems – Solutions – Taxes versus Regulation – Property Rights - Pigou taxes - The Coase theorem - Cost-effectiveness and market-based policy instruments - Empirical evidence

Unit-IV TAXATION **12**

Taxation basics - Basic concepts - Tax incidence: Partial equilibrium analysis - Incidence: Empirical evidence - Welfare costs/Excess burden - Welfare costs: Empirical evidence

Unit-V TAXATION II 12

Commodity taxation - Optimal indirect taxation - Extensions - Income taxation - Overview - Optimal taxation - Optimal taxation and unemployment - Income and commodity taxes - Further topics in tax policy **TOTAL HOURS: 60 HOURS**

Text Book:

1. Atkinson, A. B. and Stiglitz, J. E. (1976). The design of tax structure: Direct versus indirect taxation. Journal of Public Economics, 6(12):5575.

2. Boadway, R. and Pestieau, P. (2003). Indirect Taxation and Redistribution: The Scope of the AtkinsonStiglitz Theorem. In Arnott, R., Greenwald, B., Kanbur, R., and Nalebu, B., editors, Economics for an imperfect world, pages 387404. MIT Press, Cambridge, Mass.

3. Diamond, P. and Saez, E. (2011). The Case for a Progressive Tax: From Basic Research to Policy Recommendations. Journal of Economic Perspectives, 25(4):165190.

4. Gravelle, H. and Rees, R. (2004). Microeconomics. Prentice Hall Financial Times, Harlow and England and, New York, 3 editions. Hindriks, J. and Myles, G. D. (2006).

Course Outcomes

After the completion of the course **Advanced Public Economics** the student will be able to

CO 1	To promote the understanding of basics, advance public economics,
CO 2	To enhance the knowledge and concepts of Properties of public goods
CO 3	To introduce the students to the Welfare costs/Excess burden
CO 4	To enhance the knowledge of Cost-effectiveness and market
CO 5	To analyze the relationship between Income and commodity taxes

24CECN73 **AGRICULTURAL ECONOMICS**

L	T	P	O	C
4	0	0	2	4

Course Objectives:

To probe into the various issues in agricultural Labour

To understand the marketing, Finance and Price Policy of Agriculture C3 to study the impact of Agriculture on Indian Economic Scenario.

To assess the Sustainable agriculture Development in India

To familiarize students about the significance of Sustainable Agriculture

UNIT I IMPORTANCE OF AGRICULTURE ECONOMICS **12**

Role of Agriculture in Economic Development - Importance of Agriculture in Indian Economy - Share in National Income - Relation between Agricultural Development and Industrial Development - Terms of Trade between Agriculture and Industry.

UNIT II COST AND PRODUCTION IN AGRICULTURE **12**

Production conditions in Indian Agriculture - Farm size and efficiency -Technological Aspects: Agricultural inputs and shifts in Production function - Different cost concepts used in Farm Management Studies.

UNIT III DEMAND AND SUPPLY IN AGRICULTURE 12

Instability in Agricultural output, Prices and Income - Risk and Uncertainty - Income and Price elasticity of demand for Agricultural Products: Marketable and Marketed surplus - Cobweb model Review of supply response studies - Nerlove, Rajkrishna Supply response model.

UNIT IV STRATEGIES FOR RURAL DEVELOPMENT 12

Impact of Green Revolution on Production Income and employment - Rural Development Strategies - Integrated Rural Develpment Programme, National Rural Employment Programme, Minimum - Needs Programme, Jawahar Rojgar Yojana, Development for women and Children in rural areas.

UNIT V. POLICY MAKING 12

Agriculture and the State: Rationale for Government intervention in Agriculture, policies concerning support prices - Procurement Prices issue price - public distribution system ford subsidies - Buffer Stock operations - Crop insurances - Price and Input subsidies, marketing and credit policies. Agricultural Price Policy in India.

Total Hours: 60 hours

COURSE OUTCOMES	
CO	On Completion of this course Student will

1	Understand the relevance of Agricultural Economics and Development
2	Examine the importance of Agricultural Labour in Rural Development
3	Identify the sources and importance of Agricultural Finance.
4	Analyze the trends in Agricultural Prices
5	Evaluate the Major issues pertaining to Agriculture

Text Book

1. Schultz, T.W., Transforming Traditional Agriculture.
2. Bharadwaj, Krishna, Production Conditions in Indian Agriculture.
3. Rao, F.H.H., Agricultural Production, Costs and Returns.
4. Heady,E.O., Economics of Agricultural Production and Resource Use.
5. Cohen, R., The Economics of Agriculture.
6. Bharadwaj,K.(1974), Production Condition in Indian Agriculture,
7. Cambridge University Press, Cambridge.
8. Subbarao, K. and de Janvry (1986), Agricultural Price Policy and
9. Income Distribution in India, Oxford University Press, Delhi.

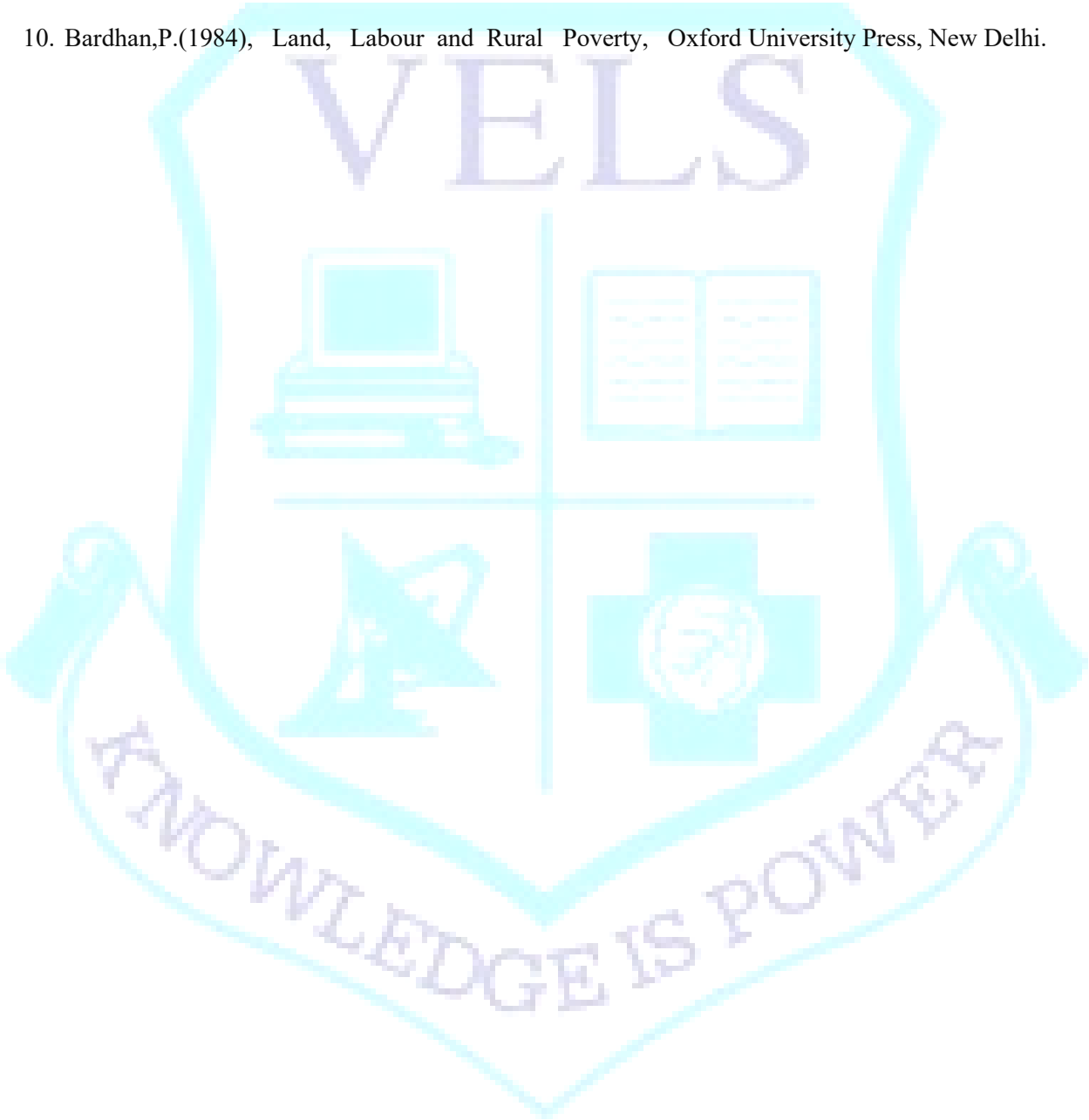
Books for Reference

1. I.C.S.S.R., A study of Research in Economics - Agriculture, Vol 1, Allied Publications.
2. Blies and Stern, Palanpur: An Economy of an Indian Village.
3. National Commission on Agriculture, Abridged Report.
4. Dasgupta,B.(1980), The New Agricultural Technology in India, Macmillan, Madras.
5. Harris,J. (1982), Rural Development: Theories of Peasant Economy and Agrarian Change, Hutchinson, London.
6. Hayami, Y. and V. Rutan (1971), Agricultural Development : An International Perespective, John Hopkins, Baltimore.
7. Southworth, N. and A. Johnson, (1967) Agricultural Development and Economic Growth, Cornell University Press, Ithea.

8. Heady, E.O. and J. Dillon (1961), Agricultural Production Function, Kalyani Publications, Ludhiana.

9. Rudra, A. (1982), Indian Agricultural Economics: Myths and Realities, Allied Publishers, New Delhi.

10. Bardhan,P.(1984), Land, Labour and Rural Poverty, Oxford University Press, New Delhi.



24IECN71 **RESEARCH METHODOLOGY**

L	T	P	O	C
4	0	0	2	4

Course Objectives

1. This course describes the ethical issues in social science research and the present position of economic research. It covers data collection methods and different types of research design. It also discusses about qualities of a good research report
2. To Develop and equip quality research culture among students

UNIT I: RESEARCH IN ECONOMICS **12**

Research Methods in Economics Nature of Social Science Research – Research Methods in Social Science – Formulating the problem- Types and Sources of Hypothesis – Characteristics of a Good hypothesis- Components and types of research design – Collection of data – sources and methods- Presentation of results – Format of a Report.

UNIT II: DATA COLLECTION **12** Sampling and Data collection Sampling; Need, types, Probability sampling, random, systematic, stratified, multistage or cluster sampling, non-probability sampling; Purposive Judgment, quota and snowball sampling- Data collection; Primary and Secondary data; NSS and censes data Methods of data collection- Tools of data collection; schedule and questionnaire.

UNIT III: RESEARCH DESIGN **12**

Data Processing and Presentation Processing and analysis of data: Editing, coding and tabulation; use of computers in social science research- Diagrammatic and graphic representation of data- Interpretation of results and Report writing – Preparation of Project Proposals.

UNIT IV: DATA ANALYSIS – I **12**

Statistical Inferences Census Versus sampling -Random and Non-Random sampling Techniques Estimation – Point and interval estimation – Statistics and Parameter – Standard Error – Confidence interval- Null and Alternative hypothesis – Type I Error and Type II Error, Level of Significance – Critical region – Steps in Testing of Hypothesis.

UNIT V: DATA ANALYSIS – II **12**

Large and small Sample Tests Properties and uses of Normal Distribution – Standard normal 'Z' Statistic Z-Test of Significance of proportions, means and Correlation- 't' Test for sample mean and Equality of mean – Paired 't' Test- Chi-Square Test for Association of Attributes.

Total Hours: 60 Hours

Text Books:

1. C.R. Kothari (2002), Research Methodology Vikas publishing House, New Delhi.

2. Goode W. J and Hatt (1952), Methods in Social Research, Mc graw Hill Book Co, Tokyo.

Reference:

1. Young, Pauline V., Scientific Social Surveys and Research, 4th Edition, Prentice Hall of India, 1977

2. Bryman, Alan, Social research methods, 4th Edition, Oxford University Press, 2008

3. Patton, M.Q., Qualitative Research and Evaluation Methods, 3rd Edition Sage 41 Publications, 2002

Web Resources

1. www.socialresearchmethods.net
2. www.ualberta.ca
3. http://finmin.nic.in

Course Outcomes (Cos):

No.	Course Outcomes
CO1	To understand what are all the basic concepts in Research and explain means of data collection
CO2	Explain and distinguish various sources of primary and secondary data and to apply it in data collection
CO3	Demonstrate, construct, and explain the functions of presenting data in different methods
CO4	To develop the statistical inference and to explain the errors that can happen during data analysis
CO5	To illustrate, identify, evaluate and create new models and evaluate the data

24RECN71 **MINI PROJECT**

L	T	P	O	C
0	0	4	2	2

Course Objective

By the end of this course, students will be able to:

1. Formulate a clear and concise research question or hypothesis.
2. Conduct a comprehensive literature review relevant to their research topic.
3. Develop a detailed research proposal, including objectives, methodologies, and expected outcomes.
4. Demonstrate an understanding of ethical considerations in research.
5. Present their research proposal to peers and faculty for feedback.

Unit 1: Introduction to Dissertation Research

Overview of the dissertation process - Importance of choosing a research topic - Formulating research questions

Unit 2: Literature Review

Conducting a literature review - Sources of literature: journals, books, and online databases - Writing the literature review - Structuring and critically analyzing existing research

Unit 3: Research Methodologies and Design

Qualitative vs. quantitative research methods - Choosing appropriate methodologies for your research - Developing a research design - Sampling methods and data collection techniques

Unit 4: Ethical Considerations and Proposal Writing

Understanding research ethics - Obtaining ethical approval - Components of a research proposal - Drafting and refining the proposal

Unit 5: Proposal Presentation and Feedback

Preparing for the presentation - Effective presentation techniques - Presenting research proposals to peers and faculty - Receiving and incorporating feedback - Finalizing and submitting the research proposal

Course Outcome:

By the end of Dissertation I, students will be able to:

CO1 Formulate clear research questions or hypotheses based on foundational knowledge of research methodologies.
CO2 Conduct a thorough literature review that critically analyzes existing research relevant to the chosen topic.
CO3 Develop a detailed research proposal that integrates appropriate methodologies and outlines expected outcomes.
CO4 Demonstrate an understanding of ethical considerations in research and apply them to the research proposal.
CO5 Present the research proposal effectively to peers and faculty, incorporating feedback to refine the proposal further.

Reference Books

- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approach* (5th ed.). SAGE Publications. ISBN: 978-1506386706
- Ridley, D. (2012). *The literature review: A step-by-step guide for students* (2nd ed.). SAGE Publications. ISBN: 978-1446201435
- Punch, K. F. (2016). *Developing effective research proposals* (3rd ed.). SAGE Publications. ISBN: 978-1473916371
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson. ISBN: 978-1292208787
- Booth, W. C., Colomb, G. G., & Williams, J. M. (2016). *The craft of research* (4th ed.). University of Chicago Press. ISBN: 978-0226239736
- Bryman, A. (2012). Social research methods (4th ed.). Oxford University Press. Selected chapters.
- Yin, R. K. (2014). *Case study research: Design and methods* (5th ed.). SAGE Publications. Selected chapters.

Web Links

- JSTOR (www.jstor.org)
- Google Scholar (scholar.google.com)
- ProQuest Dissertations & Theses Global
- PubMed (www.ncbi.nlm.nih.gov/pubmed) for health-related research
- ERIC (eric.ed.gov) for education-related research

24CECN81 ADVANCED MACRO ECONOMIC THEORY

L	T	P	O	C
4	0	0	2	4

Course Objective:

1. This course on macroeconomics intends to make the students understand the working of the economy as a whole, integrating the different markets**.**

2. This course also gives the Classical and Keynesian perspectives on the economic factors affecting an economy's general equilibrium.

UNIT 1: CLASSICAL, KEYNESIAN AND POST KEYNESIAN MACROECONOMICS 12

Classical Theory of Output and Employment- Full employment equilibrium- AD-AS Model- Keynesian Theory of Output and Employment- Under employment equilibrium- Effective Demand- Hicks Hansen IS-LM- BP Model.

UNIT 2: THE NEW CLASSICAL MACROECONOMICS 12

Assumptions of Rational Expectation Hypothesis- Policy Ineffectiveness Theorem- Aggregate supply hypothesis- Policy implications of new classical Approach- Source of Productivity shocks in Real Business Cycle Theory- Stabilization Policy and Unemployment- Role of money in Real Business Cycle Theory'- Policy implications of real business cycle theory- DAD-DAS Model.

UNIT 3: NEW KEYNESIAN MACROECONOMICS 12

Core propositions of new Keynesian macroeconomics- Wage and Price Rigidities- New Keynesian business cycle theory- Policy implications of new Keynesian macroeconomics

UNIT 4: OPEN ECONOMY MACROECONOMICS 12

Openness in goods in financial market- output interest rate and exchange rate- exchange rate regimes- exchange rate and balance of payments- Mundell- Fleming Model.

UNIT 5: MACROECONOMIC POLICIES 12

Stabilisation policies- Theory of policy- Tinbergens Approach- Fiscal Policy- Monetary Policy- Optional Policy Mix- Crowding out effect- Bond Financed and Tax Financed Government Expenditure- Rules Vs Discretion- Government Budget and Budget Deficit.

Total Hours: 60 Hours

Text Books

1. Dornbusch, Rudiger, Stanley Fischer, and Richard Startz (2000). Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi.

2. Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt. Ltd., Singapore.

Reference Books

1. Michl, T. R. (2015). Macroeconomic Theory: A Short Course: A Short Course. Routledge. Levacic, R. (1982). Macroeconomics: an introduction to Keynesian-neoclassical controversies (No. 339.2 L4.).Macroeconomics: Dornbusch, Fischer, and Startz (Ninth Edition), 2004. Tata McGraw-Hill

2. Blanchard, O., & Giavazzi, F. (2003). Macroeconomic effects of regulation and deregulation in goods and labor markets. The Quarterly Journal of Economics, 118(3), 879-907.Romer D., 1996, Advanced Macroeconomics, McGraw-Hill International.

3. Obstfeld, M., Rogoff, K. S., & Wren-lewis, S. (1996). Foundations of international macroeconomics (Vol. 30). Cambridge, MA: MIT press.Krugman, P.R., and M. Obstfeld, 2003, International Economics: Theory and Policy, 6th edition, India: Pearson Education.

Web Resources

1. https://www.econlib.org/library/Enc/bios/Keynes.html
2. https://www.postkeynesian.net/post-keynesian-economics/
3. https://www.bu.edu/econ/files/2014/08/DLS1.pdf

Course Outcomes (Cos):

No.	Course Outcomes
CO1	Defines and understand the concepts of general Equilibrium in the Economy and its models and approaches
CO2	Define, Illustrate and examine the role of rational expectations influencing macroeconomics variables, models of income and the various approaches to the working of business cycles.
CO3	To demonstrate, identify and to understand the functions of the major propositions of new Keynesian macroeconomics
CO4	To understand how, Evaluate and to analyse the open economy model in post Keynesian era
CO5	To explain and apply the role of stabilization policies such as fiscal and monetary policy on the economy & to analyze, elaborate and to know the importance government policies and tax frame work

24CECN82 **BEHAVIOURAL ECONOMICS**

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE

The broad objective of the course is to provide an opportunity for the students to learn concepts, models and methodologies of Behavioural Economics.

UNIT I: INTRODUCTION **12**

What is behavioural economics? - History and evolution- relation with other disciplines- objectives, and scope- themes and methodology of behavioural economics (theory, evidence, consilience) – application.

UNIT II: FOUNDATION **12**

Values, preferences and choice- believes- heuristic and biases- state dependent preferences (such as habit formation and addiction)- mis-prediction and projection bias-anticipation and information avoidance-decision making under risk and uncertainty- prospect theory- the role of reference-dependent preference in both risky (loss aversion) and risk free (endowment) choices-mental accounting- applications.

UNIT III: INTER TEMPORAL CHOICE **12**

The discounted utility model (origin, features, methodology, anomalies with discounted utility models) - alternative inter temporal choice models (time preferences, time inconsistent preferences-hyperbolic discounting- modifying the instantaneous functions) - applications.

UNIT IV: STRATEGIC INTERACTION **12**

Behavioural game theory (nature, equilibrium, mixed strategies, bargaining, iterated games, signaling, learning) – application. Modelling of social preferences –nature and factors affecting

social preferences- distributional social preferences based on altruism, inequality aversion models- reciprocity models, evidence and policy implications.

UNIT V: NUDGES & HAPPINESS **12**

Nudges, Policy, and Happiness- the application.

TOTAL HOURS: 60 HOURS

COURSE OUTCOME

CO1 It will enable the students better to equip with fundamentals of behavioral economics.

CO2 It provides an opportunity for the students to learn concepts of Behavioural Economics.

CO3 To accumulate knowledge about inter temporal choice.

CO4 To acquaint the students with the knowledge of strategic interaction.

CO5 To enhance the understanding regarding Nudges & happiness.

TEXTBOOK:

1. Sanjit Dhami, The Foundations of Behavioral Economic Analysis, Oxford University Press, 2016.

REFERENCE BOOKS:

1. Morris, A, 2006, “Contemporary Behavioral Economics: Foundations and Developments”, M E Sharpe,.
2. Peter, D & Variainen, 2007, “Behavioural Economics and its applications”, PUP
3. Erik, A, 2012, "A Course in Behavioural Economics”, Palgrave Macmillan.
4. David, J. R., 2014, “Introduction to Behavioral Economics”, Wiley.
5. Wilkinson N and Hales M, “An Introduction to Behavioural Economics”, Palgrave.

24CECN83 **INDUSTRIAL ECONOMICS**

L	T	P	O	C
4	0	0	2	4

Course Objectives:

1. To enable the students to acquire knowledge relating to Industrial impact on the economy.
2. To understand the global impact of domestic industries in the Economy

UNIT I: INTRODUCTION **12**

Industrialisation - Meaning of Industrialization – Industrialization in India - Factors hampering Industrial development in India – Current status of the Indian Industrial Sector.

UNIT II: INDUSTRIAL LOCATION **12**

Theories of Industrial location Factors influencing Industrial Location measures of location – Patterns of industrialization – Hoffman, Simon Kuznets and Chenery-Concept of "Optimum Firm" – Factors determining optimum size of a firm

UNIT III: INDUSTRIAL ORGANIZATION **12**

Structure and change- Public policy and industries and concentration: Concepts –Measures of monopoly – Control of monopoly-Industrial monopoly legislation- The Indian MRTP Act, 1969-Competition Act 2002

UNIT IV: INDUSTRIAL FINANCE AND DEVELOPMENT FINANCIAL INSTITUTIONS (DFIS) **12**

Industrial Finance – Sources of Industrial Finance – Development Financial Institutions (DFIs) – National Level Financial Institutions – State Level Financial Institutions – Regulation and Supervision of Financial Institutions – Recent Policy Initiatives regarding Development Financial Institutions (DFIs) and BIFR.

UNIT V: ISSUES IN INDIAN INDUSTRY **12**

Rationale-organization – Pricing policies – The question of efficiency – Performance of public sector in India – Evaluation of Industrial reform measures- Industrial policy since 1991-Foreign capital and role of MNC in India-Recent policy measures

Total Hours: 60 Hours

Text Books:

1. Industrial Economics: An Introductory Textbook, R.R. Barthwal.
2. Industrial Economics, I.C. Dhingra.

References:

1. Divine, P.J. et al., (1978), An Introduction to Industrial Economics 3e [George Allen and Unwin, London]
2. Hay, D.A. and D.J.Morris (1979), Industrial Economics: Theory and Evidence [Oxford University Press, Oxford
3. Anup Chatterjee, (2012) "Industrial Policy and Economic Development in India – 1947 - 2012" – New Century Publications, New Delhi.

Web Resources:

1. https://www.amazon.in/Birth-Death-Consumers-Population-Studies-ebook/dp/B074VFY96J
2. https://www.taylorfrancis.com/series/international-population-studies/ashser1353
3. https://www.indiabudget.gov.in/economicsurvey/

Course Outcomes (Cos):

Upon Completion of this course, the students will be able to

No.	Course Outcomes
CO1	To list out and outline the basic concepts of industrialization.
CO2	To make use theories industrial location and industry the regional development.
CO3	To interpret, develop and determine the structure of industrial organization.
CO4	To illustrate the sources of industrial finance.
CO5	To summarize solve and priorities the issues.

24DECN81 DEVELOPMENT ECONOMICS

L	T	P	O	C
4	0	0	2	4

Course Objectives

At the end of the course, students would be able to

- To remember the basic concepts and growth, poverty, inequality and human development
- To understand the role of the Human capital, technology
- To analyse capital market operation developmental growth models and strategies.
- To apply the difference between role for economic growth; empirical trends since the 1970s.

Unit-I INTRODUCTION TO ECONOMIC DEVELOPMENT 12

Economic Development: Traditional View – Concept of Economic Development: Modern view – Amartya Sen's Capabilities Approach to Development: Meaning – Freedoms and capabilities – Three core Values of Development – Evolution of Development Economics as Separate Discipline.

Unit – II DEVELOPMENT MODELS 12

Economic Growth Models: Harrod-Domar and Solow models - long-term growth trends - New Growth Theory - Human capital, technology, social reproduction, and institutions – Human Development and Capabilities - Consequences of growth – ends and means of development - human development and capabilities approach.

Unit –III POPULATION AND ECONOMIC DEVELOPMENT **12**

Role of population growth in the development process – Microeconomic Household Theory of Fertility – Evaluating the effect of population growth on living standards – Enke's work – Simon's challenge – The 'optimum' population – A model of the Low-Level Equilibrium Trap – Critical Minimum Effort Thesis

Unit-IV INEQUALITIES AND DEVELOPMENT **12**

Inequality. Definition and measurement approaches; concept including intrinsic and instrumental concerns; instrumental role for economic growth; empirical trends since the 1970s. – Poverty. Conceptual approaches; definitions and measures; empirical trends.

Unit- V EMPLOYMENT, POVERTY AND DEVELOPMENT **12**

. Employment and poverty; Standard theory of labor market; Policy prescriptions – flexible labor market and alternative approaches; Informal sector work. – Rural and Urban linkages. Role of agriculture; structural shifts; migration.

TOTAL HOURS: 60 HOURS

Text Books:

1. Michael Todaro- Development Economics
2. Debraj Ray, 1998 – Development Economics
3. J.Edward Taylor, - Essentials of Development Economics
4. Alain De Janvry - Development Economics

Course Outcomes

After the completion of the course Development Economics, the student will be able to

COC 1	Apply growth, poverty, inequality and human development
COC 2	Create, Economic Growth Models. Harrod-Domar and Solow models
COC 3	Identify Structuralism, developmental growth models and strategies.
COC 4	Demonstrate effective instrumental role for economic growth; empirical trends since the 1970s.
COC 5	Evaluate the Role of agriculture; structural shifts; migration.

24RECN81 **DISSERTATION II**

L	T	P	O	C
0	0	12	2	6

Course Objective

By the end of this course, students will be able to:

1. Collect and manage data effectively and ethically.
2. Analyze data using appropriate qualitative or quantitative methods.
3. Interpret research findings in the context of existing literature.
4. Write a comprehensive dissertation that meets academic standards.
5. Prepare for and successfully defend their dissertation.

Unit 1: Data Collection

Finalizing data collection instruments - Data collection techniques: surveys, interviews, experiments, etc. - Ethical considerations and obtaining necessary approvals - Managing and storing data

Unit 2: Data Analysis

Preparing data for analysis - Qualitative data analysis techniques (e.g., thematic analysis, coding) - Quantitative data analysis techniques (e.g., statistical analysis using SPSS, Excel) - Interpreting data results

Unit 3: Interpretation and Discussion

Relating findings to the research question/hypothesis - Comparing results with existing literature - Discussing implications of the findings - Identifying limitations and suggesting areas for further research

Unit 4: Dissertation Writing

Structuring the dissertation: Introduction, Literature Review, Methodology, Results, Discussion, Conclusion - Academic writing style and clarity - Citing sources and avoiding plagiarism - Editing and proofreading

Unit 5: Dissertation Defence Preparation

Preparing the dissertation for submission - Creating a presentation for the defense -Anticipating and preparing for questions - Practicing the defense with peers and advisors - Final submission and defense

Course Outcome

By the end of Dissertation II, students will be able to:

CO1 Collect and manage research data effectively and ethically.

CO2 Employ appropriate qualitative or quantitative methods to analyze data.

CO3 Interpret research findings in relation to existing literature and identify implications.

CO4 Write a comprehensive and academically rigorous dissertation.

CO5 Prepare for and successfully defend their dissertation.

Reference Books

- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approach* (5th ed.). SAGE Publications. ISBN: 978-1506386706
- Ridley, D. (2012). *The literature review: A step-by-step guide for students* (2nd ed.). SAGE Publications. ISBN: 978-1446201435
- Punch, K. F. (2016). *Developing effective research proposals* (3rd ed.). SAGE Publications. ISBN: 978-1473916371
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson. ISBN: 978-1292208787
- Booth, W. C., Colomb, G. G., & Williams, J. M. (2016). *The craft of research* (4th ed.). University of Chicago Press. ISBN: 978-0226239736
- Bryman, A. (2012). Social research methods (4th ed.). Oxford University Press. Selected chapters.
- Yin, R. K. (2014). *Case study research: Design and methods* (5th ed.). SAGE Publications. Selected chapters.

Web Links

- JSTOR (www.jstor.org)
- Google Scholar (scholar.google.com)
- ProQuest Dissertations & Theses Global
- PubMed (www.ncbi.nlm.nih.gov/pubmed) for health-related research
- ERIC (eric.ed.gov) for education-related research