1.1.3 *Number of courses focusing on employability/entrepreneurship/ skill development offered by the Institution during the year:*

B.A. ECONOMICS

Scheme of Examination – CBCS Pattern

(For the students admitted from the academic year **2019 – 2020** onwards)

Sem	Course Code	Course Title	Ins. Hrs/ Week	Examination				Credits
				Dur. Hrs	CIA Marks	ESE Marks	Total Marks	
I	119TA1/ 119MY1/ 119HD1/ 119FR1	**Part I** – Language I	6	3	25	75	100	**4**
	119EN1	**Part II -** English I	6	3	25	75	100	**4**
	117E01	**Part III** Core I - Micro Economics I	5	3	25	75	100	**4**
	117E02	Core II - Agricultural Economics	5	3	25	75	100	**4**
	119AE1	Allied I - Social Problems in India	6	3	25	75	100	**4**
	119VEC	**Part IV** Value Education	2	2	50	-	50	**2**
II	219TA2/ 219MY2/ 219HD2/ 219FR2	**Part I** – Language II	6	3	25	75	100	**4**
	219EN2	**Part II -** English II	6	3	25	75	100	**4**
	217E03	**Part III** Core III – Micro Economics II	5	3	25	75	100	**4**
	217E04	Core IV – Demography	5	3	25	75	100	**4**
	219AE2	Allied II – Basic Accountancy	6	3	25	75	100	**4**
	219EVS	**Part IV** Environmental Studies	2	2	50	-	50	**2**
III	317TA3/ 317MY3/ 317HD3/ 317FR3	**Part I** – Language III	6	3	25	75	100	**4**
	319EN3	**Part II** English III	6	3	25	75	100	**4**
	319E05	**Part III** Core V– Urban Economics	4	3	25	75	100	**4**
	317E06	Core VI – Economics of Marketing	3	3	25	50	75	**3**
	319AE3	Allied III – Mathematical Methods for Economics	6	3	25	75	100	**4**
	317NHE	**Part IV** Non Major Elective – Home Economics	2	2	50	-	50	**2**
	317ES1	Skill Enhancement Course I – Communication Skills for Business	3	3	75	-	75	**3**

Sem	Code	Title						
IV	417TA4/ 417MY4/ 417HD4/ 417FR4	**Part I** – Language IV	6	3	25	75	100	**4**
	419EN4	**Part II** English IV	6	3	25	75	100	**4**
	419E07	**Part III** Core VII – Macro Economics I	4	3	25	75	100	**4**
	417E08	Core VIII – Economic Doctrines	3	3	25	50	75	**3**
	419AE4	Allied IV – Statistical Methods for Economics	6	3	25	75	100	**4**
	417NGA	**Part IV** General Awareness & Information Security	2	2	50	-	50	**2**
	417ES2	**Part IV-** Skill Enhancement Course II – Tally Accounting Programme - Practical	3	3	75	-	75	**3**
	419ALE	**Advanced Learners Course I** Consumer Rights and Awareness/ Online Course (Swayam / NPTEL)	-	-	-	100	100	**4***
V	517E09	**Part III** Core IX –Macro Economics II	6	3	25	75	100	**4**
	517E10	Core X–Monetary Economics	6	3	25	75	100	**4**
	517E11	Core XI- Entrepreneurship Development	5	3	25	75	100	**4**
	517E12	Core XII – Economics of Tourism	5	3	25	75	100	**4**
	517EE1 /517EE2	Elective I – Principles of Insurance / Tamilnadu Economy	5	3	25	75	100	**4**
	517ES3	**Part IV** Skill Enhancement Course III – Computer Application Techniques - Practical	3	3	75	-	75	**3**
VI	617E13	**Part III** Core XIII–Fiscal Economics	6	3	25	75	100	**4**
	617E14	Core XIV International Economics	5	3	25	75	100	**4**
	617E15	Core XV– Indian Economic Development	5	3	25	75	100	**4**
	617EE3/ 617EE4	Elective II – Modern Banking/ Transport Economics	5	3	25	75	100	**4**
	617EE5/ 617EE6	Elective III – Retail Business Management/	6	3	25	75	100	**4**

	Introduction to Research Methodology						
617ES4	**Part IV** Skill Enhancement Course IV – Introduction to Data Analysis using Excel-Practical	3	3	75	-	75	**3**
617EX1/ 617EX2/ 617EX3/ 617EX4/ 617EX5	**Part V** – Extension Activity/NCC/NSS/YRC/ RRC/Games	-	-	50	-	50	**2**
619ALE	**Advanced Learners Course II-** Services Marketing / Online Course (Swayam /NPTEL)	-	-	-	100	100	**4***
Total						3500	140

*Starred credits are treated as additional credits (Optional)
Allied Courses offered for the Department of Commerce by the Department of Economics
Semester I   : Part III - Allied I - Business Economics   Course Code: 120AB1
Semester II   : Part III - Allied II - Indian Economy   Course Code: 220AB2

Employability Courses   *Entrepreneurship Courses*   *Skill Enhancement Courses*

Employability Courses

B.A. ECONOMICS
Semester II
(For the students admitted during the academic year 2019 – 2020 and onwards)

Course: Part III – Allied II - Basic Accountancy	Course Code:219AE2
Semester: II	No. of Credits: 4
No. of hours :90	C:T-75:15
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact hours, T: Tutorial)

CourseObjectives:
➢ To provide knowledge of accounting concepts and principles.
➢ To apply principles and concepts of accounting in the preparation of financial statements.

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

CO	Statement	Bloom's Taxonomy level
CO1	Describe the concept of accounting system to maintain the business transactions systematically.	**R**
CO2	Identify basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.	**R**

ÇO3	Recognize the financial performance of an organization using these reports.	**R**
CO4	Describe and apply accounting concepts and principles in preparing financial statements.	**R**
CO5	Execute the various techniques and methods of depreciation followed in the business	**A**
CO6	Use the knowledge on processing of bills of exchange in credit transactions	**A**

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I: (Theory only)	15 hrs
Accounting: Definition – Objectives – Functions – Advantages and Limitations –Basic Terms – Rules of Accounting – Classification of Accounting – Rules of Double Entry System – Concepts and Conventions.	

Unit II: (Problems only)	15 hrs
Journal – Ledger - Trial Balance	

Unit III: (Problems only)	15 hrs
Preparation of Final Accounts of Sole Trader.	

Unit IV: (Problems only)	15 hrs
Bills of Exchange (Excluding Accommodation Bills) – Single Entry System – Statement of Affairs method only.	
Unit V: (Problems only)	15 hrs
Accounts of non-trading concerns – Receipts and Payments Account – Income and Expenditure Account - Balance Sheet	

Note: Distribution of marks for Theory and Problem shall be 20% and 80% respectively.

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Principles of Accountancy	S.P. Jain and K.L. Narang	Kalyani Publishers, Ludhiana,2018

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Introduction to Accountancy	T. S. Grewal	S. Chand & Co Ltd, New Delhi, 2016.
2.	Financial Accounting	T.S. Reddy & A. Murthy	Margham Publications, New Delhi, 2016

E-Resources: (Web resources & E-books)

http://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf

Semester III

(For the students admitted during the academic year 2019 – 2020 and onwards)

Course: Part III – Allied III Mathematical Methods for Economics	Course Code:319AE3
Semester: III	No. of Credits: 4
No. of hours :90	C:T -75:15
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact hours, T: Tutorial)

Course Objectives:
- ➢ To gain elementary mathematical knowledge and
- ➢ To know the application of mathematical techniques in economic theories.

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

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the basic concepts of mathematical techniques that are widely used in economics.	**R**
CO2	Estimate the techniques of matrix algebra and basic rules of differentiation in economics.	**U**
ÇO3	Operate with profit maximization and cost minimization.	**A**
CO4	Apply the mathematical tools in research.	**A**
CO5	Build the mathematical techniques in economic theories.	**A**
CO6	Discuss a set of problem-solving and analytical skills in the fields of finance.	**U**

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I:	15 hrs
Mathematical Economics and Algebra: Nature and scope of mathematical economics - Mathematical operations with decimal and fractions - Ratios and Proportions – Progression: Arithmetic, Harmonic and Geometric.	

Unit II:	15 hrs
Matrix Algebra: Matrix – Types - Addition – Subtraction - Multiplication. Determinants - Transpose of a matrix - Inverse of matrix – Solution of simultaneous equations: Cramer's rule - Matrix inversion method (3x3).	

Unit III:	15 hrs
Differentiation: Rules of Differentiation: Sum, Constant, Product, Quotient, Chain, Log and Exponential – Partial Derivatives and Total Derivatives - Derivatives of Higher order	

Unit IV:	15hrs
Application of Derivatives in Economics: Elasticity of Demand – Elasticity of Supply – Cost and Revenue Function - Profit maximization and Cost minimization - Maxima and Minima of One Variable – Nature of Curves.	

Unit V:	15hrs
Mathematics of Finance: Simple interest, Compound interest - Discounting: Cash Discount - Bankers Discount - True Discount and Bankers Gain	

 Note: **Distribution of marks for Theory and Problem shall be 30% and 70% respectively**

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV,V	Business Mathematics	M. Wilson	Himalaya Publishing House, Delhi, 2013

Books for Reference:

S.NO	Name of the Book	Authors	Publishers with Edition
1.	Mathematical Economics	D. Bose	Himalaya Publishing House, Delhi, 2015.
2.	Mathematics for Economists	B.C Mehta & B.C Madnani	Sultan Chand & Sons, New Delhi, 2016.

E-Resources: (Web resources & E-books)

1.Applied Mathematical Methods eBook: Bhaskar Dasgupta: Amazon.in ...

2.https://www.amazon.in/Applied-Mathematical-Methods...ebook/dp/B00BXEYCB0

Semester IV

(For the students admitted during the academic year 2019 – 2020 and onwards)

Course: Part III – Allied IV Statistical Methods for Economics	Course Code: 419AE4
Semester: IV	No. of Credits: 4
No. of hours :90	C:T -75:15
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

Course Objectives:
  ➢ To teach students to use basic statistical methods.
  ➢ To recognize different types of statistical data.
  ➢   To develop awareness of the importance of using both graphical and numerical statistical methods.
  ➢ To interpret the results of statistical analysis.

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

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the concept of statistics and the ways to mobilizing data.	R

CO2	Apply various statistical tools in economic theories.	A
ÇO3	Recognize the strengths and shortcomings of statistical problems.	R
CO4	Estimate the ways of measuring the inter-relationship among variables	U
CO5	Interpret the relationship between two variables in statistical terms.	U
CO6	Execute the skills in calculating basic statistical parameters independently.	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I:	15hrs
Meaning and definition of Statistics- Functions and Limitations, Statistical investigation and Collection of Data - Collection of data- Primary and Secondary data- Sources of Secondary data- Method of collecting primary data.	
Unit II:	**15 hrs**
Classification and Tabulation of Data: Classification- Definition- objectives- types of classification- Frequency distribution – Tabulation: Types of Tabulation- Diagrammatic and Graphical representation	
Unit III:	**15 hrs**
Measures of Central Tendency: Arithmetic Mean, Geometric Mean - Median –Mode. Measures of Dispersion- Range- Quartile Deviation- Mean Deviation- Standard Deviation.	
Unit IV:	**15 hrs**
Simple Correlation- Meaning and types- Measurement of Correlation: Karl Pearson's Co-efficient of Correlation- Spearman's Rank Correlation- Regression: Method of Least square with one independent variable	

Unit V:	15 hrs
Index numbers: Definition and classification- Methods of constructing index numbers- Laspeyre's, Paasche's, Fisher's Ideal index numbers- Time Reversal and Factor Reversal Test- Cost of Living index numbers- Problems of constructing index numbers-uses.	

Note: **Distribution of marks for Theory and Problem shall be 40% and 60% respectively**

Book for study:

Unit	Name of the Book	Authors	Publishers with Edition
I.II.III, IV &V	Statistics, Theory and Practice	R.S.N Pillai and V. Bagavathi	S. Chand & Co Ltd., New Delhi, 2013

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Statistical Methods	S.P Gupta	Sultan Chand & Sons, New Delhi, 2016.

E-Resources : (Web resources & E-books)

https://www.pdfdrive.com/history-of-economic-thought-modern-economics-d16574071.html

Semester V

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Elective I Principles of Insurance	Course Code: 517EE1
Semester: V	No. of Credits: 4
No. of hours: 75	C: T- 65:10
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

Course Objectives:

➢ To introduce the basic concepts and importance of Insurance.
➢ To impart knowledge on the various insurance legislations.

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

CO	Statement	Bloom's Taxonomy level
CO1	Discuss the nature and scope of insurance.	U
CO2	Deduce the major insurance products.	U
ÇO3	Examine the property and liability insurance contracts.	U
CO4	Comprehend insurance laws and regulation.	R
CO5	Compare various kinds of insurance plans and the duties of agents.	U
CO6	Discuss the role of Insurance Intermediaries	U

R-Remembrance   U –Understanding   A-Apply

Syllabus:

Unit I:	13 hrs
Risk and Insurance: Risk –Meaning, Definition, and Classification of Risk. Insurance Meaning, Definition, Nature, Functions, Principles of Insurance, Importance of Insurance, Terms used in Insurance.	

Unit II:	13 hrs
Types of Insurance: Life Insurance: Kinds of Life Insurance-Non Life Insurance: Kinds of Non-Life Insurance.	

Unit III:	13 hrs
Insurance Document: Introduction –Proposal Form –Policy Form-Cover Note-Certificate of Insurance – Endorsement –Cancellation.	

Unit IV:	13 hrs
Insurance Legislation in India: The Insurance Act 1938 – Life Insurance Act 1956 – General Insurance Corporation of India – Insurance Regulatory and Development Authority of India and its functions.	

Unit V:			13 hrs
Insurance Intermediaries: Introduction-Insurance Broker-Functions of Broker-Insurance Agents-Duties of Agents –Surveyors and Loss Assessors –Functions –Third Party Administrator-Code of Conduct.			

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I, II, IV, V	Insurance Management, Principles and Practices	Karam Pal, B.S. Bodla & M.C. Garg	Deep and Deep Publications Pvt. Ltd., Delhi, 2007.
III	Practice of General Insurance, 2004	Insurance Institute of India	Insurance Institute of India, 2004.

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Principles and Practice of Insurance	P. Periasamy	Himalaya Publishing House, Mumbai, 2014.

E-Resources: (Web resources & E-books)

https://www.insuranceinstituteofindia.com/documents/10156/4877353c-4bd1-4bc9-bfc1-140acaebce8d

http://icourseplayer.360training.com/courses/course267/pdf/POI_FTC.pdf

Semester VI
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Core XIII Fiscal Economics	**Course Code: 617E13**
Semester: VI	**No. of Credits: 4**
No. of hours : 90	**C:T- 75:15**
CIA Max. Marks: 25	**ESE Max. Marks: 75**

(C: Contact hours, T: Tutorial)

Course Objectives:
- ➢ To understand the fundamentals of public finance and the role of fiscal policy.
- ➢ To develop analytical skills of the students in the areas of public finance.

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

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the nature and working of public finance and its theories.	R
CO2	Identify the types of public needs and the mechanisms of their financing.	R
ÇO3	Examine the revenue and expenditure administration at national and regional levels.	U
CO4	Discuss the causes and effects of public debt; the role and fiscal policies of central, state and local governments.	U

CO5	Interpret the central and state budgets to understand the financial planning of the government.	U
CO6	Relate budgeting information and performance evaluation.	A

R-Remembrance   U –Understanding   A-Apply

Syllabus:

Unit I:	15 hrs
Nature and scope of Public Finance- Meaning and definitions of Public Finance- Distinction between Public Finance and Private Finance. Principle of Maximum Social Advantage.	

Unit II:	15 hrs
Public Revenue: Meaning and significance of public revenue- Sources of public revenue- Tax and Non tax revenue - Canons of taxation- objectives of taxation- characteristics of a good tax system. Effects of taxation on production and distribution. Direct and indirect taxes -merits and demerits. Meaning of incidence and shifting- Modern theory of incidence. Goods and Services Tax: The Pros and Cons.	

Unit III:	15 hrs
Public Expenditure- Classification of public expenditure- Causes for the growth of public expenditure- effect- control of public expenditure. Public Debt- Meaning and classification of public debt- causes and growth of public debt- Methods of redemption – Effects of public debt.	

Unit IV:	15 hrs
Principles of Federal Finance- Centre – State Financial relationship- Role of Finance Commission- Report of Twelfths and Thirteenth Finance Commission- Deficit financing – Meaning, Methods and effects.	

Unit V:	15 hrs
Fiscal Policy- Meaning – objectives- tools- role of fiscal policy in developing countries. Budget – features- objectives- Balanced and Unbalanced budget- Budgetary Procedure in India.	

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Public Finance (Fiscal Policy)	R. Cauvery & others	S. Chand & Co Ltd, New Delhi, 2011.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Public Finance	B.P. Tyagi	Jai Prakash Nath& Co, Meerut, 2017.
2	Fiscal Economics	S. Sankaran	Margham Publications, Chennai, 2015.
3	Public Finance	R.K Lekhi	Kalyani Publishers, New Delhi, 2015.

4	Goods and Service Tax(GST) Impact on Indian Economy	Anjali Agarwal	New Century Publications, 2017

E-Resources: (Web resources & E-books)

https://www.amazon.com/Public-Economics-Gareth-D-Myles-ebook/dp/B00HWWPIG0
https://www.amazon.in/PUBLIC-FINANCE-Maria-John-Kennedy-ebook/dp/B00K7YH160

Semester VI
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Core XV Indian Economic Development	Course Code: 617E15
Semester: VI	**No. of Credits: 4**
No. of hours: 75	**C:T- 65:10**
CIA Max. Marks: 25	**ESE Max. Marks: 75**

(C: Contact hours, T: Tutorial)

Course Objectives:
- ➢ To understand the various issues of the Indian Economy.
- ➢ To comprehend and critically appraise the current Indian economic problems.

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

CO	Statement	Bloom's Taxonomy level
CO1	Describe the basic structure of Indian Economy.	**R**
CO2	Explain the need for capital formation and the role of human capital for economic development.	**U**
ÇO3	Examine the reasons for industrial sickness and the remedial measures.	**U**
CO4	Relate and justify the growth rate of the economy, fiscal deficit and contribution of different sectors.	**U**
CO5	Deduce the knowledge of the growth of service sector.	**U**
CO6	Apply the concepts and information in competitive exams.	**A**

R-Remembrance   U –Understanding   A-Apply

Syllabus:

Unit I:	13 hrs
Indian Economy and Economic Development – Characteristics of Indian Economy as Developing economy -Determinants of Economic Development-Economic and Non-economic factors – Problems of economic development – Unemployment - Causes, Types, Government Policies to remove Unemployment - Poverty - Causes, Measures, Poverty Alleviation Programme	

Unit II:	13 hrs
Capital Formation, Meaning, Importance, Sources, Reasons for Low Capital Formation, Measures for increasing Capital Formation - Human Capital Formation in India - Causes for rise in prices in India - Control of Inflation in India.	

Unit III:	13 hrs
Planning- Meaning , Types - Five year plans in India - Development of Agriculture, Industry and Service Sector under Five Year Plans - New Agricultural policy.	

Unit IV:	13 hrs
Industry and Service Sector - Role of Industrialsation (small & large scale industries a brief study) Industrial sickness in India - Causes, Consequences and Remedial measures - Features of Indian Industrial Labour -Service Sector- Meaning, importance, Growth of Service Sector -Public Sector- Social Security Measures. New Industrial Policy.	

Unit V:	13 hrs
Importance of Foreign Trade for a Developing Economy - India's Foreign Trade, Volume Value, Composition and Direction – Foreign Capital, Need, Forms, Government's Policy towards Foreign Capital – Foreign Exchange Reserves - Brief Study on the Policies of Liberalisation, Privatisation and Globalisation.	

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Indian Economy	Ruddar Dutt& K.P.M Sundaram	S. Chand & Co. Ltd., Delhi, 2014.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Indian Economy, Its Development Experience	S.K Misra& V.K. Puri	Himalaya Publishing House, Mumbai, 2014
2	Indian Economy	Ishwar C. Dhingra	S. Chand & Co., Delhi, 2015
3	Indian Economy	S. Sankaran	Margham Publications, Chennai, 2014.

E-Resources: (Web resources & E-books)

https://currentaffairsonly.files.wordpress.com/2017/01/ramesh-singh-indian-economy-7th-edition.pdf

Semester VI

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Elective III Retail Business Management	Course Code: 617EE5
Semester: VI	No. of Credits: 4
No. of hours: 90	C:T- 75:15
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

Course Objectives:

➢ To equip the students with the knowledge of retail business and also to learn the role and responsibilities of a retail merchandiser.

➢ To develop knowledge of career opportunities in retailing.

➢ To know the essential spheres of the retail management. .

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

CO	Statement	Bloom's Taxonomy level
CO1	Recognize the ways that retailers use marketing tools and techniques to interact with their customers.	R
CO2	Estimate the factors affecting strategic decisions involving investments in locations, supply chain, information system and customer relation programmes.	U
ÇO3	Compare different customer service strategies that can be used to improve the consumer experience.	U
CO4	Discuss the strategies of pricing, merchandise assortment, store management, visual merchandising for extracting profit.	U
CO5	Characterize the challenges faced by the retail marketing.	A
CO6	Develop the functional areas of business to guide innovation and follow business ethics.	A

R-Remembrance   U –Understanding   A-Apply

Syllabus:

Unit I:	15 hrs
Retail - Meaning- role of retailer- rise of retailer- concept of life cycle in retail- retail formats-classifications (store and non-store based) - Retail economics. Consumer behaviour –need for studying consumer behaviour-factors influencing the retail shopper.	

Unit II:	15 hrs
Retail Strategy-the concept of the business model- store site selection-types of retail locations –steps involved in choosing retail location. Merchandise planning- implications. The process of merchandise planning – methods of retail expansion: Franchising- types,advantages and disadvantages.	

Unit III:	15 hrs
Role of Retail Marketing – Retail Marketing Mix- STP Approach- Retail Image- Branding in Retail. Retail Pricing – Concept – Elements – Price Determination – Strategies – Supply Chain Management – Need – Evolution- Ethical issues in retailing.	

Unit IV:	15 hrs
Retail store operation- elements- role of the store manager- the five S in retail operations- store design- principles- elements- visual merchandising tools used- methods of display –The importance of information technology in retail- application of technology- internet retailing.	

Unit V:	15 hrs
Evolution of retail in India- Traditional business models in Indian retail – drivers of retail chance in India- size of retail in India- key sectors in Indian retail- challenges to retail development in India- Global retail market.	

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Retail Management - (Text and Cases)	Swapna Pradhan	Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2013.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Retail Management - A Strategic Approach	Barry Berman and Joel R Evans.	Prentice Hall of India (P) Ltd, New Delhi, 2007.
2	Retail Management	Chetan Bajaj, Rajnish Tuli, & Nidhi V. Srivastava	Oxford University Press, 2005.
3	Retail Management, Functional Principles and Practices	Gibson G Vedamani	Jaico Publishing House, New Delhi, 2007.

E-Resources: (Web resources & E-books)

https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf

Entrepreneurship Courses
Semester V

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Core XI Entrepreneurship Development	Course Code:517E11
Semester: V	No. of Credits: 4
No. of hours:75	C:T-65:10
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact Hours, T: Tutorial)

Course Objectives:
- ➢ To acquire the knowledge regarding characteristics of an entrepreneur.
- ➢ To develop an interest in entrepreneurial activity.

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

CO	Statement	Bloom's Taxonomy level
CO1	Identify the entrepreneurship scenario in the economy.	R
CO2	Recognize the functions and role of women entrepreneurs.	R
ÇO3	Classify projects and enumerate the problems.	U
CO4	Deduce the sources of finance.	U
CO5	Develop the knowledge on special agencies for training and institutional finance.	A
CO6	Prepare a business plan.	A

R-Remembrance   U –Understanding   A-Apply

Syllabus:

Unit I:	13 hrs

Entrepreneurship–Meaning and Definition–Importance–factors affecting entrepreneurial growth – Social, Economic and Environmental factors. Types and functions of an entrepreneur – Qualities of a successful entrepreneur.

Unit II:	13 hrs

Women Entrepreneurs: Concepts, functions and role of women entrepreneurs – Growth of women entrepreneurs, problems of women entrepreneurs – role of women entrepreneurs associations – Selection of Industry by women entrepreneurs. Types of Industries / Business suitable for women entrepreneurs – Rural women entrepreneurs-SHG and its role.

Unit III:	13 hrs

Search for a business idea – Sources – Processing and selection – Selection of types of Organization – Project classification and identification – Project objectives – Internal and external constraints – Format for a report.

Unit IV:	13 hrs

Financing of Enterprises: Need for financial planning-Sources of finance - Internal and external sources-Capital structure - Factors - determining capital structure- Term loans- long-term loans - short term loans- Capitalization-over capitalization- causes- effects-Under capitalization- causes-effects.

Unit V:	13 hrs

Training and finance objectives of training – Phases of EDP – Special agencies for training – Institutional finance with special emphasis of commercial banks. IDBI, IFCI, ICICI, IRBI, SFCS, SISI, Khadi and Village Industries Commission - Types of incentives and subsidies (A Brief study) - Micro Finance

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Entrepreneurship Development	E. Gordon & K. Natarajan	Himalaya Publishing House, New Delhi, 2005

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Current Trends in Entrepreneurship	S. Mohan & R. Elangovan	Deep & Deep Publications Pvt, Ltd., New Delhi, 2006
2	A Text book of Information Technology	R. Saravanakumar, R. Parameswaran & T. Jayalakshmi	S. Chand & Company Ltd., New Delhi, 2003
3	Entrepreneurial Development	C.B.Gupta & Srinivasan	Sultan Chand & Sons, New Delhi, 2015
4	Entrepreneurial Development	Dr. S.S. Khanka	S. Chand& Co Ltd., New Delhi, 2011

E-Resources: (Web resources & E-books)

http://www.sasurieengg.com/ecoursematerial/MBA/IIYearSem3/BA7032%20ENTREPRENEURSHIP%20DEVELOPMENT.pdf
http://mu.ac.in/portal/wp-content/uploads/2014/04/ManagementPAPERVENTREPRENEURSHIP-Management-final-book.pdf

Semester V

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Core XII Economics of Tourism	Course Code:517E12
Semester: V	No. of Credits: 4
No. of hours:75	C:T- 65:10
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

Course Objectives:
- To create an understanding of the growing importance of the tourism industry in an economy.
- To enlighten the students on the various opportunities in the tourism sector for self-employment.

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

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the basic concepts and components of tourism.	R
CO2	Estimate the economic benefits and costs of tourism.	U
ÇO3	Discuss the various tourism services.	U
CO4	Create, apply, and evaluate marketing strategies for tourism destinations and organizations.	A

CO5	Identify the role and functions of tourism organizations and travel agencies.	R
CO6	Evaluate tourism policy and planning initiatives.	U

R-Remembrance   U –Understanding   A-Apply

Syllabus:

Unit I:	13 hrs
Meaning and Nature of Tourism- Definition of Tourist and Tourism-Motivation of Tourism- Basic Components of Tourism- Tourism Demand- Factors influencing Tourism Demand- Medical Tourism	

Unit II:	13 hrs
Economic Benefits and Costs of Tourism- Impacts on Income, Employment and Output- Multiplier Effect- Trickledown Effect- Infrastructure Development- Regional Development- Employment Generation – Balance of Payment- Role of Entrepreneurial activity.	

Unit III:	13 hrs
The Role of State in Promoting Tourism- Role and Functions of a Travel Agency-Accommodation – Types- Definition of Hotel- Classifications- Supplementary Accommodation- Classifications.	

Unit IV:	13 hrs
Environmental and Cultural Impacts of Tourism – Tourism and International understandings- Tourism Marketing: Definition- Tourism Product- Marketing Process and Functions- Peculiarities of Tourism Marketing.	

Unit V:	13 hrs
"India as a Tourist Paradise"- Growth of Tourism in India- Tourist Administration in India- Sargeant Committee Report- The Role of ITDC in Tourism Development- Future of Tourism – World Tourism Organisation.	

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	International Tourism- Fundamental and Practices	A.K Bhatia	Sterling Publishers Pvt. Ltd. New Delhi, 2010

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Tourism Development – Principles and Practices	A.K Bhatia	Sterling Publications Pvt, L.td, New Delhi, 2010
2	Tourism and Economic Development	Badan B.S &Harish Bhatt	Common Wealth Publishers, New Delhi, 2008.

E-Resources: (Web resources & E-books)

http://www.economy.gov.ae/Publications/An%20Introduction%20to%20Tourism%200750619562.pdf
https://books.google.co.in/books/about/The_Economics_of_Tourism.html?id=IciLAgAAQBAJ

Skill Enhancement Courses
Semester III
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV – Skill Enhancement Course I Communication Skills for Business	Course Code:317ES1
Semester: III	No. of Credits: 3
No. of hours :45	C:T-38 :7
CIA Max. Marks: 75	

(C: Contact hours, T: Tutorial)

Course Objectives:
- To develop self-confidence in managing the business.
- To equip the students with correct and effective communication skills for successful management of a business.

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

CO	Statement	Bloom's Taxonomy level
CO1	Identify the concepts and principles of communication	R
CO2	Comprehend the skills in development communication	R
ÇO3	Prepare the communication letters for business activities	A
CO4	Demonstrate the skills on correspondence with banking, insurance and other agencies	U
CO5	Produce the skills on different kinds of report writing.	A
CO6	Recognise the media planning and advocacy	R

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I:	7 hrs
Communication: Meaning – Importance - Objectives – Principles -Media of Communication	

Unit II:	7 hrs
Oral Communication, Verbal, Non-Verbal and Audio-Visual Presentation, Telephone Skills and Etiquettes	

Unit III:	8 hrs
Written Communication –Kinds of Business Letter – Essentials of a Business Letter – Enquiries and Replies - Orders and execution- Sales letters - Application letters	

Unit IV:	8 hrs
Agency Correspondence – Insurance - Bank Correspondence – Correspondence with public authorities and other agencies- Letter to the editor of newspapers.	

Unit V:	8 hrs
Report Writing - Importance - Kinds – Characteristics of a good report -Report by individuals and committees.	

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I- V	Business Communication	V.K. Jain and Omprakash Biyani	S. Chand & Co. Ltd, New Delhi, 2013

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Essentials of Business Communication	Rajendra Pal& J.S Korlahalli	Sultan Chand and Sons, New Delhi, 2013

E-Resources: (Web resources & E-books)

1.https://www.pdfdrive.com/business-communication-books.html
2. https://www.amazon.com/Essentials-Business-Communication-MindTap-Course-ebook/dp/B079QFJF1W

Semester IV
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV– Skill Enhancement Course II – Tally Accounting Programme – Practical	Course Code: 417ES2
Semester: IV	No. of Credits: 3
No. of hours :45	P:R -33: 12
CIA Max. Marks: 75	

(P: Practical, R: Record)

Course Objective:
➢ To familiarize the students with accounting skills using tally software.

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

CO	Statement	Bloom's Taxonomy level
CO1	Create account heads.	A
CO2	Build and manage inventory.	A

ÇO3	Apply tax concepts in business accounting.	**A**
CO4	Prepare final accounts in accordance with generally accepted accounting principles.	**A**
CO5	Prepare bills	**A**
CO6	Execute the financial and inventory reports.	**A**

A-Apply

Syllabus:

List of Practicals:

1. Company Creation.
2. Creation of account head under Pre-defined groups.
3. Creation and Alteration of New Groups (Single and Multiple).
4. Creation and Alteration of Ledger (Single and Multiple).
5. Creation and Alteration of Cost categories and Cost centre.
6. Accounting Voucher (Purchase, Sales).
7. Display of Books, Trial Balance, Profit and Loss Account and Balance Sheet.
8. Altering Inventory Features.
9. Creation and Alteration of Stock Group, Category (Single and Multiple).
10. Creation and Alteration of Stock Item (Single and Multiple).
11. Creation and Alteration of Godown.
12. Display of Stock summary.
13. Accounting Vouchers (Payment, Receipt, Contra, Journal)

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I.II.III, IV &V	Financial Accounting on Computers using Tally	Namrata Agarwal & Sanjay Kumar	Dreamtech Press, New Delhi, 2010

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Using Tally	N. Satyapal	Khanna Publications, New Delhi, 2000

E-Resources: (Web resources & E-books)

https://www.amazon.in/Accounting-Tally-ERP-Munishwar-Gulati-ebook/dp/B01LXYWKTA

Semester V

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV- Skill Enhancement Course III - Computer Application Techniques – Practical	**Course Code:517ES3 /517TS3**
Semester: V	**No. of Credits: 3**
No. of hours:45	**P:R-33:12**
CIA Max. Marks: 75	

(P: Practical, R: Record)

Course Objectives:

- ➢ To equip the students to develop their own application using Graphical user Interface.
- ➢ To learn Power Point Presentation Graphics Program.
- ➢ To develop the knowledge of Microsoft Access as Database Management System to organizing information about personal and business life.

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

CO	Statement	Bloom's Taxonomy level
CO1	Apply information technology tools and techniques to meet the needs and expectations in business and academics.	**A**
CO2	Use Microsoft Word to Construct business and academic documents.	**A**
ÇO3	Create spreadsheets with formulas and graphs using Microsoft Excel.	**A**
CO4	Develop presentations containing animation and graphics using Microsoft PowerPoint.	**A**
CO5	Generate and manage databases.	**A**
CO6	Prepare and manipulate different programs and functions.	**A**

A-Apply

Syllabus:

List of Practical

MS Word	9hrs
1. Type a paragraph and perform the following changes: Font Size, Font style, Line spacing, Page setup (margin), Text color, Center heading Under line a text, Bullets/numbering, Alignment (Justify, centre, left, right) 2. Type a document and perform the following: Insert header, Find and replace, Cut, copy and paste, Change case 3. Prepare an advertisement for a product 4. Send an application to many companies for suitable job using mail merge option.	
MS Excel	**8hrs**
5. Prepare Payroll for employee 6. Draw a Chart using Excel with the details : Student Name and Marks of 5 subjects	
MS PowerPoint	**8hrs**
7. Design a Sports Day Invitation and prepare Slides describing various events in Power Point. 8. Display various departments and courses offered in our college using Power point.	
MS Access	**8hrs**
9. Create a database for Employee Details and generate a report for Pay Slip using MS Access 10. Create a database for Customer Information and generates a report with the customer name in ascending order.	

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III IV,V	Computer Application in Business	R. Parameswaran	S. Chand& Company Ltd., New Delhi, 2012.
I,II,III IV,V	MS Office 2007 in a Nutshell.	Sanjay Saxena	Vikas Publishing House, New Delhi, 2013.

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Working in Microsoft Office	Ron Mansfield	Tata McGraw Hill Publishing Co. Ltd, Delhi, 2005.

E-Resources : (Web resources & E-books)

http://www.universityofcalicut.info/SDE/VSem_BA_Economics_CoreCourse_Computer_Applicati on_in_Economics.pdf

Semester VI
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Elective II Modern Banking	Course Code: 617EE3
Semester: VI	No. of Credits: 4
No. of hours :75	C: T- 65:10
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

Course Objectives:
- To provide basic knowledge about the importance and functions of commercial banks.
- To acquire insight in banking transactions.

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

CO	Statement	Bloom's Taxonomy level
CO1	Identify the functions of modern banking.	R
CO2	Recognize the various types of accounts.	R
ÇO3	Classify the negotiable instruments.	U
CO4	Use the principles and types of loans and advances.	A
CO5	Execute the recent developments in Banking.	A
CO6	Generalize the application of modern banking techniques through demonstration.	A

R-Remembrance   U –Understanding   A-Apply

Syllabus:

Unit I:	13 hrs
Banking: Origin of banking, Meaning of Banker and Customer – General relationship – Special relationship –Banking services.	

Unit II:	13 hrs
Deposit accounts –Types: saving bank account, current account, fixed deposit account, recurring deposit account, non -resident account, foreign currency (non-resident) account– opening and operation of deposit account	

Unit III:	13 hrs
Negotiable Instruments –Cheque - Bill of Exchange – Promissory Note - Crossing of Cheque – Endorsement	

Unit IV:	13 hrs
Principles of sound lending – loans and advances –Mode of creating charges-Pledge - Hypothecation – Mortgages - forms of mortgages.	

Unit V:	13 hrs
E-Banking: Meaning-Services-Internet banking services-merits and demerits-Meaning of Electronic Fund Transfer-Online Transactions (protocols)-Meaning of Digital Signature -Mobile Banking: Meaning, Features and Services-ATM -Meaning, Features and Services-Debit Card and Credit Card.	

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Banking Theory – Law & Practice	E. Gordon & K. Natarajan	Himalaya Publishing House, Bombay, 2005
	Banking Theory – Law & Practice	S. Gurusamy	Tata McGraw Hill Ltd., Delhi, 2009.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Banking Law and Practice	P.N. Varshney	Sultan Chand & Sons Delhi, 2012.
2	Banking Law and Practice	Gulsan& K. Kapoor	Sultan Chand & Co Ltd., Delhi, 2010
3	E-Commerce	Dr.K.AbiramiDevi& Dr.M.Alagammal	Margham Publications, Chennai, 2016.

E-Resources: (Web resources & E-books)

https://app1.unipune.ac.in/external/course-material/Fundamental-of-Banking-English.pdf

Semester VI
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV - Skill Enhancement Course IV Introduction to Data Analysis using Excel–Practical	Course Code: 617ES4
Semester: VI	No. of Credits: 3
No. of hours: 45	P: R: 33:12
CIA Max. Marks: 75	

(P: Practical, R: Record)

Course Objectives:
- ➢ To enter and edit data in a worksheet.
- ➢ To create charts and share information.
- ➢ To summarize data with data analysis, PivotTables, and Pivot Charts

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

CO	Statement	Bloom's Taxonomy level
CO1	Draw the flexible data aggregations using pivot tables.	R
CO2	Create the data visually using charts.	U
ÇO3	Demonstrate, calculate and interpret various descriptive or summary measures of data.	U
CO4	Using formula based techniques, Calculate measures of correlation and regression.	U
CO5	Create trend lines and project trend values.	A
CO6	Prepare index function with syntax.	A

R-Remembrance   U –Understanding   A-Apply

Syllabus: List of Practical:

1. Calculation of Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode.
2. Formation of Charts and Diagrams: Histogram, Bar diagram, Pie diagram, Frequency line and Scatter diagram.
3. Calculation of measures of dispersion: Range, Variance, Standard Deviation, Mean Deviation.
4. Calculation of Coefficient of Variation.
5. Calculation of Percentiles and Quartiles.
6. Calculation of Skewness and Kurtosis.
7. Calculation of Correlation Coefficient.
8. Calculation of Regression Coefficient and Formation of Regression lines.
9. Fitting straight line, Non-linear trend lines and calculation of trend values using moving averages.
10. Calculation of Index Numbers.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Essentials of Statistics for Business & Economics	David R. Anderson & others	Cengage Learning Publications, USA, 2017
2	Computer Applications in Economics	Dr.K.Dhanasekaran	Vrinda Publications (P) Ltd., Delhi, 2008

E-Resources: (Web resources & E-books)

https://www.vfu.bg/en/e-Learning/MS-Office--excel.pdf

CURRICULUM DESIGN

Sri G.V.G. Visalakshi College for Women (Autonomous), Udumalpet
Affiliated to Bharathiar University
Post Graduate & Research Department of Economics
Scheme of Examination – CBCS Pattern
Programme: M.A. Economics
(For the Students admitted from the academic year **2019-2020** onwards)

Course Code	Course Title	Ins. Hrs/ week	Examination				Credits
			Dur Hrs	CIA Marks	ESE Marks	Total Marks	
Semester I							
17ME01	Core I–Advanced Micro Economics	6	3	25	75	100	4
17ME02	Core II –Mathematical Techniques for Economic Analysis	6	3	25	75	100	4
17ME03	Core III -Research Methodology in Economics	6	3	25	75	100	4
17ME04	Core IV - Human Resource Management	4	3	25	75	100	4
19ME05	Core V –International Economics	4	3	25	75	100	4
17MEE1/ 17MEE2	Elective I- Soft Skills / Industrial Economics	4	3	25	75	100	4
Semester II							
17ME06	Core VI- Advanced Macro Economics	6	3	25	75	100	4
17ME07	Core VII-Public Economics	6	3	25	75	100	4
17ME08	Core VIII- Economics of Human Resources	6	3	25	75	100	4
17ME09	Core IX- Econometrics	6	3	25	75	100	4
17MEE3/ 17MEE4	Elective II- Women in Development/ World Prominent Personalities	4	3	25	75	100	4
17MEIS	Internship	-	-	50	-	50	2
17MGCS	Cyber Security - Level I	2	2	50	-	Grade	Grade
19MEA1	Advanced Learners Course I– Economics of Infrastructure/Online Course (Swayam /NPTEL)	-	-	-	100	100	4*

	Semester III						
17ME10	Core X– Economics of Money and Financial Institutions	6	3	25	75	100	4
17ME11	Core XI - Operations Research	6	3	25	75	100	4
17ME12	Core XII –Economics of Growth and Development	6	3	25	75	100	4
17ME13	Core XIII–Statistical Techniques for Economic Analysis	6	3	25	75	100	4
17MEE5/ 17MEE6	Elective III – Computer Application Techniques – Practical/ Labour Economics	6	3	40/25	60/75	100	4
17MEPV	Project and Viva Voce	4	-	-	-	-	-
	Semester IV						
17ME14	Core XIV - Export Procedures and Documentation	6	3	25	75	100	4
17ME15	Core XV - Environmental Economics	6	3	25	75	100	4
17ME16	Core XVI – Statistical Packages for Data Analysis – Practical	6	3	25	75	100	4
17MEE7/ 17MEE8	Elective IV - Health Economics / Marketing Management	6	3	25	75	100	4
17MEPV	Project and Viva Voce	6	-	100	100	200	8
19MEA2	Advanced Learners Course II – Logistics Management /Online Course (Swayam /NPTEL)	-	-	-	100	100	4*
	TOTAL					2250	90

Single Starred credits are treated as additional credits which are optional.

Employability Courses

Entrepreneurship Courses

Skill Development Courses

Employability Courses

Semester I
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Core II - Mathematical Techniques for Economic Analysis	Course Code: 17ME02
Semester: I	No. of Credits: 5
No. of hours : 90	C:T:S-75:12:3
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact Hours, T: Tutorial, S: Seminar)

Course Objectives:
- ➢ To acquaint the students with economic concepts in mathematical format.
- ➢ To train the students to use the techniques of mathematical analysis which are commonly applied to understand and analyse economic problems.
- ➢ To develop an aptitude towards quantitative analysis of economic phenomenon.

Syllabus:

Unit I:	15hrs
Derivatives and their interpretation: Rules of differentiation. Economic Applications-Elasticity of Demand, AR and MR, Profit Maximization and Cost Minimization	

Unit II:	15hrs
Partial Derivatives: Technique of Partial differentiation, Partial Derivatives of Second Order, Cross Partial Derivatives. Application of Partial Derivatives in Economics-Demand Analysis, Utility Analysis and Production Analysis.	

Unit III:	15hrs
Maxima and Minima of a function of one variable and two variable – Optimal values and Extreme values- Lagrangian Multiplier–Homogeneous Function and their properties – Euler's Theorem	

Unit IV:	15hrs
Integration – Indefinite Integration – Definite Integrals – Economic applications of Integration – Total function from marginal function – Consumer's surplus – Producer's surplus.	

Unit V:	15hrs
Matrix Algebra - Transpose of a Matrix - Determinants - Rank of a matrix – Inverse of a matrix (3 x 3) and Cramer's Rule.	

Note: **Theory carries 25 marks and problems carry 50 marks.**

Book for Study:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Mathematics for Economists	Mehta & Madnani	Sultan Chand & Sons, New Delhi, 2016
2.	An Introduction to Mathematical Economics	D. Bose	Himalaya Publishing House, Mumbai, 2015

E-Resources: (Web resources & E-books)

➢ http://www.railassociation.ir/Download/Article/Books/Basic%20Mathematics%20for%20Economists.pdf
➢ https://www.econ2.uni-bonn.de/lehre/sose09/mikro-b/download/mathnotes.pdf
➢ http://mongmara.yolasite.com/resources/Math4BusinessandEconomics/Applied%20Mathematics%20for%20Business%20and%20Economics.pdf
➢ http://www.repetitfind.ru/Literature/subjects/Blume-Mathematics-for-Economists.pdf

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Core III – Research Methodology in Economics	Course Code: 17ME03
Semester: I	No. of Credits: 5
No. of hours : 90	C:T:S-75:12:3
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact Hours, T: Tutorial, S: Seminar)

Course Objectives:
- ➢ To to introduce the students to the field of research by developing skills.
- ➢ To identify research areas.
- ➢ To learn the methods and steps in research.

Syllabus:

Unit I:	15hrs
Meaning Definition, Importance and Scope of Research - Methods of Research, Historical Research Study in Economics – Case Study – Survey Method - Field Study - Experimental Method -Research Process.	

Unit II:	15hrs
Guidelines in identifying a Problem: Factors which motivate in selecting a Problem. Hypothesis – Meaning, Definition, Kinds and Characteristics of Hypothesis, Formulation and Testing of Hypothesis	

Unit III:	15hrs
Research Design: Important concepts relating to Research Design, Features of Good Research Design, a brief note on Types of Research Design. Sampling Design, Probability and Non – Probability, Sampling Methods and Sampling Error	

Unit IV:	15hrs
Data Collection: Collection of Primary Data, Mailed Questionnaire Method, Advantages and Limitations. Interviewing Techniques and Field Problems: Telephone Interview. Types of Observation, Schedules. Collection of Secondary Data, Application of Statistical tools in Research, Database of Indian Economy	

Unit V:	15hrs
Analysis and Interpretation of Data: Table Preparation, Preparing Research Report, Structure and Format of the Report, Publication of Research Findings: Foot note, End note and Bibliography. Computer Applications in Research	

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Methodology of Research in Social Sciences	O.R. Krishnaswami& M. Ranganathan	Himalaya Publishing House, New Delhi, 2014.

2.	Research Methodology – Methods and Techniques	C.R. Kothari&GauravGarg	New Age International (P) Ltd., Delhi, 2016.
3.	Research Methodology in Social Sciences	Devandra Thakur	Deep and Deep, Delhi, 2008
4.	Research Methodology	Cauvery and others	Sultan Chand & Sons Delhi, 2008
5.	Research Methodology	R. Pannerselvam	Prentice Hall Pvt. Ltd., Delhi, 2013

E-Resources: (Web resources & E-books)

➢ http://ignou.ac.in/userfiles/MEC_109%20Research%20Methods%20in%20Economics%20PDF.pdf

Semester II
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Core IX- Econometrics	Course Code: 17ME09
Semester: II	No. of Credits: 4
No. of hours: 90	C:T:S- 75:12:3
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact Hours, T: Tutorial, S: Seminar)

Course Objectives:
➢ To develop understanding of economic relationships and statistical methods relevant for the analysis of this relationship.
➢ To enhance the skills of students for taking up research in economics.

Syllabus:

Unit I:	15hrs
Definition, Scope and Division of Econometrics- Methodology of Econometric research- Specification and estimation of the model- Evaluation of the parameter estimates-Desirable properties of an econometric model.	

Unit II:	15hrs
The Simple Linear Regression Model – assumptions – Least Squares criterion and the normal equations of OLS – Properties of the least square estimates.	

Unit III:	15hrs
Multiple Regression – Model with two explanatory variables – linear and non-linear relationship – Semilog, Double log, Inverse and Polynomial forms	

Unit IV:	15hrs
Auto Correlation – Meaning - Causes – Consequences – Test for Auto Correlation. Multicollinearity – Meaning – Causes – Consequences – Test for Multicollinearity-Heteroscedasticity	

Unit V:	15hrs
Lagged Variables and distributed lag models – Almon, Koyck, Nerlove and Cagan Models. Simultaneous equation models – Structural, Reduced and Recursive models.	

Note: Only theory questions to be asked from all the units

Books for Reference:

S.No	Name of the Book	Authors	Publisherswith Edition
1.	Econometrics	Dhanasekaran. K	Vrinda Publications (P) Ltd, Delhi, 2011
2.	Econometrics	Koutsoyiannis. A	The Macmillan Press Ltd, London, 1997
3.	Basic Econometrics	Damodar N. Gujarati	McGraw-Hill Singapore, 2013

E-Resources : (Web resources & E-books)

http://economics.ut.ac.ir/documents/3030266/14100645/Jeffrey_M.Wooldridge_Introductory_Econometrics_A_Modern_Approach__2012.pdf

Entrepreneurship Courses

Semester IV

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Core XIV - Export Procedures and Documentation	Course Code: 17ME14
Semester: IV	No. of Credits: 4
No. of hours : 90	C:T:S- 75:12:3
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact Hours, T: Tutorial, S: Seminar)

Course Objectives:
- ➢ To familiarize the students with the procedures of export trade and
- ➢ To expose them with the procedures of export documentation.

Syllabus:

Unit I:	15hrs
Export – Types of Exports – Organizing exports – Starting an export business – Processing an export order – Labelling, Packaging, Packing and Marking of Export Consignments.	

Unit II:	15hrs
Indian Laws relating to Export Trade – Transportation and Shipment of goods for export – Quality Control and Pre – shipment Inspection – Central Excise Clearance of goods for export.	

Unit III:	15hrs
Export Documentation – Master Documents I and II – Marine and Air Cargo Insurance – Documents relating to payment, Letter of Credit, Bill of Exchange, Trust Receipt, Letter of Hypothecation and Bank's Certificate for Payment – Documentation Practices in India – Need for preparing export documents in India.	

Unit IV:	15hrs

Export Finance – importance – methods – pre shipment and post shipment – sources, short, medium and long term – methods of payment to exports – Role and functions of EXIM Bank of India and Export Credit Guarantee Corporation of India.

Unit V:	15hrs

Export Pricing– objectives – importance – Price and non – price factors in pricing decisions - Methods of pricing. Export Policy - the pre - reform period. – An overall view of export promotion policies – Critical evaluation of export policy – New Trade Policy, the reform period – critical evaluation of the New Trade Policy. Special Economic Zones – New Export – Import Policy 2010–2011.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Export Management	Kapoor. D.C	Vikas Publishing House, New Delhi, 2013
2.	Export Management	Kathiresan. S and Radha. V	Prasanna Publishers, Chennai, 2012.
3.	Export Management	Balagopal T.A.S	Himalaya Publishing House, Delhi, 2014
4.	Indian Economy	Misra and Puri	Himalaya Publishing House, New Delhi, 2015
5.	Export Management	N.Kumar and R. Mittal	Anmol Publication Pvt. Ltd., New Delhi, 2002

E-Resources: (Web resources & E-books)

http://www.himpub.com/documents/Chapter2105.pdf

Semester IV
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Core XVI – Statistical Packages for Data Analysis – Practical	Course Code: 17ME16
Semester: IV	No. of Credits: 3
No. of hours: 90	P:R- 75:15
CIA Max. Marks: 40	ESE Max. Marks:60

(P: Practical, R: Record)

Course Objectives:
- To create the necessary ground for developing modern techniques in research.
- To train the students to compute statistical parameters and data analysis through statistical packages.

Syllabus:

Unit I:	15hrs

An overview of SPSS – creating new data file – opening a data file - data entry – inset rows – insert columns – editing data – assigning variable names and value labels – Merging data files: adding cases – add variables.

Unit II:	15hrs
Frequencies – Descriptive Statistics. Managing Data: Listing cases, replacing missing values, computing new variables, recording variables, exploring data, selecting cases, sorting cases, merging files.	

Unit III:	15hrs
Cross Tabulation and Chi-Square Analysis – Descriptive Statistics: Measures of Central Tendency - means - procedure – Data Transformations: Computing values – calculator- bad functions – conditional expressions. Recoding values – Recode into same variable – recode into different variables. Charts – Bar, line and pie.	

Unit IV:	15hrs
Bivariate Correlation: Partial Correlations and the correlation matrix–t test procedure: Independent –samples, paired samples, and one sample tests.	

Unit V:	15hrs
One way ANOVA procedure: One way analysis of variance - Simple Linear Regression - Multiple Regression analysis.	

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	**Computer Applications in Economics**	**Dhanasekaran. K**	**Vrinda Publications, 2013**
2.	**SPSS for You**	**Rajathi A & Chandran, P**	**MJP, Publishers, Chennai, 2010**
3.	Using SPSS – An Interactive hands-on Approach	Cunningham J.B & James O. Aldrich	Sage Publications, New Delhi, 2012
4.	SPSS 17.0 for Researchers	Gupta & Hitesh Gupta	International Book House Pvt. Ltd., Mumbai, 2011

E-Resources: (Web resources & E-books)

http://www2.econ.osaka-u.ac.jp/~tanizaki/cv/books/cmse/cmse.pdf

Semester IV
(For the students admitted from the academic year 2019-2020 onwards)

Course: Advanced Learners Course II – Logistics Management	Course Code: 19MEA2
Semester: IV	No. of Credits: 4*
	ESE Max. Marks: 100

(*Self-Study)
Course Objectives:
    To know how a logistic strategy fits into an organization broader decisions.
➢ To understand the role of logistic providers.
➢ To realize the meaning of customer service and understand its importance to Logistics management.

Syllabus:

Unit I:
Logistics- Definition - History and Evolution- Objectives-Elements-Activities-importance-The Work of logistics-Logistics interface with marketing-Retails Logistics-Emerging concept in Logistics.

Unit II:
Logistics Management-Definition-Achievement of Competitive Advantage through Logistics Framework-Role of Logistics Management-Integrated Logistics Management-Evolution of the concept- model - process-activities (in brief).

Unit III:
Outsourcing Logistics-reasons-Third Party Logistics Provider-Fourth party Logistics Providers (4 pl)-Stages-Role of Logistics Providers.

Unit IV:
Logistics Strategy-Strategic role of Logistics-Definition-Role of Logistics managers in strategic decisions-Strategy options, Lean strategy, Agile Strategies & Other Strategies-Designing & implementing Logistical Strategy.

Unit V:
Quality Customer Service & Integrated Logistics-Customer Service-Importance-Elements-the order cycle system-Distribution Channels-Functions performed-Types-Designing.

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Logistics Management	V.V.Sople	Pearson Education, New Delhi, 2012.
2.	Logistical Management	Donald J. Bowersox & David J. Closs	Tata McGraw Hill Publishing Co. Ltd, Delhi, 2012
3.	Logistics Management	Satish C. Ailawadi &Rakesh Singh	Prentice-Hall of India Pvt Ltd., New Delhi, 2005
4.	Logistics	Donald Waters	Palgrave Macmillan,York, 2004

Semester I

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Elective I - Soft Skills	Course Code: 17MEE1
Semester: I	No. of Credits: 3
No. of hours :60	C:T:S- 50:8:2
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact Hours, T: Tutorial,S: Seminar)

Course Objectives:
- ➢ To develop and use soft skills for effective performance in today's environment.
- ➢ To help the students to learn and improve the art of Group Discussion and preparatory steps for interview.
- ➢ To equip the students to face the competitive examinations and placements.

Syllabus:

Unit I:	10hrs
Soft Skills: Meaning, Importance, Characteristics, Soft Skills Training – Practicing Soft Skills. Life Skills: Attitude: Meaning – Features – Formation of Attitude – Positive Attitude: Benefits – Developing Positive Attitude – Obstacles – Staying Positive. Communication: Definition – Process – Channels – Importance - Barriers – Overcoming Barriers	

Unit II:	10hrs
Communication Skills: Art of Listening – Kinds of Listening – Poor Listening Habits – Advantages of Active Listening - Listening Technique; Speaking Skills: Benefits – Self-Development through Speaking Skills; Art of Writing: Importance – Writing Tips – Drawbacks of Written Communication – E-mail etiquette – Need – Rules	

Unit III:	10hrs
Group Discussion: Meaning – Need – Characters Tested in a GD – Types – Skills required – Consequences – Behaviour in a GD – Essential Elements – Do's and Don'ts. Interview Skills: Meaning – Types – Traits Tested – Types of Questions asked - Reasons for Selecting or Rejecting a Candidate – Do's – On the day of Interview – On the Interview Table – Don'ts. Preparing CV/ Resume: Meaning – Purpose – Types of Resumes – CV Writing Tips – Do's and Don'ts.	

Unit IV:	10hrs
Body Language – Meaning – Forms – Parts – Uses – Interpreting Body Language – Developing Confidence with correct Body Language. Etiquette: Benefits – Classification: Personal – Business Meeting – Social – Interview – Telephone interview – Professional – Work etiquettes.	

Unit V:	10hrs
Time Management: The 80:20 rule – Sense of Time Management – Feature - Secrets of Time Management - Time Management Matrix – Steps for successful Time Management – Difficulties. Stress Management: Meaning – Effects of Stress – Kinds of Stress – Sources – Stress management tips.	

Books for Reference:

S.No	Name of the Book	Authors	Publisherswith Edition
1.	Soft Skills- Know yourself and know the world	Alex. K.	S. Chand & Company Pvt. Ltd, New Delhi, 2014.
2.	Soft Skills	Hariharan. S, Sundararajan. N & Shanmugapriya S.P.	MJP Publishers, Chennai, 2010

E-Resources: (Web resources & E-books)

https://www.dol.gov/odep/topics/youth/softskills/softskills.pdf

Semester III

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Core XI - Operations Research	Course Code: 17ME11
Semester: III	No. of Credits: 5
No. of hours : 90	C:T:S- 75:12:3
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact Hours, T: Tutorial, S: Seminar)

Course Objectives:
- ➢ To gain knowledge of appropriate basic quantitative techniques.
- ➢ To develop skills in economic management problems.

Syllabus:

Unit I:	15hrs
Operations Research -Meaning – Definition–Methodology of Operations Research – Scope of Operations Research- Techniques of Operations Research- Limitations of Operations Research.	

Unit II:	15hrs
Linear Programming – Definition- Basic concepts of Linear Programming – Mathematical formulation of the problem-Graphical method of solving LPP- Simplex method (two variables only).	

Unit III:	15hrs
Transportation– Definition-Solution of Transportation problems–Methods of Transportation problems- Test of Optimality (UV method). Assignment problems –Solution of assignment problem (Hungarian Method)	

Unit IV:	15hrs
Game Theory – Meaning- Significance of game theory – Essential features of game theory – Limitations of game theory- pay off matrix – Two persons zero sum game. Pure strategy– Saddle point – mixed strategy – odds method, dominance method and sub-games method.	

Unit V:	15hrs
Inventory Control-type of Inventories-Variables-Inventory Cost-Classification of Inventory Models-Selective Inventory Control (ABC Analysis) -Economic Order Quantity Models: Instantaneous Replenishment without Shortages-Instantaneous Replenishment with Shortages (Problems only).	

Note: Theory carries 25 marks and problems carry 50 marks.

Book for study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,IIII V & V	Operations Research	Naidu N.V.R and others	International Publishing House Pvt. Ltd., New Delhi, 2011.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Operations Research	Kanti Swarup Gupta P.K	Sultan Chand & Sons, New Delhi,2002

E-Resources: (Web resources & E-books)

1. http://www.cs.toronto.edu/~stacho/public/IEOR4004-notes1.pdf

2. http://164.100.133.129:81/econtent/Uploads/Operations_Research.pdf

Semester III

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Core XIII – Statistical Techniques for Economic Analysis	Course Code: 17ME13
Semester: III	No. of Credits: 4
No. of hours : 90	C:T:S- 75:12:3
CIA Max. Marks: 25	ESE Max. Marks:75

(C: Contact Hours, T: Tutorial, S: Seminar)

Course Objectives:

➢ To create the necessary ground for developing modern techniques in research.
➢ To train the students to compute statistical parameters and data analysis through statistical packages.

Syllabus:

Unit I:	15hrs
Theoretical distributions: Binomial – Properties, fitting a Binomial Distribution; Poisson Distribution–Constants – fitting a Poisson Distribution; Normal distribution – Properties, Area under Normal curve, fitting a Normal Curve.	

Unit II:	15hrs
Measures of Location: Arithmetic Mean, Median, Mode. Measures of Dispersion: Standard Deviation – Coefficient of Variation - Mean Deviation.	

Unit III:	15hrs
Simple Correlation – Multiple Correlation – Simple Linear Regression Analysis –Regression with Two Variables.	

Unit IV:	15hrs
Trend Analysis: Forecasting through Time Series Analysis. Analysis of Variance: One way and Two way Classification.	

Unit V:	15hrs
Testing of Hypothesis – Student's 't' test (Simple and Paired) - 'Z' test - 'F' test – Chi Square test for Goodness of fit.	

Note: Theory carries 25 marks and problems carry 50 marks.
Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Statistical Methods	S.P Gupta	Sultan Chand & Sons, New Delhi, 2016

E-Resources: (Web resources & E-books)

http://www2.econ.osaka-u.ac.jp/~tanizaki/cv/books/cmse/cmse.pdf

Semester III

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Elective III – Computer Application Techniques – Practical	Course Code: 17MEE5
Semester: III	No. of Credits: 3
No. of hours: 90	P:R- 75:15
CIA Max. Marks: 40	ESE Max. Marks: 60

(P: Practical, R: Record)

Course Objectives:
 ➢ To provide conceptual understanding of the image editing, graphics and designing tools.
 ➢ To enhance the employable skills in computer applications.

Syllabus:

Image Editing Tool:	11hrs
1. Design a Flower shop advertisement using 3D text.	
2. Create different layer effects.	
3. Design a student identity card.	

Graphics Tool:	20hrs
4. Create a program using Drawing Tools(Scenery, Train, Car, Bus, Computer, Hut) 5. Create a logo using Corel Draw. 6. Create an invitation for college day/Sports day 7. Create a Greeting card (Birthday, Mother's day, Pongal, Diwali). 8. Create a Visiting Card.	

Image Designing Tool:	44hrs
9. Create an advertisement to work with Layers. 10. Create a program using Drawing Tools(Train, Computer, Doll, Car) 11. Create a program Newsletter using Text tools. 12. Create a program to import images and align the images. 13. Create a program for Transformation of an object. 14. Create a program to work with Frames (Advertisement, Banners, Flex) 15. Design a pamphlet using 4 fold templates. 16. Create a program for masking a picture. 17. Design a certificate (Functions, state level, national level championship). 18. Create a front page design for books. 19. Create a pamphlet for college prospectus.	

E-Resources: (Web resources & E-books)

http://www.ddegjust.ac.in/studymaterial/mba/cp-106.pdf