

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

Curriculum Design
Sri G.V.G Visalakshi College for Women (Autonomous)
 Affiliated to Bharathiar University
B.A. ECONOMICS
 Scheme of Examination – CBCS Pattern & OBE Pattern
 (For the students admitted from the academic year 2021-2022 onwards)

Sem	Course Code	Course Title	Ins. Hrs/ Week	Examination				Credits
				Dur. Hrs	CIA Marks	ESE Marks	Total Marks	
I	121TA1/ 121MY1/ 121HD1/ 121FR1	Part I- Language I	6	3	50	50	100	3
	121EN1	Part II – English I	6	3	50	50	100	3
	121E01	Part III Core I -Micro Economics I	5	3	50	50	100	4
	121E02	Core II - Agricultural Economics	5	3	50	50	100	4
	121AE1	Allied I - Social Problems in India	6	3	50	50	100	5
	121VEG	Part IV Value Education- Human Values and Gender Equity	2	2	50	-	50	1
II	221TA2/ 221MY2/ 221HD2/ 221FR2	Part I- Language II	6	3	50	50	100	3
	221EN2	Part II - English II	6	3	50	50	100	3
	221E03	Part III Core III – Micro Economics II	5	3	50	50	100	4
	221E04	Core IV – Demography	5	3	50	50	100	4
	221AE2	Allied II – Tally Accounting Programme-Practical	6	3	50	50	100	5
	221EVS	Part IV Environmental Studies	2	2	50	-	50	1
III	321TA3/ 321MY3/ 321HD3/ 321FR3	Part I – Language III	6	3	50	50	100	3
	321EN3	Part II -English III	6	3	50	50	100	3
	321E05	Part III Core V– Urban Economics	4	3	50	50	100	4

	321E06	Core VI – Economics of Marketing	3	3	50	50	100	2
	321AE3	Allied III – Mathematical Methods for Economics	6	3	50	50	100	5
	321NHE	Part IV -Non Major Elective – Home Economics	2	2	50	-	50	2
	321ES1	Part IV -Skill Enhancement Course I- Professional English for Economics	3	3	100	-	100	2
	321NGA	Part IV - General Awareness - Information Security	Self Study	2	50	-	50	Grade
IV	421TA4/421MY4/421HD4/421FR4	Part I – Language IV	6	3	50	50	100	3
	421EN4	Part II - English IV	6	3	50	50	100	3
	421E07	Part III Core VII – Macro Economics I	4	3	50	50	100	4
	421E08	Core VIII – Economic Doctrines	3	3	50	50	100	2
	421AE4	Allied IV – Statistical Methods for Economics	6	3	50	50	100	5
	421NGA	Part IV - General Awareness	2	2	50	-	50	2
	421ES2	Part IV - Skill Enhancement Course- II –Communication Skills for Business	3	3	100	-	100	2
	421EA1/421EA2	Advanced Learners Course I Consumer Rights and Awareness/ Online Course (Swayam/ NPTEL)	-	3	-	100	100	4*
V	521E09	Part III Core IX –Macro Economics II	6	3	50	50	100	6
	521E10	Core X–Monetary Economics	6	3	50	50	100	5
	521E11	Core XI – Development Economics	5	3	50	50	100	5
	521E12	Core XII – Indian Economic Development	5	3	50	50	100	5
	521EE1/521HE1	Elective I – Introduction to Research Methodology Elective I – Science and Technology through the Ages	5	3	50	50	100	5
	521ES3	Part IV - Skill Enhancement Course III- Economics for Competitive Examinations I	3	3	100	-	100	2

	52INGO/52 1NGA	Part IV- General Awareness- Online MOOC or Swayam Courses/Life Skills	Self Study	2	50	-	50	Grade
VI	621E13	Part III Core XIII –Fiscal Economics	6	3	50	50	100	6
	621E14	Core XIV -Entrepreneurship Development	5	3	50	50	100	5
	621E15	Core XV– Economics of Tourism	5	3	50	50	100	5
	621EE2/ 621EE3	Elective II –Modern Banking / Elective II – Tamil Nadu Economy	6	3	50	50	100	5
	621EE4/ 621EE5	Elective III– Rural Economics / Elective III– Indian Polity	5	3	50	50	100	5
	621ES4	Part IV-Skill Enhancement Course IV - Economics for Competitive Examinations II	3	3	100	-	100	2
	621EX1/ 621EX2/ 621EX3/ 621EX4/ 621EX5	Part V- Extension activity NCC/NSS/YRC/RRC/ Games	-	-	50	-	50	2
	621EA3/ 621EA4	Advanced Learners Course II – Services Marketing/ Online Course (Swayam /NPTEL)	-	3	-	100	100	4*
	621NGA	Part IV- General Awareness - Professional Ethics	Self Study	2	50	-	50	Grade
					Total		3800	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: 121AB1

Semester II: Part III - Allied II - Indian Economy Course Code: 221AB2

Employability Courses **Entrepreneurship Courses** **Skill Enhancement Courses**

Employability Courses

B.A. ECONOMICS

Semester I

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Part III - Core II Agricultural Economics	Course Code:121E02
Semester: I	No. of Credits: 4
No. of hours :75	C:T- 65:10

CIA Max. Marks: 50**ESE Max. Marks:50****(C: Contact hours, T: Tutorial)****Course Objectives:**

- To explain basic economic principles applied in agricultural production and marketing.
- To impart knowledge on efficient organization of scarce resources and factors of agricultural production.

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

CO	Statement	Bloom's Taxonomy level
CO1	Explain the meaning, features, significance and problems of agriculture.	U
CO2	Identify the land utilisation pattern and cropping pattern in India	U
CO3	Describe the agricultural inputs, sources of finance, new agricultural strategy, Green revolution and need for second green revolution.	U
CO4	Discuss the drivers of change in the growth of agricultural sector.	U
CO5	Explain the agriculture price, marketing and public distribution system in India.	U

U –Understanding**Syllabus:**

Unit I:	13 hrs
Introduction: Agriculture- Meaning- Importance of Agriculture- Special features and problems of Agriculture - Causes for low productivity in agriculture.	

Unit II:	13 hrs
Land Utilization in India - Agricultural Holdings – Land Reforms: Sub- division and Fragmentation of Holdings- Effects. Cropping Pattern – Factors influencing Cropping Pattern	

Unit III:	13 hrs
Agricultural Inputs - Irrigation – Types. HYV Seeds, Fertilizers and Manures, implements and machinery. Sources of Agricultural Finance. New Agricultural Strategy and Green Revolution- Effects. A Brief Note on Need for Second Green Revolution	

Unit IV:	13 hrs
Post Green Revolution Developments-Contract Farming - Organic Farming – Precision Farming-Sustainable Agriculture-Food Security in India	

Unit V:	13 hrs
Agricultural Marketing and Price - Defects of Agricultural Marketing-Measures taken to improve Agricultural Marketing - Fluctuations in Agricultural Prices- Reasons-Agricultural Price Policy in India- Public Distribution System- Objectives- Defects.	

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Agricultural Economy of India	S. Sankaran	Margham Publications, Chennai, 2015

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Indian Economy	RuddarDutt& K.P.M. Sundaram	S. Chand & Co Ltd, New Delhi, 2016
2.	Indian Economy- Its Development Experience	S.K. Misra&Puri.V	Himalaya Publishing House, Mumbai, 2015

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

<https://www.pdfdrive.com/principles-of-agricultural-economics-d18842000.html>

Skill Enhancement Courses**B.A. ECONOMICS****Semester II**

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Part III – Allied II - Tally Accounting Programme – Practical	Course Code:221AE2
Semester: II	No. of Credits: 5
No. of hours :90	P:R-75:15
CIA Max. Marks: 50	ESE Max. Marks:50

(C: Contact hours, T: Tutorial)

Course Objectives:

- 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	Create company , account heads, groups , ledger and cost categories	A
CO2	Record accounting vouchers purchase, sales and display of books	A
CO3	Build and manage inventory features, stock group, category, stock item and godown.	A
CO4	Display stock summary	A

CO5	Prepare bills and execute the financial and inventory reports.	A
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A-Apply

Syllabus:

The objective of the Course is

- ❖ To familiarize the students with accounting skills using tally software

List of Practical:

1. Company Creation
2. Enabling Accounting Features
3. Pre-defined groups
4. Creation & Alteration of New Groups (Single& Multiple)
5. Creation & Alteration of Ledger (Single& Multiple)
6. Creation & Alteration of Cost categories & Cost Centre
7. Accounting Vouchers (Payment, Receipt, Contra, Journal)
8. Display of Books, Trial Balance, Profit & Loss Account & Balance Sheet
9. Altering Inventory Features
10. Creation & Alteration of Stock Group (Single& Multiple)
11. Creation & Alteration of Stock Category (Single& Multiple)
12. Creation & Alteration of Units of Measure
13. Creation & Alteration of Stock Item (Single& Multiple)
14. Creation & Alteration of Godown
15. Display of Stock summary
16. Accounting Voucher (Purchase, Sales)
17. Enabling GST in Tally
18. GST Ledger creation
19. Accounting voucher (Input GST, Output GST)
20. Display of Ratio

Book for Study:

Name of the Book	Authors	Publishers with Edition
Financial Accounting on Computers using Tally	Namrata Agarwal & Sanjay Kumar	DreamtechPress,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)

<http://www.amazon.in/Accounting-Tally-ERP-Munishwar-Gulati-ebook/dp/B01LXYWKTA>

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B.A. ECONOMICS

Scheme of Examination – CBCS Pattern & OBE Pattern
 (For the students admitted during the academic year 2020 – 2021 only)

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	320TA3/ 319MY3/ 319HD3/ 319FR3	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
	320ES1	Skill Enhancement Course I – Professional English for Economics	3	3	75	-	75	3
IV	420TA4/ 419MY4/ 419HD4/ 419FR4	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
	520ES3	Part IV Skill Enhancement Course III – Communication Skills for Business	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/ Introduction to Research Methodology	6	3	25	75	100	4
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 III

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

Course: Part III – Core VI Economics of Marketing	Course Code:317E06
Semester: III	No. of Credits: 3
No. of hours :45	C:T-38 :7
CIA Max. Marks: 25	ESE Max. Marks: 50

(C: Contact hours, T: Tutorial)

Course Objectives:

- To equip the students with the knowledge regarding the concepts and techniques of marketing.
- To develop the self-employment skills in the students.

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

CO	Statement	Bloom's Taxonomy level
CO1	Describe the nature and scope of economics of marketing and the basic concepts of marketing.	R
CO2	Comprehend the basic concepts and basics of product lifecycle, branding, packaging, labelling and new product development.	R
CO3	Associate the buyer's behaviour with market segmentation.	U
CO4	Summarize the significance of pricing decision and pricing of Products, thereby promoting sales.	U
CO5	Demonstrate the sales techniques through personal selling, advertising and media marketing.	A
CO6	Compare the various methods of sales promotion.	U

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I:	7 hrs
Marketing – Definition - Importance of Marketing – Features of Marketing – Functions of Marketing-Role of Marketing.	

Unit II:	8 hrs
Product Mix – Product Life Cycle – Meaning and Definition of Branding, Packaging and labelling (in brief) – New Product Development: Factors to be considered before introducing a new product – Product Elimination	

Unit III:	7 hrs
Buyer Behaviour – Meaning – Factors influencing Buyer Behaviour – Market Segmentation–Basis for Market Segmentation.	

Unit IV:	8 hrs
Pricing of Products – Meaning - Objectives – Factors influencing Pricing Decision –Sales Promotion: Consumer Sales Promotion – Dealer Sales Promotion, Sales Force Promotion.	

Unit V:	8 hrs
Personal Selling–Essentials of Salesmanship –Advertising – Benefits of Advertising - Direct Marketing –Types – Media Marketing.	

Books for study:

Unit	Name of the Book	Authors	Publishers with Edition
I- V	Marketing Management	R.S.N. Pillai and Bagavathi	Sultan Chand & Co, New Delhi, 2014

I- V	Marketing	Rajan Nair	Sultan Chand & Co, New Delhi, 2011
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Book for Reference:

S.NO	Name of the Book	Authors	Publishers with Edition
1.	Principles of Marketing	Philip Kotler&Gary Armstrong	Prentice-Hall of India (P) Ltd, New Delhi, 2015.

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

<https://link.springer.com/book/10.1007/978-1-349-16426-4>

B.A ECONOMICS

Semester III

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

Course: Part III – Allied III Mathematical Methods	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
CO3	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>

Skill Enhancement Courses

B.A ECONOMICS

Semester III

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

Course: Part IV – Non Major Elective Home Economics	Course Code:317NHE
Semester: III	No. of Credits: 2
No. of hours :30	C:T-26:4
CIA Max. Marks: 50	

(C: Contact hours, T: Tutorial)

Course Objectives:

- To increase the awareness on the importance of practicing behaviour that will enhance the quality of life.
- To develop the skills and competencies for future carriers in fields related to food, nutrition, resources and home management.

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

CO	Statement	Bloom's Taxonomy level
CO1	Identify their goals and values and thereby set their standards	R
CO2	Develop the values and efficient management of family.	R
CO3	Choose nutrients for healthy life.	U
CO4	Implement the knowledge for preparing family budget..	A
CO5	Utilize the updated information to maintain the healthy household activities and kitchen garden	A
CO6	Execute the taste of interior decoration	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I:	5 hrs
Home Economics - Meaning- Management in the Family- The Management process in the Family Living- Values, Goals and Standards.	

Unit II:	5 hrs
Family Resources- Management of Resources- Healthy Food for Healthy Living- Management of Energy- The Home –Maker as a Consumer- Role and Responsibilities of the Home –Maker	

Unit III:	5 hrs
Management of Family Income- Home Budget Preparation- Savings-Investment- Insurance- Management of Money and Family Finances- Micro Enterprises- Management of Medical Expenses.	

Unit IV:	6 hrs
Family Housing - Kitchen and kitchen garden maintenance - Maintenance and Care of Household Appliances - The Storage and Care of Clothing- Good Health Habits- Mental Hygiene.	

Unit V:	5 hrs
Interior Decoration- The Basic Principles of Interior Decoration- Furniture and Furnishings- Flower Arrangement- Floor Decoration.	

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Home Management	The Educational Planning Group	Arya Publishing House, New Delhi, 2001.
2.	Home Management	M.A Varghese, N.N. Ogale and K. Srinivasan	New Age International (P) Limited, Publishers, Mumbai, 2005.

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

<http://www.jstor.org/stable>

https://education.gov.gy/web/index.php/downloads/cat_view/8-downloads/48-secondary-school-resources/54-secondary-text-books/56-home-economics

B.A. ECONOMICS

Semester III

(For the students admitted during the academic year 2020 – 2021only)

Course: Part IV: Skill Enhancement Course I – Professional English for Economics	Course Code: 320ES1
Semester: III	No. of Credits: 3
No. of hours: 45	C:T-38:07
CIA Max. Marks: 75	

(C: Contact hours, T: Tutorial)

Course Objectives:

- To develop their competence in use of English with particular reference to the workplace situation.
- To enhance the creativity of the students, this will enable them to think of innovative ways to solve issues in the workplace.
- To develop their competence and competitiveness and thereby improve their employability skills.

- To sharpen students' critical thinking skills.

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

CO	Statement	Bloom's Taxonomy Level
CO1	Identify and enhance the communicative competence.	U
CO2	Process description.	A
CO3	Learn and demonstrate negotiation strategies.	A
CO4	Explain and promote creativity and imagination.	A
CO5	Apply critical thinking skills and be aware of the target situations.	A

U –Understanding A-Apply

Syllabus:

Unit I: COMMUNICATION	8 hrs
Listening: Listening to audio text and answering questions - Listening to Instructions Speaking: Pair work and small group work. Reading: Comprehension passages –Differentiate between facts and opinion Writing: Developing a story with pictures.	

Unit II: DESCRIPTION	7 hrs
Listening: Listening to process description.-Drawing a flow chart. Speaking: Role play (formal context) Reading: Skimming/Scanning-Reading passages on products, and gadgets. Writing: Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition - Free Writing.	

Unit III: NEGOTIATION STRATEGIES	7 hrs
Listening: Listening to interviews of specialists in Economics(Subject specific) Speaking: Brainstorming. (Mind mapping). Small group discussions (Subject- Specific) Reading: Longer Reading text. Writing: Essay Writing (250 words)	

Unit IV: PRESENTATION SKILLS	8 hrs
Listening: Listening to lectures. Speaking: Short talks. Reading: Reading Comprehension passages Writing: Writing Recommendations, Interpreting Visuals inputs	

Unit V: CRITICAL THINKING SKILLS	8 hrs
Listening: Listening comprehension- Listening for information. Speaking: Making presentations (with PPT- practice). Reading : Comprehension passages –Note making. Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)	

Writing: Problem and Solution essay– Creative writing –Summary writing

Book for Study

Unit	Name of the Book	Authors	Publishers with Edition
1 to V	Advanced Skills for Communication in English	JeyaSanthi.V	New Century Book House, 2015.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Spoken English for my World	Sabina Pillai	Kanishka Publishers, New Delhi ,1997
2.	English Made Easy: Volume-I	Jonathan Crichton &Pieter Koster	Tuttle Publication,Tokyo.2020
3.	Global Beginner Course Book	Kate Pickering &Jockie Mc Avay	Macmillan,2010.

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

1. Shiv Khera – You Can Win
2. Robin Sharma – The Monk Who Sold His Ferrari
3. A.P.J. Abdul Kalam – Ignited Minds - Wings of Fire
4. Richard Back – Jonathan Livingston Seagull
5. Med Serif – How to Manage Yourself

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	5	3	25	75	100	4

		Core III – Micro Economics II						
	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
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/ Introduction to Research Methodology	6	3	25	75	100	4
	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**

Entrepreneurship Courses

B.A. ECONOMICS

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
CO3	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>

B.A. ECONOMICS

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
CO3	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- Trickle-down 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

Employability Course

B.A. ECONOMICS

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
CO3	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.
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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 V

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

Course: Part III – Elective I Tamil Nadu Economy	Course Code:517EE2
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 understand the basic facts of the Tamil Nadu Economy.
- To prepare the students to get into state services by providing veritable sources of information on Tamil Nadu.

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 Tamil Nadu Economy.	R
CO2	Associate the issues related to agriculture, industry and service sectors.	U
CO3	Justify the growth rate of the economy and contribution of different sectors.	U
CO4	Recognize the Human Resources in Tamil Nadu.	R
CO5	Summarise the State Finance and various development programmes.	U
CO6	Design alternative viewpoints on economic issues.	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I:	13 hrs
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The geographical features of Tamil Nadu – Natural Resources: Land- Forest – Mineral – Energy – Water- Agriculture - Land Use - Cropping pattern - Principle Commodities - Green Revolution, Blue, White and Yellow Revolution.

Unit II: **13 hrs**

Industry: Role of industries in an economy – Industrial Sector in Tamil Nadu plans – Large Scale Industries- Small Scale Industries- Khadi and Village Industries- Financial Institutions in Tamil Nadu - Industrial development- Industrial policy of Tamil Nadu.

Unit III: **13 hrs**

Service Sector in Tamil Nadu: Financial Sector- Power- Transport- Media Service- Tourism. Planning- Objectives of the plans- Growth rate of the economy.

Unit IV: **13 hrs**

Human resources in Tamil Nadu – Size, growth and density of population – Health –Social Security – Literacy – Education- Sports and Youth services- Human development.

Unit V: **13 hrs**

State Finance- Revenue and Expenditure of the State- Recent Budget of the State- Development Programmes: Poverty Eradication Programmes in Tamil Nadu. Healthcare and Food Security and Nutrition Government Schemes.

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Tamil Nadu Economy	Leonard. A.G	Macmillan India Ltd., Chennai, 2006

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Tamil Nadu Economy	Rajalakshmi	Sultan & Chand, New Delhi, 2000.
2	Tamil Nadu Economy	S. Perumalsamy	Sultan & Chand, New Delhi, 2000.
3	Tamil Nadu- An Economic Appraisal	Government of Tamil Nadu	Directorate of Evaluation of Applied Research, Kuralagam, Chennai

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

https://en.wikipedia.org/wiki/Economy_of_Tamil_Nadu

B.A. ECONOMICS

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
CO3	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 Twelfth 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>

B.A. ECONOMICS

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
CO3	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 Industrialisation (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>

B.A. ECONOMICS

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
CO3	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 change 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

**B.A. ECONOMICS
Semester VI**

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

Course: Part III - Elective III Introduction to Research Methodology	Course Code: 617EE6
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 basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- To understand the ethical dimensions of conducting applied research.

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

CO	Statement	Bloom's Taxonomy level
CO1	Describe the research concepts and process.	R
CO2	Explain the quantitative and qualitative research designs and identify the advantages and disadvantages associated with it.	U
CO3	Compute the key data generation methods.	U
CO4	Design a research study using a suitable model, associated methodologies and methods of data collection and analysis.	A
CO5	Develop a comprehensive research methodology for a research question.	A
CO6	Prepare a research proposal.	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I:	15 hrs
Research: Meaning, Objectives, types, approaches, significance, criteria of good research. Research Problem: selection, need, techniques involved; Research Design: Meaning, need, Features and Types.	

Unit II:	15 hrs
Census and Sample Survey, steps in sample design, criteria of selecting a sample procedure, Characteristics of a good sample design, Types- probability and non-probability sampling.	

Unit III:	15 hrs
Measurement Scales: Different types of scales - nominal, ordinal, ratio and interval. Sources of error in measurement –Tests of sound measurement – validity, reliability and practicality; Scaling: meaning – classification – important scaling techniques – rating scales and ranking scales.	

Unit IV:	15 hrs
Collection of primary and secondary data - Observation Method: Types of Observations; Interview Method: Types, Merits, Demerits; Questionnaire Method: Merits, Demerits, Types, Essentials of a good questionnaire and schedule.	

Unit V:	15 hrs
Process of data analysis - Editing, coding, classification and tabulation. Types of analysis. Report writing: significance of report writing, different steps in writing the report –layout of the research report. Foot notes: uses-bibliography.	

Books for Study:

S.No	Name of the Book	Authors	Publishers with Edition
1	Research Methodology – Methods & Techniques	Cauvery & Others	S. Chand & Company Ltd., New Delhi, 2007.
2	Research Methodology	P.Saravanel	Kitab Mahal Distributors, New Delhi,2013.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Research Methodology	R. Panerselvam	PHI Learning Pvt. Ltd, New Delhi, 2013
2	Research Methodology	C.R. Kothari	New Age International Publishers Ltd., New Delhi, 2016
3	Fundamentals of Research Methodology and Statistics	Yogesh Kumar Singh	New Age International Publishers Ltd., New Delhi, 2006

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

1. <https://www.pdfdrive.com/introduction-1-research-methodology-11-the-concept-of-the-research-d870404.html>
2. <https://www.abebooks.com/Research-Methodology-P-Saravanel-Kitab-Mahal/12393778544/bd>

Skill Enhancement Courses**B.A. ECONOMICS****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
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
CO3	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_Application_in_Economics.pdf

B.A. ECONOMICS**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
CO3	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>

B.A. ECONOMICS

Semester VI

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

Course: Part III - Elective II Transport Economics	Course Code: 617EE4
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 modes of Transport.
- To basic knowledge of transportation economics and their applications to transportation planning, traffic engineering and management.

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

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the concepts, principles and procedures of transport economics for effective decision making.	R
CO2	Explain the various modes of transport.	U
CO3	Examine the modernization in transport system.	U
CO4	Relate the benefits of privatization of transport sector for domestic and international trade.	A
CO5	Develop the knowledge of air transportation services for international trade.	A
CO6	Discuss the government regulations in transport sectors.	U

R-Remembrance U-Understanding A-Apply

Syllabus:

Unit I:	13 hrs
Meaning and Significance of Transport - Classification of Transport – Road, Railway, Water and Air – Effects - Economic, Political and Social.	

Unit II:	13 hrs
Railways – Features – Advantages – Disadvantages; Growth of Network, Modernization of Railways – Privatization of Railways – Metro Rails - Problems of railways.	

Unit III:	13 hrs
Road Transport- Nature – Characteristics – Significance; Road Development in India – Existing Deficiencies in Road System –Problems of Road transport – Suggestions - Privatization of Road Transport.	

Unit IV:	13 hrs
Water Transport – Nature and Significance – Limitations – Classification - Problems of Development – Shipping: Progress – Problems of Indian Shipping – Major Ports in India	

Unit V:	13 hrs
Air Transportation – Features - Significance – Limitations - Progress – Problems and Recommendations. Transport Policy- Objectives. Transport Coordination	

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Economics of Transport	S. Sankaran	Margham Publications, Chennai. 2004
	Indian Economy	S. Sankaran	Margham Publications, Chennai. 2014.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	The Indian Economy – Environment and Policy	Ishwar C. Dhingra	Sultan Chand and Sons, New Delhi, 2014.
2	India Transport Report	India National Transport Development Policy Committee	Routledge Publishers, 2014

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

1. http://www.lincoste.com/ebooks/english/pdf/economics/Transportation_Economics.pdf
2. https://cdn.theatlantic.com/assets/media/files/FOT_ebook.pdf

B.A. ECONOMICS

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
CO3	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

M.A. Economics

Scheme of Examination – CBCS Pattern & OBE Pattern
(For the Students admitted from the academic year 2021-2022 onwards)

Semester	Course Code	Course Title	Ins. Hrs/ week	Examination				Credits
				Dur Hrs	CIA Marks	ESE Marks	Total Marks	
I	21ME01	Core I – Advanced Micro Economics	6	3	50	50	100	4
	21ME02	Core II – Mathematical Techniques for Economic Analysis	6	3	50	50	100	4
	21ME03	Core III - Research Methodology in Economics	6	3	50	50	100	4
	21ME04	Core IV - Human Resource Management	4	3	50	50	100	4
	21ME05	Core V – International Economics	4	3	50	50	100	4
	21MEE1/ 21MEE2	Elective I - Soft Skills / Industrial Economics	4	3	50	50	100	4
II	21ME06	Core VI - Advanced Macro Economics	6	3	50	50	100	4
	21ME07	Core VII - Public Economics	6	3	50	50	100	4
	21ME08	Core VIII - Economics of Human Resources	6	3	50	50	100	4
	21ME09	Core IX- Econometrics	6	3	50	50	100	4
	21MEE3/ 21MEE4	Elective II - Women in Development/Gender Economics	4	3	50	50	100	4
	21MEIS	Internship	-	-	50	-	50	2
	21MGCS	Cyber Security - Level I	2	2	50	-	50	Grade
	21MEA1/ 21MEA2	Advanced Learners Course I – Economics of Infrastructure/Online Course (Swayam /NPTEL)	-	3	-	100	100	4*
III	21ME10	Core X– Economics of Money and Financial Institutions	5	3	50	50	100	4
	21ME11	Core XI - Operations Research	6	3	50	50	100	4

	21ME12	Core XII –Economics of Growth and Development	4	3	50	50	100	4
	21ME13	Core XIII – Statistical Techniques for Economic Analysis	5	3	50	50	100	4
	21MEE5/ 21MEE6	Elective III – Computer Application Techniques/ Labour Economics	6	3	50	50	100	4
		Project and Viva Voce	4	-	-	-	-	-
IV	21ME14	Core XIV - Export Procedures and Documentation	6	3	50	50	100	4
	21ME15	Core XV - Environmental Economics	6	3	50	50	100	4
	21ME16	Core XVI – Statistical Packages for Data Analysis – Practical	6	3	50	50	100	4
	21MEE7/ 21MEE8	Elective IV - Health Economics / Marketing Management	6	3	50	50	100	4
	21MEPV	Project and Viva Voce	6	-	100	100	200	8
	21MEA3/ 21MEA4	Advanced Learners Course II – Logistics Management /Online Course (Swayam /NPTEL)	-	3	-	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

M.A. Economics

Semester I

(For the students admitted from the academic year 2021-2022 onwards)

Course: Core II - Mathematical Techniques for Economic Analysis	Course Code: 21ME02
Semester: I	No. of Credits: 4
No. of hours : 90	C:T:S-75:12:3
CIA Max. Marks: 50	ESE Max. Marks: 50

(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.

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

CO	Statement	Bloom's Taxonomy level
CO1	Find out derivatives, rules of differentiation, elasticity of demand, profit and cost maximization and minimization.	A
CO2	Use various techniques of partial derivatives, cross partial derivatives and apply them in demand, utility and production analysis.	A
CO3	Solve maxima and minima, optimal and extreme values, Lagrangian multiplier, homogeneous function, Euler's theorem problems.	A
CO4	Compute integration and solve definite, indefinite integrals, total function from marginal function, consumer's surplus and producer's surplus.	A
CO5	Calculate matrix algebra and the related matrices, determinants, Cramer's Rule.	A

A-Apply

Syllabus:

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

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

Unit V:	15 hrs
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 40 marks and problems carry 60 marks.

Book for Study:

S.No	Name of the Book	Authors	Publishers with Edition
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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>

**M.A. Economics
Semester I**

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Core III – Research Methodology in Economics	Course Code: 21ME03
Semester: I	No. of Credits: 4
No. of hours : 90	C:T:S-75:12:3
CIA Max. Marks: 50	ESE Max. Marks: 50

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

Course Objectives:

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

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

CO	Statement	Bloom's Taxonomy level
CO1	Describe the meaning, definition, importance and scope, methods and process of research.	U
CO2	Discuss the guidelines in identifying a Problem and formulation and testing of hypothesis.	U
CO3	Explain the concepts relating to research design, Sampling Methods and Sampling Error.	U
CO4	Describe the methods of data collection and application of statistical tools in research.	U
CO5	Explain analysis and interpretation of data, publication of research findings and Computer Applications in Research.	U

U –Understanding

Syllabus:

Unit I:	15 hrs
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:	15 hrs
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:	15 hrs
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:	15 hrs
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:	15 hrs
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 & Gaurav Garg	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

M.A. Economics

Semester II

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Core IX- Econometrics	Course Code: 21ME09
Semester: II	No. of Credits: 4
No. of hours: 90	C:T:S- 75:12:3

CIA Max. Marks: 50**ESE Max. Marks: 50****(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.

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

CO	Statement	Bloom's Taxonomy level
CO1	Explain core concepts, model building and methodology of econometrics.	A
CO2	Perform and interpret simple linear regression.	A
CO3	Calculate multiple regression and infer the results.	A
CO4	Analyse the results of violating the assumptions of classical regression model.	An
CO5	Illustrate simultaneous equation models and dummy variables.	A

An – Analyse A-Apply**Syllabus:**

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

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

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

Unit V:	15 hrs
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	Publishers with 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

**M.A. Economics
Semester I**

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Core IV- Human Resource Management	Course Code: 21ME04
Semester: I	No. of Credits: 4
No. of hours: 60	C:T:S- 50:8:2
CIA Max. Marks: 50	ESE Max. Marks: 50

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

Course Objectives:

- To equip the students with the basic human resource management skills.
- To develop the managerial skills for business management.
- To have a good understanding of nature of e-HRM and its different dimensions.

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

CO	Statement	Bloom's Taxonomy level
CO1	Describe the meaning, definition, concept, objectives, responsibilities, functions of human resource management and steps involved in human resource planning.	U
CO2	Explain the meaning, objectives, and factors affecting the individual career planning, explain the recruitment, screening and selection process, orientation, promotion, transfer, and training.	U
CO3	Appraise job performance, calculate labour turn over costs, identify and control of labour turn over.	An
CO4	Portray Wages and Salary Administration and wage incentives and systems of wage payment.	An
CO5	Explain the Morale with productivity; explain the concept of TQM –HRM and TQM -EHR and recent techniques in HRM.	A

U – Understanding An – Analyse A- Apply

Syllabus:

Unit I:	10 hrs
Human Resource Management: Definition, meaning and concepts. Objectives and responsibilities, the need, approaches towards Human resources, Functions of Human Resource Management. Human Resource Planning – Steps involved.	

Unit II:	10 hrs
Career Planning and Development: Meaning, objectives, Factors affecting and Tips for individual career planning. Recruitment, Screening and Selection Process – Orientation – Placement, Promotion, Transfer, and Training	

Unit III:	10 hrs
Job Analysis: Usefulness, Methods. Performance appraisal: Objectives, Methods and Requirements of a Good Appraisal System. Labour Turn over costs – effects on employees and workers, Causes of Labour Turn Over and Control of turnover.	

Unit IV:	10 hrs
Wages and Salary Administration: Definition and Concepts, Objectives, Factors affecting wage and salary. Wage Incentives: Importance and Types, Pre-requisites for an Effective Incentive System. Systems of Wage Payment: Time Wage and Piece Wage.	

Unit V:	10 hrs
Morale and Productivity: Meaning, Relation between Morale and Productivity. Principles and Concepts of TQM –HRM and TQM -.EHR: Nature – e-Recruitment, e-Selection, e-Performance Management, e-Learning and e-Compensation. Recent techniques in HRM: Employees for Lease, Moon lighting by employees, Flexi time and Flexi work.	

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Human Resource Management	L. M. Prasad	S. Chand & Sons, Delhi, 2007.
2.	Human Resource Management	P.C. Tripathi	S. Chand & Sons, Delhi, 2005.
3.	Essentials of Human Resource Management and Industrial Relations. (Text, cases and Games)	P. SubbaRao	Himalaya Publishing House, Delhi, 2006.
4.	Human Resource and Personnel Management Text Cases	K. Aswathappa	Tata McGraw–Hill Publishing Co Limited, Delhi 2013
5.	Personnel and Human Resource Management	P. Subba Rao	Himalaya Publishing House, Mumbai, 2014.
6.	Human Resource Management	C.B. Gupta	S. Chand & Sons, Delhi, 2010

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

http://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf

Skill Development Courses

M.A. Economics

Semester I

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Elective I - Soft Skills	Course Code: 21MEE1
Semester: I	No. of Credits: 4
No. of hours :60	C:T:S- 50:8:2
CIA Max. Marks: 50	ESE Max. Marks: 50

(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.

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

CO	Statement	Bloom's Taxonomy level
CO1	Demonstrate the soft skills, life skills and communication skills.	A
CO2	Perform effective listening, speaking and writing skills.	A
CO3	Participate in group discussion, meetings, and interviews, prepare and present the CV/Resume.	A
CO4	Exhibit and interpret body language, and follow appropriate Etiquettes.	A
CO5	Manage Time and Stress.	A

A-Apply

Syllabus:

Unit I:	10 hrs
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:	10 hrs
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:	10 hrs
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: **10 hrs**
 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: **10 hrs**
 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	Publishers with 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>

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

Skill Development Courses

M.A. Economics

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,III 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

M.A. Economics**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>

**M.A. Economics
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>

Employability Courses

M.A. Economics

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
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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>

M.A. Economics

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>

Entrepreneurship Courses

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

