



## **CRITERION I - CURRICULAR ASPECTS**

### **1.3 Curriculum Enrichment**

#### **1.3.2 Certificate Courses/Value-added Courses**

## ***Value added Courses***

**Department of Economics  
2022-2023**

## **Brochure**

- 1. Innovation and Entrepreneurship Management**
- 2. Social Media and Web Analytics**
- 3. Ecology and Waste Management**
- 4. Women and Society in India**
- 5. Online Trading**

2022-23  
Value added Course  
Department of Economics

	Topic
Batch :- 1 Dr. P.V	Innovation and Entrepreneurship Management
Batch - 2 Dr. G.S.	Social Media and web analytics
Batch - 3 Mrs. NV	Ecology and waste management
Batch - 4 Mrs. M. A	Women and Society in India
Batch - 5 Dr. A.J.	Online trading

S. Rajarajeswari

HOD,  
P.G. and Research Dept. of Economics,  
Govt. College for Women (Auto),  
Kumbakonam.



# Brochure

## ABOUT THE INSTITUTION

Kumbakonam the temple town is located in Thanjavur district, Tamilnadu, India. Kumbakonam is a chief commercial center for the district of Thanjavur. There are above 195 industries around the town. There are 7 colleges and more than 35 schools in Kumbakonam. Government College for Women Kumbakonam is the second educational institute exclusively for Women in Tamil Nadu was established in 1963. The College was conferred 'Autonomy' on 9th February 2007 and the College was reaccredited with 'B' level in 2016. At present, the college offers 12 Undergraduate and 11 Post graduate programmes under choice based Credit System (CBCS). The impressive number of University rank holders in every academic year is an ample proof of the growing academic reputation of the Institution.

## ABOUT THE DEPARTMENT

Economics Programme at the U.G level was introduced in the year 1968 (24/6/1968). At the initial stage, the admitted strength was around 25. Now the number has crossed 400.

The sanctioned strength is 45 and 50 for English and Tamil Medium respectively. Depending upon the number of applications received and demand for this programme 10% to 30% increased admission is permitted. At present we have 424 students in UG & PG classes. Commerce is the backbone of industry.

P.G Programme in Economics has been introduced under Self Financing Category from this year 2005-2006 with a sanctioned strength of 20. It has been undertaken by the government in year 2006-2007. The P.G Students have 14 Core Courses, 4 Elective courses, 1 ED Course and 2 SEC and they have to undertake a project work in final year 4th semester.

In the year 2011-12 Research Programme was initiated. The report of the inspection commission appointed for considering grant of recognition was held on 12.01.2012 under the member of the commission Dr.S.Iyyampillai Prof. of Economics Bharathidasan University, Trichy.

Ph.D. course has been initiated in the year 2013-2014.

## COURSE OBJECTIVES

1. To develop idea generation creative and innovative skills.
2. To make the students to provide actionable and strategic recommendations based on through social media data analysis.
3. To provide insight on current environmental issues.
4. To familiarize students with the specific cultural contexts of women in India.
5. To understand the latest developments in online trading.

## COURSE OUTCOMES

1. To motivate entrepreneurs and activities.
2. To make the students arrive at an effective social media strategy.
3. Disposal and treatment of waste 3R system.
4. To imbibe knowledge about economic development, women and workforce labour.
5. To emphasize the concept of efficient market.

GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS)

KUMBAKONAM - 612 001

Affiliated to Bharathidasan University



DEPARTMENT OF ECONOMICS

VALUE ADDED COURSES

2022 - 2023

1. Innovation and Entrepreneurship Management
2. Social Media and Web Analysis
3. Ecology and Waste Management
4. Women and Society in India
5. Online Trading

