



CRITERION I - CURRICULAR ASPECTS

1.3 Curriculum Enrichment

1.3.2 Certificate Courses/Value-added Courses

Value added Courses

**Department of Economics
2022-2023**

Syllabus

- 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**

Syllabus - VALUE ADDED COURSE

Batch - I

INNOVATION AND ENTREPRENEURSHIP MANAGEMENT

COURSE OBJECTIVES

- To develop idea generation, creative and innovative skills
- To understand the role and importance of entrepreneurship for economic development
- To enable students to design business plans by considering all dimensions of business

UNIT I

Analyzing the Current Business Scenario, Innovation and Creativity, Types of Innovation, School of Innovation, Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship

UNIT II

Experimentation in Innovation Management, Idea Championship, Participation for Innovation, Co-creation for Innovation, Proto typing to Incubation, Brainstorming ideas, reverse Brainstorming, out of the box thinking, What is a Business Model? Who is an Entrepreneur, Social Entrepreneurship, Blue Ocean Strategy I, Blue Ocean Strategy II

UNIT III

Marketing of Innovation, Technological Innovation Management Planning, Technological Innovation Management Strategies, Technology Forecasting, Disruptive Innovation and Mind Mapping

UNIT IV

Sustainability Innovation and Entrepreneurship, Innovation Sustainable Conditions, Innovation: Context and Pattern, SME'S strategic involvement in sustainable development, Reverse Innovation, Central and State Government schemes to foster entrepreneurship

UNIT V

Business Models and value proposition, Why Start-ups Fail: Reasons and Remedies, Role of venture capitalists and angel investors Incubators: Business Vs Technology, Managing Investor for Innovation, Future markets and Innovation needs for India.

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Syllabus - VALUE ADDED COURSE

SOCIAL MEDIA AND WEB ANALYTICS

COURSE OBJECTIVES

- To make students understand the role of social media data and analytics in helping organizations achieve their goals
- To enable students to provide actionable and strategic recommendations based on thorough social media data analysis
- To make students decode data and arrive at an effective social media strategy

UNIT I

Introduction to Social Media & Web Analytics

Web sites, web apps, mobile apps and social media - Usability, user experience, customer experience, customer sentiments, web marketing, conversion rates, ROI, brand reputation, competitive advantages

Web analytics and Web analytics 2.0 framework (click stream, multiple outcomes analysis, experimentation and testing, voice of customer, competitive intelligence, Insights)

UNIT II

Social media analytics

Social media KPIs (reach and engagement) - Performing social media analytics (business goal, KPIs, data gathering, analysis, measure and feedback)

UNIT III

Web metrics and web analytics

Pulse Metrics - Page views, Uptime, Latency, Seven-day active users) on business and technical issues

Heart Metrics - Happiness, Engagement, Adoption, Retention, and Task success) on user behaviour issues;

On-site web analytics, off-site web analytics, the goal-signal-metric process

UNIT IV

Data analysis language and tools

Ready-made tools for Web and social media analytics - Key Google Analytics metrics, dashboard, social reports

Statistical programming language (R), its graphical development environment (Deducer) for data exploration and analysis, and its social media analysis packages (R Google Trends, twineR)

UNIT V

Case analysis

User experience measurement cases and Web analytics cases

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Syllabus - VALUE ADDED COURSE

Batch II

ECOLOGY AND WASTE MANAGEMENT

COURSE OBJECTIVES

- To provide insight on current environmental issues
- Role of individual in protecting the environment
- Enable students to understand concept of waste management and the ways of reducing waste
- Disposal and treatment of waste- 3 R system

UNIT I

Introduction to environment-Eco system-balanced eco system-human activities-effects of human activities on environment-Need for public awareness-Health Risk & Vulnerability of humans due to environmental Degradation

UNIT II

Ecology- biodiversity-impact of economy on ecology-restoration-biodiversity threats and conservation

UNIT III

Introduction to waste management-Environmental issues -ways of environmental pollution-need of waste management- State of municipal waste generation in the world-ways of dealing with municipal solid waste-sanitary land fill- recycling of plastic

UNIT IV

Liquid waste management-hazardous and toxic waste-Municipal waste handling in Indian cities and towns- Bio medical and chemical waste- Nuclear and E waste- environmental consequences of ship breaking- polluting industries of India-hazardous waste from other countries to India

UNIT V

Disposal of solid waste and management -3R system -new technologies in 3R -3R in home-3R in our country- ways of minimizing wastages- home-city-country-organic waste management - waste prevention-Climate change and adaptation

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Syllabus - VALUE ADDED COURSE

WOMEN AND SOCIETY IN INDIA

COURSE OBJECTIVES

- To familiarize students with the specific cultural contexts of women in India
- To Orient the students regarding Theories of Gender Relations, Position of Women in India Society
- To Imbibe knowledge about Economic Development, Women and Work Force Labour

UNIT I

Women's position from Vedic times to the present, women participation in India's independence movement.

UNIT II

Social construction of gender and gender roles- Socialisation- Institutions of socialization

UNIT III

Women in family - marriage, working women-multi-tasking, Women and health issues

UNIT IV

Women's issues, violence against women, empowerment measures

UNIT V

Women and globalization- women at the workplace, changing working conditions and work place related issues.

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Syllabus- VALUE ADDED COURSE

ONLINE TRADING

COURSE OBJECTIVES

- To familiarize the students to the concept of Online Trading
- To emphasize the concept of efficient market
- To understand the latest developments in online trading

UNIT I

Primary Market

Initial Public Offer (IPO) – Introduction

UNIT II

Secondary Market

Role and Functions of:

- Securities and Exchange Board of India (SEBI).
- Stock Exchanges.
- Stock Price Indices.

UNIT III

Trading

- Logging on
- Log Off/Exit from the Application
- Invoking An Inquiry Screen
- Market Watch
- Previous Trades
- Outstanding Orders
- Activity Log
- Order Status
- Market Movement

UNIT IV

Methodology

- Fundamental Analysis
- Technical Analysis

UNIT V

Strategies

- Investment Strategies
- Swing Trading Strategies
- Day Trading Strategies

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