

GOVERNMENT COLLEGE FOR WOMEN
(AUTONOMOUS)
KUMBAKONAM

DEPARTMENT OF ECONOMICS

Programme : M.A. ECONOMICS

Programme Code : PAEC

SYLLABUS

2021 - 2022 - I YEAR

2022 - 2023 - II YEAR

GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS) KUMBAKONAM

(Curriculum – M.A., ECONOMICS – 2021 - 2022)

Department : ECONOMICS

Programme Code : PAEC

Course Type	Course Code	Title of the Course	Hrs/ Week	Credits	Exam Hrs	Marks		
						CIA	ESE	Total
SEMESTER – I								
CC I	P21ECC101	Micro Economic Analysis-I	6	5	3	25	75	100
CC II	P21ECC102	Macro Economic Analysis- I	6	5	3	25	75	100
CC III	P21ECC103	Agricultural Economics	5	5	3	25	75	100
CC IV	P21ECC104	Economic statistics	6	3	3	25	75	100
MBEC – I	P21EC1MBE1:1	Urban Economics	5	4	3	25	75	100
	P21EC1MBE1:2	Accounting for managers						
	P21EC1MBE1:3	Tourism Economics						
SEC- I	P21EC1SE1	Food and Nutrition	2	2	2	25	75	100
Total			30	24				500
SEMESTER – II								
CC V	P21ECC205	Micro Economic Analysis-II	5	5	3	25	75	100
CC VI	P21ECC206	Macro Economic Analysis-II	5	5	3	25	75	100
CC VII	P21ECC207	Fiscal Economics	5	5	3	25	75	100
CC VIII	P21ECC208	Managerial Economics	6	3	3	25	75	100
MBEC - II	P21EC2MBE2:1	Women and Indian Economy	5	4	3	25	75	100
	P21EC2MBE2:2	Welfare Economics						
	P21EC2MBE2:3	Financial Economics						
EDC	P21EC2ED	Indian Economic problems	2	2	3	25	75	100
SEC-II	P21EC2SE2P	Food and Nutrition	2	1	2	40	60	100
Total			30	25				600
SSC -I	P212SS1	General Studies for Research Fellowship and Lectureship	-	2	2	-	100	100
NCGPA (Internship)	INT	Internship		2		-	-	-
SEMESTER – III								
CC= IX	P21ECC309	International Economics	6	5	3	25	75	100
CC= X	P21ECC310	Industrial Economics	6	5	3	25	75	100
CC= XI	P21ECC311	Marketing Management	6	5	3	25	75	100
CC= XII	P21ECC312	Research Methodology	6	3	3	25	75	100
MBEC= III	P21EC3MBE3:1	Human Resource Management	6	4	3	25	75	100
	P21EC3MBE3:2	Regional Economics						
	P21EC3MBE3:3	Advertisement Management						
Total			30	22				500
SSC - II	P21EC3SS2	Economics for Competitive examinations	-	2	2	-	100	100
SEMESTER – IV								
CC= XIII	P21ECC413	Economic Growth and Development	6	5	3	25	75	100
CC= XIV	P21ECC414	Demography	6	4	3	25	75	100
CC = XV (Project)	P21ECPW415	-	12	6	-	-	100	100
MBEC= IV	P21EC4MBE4:1	Environmental Economics	6	4	3	25	75	100
	P21EC4MBE4:2	Health Economics						
	P21EC4MBE4:3	Capital Market						
Total			30	19				400

**Course Structure Abstract for
M.A., Programme 2021-2022 onwards**

Part	Course	Total No Papers	Hours	Credit	Mark
III	Core Course (CC)	14	80	63	1400
III	Core Project	1	12	6	100
III	Major Based Elective Course= IV (MBEC)	4	22	16	400
III	Extra Disciplinary Course (EDC)	1	2	2	100
III	Skill Enhancement (SEC)	2	4	3	200
Total		22	120	90	2200
Extra Credit Courses					
Self Study Course (SSC)		2	-	4	200
NCGPA Course (Internship)		---	-	2	---
Value Added Course		1	4	2	100
Total		3	124	98	2500

DEPARTMENT OF ECONOMICS
M. A. ECONOMICS

Programme Outcomes

A student who has taken admission into this programme in to be always aware of following outcomes.

- PO 1: Entire study of discipline.
- PO 2: Mastery of subject knowledge.
- PO 3: Mature personality for employability.
- PO 4: Skills of self – employment.
- PO 5: Ability to work / serve.
- PO 6: Critical thinking.
- PO 7: Sense of creativity.
- PO 8: Research talent / spirit.
- PO 9: Interview technique team spirit.

Programme Specific Outcomes

- PSO 1 : To impart in depth knowledge to students about economic theory regarding utilisation and allocation of resources including labour, natural resources and capital.
- PSO2: To develop students understanding about how market for goods and services function and how income is generated and distributed.
- PSO3: To give students in depth knowledge into special fields of choice like agricultural economics, industrial economics, financial market, development economics, international trade, urban economics and economic statistics.
- PSO4: To make students familiar with economic theories and their relevance apply statistics In research in the various field of economics.
- PSO5: Students would know how the economy is influenced by economic policy technological advances and demographic conditions.

Semester - I P21ECC101
Core course - I

Hours - 6
Credit - 5

MICRO ECONOMIC ANALYSIS-I (P21ECC101)

Course Objectives

1. To make the students understanding the important of micro economic concepts.
2. To train students in analyzing economic problems with the help of theoretical foundations.

MODULE-I MODERN UTILITY ANALYSIS

Introduction-The Bernoulli hypothesis-The Nue-man-Morgenstern methods of measuring utility-The Friedman-Savage hypothesis -Critical appraisal of modern utility analysis.

MODULE-II DEMAND ANALYSIS

Theory of demand –Revealed preference theory of demand –Superiority of revealed preference theory-defects of the revealed preference theory - Hicks revision of demand theory - Bandwagon, Snob and Veblen effects in demand theory.

MODULE-III THEORY OF PRODUCTION AND COST

Production function-Traditional and modern theory of costs; Production function ,the Cob –Douglass Production function, the CES production function Vs production process ISO Quant-ISO cost Curves-Least Cost Combination of factors or producer equilibrium .

MODULE-IV PRICE OUTPUT DETERMINATIONS

Perfect and imperfect competition - Price and output determination under perfect competition-Monopoly-Monopolistic competition- Monopoly and Bi-lateral Monopoly.

MODULE-V PRICE OUTPUT DETERMINATION AND OBJECTIVES OF THE FIRM

Price and Output determination under Oligopoly and duopoly-Objectives of the firm- Baumol's Sales maximization model, William son's model of managerial discretion, Marris model of growth maximization.

REFERENCES:

1. Sen,A.(1999),Microeconomics: Theory and Applications, Oxford University Press New Delhi.
2. Baumol,W.J(1982),Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
3. Hrishleifer,J.and A. Glazer (1997),Prentice Hall of India, New Delhi.
4. Kreps,DavidM.(1990) A Course in Microeconomic Theory, Princeton University Press, Princeton.

5. Da Costa, G.C. (1980) Production ,Prices and Distribution ,Tate Megraw Hill ,New Delhi.
6. Salvatore,Dominick (1991),Micro Economic Theory,3-Edition,McGraw Hill ,New Delhi.
7. Stigler,G. (1996) Theory of Price,(4-Edition),Prentice Hall of India, New Delhi.

Text book

- 1.koutsoyiannis,A Modern Microeconomics,(Latest Edition),Mecmillan Press, London.
- 2.M.L,Jhingan Modern economic.(2007),VRINDA PUBLICATIONS (P)B Ltd. New Delhi.

COURSE OUTCOMES:

On the successful completion of the course the students will be able to.

- Co1 - Evaluate modern utility analysis
- Co2 - Appreciated recent theories of demand
- Co3 - Asses the deferent types of production function
- Co4 - Understand the price and determination in different market structures
- Co5 - Analyses the objectives of firm thought select models .

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓					✓				
CO2	✓	✓								
CO3	✓						✓	✓		
CO4	✓			✓						
CO5	✓									✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester - I

P21ECC102

Hours - 6

Core course - 11

Credit - 5

MACRO ECONOMIC ANALYSIS – I (P21ECC102)

Course Objectives

3. To make the students understanding the important of macro economic concepts.
4. To train students in analyzing economic problems with the help of theoretical foundations.

Module-I Introduction

Meaning- Nature and Scope -Importance -Limitations - Circular Flow of income in Two-Three and Four Sector Economy -Economic Welfare. National Income Analysis: Concepts - Methods - Difficulties.

Module-II Theory of Employment

Classical Theory - J.B. Say's Law of Market - Wages and Employment - Pigou's version-Keynesian Theory of Employment- Principles of Effective Demand Aggregate Demand function and Aggregate Supply Functions.

Module-III Consumption Function

Concepts - Keynes Psychological Law of Consumption- Factors ' Influencing Consumption: Theories: Absolute income - Relative Income - Permanent Income - Life Cycle Hypothesis.

Module-IV Investment Function

Concepts -types-Marginal efficiency of investment-Marginal Efficiency of Capital-factor affecting MEC- Relationship between MEC and MEI - Multiplier-Theories of Multiplier: Dynamic. Balanced budget and foreign trade multiplier. Principles of Acceleration -Super Multiplier.

Module-V General Equilibrium Analysis

Product Market Equilibrium -IS curve -Derivation of IS Curve -Slope of IS Curve- Shift in IS curve- Money market equilibrium-Derivation of LM curve-Slope and Shift in general equilibrium of Product and Money Market-Changes in General Equilibrium.

Text Books

1. Richard.T.Froyen. Macro Economics, Pearson Education. Latest Edition.
2. M.L. Jhinghan, (2006) Macro Economic Theory. Vrindha Publications, Latest edition.
3. H.L.Ahuja, (2004) Macro Economics: Theory and Policy.S.Chand and Company Ltd., Latest edition.

References

1. Ackley. G. (1978), Macro Economics: Theory and policy Maxmillan, New York.
2. Shapiro E. (1996), Macro Economic Analysis, Galgotia publication. New Delhi.
3. Bornbusch, R. and F. Stanley (1997). Macroeconomics. McGraw Hill, Inc.. New York.
4. Surrey. M.J.C.(Ed.) (1976), Macroeconomic Themes. Oxford University Press. Oxford.
5. Scarfe, B.L.(1997), Cycles, Growth and Inflation. McGraw Hill New York.
6. Romer, D.L. (1996). Advanced Macroeconomics. McGraw Hill Company Ltd.. New York.

Course Outcomes

On successful completion of the course, the students will be able to

- Co1 : Understand Concepts of national Income and Methods & difficulties in the measurement of National Income.
- Co2 : Appreciate different theories of Employment.
- Co3 : Analyses the theories of consumption Function.
- Co4 : Understand the concepts of multiplier to acceleration and types of MEC.
- Co5 : Critically evaluate General Equilibrium Analysis.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓							✓		
CO2			✓				✓			✓
CO3	✓	✓					✓			
CO4	✓						✓			
CO5	✓	✓				✓				✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester -I

P21ECC103

Hours - 5

Core course -III

Credit – 5

AGRICULTURAL ECONOMICS (P21ECC103)

Objectives

1.To make the students aware of the significance of agriculture in the development scenario of the nation.

2.To improve the conditions of agriculture for accelerating the pace of agricultural development in india.

Unit-I Introduction

Nature and scope of agricultural economics – Role of agriculture in economic development – Interdependence between agricultural and industry. Recent trends in agricultural growth in india – Agricultural inputs: Irrigation, Seed, Power and Fertilizers. Pricing of inputs and Role of subsidies.

Unit-II Land Reforms Measures

Concepts - features – needs – short-comings – causes for short-comings – measures of Land Reforms; Tenancy Reforms –Concepts –Forms – Consequences –Measures.

Unit-III Agricultural Finance

Concepts – Needs – Sources – Institutional and Non- Institutional; Co-Operatives, Commercial Banks, Regional Rural Banks, NABARD – Agricultural Insurances.

Unit-IV Agricultural Marketing

Agricultural Marketing: meaning – Concepts and features – Functions – Defects – Regulated Markets – Progress and Problems. Agricultural pricing Policy; Objectives – Instruments of Price Policy – Food Security – PDS.

Unit-V Agricultural Labour

Meaning – Features – Forms – Problems – Causes For Poor Conditions of Agricultural Laborers – Measures To Improve The Conditions Of Labour: Problems of Unemployment in Rural Community.

Text Books:

1. Vaidyanathan, A (2005) The Indian Economy – Crisis, Response and Prospects, Orient Longmans, New Delhi.
2. Dutt and Sundaram (2008), Indian Economy, S.Chand& Company, New Delhi
3. Mishra S.K.S &PuriV.K., (2008),Indian Economy, Himalaya publishing House, New Delhi

References:

1. Reserve Bank of India (2009), Report of the Agricultural Credit Review Committee, Reserve Bank of India, Bombay.
2. Bilgrami, S.A.R, (1996),Agricultural Economics, Himalaya Pub. House, Delhi.
3. Economics Surveys.
4. Memoria C.B., Agricultural Problems of India.
5. Government of India, Five Year Plans New Delhi.
6. Khusro A.M. (1968) Leading issues in Agricultural Development, Allied Publishers, Bombay.
7. Reports of the National Commissions on Agriculture.
8. Reports of the Ministry of Agriculture.
9. Economic Surveys – Various Issues.
10. B.P.Tyagi – Agricultural Economics.
11. A.N. Sadhu & Singh – Fundamentals of Agricultural Economics Khalen& Karan Singh-

Introduction

Course Outcome:

- Co1 -To understand the significance of agriculture in economic development
- Co2- Appreciate the role of land reforms measures in the development of agriculture in India
- Co3 - Evaluate institutional and non- institutional financial sources in agricultural Labour
- Co4 - Assess the significance of regulated market in agricultural marketing
- Co5 Understand the issues of agricultural labour.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓					✓				
CO2	✓									
CO3	✓		✓					✓		
CO4	✓			✓						
CO5	✓						✓			✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

ECONOMICSTATISTICS

Objectives

5. To make the students understanding the important concepts of Statistical Methods.
6. To train the students in analyzing an economic data with the help of Statistical measures.

Module – I Probability

Probability : Introduction , Importance and concept of probability , Theorems of probability-addition and multiplication theorem , Bayes theorem

Module - II Theoretical Distribution

Theoretical distribution : Introduction – Binominal – Meaning , Properties , Importance , Applications.Poison distribution –Meaning,Properties , Uses of poison distribution – Normal distribution – Meaning , Properties , Importance.(theory only)

Module - III Testing of Hypothesis

Testing of Hypothesis : Introduction – Procedure of testing hypothesis , Standard error and Sampling distribution , Utility of standard error $\cdot x^2$ - Test – Definition , Degrees of Freedom , Uses of x^2 test, Conditions for applying x^2 test- T test – F test and Goodness of fit (simple problems only)

Module - IV Index Number and Analysis of Time Series

Index Number – Uses construction of index numbers – Laspeyer's, Paache, Fisher – Marshall, Edge Worth and Bowley's index numbers- Chain index's (simple problems). Analysis of time series – Components of time series – Graphic Methods – Semi- average Methods-Moving Averages Methods- Method of Least Squares.

Module - V Indian Statistics

Agricultural statistics – Agriculture planning – cattle Statistics – sources – uses-industrial statistics – source – uses – population statistics – sources and uses – national income and Accounting statistics – sources and uses.

Text Books:

1. Gupta.S.C-----Fundamentals of applied Statistics. S.Chand& Sons, New Delhi.
2. Gupta.S.P----- Statistical Methods , Sultan & Chand , New Delhi
3. Pillai&Bhagavathi ----- Statistics,S.Chand& Company

References:

- 1 . Nagar and Das A.L ----- Basic statistics .Latest edition
2. Sanchetti and V.K.Kapoor ----- Statistics – Theory , Methods and Applications.Sultan Chand and Sons , New Delhi.

Course Outcomes:

On the successful completion of the course the students will be able to

CO1 – Understand the concepts and Theorems of probability

CO2 – Apply the theoretical distribution in economic analysis.

CO3 – Interpret the results of different tests of significance.

CO4 – Appreciate the significance and uses of Index numbers and time series analysis in economics.

CO5 – Understand the sources and uses of agricultural and industrial statistics.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓					✓				
CO2	✓	✓					✓			
CO3	✓				✓					
CO4	✓	✓								
CO5	✓							✓		✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

URBAN ECONOMICS

Semester - I P21EC1MBE1:1
Major Based Elective Course – 1(A)

Hours - 5
Credit - 4

OBJECTIVES;

1. To make the students learn the Major issues of urban system.
2. To enable the students to study theories, policies and programmes of urbanization.

MODULE: I INTRODUCTION

Meaning – Urbanization – urban area – Causes of urbanization – urban Structure and urban centre – Concentric Zone theory – Central place theory – Features of urbanization in Developing Countries.

MODULE;II RURAL – URBAN MIGRATION

Meaning – Concept – Types of Migration – Theories of Rural – Urban migration – Ravenstien’s Law - Lewis - Fei – Ranis model -Lee’s theory- Causes of Rural – urban Migration – Economic Push and pull Factors -Social and other Factors.

MODULE;III PROBLEMS OF URBANIZATION

Urban Transportation and problems – Slums – Housing – Causes of Slums housing – urban water supply – urban public Health – urban Financial problem: Revenue Base of urban Local Bodies (ULBs) – Internal Sources and External sources – urban Renewal.

MODULE ;IV URBANIZATION GROWTH IN INDIA

Urbanization in India – Trends in urbanization – Growth in Urbanization- Causes of urbanization in India – Measures and problems of urbanization – urban Sprawal.

MODULE; V URBAN DEVELOPMENT POLICY IN INDIA

National urban policies and programmes: National urban Sanitation policy – National urban Transport policy – National urban Housing and Habitat policy – Integrated Development of Small and Medium towns – Satellite towns: Features and Growth.

Text Books

1. Ashish Bose (1980) India’s urbanization 1901-2001, (New Delhi; Tata Mc Graw Hill co).
2. Francis Cherurillam (1984), urbanization in developing countries, Bombay, Himalaya publishing House.
3. Harris Hordon (1973), Introduction to urban Economic Analysis and policy (New York)

REFERENCES:

1. Fred Durr (1971), the urban Economy. (London; Index Educational Publishers)
2. Harris Hordon (1973), Introduction to urban Economic Analysis and Policy.(
Applican – Century Crafts, New York)
3. Paul N. Bakhin A.D Jeffrey L. kieve (1985), urban land Economics, (London,
Mecmillan Publicshors)
4. Robert , L. Bish and Robert J. Kirk (1974), Economic Princples and urban
problems (New Jersey, Prentice Hall)

COURSE OUTCOMES

On the Successful Completion of the course, Students wile be able to

CO1: Understand the Concept of urbanization and different theories of urbanization .

CO2: Understand the Concept of Migration , different types of Migration and Migration theories .

CO3: Analyse the problems of urbanization..

CO4: Asses the Urbanization trend and growth in India..

CO5: Evaluate the National Urban policies and programmes in India.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓				✓	✓			
CO2	✓		✓	✓		✓	✓		✓	
CO3			✓	✓					✓	✓
CO4	✓	✓						✓		✓
CO5					✓				✓	✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester – I **Hours - 5**
Major Based Elective Course - 1(B) P21EC1MBE1:2 credit - 4

ACCOUNTING FOR MANAGERS

Objectives:

To make the students gain expert knowledge of the techniques of Management Accounting and the use of various financial tools as aids to decision-making.

Module –I: MANAGEMENT ACCOUNTING

1. Emergence of Management Accounting – Definition, Functions and Scope.
2. Objectives, significance and limitations of Management Accounting.
3. Role of Management Accountant
4. Management Information System (MIS).

Module-II: BASIC ACCOUNTING PRINCIPLES

1. Accounting – Meaning – Concepts.
2. Double Entry Systems, Advantages and disadvantages.
3. Preparation of Journals, Ledgers and Trial balance.
4. Financial Accounts – Trading, profit and Loss Account – Balance sheet.

Module –III: ANALYSIS OF FINANCIAL STATEMENT

1. Analysis and interpretation of Financial Statement - Meaning and Objectives.
2. Devices used in Analyzing Financial Statement – Comparative Financial Statements – Communize statements - Trend percentage.
3. Ratio Analysis – Nature, significance and limitations – Interpretation of Ratios.

Module – IV: FUND AND CASH FLOW STATEMENTS

1. Meaning and uses of Fund statements.
2. Construction of Fund statement.
3. Preparation of Sales Mix – Make or buy Decisions.

Module – V: MARGINAL COSTING

1. Marginal Costing – Contribution – Key Factor.
2. Profit Planning – Break –Even Analysis.
3. Determination of Sales Mix – Make or buy Decisions.

Text Books:

1. Dennis T. O. Connor and Alberto t. Bueso (1981). Managerial Finance Theory and Techniques [Prentice Hall, New Jersey].
2. Jawahar Lal (1996). Managerial Accounting [Himalaya Publishing House, Mumbai].

Reference Books:

1. Harold Bierman and Thomas R.Dyckman (1976). Managerial Cost Accounting [Callier MacMillan, London].
2. Harold J. Biermam (1968). Managerial Accounting: An Introduction [MacMillan, London.]
3. Mary E.Murphy (1968). Managerial Accounting [Affiliated East – West Press Pvt. Ltd., New Delhi]

Course outcomes :

CO1: Understand the nature and Scope of Management Accounting.

CO2: Prepare final year Accounts for any firm.

CO3: Evaluate the financial Statement of any firm.

CO4: Construct the Fund and Cash Flow Statements.

CO5: Apply Marginal Costing principle in taking business decisions.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		✓				✓				
CO2		✓						✓		
CO3		✓						✓		
CO4		✓						✓		
CO5		✓						✓		

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

TOURISM ECONOMICS

Objectives :

1. To teach the students to understand the tourism management.
2. To make students to understand the instruments of tourism

Module- I Introduction

Meaning and Nature of Tourism. Basic components of tourism, Elements of Tourism factors influencing the growth of tourism

Module – II Economic and social significance at tourism

Economic benefits – the Multiplier effect – Development of infrastructure- regional Development – Effect on employment – tourism and economic value of cultural resources- tourism and marketing

Module – III Tourism planning and development

Planning for tourism – Co-ordination- planning Assessment – tourist demand and supply – establishing objectives – basic infrastructure – financial planning – human resource planning – environmental planning

Module – IV Accommodation

Definition – hotel –Type of hotel – supplementary accommodation - classification – registration and graduation

Module – V Tourism Promotion

State and central Government measures – Tourism development during five year plans- ministry of tourism development corporation of India – Tamilnadu tourism development corporation.

Text Books:

1. Bhatia - Tourism Economics
2. Thangamani - Tourism Economics
3. Swaminathan - Tourism Economics

Reference :

1. International tourism management , sterling publishers Pvt ., New delhi

2. Jhon M. Bryder (1973)- tourism and development , Cambridge University press, London

Course outcome:

Co1 : Understand the nature and scope tourism.

Co2 : Assess the economic and social significance of tourism.

Co 3: Development skills in co- coordinating and planning in tourism.

Co 4: Know procedures of accommodation.

Co 5: Evaluate state and central gout measures in tourism promotion

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓					✓				
CO2	✓		✓					✓		
CO3	✓									
CO4	✓									
CO5	✓								✓	

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

FOOD AND NUTRITION

Objectives

1. The students understand the relationship between food, nutrition and health.
2. The students understand digestion absorption and function of various nutrition and their sources.

MODULE-I: INTRODUCTION TO FOOD AND NUTRITION

Basic terms used in study of food and nutrition, BMI and Nutritional Status, Understanding relationship between food, nutrition and health.

MODULE- II: BALANCED DIET

Functions of food-physiological, psychological and social, Concept of Balanced Diet, Food Groups, Food Pyramid. (lectures 1)

MODULE- III: NUTRIENTS

Classification, digestion, functions, dietary sources, RDA, clinical manifestations of deficiency and excess and factors affecting absorption of the following in brief: Energy | | Carbohydrates, lipids| | and proteins Fat soluble vitamins-A,| | D, E and K Water soluble vitamins –| | thiamin, riboflavin, niacin, pyridoxine, folate, vitamin B12 and vitamin C Minerals – calcium, iron, iodine, fluorine,| | copper and zinc

MODULE- IV: MEAL PLANNING

Factors affecting meal planning, understanding specific considerations for planning meal for different groups of people. Dry, moist, frying and microwave cooking, Advantages, disadvantages and the effect of various methods of cooking on foods.

MODULE- V: COOKING

Importance, global trends, codex guidelines, nutritional labeling in India, FSSAI guidelines. Recommended Readings

TEXT BOOK:

1. Bamji MS, Krishnaswamy K, Brahmam GNV (2009). Textbook of Human Nutrition, 3rd Edition. Oxford and IBH Publishing Co. Pvt. Ltd.
2. Srilakshmi (2007). Food Science, 4th Edition. New Age International Ltd.
3. Srilakshmi,(2005), Dietetics, Revised 5th edition. New Age International Ltd.

REFERECES:

1. Wardlaw MG, Paul M Insel Mosby 1996). Perspectives in Nutrition, Third Edition.

2. Codex Guidelines on Nutrition Labelling (CAC/GL 2_1985) (Rev.1_1993). Rome, Food and Agriculture Organization of the United Nations / World Health Organization, 1993.
3. Food Safety and Standards Authority of India portal, Government of India
4. Gopalan, C., (1990). NIN, ICMR. Nutritive Value of Indian Foods.
5. Seth V, Singh K (2005). Diet planning through the Life Cycle: Part 1. Normal Nutrition. A Practical Manual, Fourth edition, Elite Publishing House Pvt. Ltd.

COURSE OUTCOMES:

CO1: Understand the relationship between food, Nutrition and Health

CO2: Demonstrate the ingredients of balanced diet.

CO3: Clarify the nutrition of different food items.

CO4: Learn how to plan and cook meal for different age groups.

CO5: Understand the guidelines for nutritional labeling.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	✓									
CO2	✓	✓								
CO3	✓									
CO4	✓									
CO5										✓

Section A ; 5X15=75 (2Qtns from each Unit A&B)

Semester - II
Core course - V

P21ECC205

Hours - 5
Credit - 5

MICRO ECONOMIC ANALYSIS-II

Objectives :

1. To gain sound knowledge in basic Economic theories, concepts and models.
2. To gain sound knowledge to apply economic theories and models to execute managerial functions.
3. To enable students to obtain managerial problems solving skills.

MODULE - I DISTRIBUTION

Theory of Distribution-Functional Vs Personal Distribution-Marginal Productivity Theory of Distribution-The Ricardian Theory-The Marxian Theory-Kalecki and Keynesian Theory of distribution.

MODULE - II FACTOR PRICING

Difference between factor pricing and product pricing-The IS-Curve,the LM-Curve-The Wicksell theory-Modern theory of Profit-Modern theory of Rent-Wage-Interest.

MODULE - III GENERAL EQUILIBRIUM

General Equilibrium-Uniqueness and General equilibrium –Partial VS General equilibrium-The Walrasian general equilibrium model-2x2x2 graphical general equilibrium model.

MODULE- IV WELFARE ECONOMICS

Definition of Welfare Economics-Economic and General Welfare Value Judgement-Private economics and Welfare Economics and Externalities Pareto optimal Conditions.

MODULE - V ECONOMICS OF RISK AND UNCERTAINTY

Individual Consumer's Behavior towards Risk-Risk Neutral-Risk Loving-Risk averse-Measures to reduce risk-Gambling-Insurance-Risk Pooling and Risk-Spreading-Risk Sharing-Problems of insurance.

REFERENCES:

1. Sen,A.(1999),Microeconomics: Theory and Applications ,Oxford University press New Delhi.
2. Baumol,W.J.(1982), Economic Theory and Operations Analysis, Prentice Hall of India New Delhi.
3. Hrishleifer ,J.and A.Glazer(1997),Prentice Hall of India ,New Delhi.
4. Kreps,David M.(1990),A Course in Microeconomic Theory ,Princeton University press, Princeton.
5. Da Costa ,G.C.(1980),Production, prices and distribution, Tata McGraw Hill ,New Delhi.
6. Salvatore,Dominick(1991),Micro Economic Theory, 3 Edition, McGraw Hill ,New Delhi.
7. Stigler,G.(1996),Theory of price,(4-Edition),prentice Hall of India ,New Delhi.

Text books :

1. Koutsoyiannis,A (1979),Modern Microeconomics,(2 edition),Macmillan press ,London.
2. M.L,Jhingan Modern economics.(2007),Vrinda Publications (P)Ltd .new delhi.

Course Outcomes:

On successful completion of the course, the students will be able to

CO1: Understand the theories of distribution in fixing factor prices.

CO2: Appreciate the general equilibrium model.

CO3: Demonstrate economic and general welfare judgment.

CO4: understand the individual consumers behaviour towards risks.

CO 5: Evaluate the risk reduction measures.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
C01	✓					✓				
C02	✓	✓					✓			
C03	✓		✓					✓		
C04	✓				✓					
C05	✓									

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester	-	II	P21ECC206	Hour -	5
Core course	-	VI		Credit-	5

MACRO ECONOMIC ANALYSIS – II

Course Objectives

1. To make the students understand the important concepts of macro economics.
2. To educate the students to understand the working of monetary and fiscal policies in India.

Module 1 : Demand for Money : Post Keynesian Approach

Theories : Friedman's Quantity – Tobin – Baumol - Patinkin Real Balance Effect – Crisis in Keynesian Economics and the Revival of Monetarism

Module – II : Supply of Money

Supply of Money – Definition – Determination of Money Supply – Central Bank and High Powered Money – Commercial Banks and Credit Creations – Control of Money Supply – Instruments of Credit Control.

Module – III : Financial Intermediaries

Meaning – Role of Non-Banking Financial Intermediaries – Radcliffe Committee – Tobin Gurley and Shaw – Role and Regulation of NBFIs – Development of NBFIs in India and their Control by RBI – NBFIs versus banks.

Module – IV : Theory of Inflation

Inflation – Types - Causes – Effects – Measures – Deflation – Stagflation – Inflation and Unemployment – Philips Curve – Friedman Philips Argument.

Module – V : Macro Economic Policy

Objectives of macro Economic Policy – Monetary Policy – Fiscal Policy – Tools and Problems – Monetarism Vs Keynesianism.

Text Books

1. Richard T. Froyen, Macro Economics, Pearson Education, Latest Edition.(Recent Edition)
2. Jhinghan, M.L. Macro Economic Theory, Vrindha Publications, Latest Edition.(Recent Edition)
3. Ahuja, H.L. Macro Economics, Theory and Policy, S. Chand and Company Ltd, Latest Edition.(Recent Edition)

References

1. Ackley G. (1978), Macro Economics, Theory and Policy Maxmillan, New York.
2. Shapiro E. (1996), Macro Economic Analysis, Galgotia Publication, New Delhi.
3. Bornbusch. R. and F. Stanley (1997). Macroeconomics, McGraw Hill. Inc, New York.
4. Surrey, M.J. (Ed.) (1976), Macroeconomic Themes, Oxford University Press, Oxford.
5. Searfe, B.L. (1997). Cycles Growth and Inflation, McGraw Hill, New York.
6. Romer, D.L. (1996). Advanced Macroeconomics. MGrav Hill Company Ltd, New York.

Course Outcomes

On successful completion of the course, the students will be able to

Co1 : Appreciate the post Keynesian theories of Demand for money.

Co2 : Understand the supply of money and evaluate the role of Central Bank in control of money supply.

Co3 : Analyse the role of Non- Banking Financial Intermediaries.

Co4 : Understand types, causes and effects of Inflation.

Co5 : Demonstrate significance of Macro Economic policies.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓							✓	
CO2		✓						✓		
CO3	✓							✓		
CO4	✓	✓				✓			✓	
CO5	✓	✓				✓				✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

FISCAL ECONOMICS

Objectives

1. To gain sound knowledge on the principles of public finance.
2. To understand roles of different governments.
3. To provide a strong knowledge base on Indian public finance.

Module-I Public Revenue

Classifications: Adam Smith, Dalton and Taylor – principles of taxation – principle of equity, cost of service theory, Benefit principle, ability to pay theory – Income Tax – GST- Tax and Non-Tax revenue of the government of India.

Module-II Public Expenditure

Reason for the growth of public expenditure, Wagner's and Musgrave's views on public expenditure, Peacock- Wiseman and Colin Clark hypothesis- plan and non-plan expenditure of the government of India, effects of public expenditure and controls.

Module-III Public Debt

Concept of debt – public debt management – definition – objectives – principles of public debt management methods of repayment – public debt in India since independence.

Module-IV Budget

Concept – Classification – Process – Concepts of Zero Base Budgeting – Recent Union Budget in India – Deficit Financing; Concept – Objectives – Measures.

Module-V Financial Relations and Fiscal Policy

Federal Finance: Concept – Principles - Problems; Finance Commission; Features- Functions – Recommendations – Finance Commissions – Recent Finance commissions. Fiscal Policy: objectives – Instruments – Role of Fiscal Policy in India.

Text Books:

1. Musgrave, R.A. (1959), The Theory of public Finance, McGraw Hill, Kogakusha, Tokyo.
2. Srivastava, D.K. (Ed) (2000), Fiscal Federalism in India, Haranand Publication Ltd. New Delhi
3. Bhargava, P.K. (1991), India's Fiscal Crisis; Ashish Publishing house New Delhi.
4. Tyagi B.P. (1994), Public Finance, Jai Prakash Nath and co. Meerut.
5. Public Finance in Theory and practice – Musgrave and Musgrave

Reference:

1. Atkinson A.B. and J.E. Stiglitz (1980), Lectures of Public Economics, Tata McGraw Hill, New York.
2. Buchanan J.M. (1970), The public Finance, Richard D Irwin, Home wood.
3. Goode R. (1986), Government Finance in Developing Countries, Tata McGraw Hill, New York.
4. Jha R.(1998), Modern public Economics, Routledge, London.
5. Shoup C.S. (1970), Tax Policy; Handbook, Tax Division, Fiscal Affairs Department, International Monetary Fund, Washington D.C.
6. Government of India, (1985), Long Term Fiscal Policy, New Delhi.
7. Chelliah Raja J. et. Al (1981), Trends and Issues in India’s Federal Finance National Institute of Public Finance and Policy, New Delhi.
8. Gulati, I.S. (1979), Center-State Financial Relations; an Assessment of the Role of Finance Commissions, M.S. University of Baroda, Baroda.

Course Outcomes:

9. Lakdawala, D.T. (1967), Union-state Financial Relations; Lalwani Publishing House, Mumbai.
10. Reports of Various Finance Commissions.
11. Finance in developed and developing countries, Singh S.K.
12. Public Finance – Monkor

Course Outcomes:

- CO1: understand the theories of public revenue and public Expenditure.
- CO2 : Assess the in Tax and Non-tax Revenues
(ii) Plan and non-plan expenditure in India.
- CO3 :gain the knowledge of public debt trends in India.
- Co4 : Evaluate the state and union budgets of India.
- CO5 : understand the fiscal policy in India.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓				✓				
CO2	✓	✓						✓	✓	
CO3		✓			✓			✓		✓
CO4	✓							✓		
CO5	✓									✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)
 SECTION-B: 5 X5 =25 (Two Qtn from each unit)
 SECTION-C: 3 X10=30(One Qtn from each unit)

Semester - II
Core course - VIII

Hours - 6
Credit - 3

MANAGERIAL ECONOMICS (P21ECC208)

Objectives

1. To teach the students the economic theories as applicable to business firms.
2. To make the students to apply the principles of economic theories to the business conditions.

Module - I Introduction

Nature and scope – concept – application of economics to managerial decisions – role and responsibilities of managerial economics in the emerging corporate scenario

Module - II Demand forecasting

Demand forecasting Need, forms - Methods survey Method – statistical method - forecasting demand for new product – criteria for good Demand forecasting .

Module- III Pricing Strategies

Concept – Objectives – Types of pricing – transfer pricing – full cost pricing - odd number pricing –price leadership – product line pricing – price discounts –pricing of multi – product firm – skimming Vs. Penetration – price discrimination – Going –rate pricing – customary pricing – mark - up, mark down pricing.

Module - IV Capital and profit management

Capital budgeting – the process – cash flows and outflows – valuation of future cash flows – present value – cost of capital – Method of ranking alternative investment – project appraisal – NPV, IRR Techniques – profit – measurement – break even analysis – profit policy , planning and forecasting .

Module - V International business management

International business Environment, change in overall macroeconomic environment for business – liberalization and deregulation – implications for managers.

Text books:

1. Varshney , R. L ., Maheswari, - Managerial economics, New delhi sultan chand &sons.
2. Sankara . S. - Managerial economics
3. Mithani. D.M - Managerial economics

Reference :

1. Gupta , G.S (1990) , Managerial economics, GUP, New delhi .
2. Mansfield , Edwin. (1993) , Managerial economics, W.W. Norton & Co., New York.
3. Dominick Salvatore . (1989) ,Managerial economics, McGraw Hill, New delhi
4. Joel dean (1951) , capital budgeting, Columbia university press, New york.
5. Dwivedi , D.M (1980), Managerial economics, vikas , New Delhi.

Course outcomes:

CO1 Enable the students to take business decisions

CO 2 understand the concept ,importance and application of different Forecasting techniques.

CO 3 Appreciate various pricing decisions and understand the problem of pricing.

CO 4. Evaluate the projects on the basis of investment decisions .

CO 5. Analyse the implications of liberalizations and deregulations for managers.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓									
CO2	✓									
CO3	✓									
CO4	✓									
CO5	✓				✓					✓

WOMEN AND INDIAN ECONOMY (P21EC2MBE2:1)

Objectives :

1. To make students understand the gender issues
2. To make students appreciate various policies and programmes for women's empowerment in India

Module- I Introduction to Women's Studies

Concept- Meaning- Scope of women's studies in India. Status of women in Indian society: Pre and post independence periods- Role of Women Studies centre- Recent trends in Women's Studies.

Module- II Women and Institution of Social System

Types- Family- Marriage type- Patriarchal and matriarchal- Multiple role of women Role conflict. Role change- Women and Economy.

Module- III Women and Health

Health status of women social economic and cultural factors influencing health- Gender bias and poor health- Health care system and women- Sex Ratio- Fertility- Mortality- Morbidity.

Module- IV Women and Entrepreneurship

State and central initiatives- Institution and schemes- National Institute of entrepreneurship and small business. Development (NIESBED). The National Small Industries Corporation Limited (NSIC). National Bank for Agricultural & Rural Development (NABARD)- Small Industries Development Bank of India(SIDBI)- Small Industries Development organization(SIDO)- The India Institute of Entrepreneurship(IIE).

Module- V Policies and Programmes for Women's Empowerment

National Policy for the empowerment of Women- 2000- Educational policy of Government of India- Community Development Programme- Integrated Rural Development Programme (IRDP)- DWCRA (Development of women & Child in Rural Areas) TRYSEM Training of Rural Youth for Self Employment STEP (Support to Training and Employment Program) Indira Aawas Yojana- SGSY (Swaran Jayanti Gram Swarajgar Yojana).

Text Books:

1. Yadav.C.P.Ency of Women's Problems and their remedies.
2. Sharma Kanta: Women's Role in the family.

Reference:

1. Maithreyi Krishna Raj 1986- Wome Studies in India- Some perspective popular prakashan Bombay.
2. Dr. L. Thara Bhai 2000 Women's in India- Efficient Offset Printers.
3. Soundrapandian (ed) 2000 Women Entrepreneurship- Issues and challenges- Ashish Publishing Home- New Delhi.
4. Dr. S. S. Khanka 1999 environmental Development. S. Chand & Co Pvt. Ltd New Delhi.
5. E. Gordon and K. Natarajan 2010- Fundamentals of Entrepreneurship. Himalaya Publishing.

Course outcomes

Co1: Understand the nature and scope of women's studies.

Co2: Assess the contexts of women in India.

Co3: Assess the health status of women in India.

Co4: Evaluate state and central government initiatives in promoting women's entrepreneurship in India.

Co5: Appreciate various policies and programmes for women's empowerment in India.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓									
CO2	✓	✓					✓			
CO3	✓									
CO4	✓			✓						
CO5	✓				✓			✓		

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

WELFARE ECONOMICS (P21EC2MBE2:2)

Objectives:

1. To familiarise the students with the criteria of welfare
2. To teach students about the conditions for optimum welfare.

Module – I Introduction

Normative and Positive Economics. Distinction between Normative and Positive Economics – Welfare Economics as a Normative Study. Definition of Welfare – Approaches to Welfare Economics: Classical and Modern Approaches.

Module –II Measurement of Welfare

Measuring Welfare: Utility function – Properties of Utility function- Ordinal measurability – Limitations of Ordinalism – Cardinal measurability – Interval cardinal scale and fully cardinal scale. Inter-personal comparisons – Degrees of inter-personal comparability – Importance of inter-personal comparison.

Module –III Pareto Optimality

Concept – The three marginal conditions for Pareto optimality. Derivation of Constrained Bliss. Limitations of Pareto optimality.

Module – IV Compensation Criteria

Concept – Kaldor Compensation test – Hicks Compensation test – Scitovsky double Criterion – Samuelson Social Welfare Functions.

Module – V Social Choice Theory

Arrow's impossibility theorem. Resolution of Arrow's theorem: Single Peaked preferences. Sen's impossibility of Paretian Liberal theorem.

Text Books:

1. Amartya Sen, Choice, Welfare and Measurement (Oxford University Press).
2. Ng, yew –K wang (1983) Welfare Economics: Introduction and Development of Basis Concepts London: Macmillan.

References:

1. Amiel, Y and Cowell, F.A., (1999): Thinking About Inequality Cambridge University Press, Chapters 2 and 5.
2. Joe B. Sterens, The Economics of Collective Choice. (Westview Press).
3. S.K. Nath, A Reappraisal of Welfare Economics (Roultedge and Kegan).

Course outcomes:

On the successful completion of the course the students will able to.

CO1: Understand the distinction between normative and Positive

Economics and approaches to welfare economics.

CO2: Assess the measurement of welfare.

CO3: Appreciate Pareto Optimality.

CO4: Explain the Compensation Criteria.

CO5: Evaluate the Social Choice Theory.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
C01	✓	✓				✓				
C02	✓						✓			
C03	✓		✓					✓		
C04	✓		✓							
C05				✓	✓				✓	✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester - II
Major Based Elective Course -II (c)

Hours -5
Credit -4

FINANCIAL ECONOMICS (P21EC2MBE2:3)

Objectives:

1. To make the students to understand the Financial Functions and develop the skills in Financial administration.
2. To develop the students in understanding the management practices.

Module – I Introduction

Nature, objectives and scope of financial economics. Fundamental concepts – Capital cash flow, dept, risk and returns, financial modelling.

Module –II Capital Market

Meaning – Characteristics – Functions – Instruments – securities – debt securities, equity securities, Government Securities – Non security forms of investment. Indian Stock Exchange SEBI guidelines – Over the Counter Exchange – CRISIL (Credit Rating Service Institute of India) Rating Procedures and Methodology.

Module –III Retail Investment

Factors favourable for investment – Investment avenues – Objectives of investments. Portfolio – Meaning, types, needs – Determinants of retail investment.

Module – IV Financial Institutions

Development Banks – IDB I, IFCI, UTI, SFC, Financial Intermediaries – Nature, Role and importance. Mutual Funds – Types, functions, advantages.

Module – V Investment Management

Fund management – Risk in Investments – Nature and Classification of risks, Efficient Market hypothesis – modern Portfolio theory, Capital Assets pricing model and arbitrage pricing theory.

Text Books:

1. M.Y. Khan (2001) financial Services. (Tata McGraw Hill, New Delhi).
2. M.Y. Khan and P.K. Jain (2006), Basic Financial Management (Tata McGraw Hill New Delhi).
3. Prasana Chandra (2004), Financial Management (Tata McGraw Hill, New Delhi).
4. V.K. Bhalla, (2001) Investment Management: Security analysis and portfolio management, (S. Chand Company Ltd., New Delhi).

Reference Books:

1. Fisher and Johnson (2000), security and portfolio management (Prentice Hall, New Delhi).
2. Kulkarni and Kulkarni (2004). Corporation Finance: Principles and problems, (Himalaya Publishing Company, Mumbai).
3. Stanley B. Block, Geoffety A Hirt (2002), Foundation of Financial Management, (McGraw Hill, New york).
4. William F. Sharpe, (2000) Investment, (Prentice Hall, New Delhi).

Course outcomes:

On the successful completion of the course, the students will able to.

CO1: Understand the nature and scope of Financial Economics.

CO2: Assess the functions of Indian Exchange and Credit Rating Service Institute of India.

CO3: Understand the determinations of retail investment.

CO4: Evaluate the role of different Financial Institutions.

CO5: Apply the pricing strategies in the Investment Management.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		✓				✓		✓		
CO2		✓						✓		
CO3		✓						✓		
CO4		✓						✓		
CO5		✓						✓		

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester –III

Hours-2

Extra Disciplinary Course

Credit-2

INDIAN ECONOMIC PROBLEMS (P21EC2ED)

Objective

To make the students understand Indian Economics Problems.

Module-I Natural Resources and Population

Natural resources -Meaning and importance -Forest Resources -Energy Resources - water Resources -Environmental degradation –Indian Population size, density and distribution, Trends -Problems and measures -National Population policy -The concept of Human Capital and its Development.

Module-II Poverty and Unemployment

Poverty - Its dimensions. Nature and causes –Poverty alleviation programmes- Unemployment and its types -New employment policy –Inequalities in distribution programmes and measures -Causes of income inequalities - Suggested measures to redress inequalities.

Module-

III Foreign Trade and WTO

Direction of Foreign Trade -Balance of Payments –the New Economic Reforms - India's foreign Trade Policy-WTO- Features and assessment Globalisation: Features and Problem

Module-IV Agricultural and Industrial sectors

Technological change in Agriculture -pricing of Agriculture Marketing-New Agricultural Policy - Issues in Food Security – New industrial Policy - Problem of Sick units-Privatization and Disinvestments.

Module-V Planning in India

Objectives - Achievements and shortcomings - Agriculture industry and social sector Concepts of NTIT AYOOG.

Text Books:

1. Agrawal A.N.(2004) Indian Economy. Wishwa Prakashan.New Delhi.
- 2.Datt and Sundaram (2015), Indian Economy.S. Chand &Co.New Delhi.
- 3.Dhigra C. (2012), The Indian Economy,sultan Chand and Sons, New Delhi.

Reference :

1. Reserve Bank of Indian Report of Currency and Finance (Annual).
2. Alagh. Y.K.Indian Development planning and Policy. Vikas. New Delhi.
- 3 .Economic Survey - Various Issues.

Course outcomes:

- CO1: Clarify the natural resources and assess the Natural population policy.
- CO2: Understand the causes and measures of poverty and unemployment in India.
- CO3: Assess the India's Foreign Trade policy.
- CO4: Evaluate the agricultural and industrial policy.
- CO5: Explain the achievements and short comings of planning in India.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓		✓					✓		
CO2	✓									
CO3	✓				✓			✓		
CO4	✓									
CO5	✓									

Section A ; 5X15=75 (2Qtns from each Unit A&B)

FOOD AND NUTRITION (P21EC2SE2P)
(PRACTICAL)

CONTENTS

1. Identification of food sources for various nutrients using food composition tables.
2. Record diet of self using 24 hour dietary recall and its nutritional analysis.
3. Introduction to meal planning, concept of food exchange system.
4. Planning of meals for adults of different activity levels for various income groups.
5. Planning of nutritious snacks for different age and income groups.
6. Preparation of nutritious snacks using various methods of cooking.
7. Nutritional labeling of food products. 8. Estimation of BMI and other nutritional status parameters.

REFERENCES:

1. Bamji MS, Krishnaswamy K, Brahmam GNV (2009). Textbook of Human Nutrition, 3rd edition. Oxford and IBH Publishing Co. Pvt. Ltd.
2. Srilakshmi (2007). Food Science, 4th Edition. New Age International Ltd.
3. Wardlaw MG, Paul M Insel Mosby 1996). Perspectives in Nutrition, Third Edition.
4. Introduction to Human Nutrition ed.Gibney et al, Blackwell Publishers, 2005
5. Khanna K, Gupta S, Seth R, Mahna R, Rekhi T (2004). The Art and Science of Cooking: A Practical Manual, Revised Edition. Elite Publishing House Pvt Ltd.
6. NIN, ICMR (1990). Nutritive Value of Indian Foods.
7. Seth V, Singh K (2005). Diet planning through the Life Cycle: Part 1. Normal Nutrition. A Practical Manual, Fourth edition, Elite Publishing House Pvt Ltd.
8. ICMR (2010). Nutrient Requirements and Recommended Dietary Allowances for Indians.

COURSE OUTCOMES:

- CO1: Understand the relationship between food, Nutrition and Health
CO2: Demonstrate the ingredients of balanced diet.
CO3: Clarify the nutrition of different food items.
CO4: Learn how to plan and cook meal for different age groups.
CO5: Understand the guidelines for nutritional labelling.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓									
CO2	✓									
CO3	✓									
CO4	✓			✓						
CO5	✓									

Section A ; 5X15=75 (2Qtns from each Unit A&B)

Objectives:

1. To learn the various concepts and methods of teaching.
2. To make the students understand the various types of research.

GENERAL STUDIES FOR RESEARCH FELLOWSHIPS AND LECTURERSHIP

UNIT-1:

TEACHING APTITUDE

Teaching – Nature, Objectives, Characteristics and basic requirements. Learners Characteristics, Factors affecting teaching, Methods of teaching, Teaching aids Evaluation systems.

UNIT-2:

RESEARCH APTITUDE

Research – meaning, Characteristics and types, Steps of research, Methods of research, Research Ethics, Paper, Article, Workshop, Seminar, Conference and symposium. Thesis Writing – Its Characteristics and format.

UNIT-3:

MATHEMATICAL REASONING

Series – Completion and its Types; Classification- Verbal, Letter, Number, Coding and decoding.

UNIT-4:

LOGIC- METHODOLOGY AND DATA ANALYSIS

Statement; Premises; Term – Types of Syllogism, Prepositions, Logical inferences; Fallacies or Possible errors in logical conclusions – Types of Tables and Graphs, Interpretation of data – Sources, acquisition and interpretation, Qualitative and quantitative data, Graphical representation and mapping of data.

UNIT-5:

INFORMATION AND COMMUNICATION TECHNOLOGY

Overview of Computer- Hardware, Software, Internet, and e-mailing.
EDUSAT- Space Science and Communication – Milestones, Space Transportation – Earth Observations.

Books for NET/SET Coaching:

TEXT BOOKS:

1. UGC- NET/JRF/SET Teaching & Research Aptitude by Dr. M.S. Ansari & RPH Editorial Board, 2014. Ramesh Publishing House, New Delhi.

Reference Books:

1. Dr. K. Kautilya, 2013 UGC – NET/JRF/SET Teaching research & Aptitude, Upkar Prakashan, Agra-2.
2. Sajit Kumar & M. Gagan (2011) UGC – NET/JRF/SET Teaching research & Aptitude. Damika Publishing Company, New Delhi.
3. Dr. M.S. Ansari (2011) UGC – NET/JRF/SET Teaching research & Aptitude. Ramesh Publishing House, New Delhi.
4. Dr. Lal, Jain & Dr. K.C. Vashiatha (2011) UGC – NET/JRF/SET Teaching research & Aptitude, Upkar Prakashan, Agra-2.
5. Editorial Board: Pratiyogita Darpan (2010) UGC – NET/JRF/SET Teaching research & Aptitude, Upkar Prakashan, Agra-2

EXTRA CREDIT COURSE

SUBJECT CODE: INT Credit: 2 credits (Extra credits)

The curriculum includes the internship for students for 30 hours during the summer vacation after the second semester of all PG programs.

OBJECTIVES

The following are the intended objectives of internship training:

3. To Enhance the employability skills of the students.
4. To expose students to the industrial/Societal environment, which cannot be simulated in

the classroom hence creating competent professionals for the industry and other organizations.

5. To Provide possible opportunities to learn, understand, and sharpen the real-time technical/managerial skills required at the job.

Duration: 30 hours at the minimum

Period: During the summer vacation which could be completed within the third semester.

Assessment:

- The assessment of the internship will be based on the feedback given by the internship provider and the report submitted by the student by the mentor.
- After completion of the internship, the mentor has to make arrangements to get a proper training certificate from the industry/institution.
- An abstract for details of the internship in the prescribed format has to be submitted by the departments to the COE on time.
- Two credits are provided for the Internship as extra credits included under the Non-CGPA course for all PG programs.

LETTER FORMAT

**GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS),
KUMBAKONAM REQUEST LETTER FROM THE COLLEGE TO
INTERNSHIP PROVIDER**

To

.....
.....
.....

Subject: REQUEST FOR INSTITUTIONAL/INDUSTRIAL TRAINING of
M.A./M.Com/M.Sc

Degree Programme,

Dear Sir/Madam,

You must be aware that our College has made internship mandatory for all
M.A./M.Com/M.Sc students.

In view of the above, I request your good self to allow following students of our
college for practical training in your esteemed organization. Kindly accord your
permission and give at least 30 hours of training for the students to complete the
internship.

S.NO	NAME OF THE STUDENT	REG.NO	DISCIPLINE

If vacancies exist, kindly plan for Campus/Off Campus Interviews for _____ batch
passing out students in above branches.

A line of confirmation will be highly appreciated.

With warm regards,

Yours sincerely,

Head of the Department.

GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS),

KUMBAKONAM REQUEST LETTER FROM THE COLLEGE TO INTERNSHIP

PROVIDER

To

.....
.....
.....

Subject: REQUEST FOR INSTITUTIONAL/INDUSTRIAL TRAINING of
M.A./M.Com/M.Sc
Degree Programme,

Dear Sir/Madam,

Our Students have undergone internship training in your esteemed Organization in the previous years. I acknowledge the help and the support extended to our students during training in previous years.

In view of the above, I request your good self to allow our following students for practical training in your esteemed organization. Kindly accord your permission and give at least 30 hours of training for the students to complete internship.

S.NO	NAME OF THE STUDENT	REG.NO	DISCIPLINE

If vacancies exist, kindly do plan for Campus/Off Campus Interview for _____ batch passing out students in above branches.

A line of confirmation will be highly appreciated.

With warm regards,

Yours sincerely,



Head of the Department.

FORM - 1

INTERNSHIP DETAILS (THIS WILL BE PREPARED IN CONSULTATION WITH FACULTY MENTOR AND TO BE MAINTAINED BY tHe department)

Student

Name: _____ Reg.No. _____ Class _____

Campus Address: _____

Phone: _____ Email: _____

Internship Provider

Name: _____

Title: _____

Company/Organization: _____

Internship Company Adress _____

Phone: _____ Email: _____

Faculty Mentor

Name: _____ Phone: _____

Designation: _____ Department: _____

Academic Credit Information

Internship Title: _____

Date of Initiation: _____ Date of Completion: _____

Total Hours: _____

FORM - 2

STUDENT'S DAYWISE LOG ENTRY

Name and Reg.No. of the Student: _____ Name and address of the Internship _____

Provider: _____

Period of Internship: From:			To:	
Date	Hours	Details of work done	Signature of the Student	Signature of the Supervisor

Signature of the Mentor: _____

Signature of the Internship Provider: _____

FORM -3

SUPERVISOR EVALUATION OF CANDIDATE

Student Name: _____ Date: _____

Work Supervisor: _____ Title: _____

Company/Organization: _____

Internship Address: _____

Dates of Internship: From _____ To _____

Please evaluate your candidate by indicating the frequency with which you observed the following behaviors:

Parameters	Needs improvement	Satisfactory	Good	Excellent
Interest in work				
Punctuality				
Reliability				
Responsibility				

Communication				
Team work				
Overall performance				

Additional comments, if any:

\

Signature of Internship Provider

FORM - 4

STUDENT FEEDBACK OF INTERNSHIP (TO BE FILLED BY STUDENTS AFTER INTERNSHIP COMPLETION)

Student Name: _____ Class: _____

Internship Provider: _____

Address: _____

Title of Internship : _____

Supervisor Email: _____

Faculty Mentor: _ _____

Indicate the degree to which you agree or disagree with the following statements.

This experience has	Strongly Agree	Agree	Disagree
Given me the opportunity to explore a			

career field			
Allowed me to apply classroom theory to Practice			
Expanded my knowledge			
Helped me develop my written and oral communication skills			
Given me a chance to improve my interpersonal skills			
Provided me with contacts which may lead to future employment			
Helped me clarify my career goals			

Considering your overall experience, how would you rate this internship?(Tick one).(Satisfactory/ Good/ Excellent)

Signature of the Student

FORM – 5

EVALUATION SHEET (FOR MENTOR)

S.NO	NAME OF THE STUDENT	REG.NO	NO. OF ACTUAL INTERNSHIP HOURS	GRADE*

* Evaluation based on report submitted by the student and evaluation by
 internship provider. (Excellent/ Very good/ Good)

Inte

Signature of the Head of the Department

Signature of the Mentor

Semester	-	III	Hour	-	6
Core Course	-	IX	Credit	-	5

INTERNATIONAL ECONOMICS (P21ECC309)

Objectives

1. To acquire basic knowledge about International Trade and trade issues
2. To understanding of the key concepts and practical applications of international trade.
3. To outline the development trade theory historically, differentiating standard classical and trade theories.
4. To critically comment on and participate in current debates on international economic policy.

Module - I Theory of International Trade

Theories of Absolute Advantage, Comparative Advantage and Opportunity Costs Heckscher - Ohlin Theory of Trade — Leontief Paradox Kravis and Linder Theory of Trade.

Module -II Gains from Trade, Terms of Trade and Theory of Intervention

Sources of Gain - Factors determining size of gain - Criteria of measuring gains from trade - Concepts of terms of trade - Factors deciding terms of trade - Theory of interventions. Tariff. Quota.

Module - III Balance of Payment

Meaning and structure of balance of payments - Disequilibrium in balance of payments Measures to correct deficit in balance of payments Theories of foreign exchange - The Mint Parity theory - The purchasing power parity theory Balance of payment theory Causes of changes in the exchange rate.

Module-IV International Trade and Financial Institutions

Bretton Woods system, the breakdown of the Bretton Woods systems, the present International Monetary system - Role of WTO. UNCTAD. IMF, World Bank and Asian development Bank. SAARC. G-20. Regional Co-operation.

Module - V Trade Policies in India

Foreign trade since independence Direction and composition of India's foreign trade Balance payment crisis - Balance of payments since the new economic reforms of 1991 Recent export and import policies.

Text Books

1. Jhingan, M.L. - International economics
2. Mithani, D.M. - International economics
3. Francis Cherunillam – International Economics
4. Vaish, M.C. – Money Banking and International Economics

References

1. Soderston, B (1991), International Economics: The Macmillan Press Ltd., London.
2. Salvatore, D, (1997), International Economics. Prentice Hall. Upper Saddle River. N.J. New York.
3. Joshi. V, and I.M.D. Little (1998), India's Economic Reforms. 1991-2000. OUP. New Delhi.

Course Outcomes

On successful completion of the course, the students will be able to

Co1 : Understand the principle of comparative advantage and its formal expression and interpretation within different theoretical models.

Co2 : Apply general equilibrium models in analyzing the economic instruments such as tariffs, quotas, export subsidies, free trade areas, customs unions and common markets.

Co3 : Familiar with, knowledge about balance of payment deficit and measures to correct disequilibrium.

Co4 : Familiar with the major recent developments in the world trading system, and be able to critically analysis key issues raised both by the current round of WTO negotiations and by the spread of regional trading arrangements.

Co5 : Understand the trade relations of various countries, import-export procedures and currency exchange rate procedures.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓				✓				✓
CO2		✓						✓		
CO3		✓						✓		
CO4		✓						✓		
CO5		✓						✓		✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester	-	III	Hours	-	6
Core Course	-	X	Credit	-	5

INDUSTRIAL ECONOMICS (P21ECC310)

Objectives :

1. To introduces to the students the various concepts and framework of study of Industrial Economics.
2. To make students to take decision on investment and understand the legal framework based on the xx measurement

Module – I Patterns and Structure

Process and Pattern of Industrialization – Industrial structure and Change – Alternate Patterns – Hoffman’s Hypothesis – Simon Kuznets Interpretation of secular changes in Industrial Development – HB Chenery’s Pattern of Industrial Change.

Module – II Industrial Location Analysis

The General Determinants of Industrial Location – Theories of Industrial Location. Weber – Florence – Losch.

Module – III Industrial Finance

Need – Sources- Internal - External and other Components of funds – Role – Nature-Volume and Types of institutional Finance – IDBI – IFCI- SFCs –SIDC. Commercial Banks – Financial Statement – Balance Sheet- Profit and Loss Account – Assessment of Financial Soundness- Ratio Analysis.

Module – VI Industrial Labour

Structure and Characteristics of Industrial Labour – Employment dimension of Indian Industry: Industrial Legislation. Industrial relations exit policy and Social Security – Wages and Bonus Problems – Labour Market Reforms.

Module – V Project planning and Appraisal

Project Formulation – Project Evaluation – Steps – Methods of project Evaluation- cost Benefit Analysis – Net Present Value (NPV) and Internal Rate of Returns (IRR) criteria.

Text Books:

1. Barthwal.R.R (1985) Industrial Economics – Wiley Estern Ltd, New Delhi
2. Kuchhal. S.C (1980). Industrial Economy of (5th Edition) – Chaitanya Publishing House Allahabad

Reference:

1. Divine P.J. and R.M. Jones et al (1976). An Introduction to Industrial Economics. George Allen and Unwin Ltd., London
2. Cheruniam. F (1994). Industrial Economics Indian Perspective. Himalaya Publishing House Mumbai.
3. Singh. A and Sadhu (1983). Industrial Economics. Himalaya Publishing House. Bombay.
4. Mamoria and Mamoria (2000). Dynamics of Industrial Relations in India. Himalaya publishing House. Mumbai.

Course outcomes:

Co1 - Understand the process and pattern of industrialization.

Co2 - Assess the theories of industrial location.

Co3 - Know the sources of industrial finance.

Co4 - Evaluate the issues of industrial labour and land market reforms.

Co5 - Develop the skills in formulating and evaluating the projects.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
C01	✓									
C02	✓									
C03	✓				✓			✓		
C04	✓									
C05	✓									

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester - III

Hours - 6

Core Course - XI

Credit - 5

MARKETING MANAGEMENT (P21ECC311)

Objectives:

1. To acquire basic knowledge about the functions of market.
2. To understand the product planning and development.

Module – 1 Introduction

Meaning- Nature-Scope and importance of marketing-evolution of marketing-concept-functions of market-objectives-modern marketing concepts- marketing and economic development.

Module-II Market segmentation and consumer behaviour

Meaning-concept-methods-importance-marketing mix-elements-determinants-consumer behaviour –buying motives.

Module III Physical distribution

Importance of distribution –channel-kinds of channel members-factors influencing distribution channel-types of middleman-functions of middleman-inventory-control.

Module IV Promotion

Product promotion – meaning – objectives and methods of product promotion – advertising: meaning objectives and kinds of advertising – scientific advertising – advertising management – personal selling : meaning and importance of personal selling – kinds of salesman – selling process

Module V Marketing and society

Need for consumer protection – measures for consumer protection – consumerism – Evolution and approaches to consumerism – laws to protect consumers.

Text books :

1. Philip kotler : Marketing management practice
2. Gupta C.B & Rajan Nair. N: Marketing Management

Reference :

1. Philip kotler : Marketing management practice
2. Gupta C.B & Rajan Nair. N: Marketing Management

Course outcomes

On the Successful Completion of the Course Students will be able to

Co1 - Understand the behaviour of consumers in marketing.

Co2 - Know the management issues and challenges involved in marketing.

Co3 - Understand how products are priced , promoted and physically distributed.

Co4 - Appreciate importance of advertiment.

Co5 - Know about the consumer protection act.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓									
CO2	✓	✓								
CO3	✓									
CO4	✓									
CO5	✓							✓		

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester–III
Core Course: -XII

Hours - 6
Credit - 3

RESEARCH METHODOLOGY (P21ECC312)

Objectives:

1. To Understand knowledge of research methodology of economics to the students.
2. TO develop skills in research field students and preparing research report.

Module: I Introduction:

Definition of research – objectives of research- significance – characteristics of research – types of research – Pure – Applied, Analytical, Exploratory and Descriptive – Formulating the Research Problem – Criteria of Good Research.

Module:II Sources of Data, Types and Collecting Methods:

Sources of Data: Primary and Secondary Sources – Primary Data Method of Collecting – Observation – Interview – Schedule and Questionnaire – Secondary Data: Sources of Secondary Data and Methods.

Module: III Research Design and Process

Meaning - Essential of Research Design – kinds of research Design – steps and preparation in research Design – Characteristics of Research Design – Research process – Review of Literature.

Module: IV Testing Hypotheses

Definition of Hypotheses – Role of Hypothesis – Types of Hypothesis – Criteria of Good Hypothesis – Testing of Hypothesis: Null Hypothesis and Alternative Hypothesis – Parameter and Static – Type I and Type II Errors – Level of Significance.

Module :V Report Writing

Meaning – Significance of Research Report – Types of Research Report: Technical Report – Popular Report – Steps in Writing Report – Mechanization of Research Report – Format of Research Report – Bibliography.

Text Books

1. C.R. Kothari, Research Methodology, Methods and Techniques – Willey Eastern Ltd, 2010
2. A.N. Sadhu, Research Methodology and Social Science – Himalaya publishing House, 1991.
3. C.R. Kothari and Gavrav Garg, Research Methodology, Methods and Techniques New Age International publishers.

References

1. B.N. Gosh, R Scientific Method and Social Research – Sterling publishers (p) Ltd,1992.
2. C.T. Kurien; A Guide to Research in Economics, Sangam publishers.
3. Parline V. Young, Scientific Social Surveys and Research.
4. Mydral, G. Objectives in Social Research.
5. Parsem, C.J. Thesis and project work.

Course Outcomes:

On the Successful Completion of the Course Students will be able to

CO I: Understand significance, methods of research and how formulate research problem.

CO 2: Learn how to collect data from primary and secondary sources.

CO 3: Prepare research design for their research work.

CO 4: Familiarize in farming and testing of hypotheses.

CO 5: Understand how to write research report.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓		✓		✓	✓	✓			
CO2	✓	✓				✓	✓	✓	✓	✓
CO3				✓	✓			✓	✓	✓
CO4		✓		✓					✓	✓
CO5		✓		✓	✓			✓	✓	✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester -III
Major Based Elective course -III(A)

Hours -6
Credit -4

HUMAN RESOURCE MANAGEMENT (P21EC3MBE3:1)

Objectives

1. To make the students understand the utilization of human resources.
2. To familiarize the students with the measures for human resources.
3. To gain sound knowledge on the principles of human resource management.

Module-I Introduction

Meaning-Significance-Functions-Objectives-Evolution and development of HRM-
Human resource planning: Objectives-Levels-Process-Methods-Challenges of HRM.

Module-II Recruitment and Training

Sources and techniques of Recruitment-Selection procedure-Tested-Interviews-
Placement-Induction training methods – The Training procedure.

Module-III Management Development Programme

Significance of Human Resource Development-Management Development
programmes-Techniques of Management Development-Performance Analysis and
Development-Performance Appraisal-Managerial Appraisal.

Module-IV Career Planning and Job Evolution

Career planning-Succession planning-Career Development-Counselling-
Absenteeism-Managing change-Resistance to change- -Job Evaluation methods-Techniques-
Advantages of Job Evaluation-Problems of Job Evaluation-job Satisfaction.

Module-V Employee Benefits and Services

Reward system-Wage and Salary administration-Bonus-Objectives of Fringe
Benefits-Types of Fringe Benefits-Non Monetary Rewards-Motivation Theories-Leadership-
Team Building-Morale.

Text Books:

- 1.P.Subbaroa-Essentials of Human resource Management and Industrial and Relations-
Himalaya Publishing House.Bombay.
- 2.C.S.VenkataRatnam and B.K.Srivastava-Personnel Management and Human Resources.
- 3.P.C.Tripathi-Personnel Management and Industrial Relations-Sultan Chand&Sons.

References:

- 1.B.S.Bhatia and G.S Batra-Human Resource Management,Deep&Deep Publication
- 2.AnitaBandrjee&RajkumarSen,(2000) Women and Economic Development,Deep&Deep Publications Pvt,Limited,New Delhi.
- 3.Rajkumar,(2000),Women Problems ,Anmol Publications Pvt.Ltd.New Delhi

COURSE OUTCOME

On the successful completion of the course, students will be able to

- CO 1.** understand the importance of human resource management (HRM) , ,
CO 2 .knowledge the different sources , solution process , techniques of requirement and placement with training procedure
CO 3. understand the performance and managerial appraisal.
CO 4 .gain knowledge of methods of job evaluation
CO 5.understand motivation theories.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
C01	✓	✓			✓	✓		✓	✓	
C02		✓	✓	✓	✓	✓		✓		✓
C03		✓	✓		✓	✓				✓
C04	✓		✓	✓	✓			✓	✓	
C05		✓		✓	✓			✓	✓	✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

ADVERTISEMENT MANAGEMENT (P21EC3MBE3:3)

Objectives

1. To study the various concepts of advertisements.
2. To understand the advertisement trends.

Module-I Introductory aspects of Advertisement

Meaning advertising – Purpose and function – Objectives and role – Advertising in Marketing Mix – advertising Process – economics and social implications of advertisement.

Module-II Creativity and its role

Creativity – meaning and sources – development of creative strategy- trend in creative Communication – Contemporary advertising- Government Regulation – Restrictions.

Module-III Advertising Strategy and Organization

Contribution of advertising – strategy – level of decision making – factors influencing Organizational features- organizational approach.

Module-IV Advertising Budget and Research

Advertising Budget- Advertisement as Investment – advertisement Budget Making Process- Advertising Appropriation Practices – advertising Research – Fundamentals of Qualitative and Quantitative Research.

Module-V Future Trend in Advertisement

Future trend of Advertisement – Role of Advertising agents- Competition among agencies- Ethics and Morale of Advertisement – Role of Technology in Advertising, Global Marketing and Advertising.

References:

1. Bastia, G.R.& N.R. Sharma (1996), Effective Advertising Marketing and Sales Management, Mangal Deep Publ., Jaipur.
2. Kumar K.J., K.C. Sethia, G.V. Subramanian and V.G. Suchank, (1999), Advertising Theory and Practice, Himalaya, Mumbai.
3. Mathur, U.C, (2002) Advertising Management New Age, New Delhi.
4. Patel J.S.K. (1988), Salesmanship ND Publicity, Sultan Chand.

Course outcomes :

On the successful completion of the course , the students will be able to

Co 1 : Understand the nature and scope of advertisement.

Co2 : Assess the methods of advertisement.

Co3 : Understand the factors influencing advertisement.

Co4 : Evaluate the theories future advertisement trends.

Co5 : Appreciate the advertisement for business development.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓									
CO2	✓									
CO3	✓									
CO4	✓									
CO5	✓							✓		

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

REGIONAL ECONOMICS (P21EC3MBE3:2)

Objectives

1. To study the regional theories and regional development from multidimensional perspective .
2. To understand the policies of regional development.

Introduction

Need for study of Regional Economics, Definition of a region, Different types of regions, Differences between region and nation, Regional income, Problems of estimation, Indicators of regional development, A City Model, System of Cities, Môn centric city model, Suburbanization, Hotel ling's model.

Models of Regional Growth

Export Base Models, Neoclassical Models, Cumulative Causation Models, Econometric Models, Input Output Models, Multi sector Models and Regional Development Planning, Elements in a spatial Growth Theory, Location constants, Measurement of Agglomeration economies, and Location Preferences, Social and Political factors in regional growth, New economics geography, Rank- size rule.

Factor Mobility in Regional Economy

Inter- regional Migration, Mobility of Capital, Spatial diffusion of innovation and technical progress, The mobility of Managerial talent, Inter- Regional Trade, The basis of interregional trade, Regional trade and factor price equalization, Regional trade and factor migration Regional balance of payments problems.

Theories of Spatial Development

Integration of regional and Urban Economics, Regional dispersion of National growth, Intra- regional concentration, Urban Decentralization, Housing market, Urban transportation.

Urban and Regional Economic Policy Analysis

Urban policy, Regional Policy, Intra- regional concentration, Urban Decentralization, Regional trade and factor migration.

Text Books

1. Harry W Richardson (1969), Regional Economics Location Theory, Urban structure and region change, Weidenfeld and Nicolson, 5 Winsley street London W1.
2. Harry W Richardson (1973), Regional Growth Theory, Macmillan.
3. Harry W Richardson- Elements of Regional Economics, Penguin Modern Economic Text.
4. Harvey Armstrong and Jim Taylor (1978), Regional Economic Policy and its Analysis, First Edition, Philip Allan Publishers Limited, Oxford OX5 4SE.
5. O'Sullivan, Urban Economics, Sixth Edition, McGraw- Hill 2006. [ISBN (0072984767)]

Reference :

1. Cumberland J.H., Regional economic Planning Techniques of Analysis for Less Developed Areas (OECD, paris)
2. Myrdal G., economic theory and under – developed regions (Voram , Bombay).

Course outcomes :

On the successful completion of the course , the students will be able to

Co 1 : Understand the nature and scope of regional economics.

Co2 : Assess the models of regional growth.

Co3 : Understand the factor mobility among the regions .

Co4 : Evaluate the theories of spatial development.

Co5 : Appreciate the urban and regional economic policies.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓									
CO2	✓									
CO3	✓									
CO4	✓									
CO5	✓							✓		

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester- III

Hours - 2

Self Study Course-II

Credit-2

Economics for Competitive Examinations (P21EC3SS2)

1. Advanced Micro Economics:

Marshallian and Walrasian Approaches to Price determinations, Alternative Distribution Theories; Ricardo, Kaldor, Kalecki, Markets Structure: Monopolistic Competition, Duopoly, Oligopoly, Modern Welfare Criteria: Pareto Hicks & Scitovsky, Arrow's Impossibility Theorem, A.K. Sen's Social Welfare Function.

2. Advanced Macro economics: Approaches to Employment Income and Interest Rate determination: Classical Keynes (IS-LM) curve, Neo classical synthesis and New classical, Theories of Interest Rate determination and Interest Rate Structure.

3. Money- Banking and Finance:

Demand for and supply of Money: Money Multiplier Quantity Theory of Money and Keynes's Theory on Demand for Money, Goals and Instruments of Monetary Management in closed and Open Economics, Public Finance and its Role in Market Economy , In stabilization of supply, allocation of resources and in distribution and development. Sources of Govt. revenue, forms of Taxes and Subsidies, their incidence and effects.

4. International Economics:

Old and New Theories of International Trade, Comparative Advantage, Terms of Trade and offer Curve, Product Cycle and Strategic Trade Theories, Trade as an engine of growth and theories of under development in an open economy, Forms of Protection: Tariff and quota. Balance of Payments Adjustments, Trade Blocks and Monetary Unions. – WTO: TRIMS, TRIPS, Domestic Measures.

5. Growth and Development:

Theories of Growth: Harrod's model, Lewis model, Unbalanced growth, Human Capital and Economic Growth, Process of Economic Development of Less developed countries, Economics development and international Trade and investment , Planning and economic development, Welfare indicators and measures of Growth Development and Environmental Sustainability.

ECONOMIC GROWTH AND DEVELOPMENT (P21ECC413)

Objectives:

1. To acquaint different economic theories and Growth models.
2. To provide strong knowledge about determinants and obstacle factors of economic growth and development

Module: I Perspective And Measures Of Economic Growth

Definition – Economic Growth and Economic Development – Distinguish Economic Growth and Development – Obstacle to Economic Development – Determination of Economic Growth and Development: Economic Factors – Non-Economic Factors – Capital Formation : Causes - Low rate of Capital Formation in India.

Module: II Technology And Development

Technology and Economic of Development – Transfer of Technology – Needs and Importance of Technology transfer – Types of TOT – Problems in TOT – Choice of Techniques – Modern Economic Growth – W.W. Rostov Stages of Economic Growth.

Module: III Development Theories And Economic Development

The Schumpeter Theory - Fei - Ranis Theory - Leibenstein Critical Minimum Effort - Bigpush theory – Doctrine of Balanced and unbalanced Growth – Dualistic theory: Dualism – Technical, Behaviour and Social.

Module: IV Models Of Economic Growth

Economic Growth Models – Neo – Classical Growth Model: Harrod – Domar model – Solar Mead, and Mrs. Joan Robinson Growth Model –Lowis model of unlimited Supply of Labour – Fried man’s Model – Growth Model in Indian Planning.

Module V: Social Institutional And Measures Aspects Of Development

Human Development Index (HDI) – Indices of Development and Quality of Life – Food Security – Education and Economic Growth – Health, Nutrition and Economic Development – Theory of Demographic Transition – Population obstacle to Economic Growth – Economic Development and Institution.

TEXT BOOKS:

1. Jhingan, M.L, The Economic of Development and planning, Vrinda Publications (p) Ltd.
2. Kindleberger ; c.p. (1977) Economic Development (3ed edition), Megraw HILL, new York.
3. Ghatak, S. (1986), An Introduction to Development Economics, Allen and Lenwin, Loadon.

REFERENCES:

1. Adelman, I (1961), Theories of Economic Growth and Development, Sanford Unirversity Press, Stanford.
2. Thirwal, A.P (1999), Growth and Development (6th Edition) Macmillan, U.K.
3. Rostow, W.W, Stager of Economic Growth.

Course outcomes :

On the successful completion of the course , the students will be able to

Co1: Understand measures of economic growth.

Co2: Explain the relationship between technology and development.

Co3: Assess the development theories .

Co4 : Evaluate the models of economic growth.

Co5 : Construct human development index.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
C01	✓	✓						✓		
C02	✓							✓	✓	
C03				✓				✓	✓	
C04		✓		✓					✓	✓
C05	✓			✓					✓	✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester -IV
Core course -XIV

Hour - 6
Credit - 4

DEMOGRAPHY (P21ECC414)

Objectives:

1. To teach the students determinants of population growth.
2. To make the students understand the world population policy.

Module-I Demography

Demography: meaning, nature, scope, sources of demographic data and importance. Malthusian theory of population-Optimum theory of population-Theory of demographic transition-Components population growth and their inter-dependence, population and economic development-Effects of population growth on economic development-Measures.

Module-II Determinants of population Growth

Introduction-Fertility-Concepts and measures of fertility-Factors affecting fertility-Mortality: concepts and measures of mortality-Factors affecting mortality-Causes of decline in mortality rate in developing countries. Life Table-Types-Assumption-Methods of constructing Life Table-Importance of LIFE Table-Population Pyramid-Vital Statistics.

Module-III Migration

Introduction-Meaning-Types of migration-Sources of information on internal migration-Methods of measuring internal-Factors leading to internal migration-Factors retarding internal migration Effects of migration-Patterns of migration in india-External migration.

Module-IV Urbanization

Meaning-Methods of measuring the size of urban population-Factors responsible for urbanization-Problems of urbanization-Suggestions-Urbanization in India-Urban agglomeration and appraisal of urbanization in India.

Module-V World Population and Population Policy in India Unequal distribution of world population-Its reasons-Recent trends in world population and projections. Government policy to control population growth-National Policy 2000-Progress in the milestones of Population policy

Text Books:

1. S.N. Agarwal; India's Population problem – Tata McGraw – Hill Co., Bombay.
2. Dutt and Sundaram (2008), Indian Economy, S. Chand & Company, New Delhi.
3. Srinivasan, K. and A. Shariff (1998), India: Towards Population and Demographic Goals, Oxford University Press, New Delhi.

References:

1. S.Bhends, Asha A. and Kanitkar Tara (2000), Principles of Population Studies, Himalaya Publishing House Bombay.
2. Census of India
3. Economic Survey
4. Internet.

Course Outcomes ;

On the successful completion of the course, students will be able to

Co1 : understand the nature and scope of demography.

CO2: gain the knowledge of the determinants of population growth.

CO3: Relays the methods of measuring internal and external migration.

CO4: Understand the growth of urbanization in India.

CO5 : Understand the population policy in India.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		✓						✓		
CO2		✓				✓				
CO3	✓		✓	✓	✓				✓	✓
CO4		✓	✓		✓				✓	
CO5	✓	✓								✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Semester IV	Hours	-	6
Major Based Elective course - IV (A)	Credit	-	4

ENVIRONMENTAL ECONOMICS (P21EC4MBE4:1)

Course Objective

To learn the importance of environment for the economic system and the flow of resources between the two systems and the consequences of pollution to human welfare.

Module - I Introduction

Nature - Scope of Environmental Economics - Basic concepts of environmental economics
Environmental segments - Ecology - Eco-system - Organization and structure of eco-system Relationship between environment and the economy.

Module - II Theories of Environmental Economics

Efficiency in a private economy - Theory of material balance model - Spill-over effects - Externalities Efficiency and social welfare - Internalization of externalities - Solutions to the externalities -Environmental quality as a public good – government failure and environmental damage.

Module - III Economics of Environment

Risks of a deteriorating environment Natural resources and their conservation - Population and environment quality - Economic growth and environmental quality Retarding impacts Green house effect - Acid rain - Climatic Changes.

Module-IV Environmental Pollution

Meaning of pollution — Types of pollution - Soil. Air. Water. Noise - Causes - Impacts of human health, animals and vegetation - Recycling of waste - Pollution and resource use - Cost benefit analysis of pollution control - Direct and indirect methods of pollution control.

Module -V Policy Measures to environment

Basic approaches to environmental policy - Distributive effects of environmental policy - Law and environmental protection in India.

Text Books

1. Sankaran A. - Environmental Economics
2. Karpagam M. - Environmental Economics
3. Agarwal S.K. - Environmental Issues and Theories

References

1. Pearce D.W. - Environmental Economics
2. Senaca J.J. and Taussig M.K. - Environmental Economics
3. Varathrajan and Elogovan - Environmental Economics
4. Bhattacharya, Rabindra, N - Environmental Economics

Course Out Comes

On successful completion of the course the student's will be able to from the view point of economic incentives.

Co1 : Understand the nature and scope of Environmental economics.

Co2 : Assess the theories of Environmental Economics.

Co3 : Assess the Environment from the economic Perspective.

Co4 : Explain the measurement of pollution.

Co5 : Appreciate the policy measures to Environment.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓				✓				
CO2		✓								✓
CO3	✓								✓	
CO4	✓					✓				✓
CO5		✓							✓	✓

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

HEALTH ECONOMICS (P21EC4MBE4:2)

Objectives:

1. To teach the students the importance of health economics.
2. To teach the students the existing health care system, quality of health care problems.

Module – I Health and development

Dimensions of health- Morbidity – Mortality and Life Expectancy. Concept of wellbeing - POLI & HDI. Poverty & Health- Occupational Health Hazards. Determinants of Health - Nutrition and Health- Mal – Nutrition – Under – Nutrition.

Module – I I Introductory Health Economics

Meaning-Scope – Importance of Health Economics. Demand for Health and Health Services – Price elasticity of demand for Health care – Health promotion. Income and Health Linkages – production of Health and Health care: efficient uses of inputs. Cost of Health Services- Estimating cost functions in health care.

Module-III Economic Evaluation of Health

Need for Economic Evaluation- theoretical Bases of Economic Evaluation. Practical steps in Economics Evaluation: Cost Analysis (CA) - Cost Benefit Analysis (CBA)- Cost Effectiveness Analysis (CEA) & Cost Utility Analysis (CUA). Issues in the measurement of costs- Hospital Cost Function- Hospital cost inflation. Measuring benefits in Economic Evaluation- Valuing of Health Outputs- Valuing benefits in money terms.

Module-IV Health Market and Market Intervention

Contracting- Transaction cost- Health sector contracting. Market structure- Imperfect competition- Provider competition in Health Care- Monopoly- Oligopoly and Contestability. Hospital and Health provider Behaviour and Motivation- Profit Maximization. Economics of Regulation- Regulation in Health sector- Review of Regulatory Mechanisms.

Module- V Economics of Health Systems

Health system- Public and Private Health Systems. Health Care Delivery in India- Health care financing- Trends in public Expenditure. Health Insurance- Demand for Health Insurance- Health Insurance market- Social Insurance Systems. Health Sector Reforms- Private- Public Mix- User fees.

Text books :

1. Barbara Mc pake , Lilani Kumanranayake and Cgarles Normand , Heath Economics, and International Perspective.

2. Park , K text Book of Preventive and Social Medicine (jabalpor; bonarsidas bhanot publishers).

Reference :

1. world bank , world development report investing in heath, world development indicators (Oxford University Press)

Course outcome :

On the successful completion of the course , the students will be able to

Co1 : Understand the different determinants of health.

Co2 : Understand the nature and scope of health economics.

Co3: Evaluate the health care programmes.

Co4 : Assess the different market types in the health sector.

Co5: Appreciate the different levels of health system in India.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
C01	✓					✓				
C02	✓									
C03	✓		✓							✓
C04	✓									
C05	✓				✓					

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

Capital market (P21EC4MBE4:3)

Objectives :

1. To create knowledge about capital market , growth and functions.
2. To make the students aware of the concepts, the shares , bonds and debentures.

Module- I Functions and Importance

Capital market – Definition-features – concepts – functions – structure – importance and growth of capital market in India – money market – definition –features –capital market VS money market – Role of Commercial Banks.

Module II Corporate Securities

Long term sources- corporate securities – Equity shares – merits and demerits – preference shares – merits and demerits – Debentures and Bonds – convertible and non-convertible debentures.

Module III Financial Institutions

Financial Institutions - LIC – UTI -IDBI -SIDBI-SFCS- Mutual funds – open and close ended mutual funds – Global depositary Receipts

Module IV Primary Market And Secondary Market

Public Issues Of Shares – Primary Market –Secondary Market – Issue Of Shares At Par and at Premium – Right Issue Of Shares- Issue Of Bonus Shares - Underwriting Of Shares –Merchant Banks - Foreign Institutional Investors .

Module -V Stock Exchange

Stock Exchange - meaning – definition – Characteristics – Functions – listing of securities – dealers in stock Exchange -Capital –securities and exchange Board of India(SEBI)- functions – Powers and performance

Text books

1. Kutchals .C - Corporate Finance
2. Varma and Agawal - Corporate Finance

Reference books

1. Ishwan . c . Dingra - Indian Economic Problems
2. Khan and Jain - corporate finance

Course outcomes

On the successful completion of the course , the students will be able to

Co1 - Understand the functions and importance of capital market.

Co2 – Analyse the instruments of capital market

Co3 - Understand the characteristics and function of financial institutions.

Co 4 – Differentiate primary market from Secondary market.

Co5 – Assess the functioning of Stock Exchange.

Programme Outcomes and Programme Specific Outcomes (PO /PSO)

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓					✓				
CO2	✓					✓				
CO3	✓					✓				
CO4	✓					✓				
CO5	✓					✓				

SECTION – A: 20 X1=20-(Multiple choice questions – 4 Qtns from each unit)

SECTION-B: 5 X5 =25 (Two Qtn from each unit)

SECTION-C: 3 X10=30(One Qtn from each unit)

CORE COURSE – XV PROJECT / DISSERTATION WITH VIVA VOCE

Objectives: To promote original thinking, insemination of knowledge, modulation and innovation of thought, as an exercise, in order to transport the young minds to the expanding horizon of their chosen area of knowledge and transform them into knowledge generators.

Project / Dissertation 80 Marks

2 Reviews	20+20 = 40marks
Report Valuation	40 Marks

Viva voce	20 Marks
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