

**GOVERNMENT COLLEGE FOR WOMENS
(AUTONOMOUS)**

KUMBAKONAM - 612 001

DEPARTMENT OF ECONOMICS



**B.A ECONOMICS REVISED SYLLABUS
EFFECTIVE FROM 2023-2024 ONWARDS**

2023 - 2024

**B.A.,
ECONOMICS**

MODEL SYLLABUS

AUGUST- 2023

**TAMILNADU STATE COUNCIL FOR HIGHER
EDUCATION, CHENNAI - 600 005**

**GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS) KUMBAKONAM
(Curriculum-B.A., ECONOMICS-2023-2024)**

Department: ECONOMICS

Programme Code:UAEC

SEMESTER-I

Part	CourseType	CourseCode	TitleoftheCourse	Hrs/ Week	Credits	Exam Hrs	Marks		
							CIA	ESE	Total
I	LC - I	U231T1	Tamil	6	3	3	25	75	100
II	ELC - I	U231E1	English	6	3	3	25	75	100
III	CC- I	U23ECC101	MicroEconomics-I	5	5	3	25	75	100
III	CC- II	U23ECC102	History of Economic Thought	5	4	3	25	75	100
	GEC - I	U23ECGE1	Principles of Commerce	4	3	3	25	75	100
		U23ECGE2	Fundamentals of Management	4	3	3	25	75	100
		U23ECGE3	Introduction to Sociology	4	3	3	25	75	100
IV	VE	U23IVE	ValueEducation	2	2	3	25	75	100
IV	FC	U23ECIFC	Business Communication	2	2	3	25	75	100
Total				30	22				700

SEMESTER-II

Part	CourseType	CourseCode	TitleoftheCourse	Hrs/ Week	Credits	Exam Hrs	Marks		
							CIA	ESE	Total
I	LC - II	U232T2	Tamil	6	3	3	25	75	100
II	ELC - II	U232E2	English	6	3	3	25	75	100
III	CC- III	U23ECC203	Micro Economics-II	5	5	3	25	75	100
III	CC - IV	U23ECC204	Agricultural Economics	5	4	3	25	75	100
III	GEC-II	U23ECGE4	Urban Economics	4	3	3	25	75	100
		U23ECGE5	Gender Economics	4	3	3	25	75	100
		U23ECGE6	Introduction to E-Commerce	4	3	3	25	75	100
IV	SEC- I	U23EC2SE1	Modern Banking and Insurance	2	2	3	25	75	100
IV	EVS	U232ES	Environmental Studies	2	2	3	25	75	100
Total				30	22				700

SEMESTER-III

Part	CourseType	CourseCode	TitleoftheCourse	Hrs/ Week	Credits	Exam Hrs	Marks		
							CIA	ESE	Total
I	LC - III		Tamil	6	3	3	25	75	100
II	ELC - IV		English	6	3	3	25	75	100
III	CC- V		International Economics -I	5	5	3	25	75	100
III	CC- VI		Statistics for Economics - I	5	4	3	25	75	100
	GEC - III		Principles of Marketing	4	3	3	25	75	100
			Consumer Rights and Awareness	4	3	3	25	75	100
			History of Modern India	4	3	3	25	75	100
IV	SEC - II		Economics for Investors	2	2	3	25	75	100
IV	NMEC - I		Tamilnadu Economy	2	2	3	25	75	100
Total				30	22				700

SEMESTER-IV

Part	CourseType	CourseCode	TitleoftheCourse	Hrs/ Week	Credits	Exam Hrs	Marks		
							CIA	ESE	Total
I	LC - IV		Tamil	6	3	3	25	75	100
II	ELC - IV		English	6	3	3	25	75	100
III	CC- VII		International Economics -II	5	5	3	25	75	100
III	CC- VIII		Statistics for Economics - II	5	5	3	25	75	100
III	GEC - IV		Managerial Economics	4	3	3	25	75	100
			Research Methods in Economics	4	3	3	25	75	100
			Health Economics	4	3	3	25	75	100
IV	SEC - III		Basic Accountancy	2	2	3	25	75	100
IV	NMEC - II		Economic System	2	2	3	25	75	100
Total				30	23				700
Internship/Industrial training*									

***Internship/Industrial training during summer vacation. The credits shall be awarded in Semester V statement of marks.**

SEMESTER-V

Part	CourseType	CourseCode	TitleoftheCourse	Hrs/ Week	Credits	Exam Hrs	Marks		
							CIA	ESE	Total
III	CC-IX		Macro Economics - I	6	5	3	25	75	100
III	CC-X		Fiscal Economics	6	5	3	25	75	100
III	CC -XI		Monetary Economics	5	3	3	25	75	100
III	CC-XII		Development Economics	5	3	3	25	75	100
III	DSE - I		Indian Economy - I	4	3	3	25	75	100
			Rural Economics	4	3	3	25	75	100
			Operations Research	4	3	3	25	75	100
III	DSE - II		Indian Economy - II						
			Behavioural Economics						
			Financial Markets and Institutions						
IV	SEC-IV		Entrepreneurial Economics	2	2	3	25	75	100
IV	AEC - I		Internship/ Industrial training	2	2	3	25	75	100
Total				30	26				700

SEMESTER-VI

Part	CourseType	CourseCode	TitleoftheCourse	Hrs/ Week	Credits	Exam Hrs	Marks		
							CIA	ESE	Total
III	CC-XII		Macro Economics - II	5	4	3	25	75	100
III	CC-XIV		Environmental Economics	5	4	3	25	75	100
III	CC -XV		Computer Applications in Economics	6	3	3	25	75	100
III	DSE -III		Economics of Tourism	5	3	3	25	75	100
			Energy Economics	4	3	3	25	75	100
			Demography	4	3	3	25	75	100
III	DSE - IV		Business Organisation	4	3	3	25	75	100
			Labour Economics	4	3	3	25	75	100
			Basic Econometrics	4	3	3	25	75	100
IV	SEC-V		Event Management	2	2	3	25	75	100
IV	AEC - II		Professional competency skill- General awareness for competitive examinations	2	2	3	25	75	100
IV	GS		Gender studies						
	EA		Extension Activity	-	1	-	-	-	-
Total				30	26				700

Semester	-	I	Hours	-	6
Core course Code	-	U23ECC101	Credit	-	5

MICRO ECONOMICS - I

Learning Objectives

- To Equip the economic behaviours of individual units of the society.
- To describes the consumer behaviour and utility analysis
- To impart knowledge on demand and supply concepts
- To identify the relevance of Production and returns to scale of Production
- To know the costs and profit maximisation

UNIT I Basic Concepts

Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms – Fundamental Economic Problems -Market Mechanism and Resource Allocation.

UNITII Utility Analysis

Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves– Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects.

UNITIII Demand and Supply Analysis

Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Elasticity of Demand: Types - Engel’s Law -Supply – Law of Supply – Determinants –Elasticity of Supply and its Types

UNITIV Production Analysis

Production Function– Law of Variable Proportions- Laws of Returns to Scale-Isoquant’s-Types of Production Function- Leontif Production function

UNITV Cost and Revenue Concepts

Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue –Relationship between AR, MR.

Textbooks

1. Robert Pindyck and Daniel L. Rubinfeld, (2001) Micro Economics, Macmillan
2. Hal R. Varian (2004), Intermediate Micro Economics (East-West Press: New Delhi)
3. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
4. Ahuja H.L (2016) Principles of Microeconomics, S.Chand
5. Timothy Taylor, Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services.

Reference Books

1. Koutsoyiannis (2003), Modern Microeconomics Palgrave Macmillan (UK) 2nd Edition.
2. Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
3. Dwivedi, D.N (2002), Microeconomics: Theory and Applications, 2nd ed., Pearson
4. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)
5. Karl E. Case and Ray C Fair (2007), Principles of Economics, Pearson Prentice Hall Inc Singapore South Asia

Web Resources

1. <http://www.econlib.org/library/enc/microeconomics.html>
2. <https://www.tutor2u.net/economics>
3. <https://www.economicsnetwork.ac.uk/>
4. <https://www.cliffsnotes.com/study-guides/economics/introduction/microeconomics>
5. <http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf>

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1.	Understand the meaning of basic concepts and the need for the study of Microeconomics.	PO1,PO2
2.	Evaluate the Types of Utility and Consumer Behaviour.	PO2,PO3
3.	Acquire knowledge on various market equilibrium, Demand and Supply Functions	PO1,PO2
4.	To understand the meaning of Production Functions	PO1
5.	To understand the theory of firms, Cost and Revenue	PO1

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	2	2	2	2	2	3	2	3
Weightage	14	14	14	14	13	15	13	15
Weighted percentage of course contribution to POS	2.8	2.8	2.8	2.8	2.6	3.00	2.6	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	2	2	2
CO3	3	3	3	3	3
CO4	3	3	3	2	2
CO5	3	3	3	2	2
Weightage	15	15	14	11	11
Weighted percentage of Course Contribution to PSOs	3	3	2.8	2.2	2.2

Semester	-	I	Hours	-	6
Core course Code	-	U23ECC102	Credit	-	5

HISTORY OF ECONOMIC THOUGHT

Learning Objectives

- To explain the nature and scope of economic thought and its principle
- To understand the classical economists ideology and theory of Marx
- To know the Kenesian revolution and its analysis
- To build the Marginalism Revolution and its operations
- To describes the thoughts of various Nobel laureates in economics

UNIT I Pre-Classical Thought

Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism-
Main Principles – Important Mercantilists- Physiocracy - Main concepts - Important
Physiocrats

UNIT II Classical Economists and Karl Marx

Adam Smith- Division of Labour- Theory of Value- Laissez Faire- Canons of
Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of Trade- Malthus-
Theory of Population –Theory of Gluts –Karl Marx-Theory of Surplus Value -Breakdown
of the Capitalist System

UNITIII Neo-Classical and Institutional Thought

The Marginalist Revolution- Marshall: Value and Role of Time – Marginal Utility
and Consumer’s Surplus – Distribution – Marshallian Concepts – Representative Firm,
Economies of Scale, Quasi-Rent- Institutional Economics – Veblen – Mitchell –
J.R.Commons.

UNITIV Keynesian Revolution and Modern Thought

Keynes – Psychological law of Consumption- Effective Demand-Theory of
Employment-- Schumpeter’s Theory of Innovation - Hicks theory of Trade Cycle- New
Keynesian Economics- New classical Economics –Rational Expectation Hypothesis.

UNITV Nobel Laureates in Economics and Indian Economic Thought

Nobel Laureates in Economics – Paul A Samuelson – Kuznets – Hicks – Myrdal –
Milton Friedman – Recent Nobel Laureates (Last Three Years)- Indian Economic
Thought – DadabhaiNaoroji- Mahatma Gandhi-B.R. Ambedkar – Amartya Sen – Sen’s
Capability Approach –Poverty and Inequality.

Textbooks

1. Lokanathan, V, History of Economic Thought, S Chand & Co Ltd.
2. Bhatia, H.L. (2018), History of Economic Thought, S Chand & Co Ltd.
3. SrivastavaS.K (2002) History of Economic Thought, S.Chand Publication.
4. M.L Jhingan ,M.Girija , L.Sasikala “History of Economic Thought” 3rd Edition, Virnda
Publication 2014.
5. R.R.Paul “History of Economic Thought” ,Kalyani Publisher,2018.

Reference Books

1. Amartya Sen (1982), Welfare and Measurement, Oxford University Press, New Delhi.
2. Gandhi, M.K. (1938), Economics of Village Industries, Navjivan Publishers, New Delhi.
3. T.N.Hajela, (2015), History of Economic Thought Ane Students Edition 18th Edition.
4. Gide and Rist,(2014) , A History of Economic Doctrines, Nabu Press.
5. V.Lokanathan (2009) “A History of Economic Thought: S.Chand& Co Limited.

Web Resources

1. <https://www.hetwebsite.net/het/>
2. <https://thoughteconomics.com/>
3. <https://www.nobelprize/economic-sciences/>
4. <https://www.aeaweb.org/resources/students>
5. <https://sites.google.com/site/maeconomicsku/home>

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Acquire knowledge on the subject matter of History of Economic Thought.	PO1
2	Understand the contributions of the Classical Ideas of Economics.	PO1,PO2
3	Describe Neo Classical and Institutional Economic Ideas	PO1,PO2
4	Examine the Keynesian School and Modern Economic Ideas	PO1,PO2
5	Understand the contribution of Nobel Laureates and Indian Economic Ideas	PO1,PO2,PO8

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3	3
CO 5	2	2	2	2	3	2	3	3
Weightage	14	14	14	14	14	14	15	15
Weighted percentage of course contribution to POS	2.8	2.8	2.8	2.8	2.8	2.8	3.00	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	2
CO3	3	3	3	3	3
CO4	3	3	2	2	2
CO5	3	3	3	3	3
Weightage	15	15	14	12	12
Weighted percentage of Course Contribution to PSOs	3	3	2.8	2.6	2.6

Strong-3 M-Medium-2 L-Low-1

Semester	- I	Hours	-4
GENERIC ELECTIVE COURSE Code	-U23ECGE1	Credit	- 3

PRINCIPLES OF COMMERCE

Objectives:

1. To teach the students to understand the fundamentals of commerce
2. To study about the fundamentals of insurance.

Unit-I Functions of Banks

Types of Deposits - Methods and purposes of learning - Special services rendered by Commercial Banks - Bank Balance Sheet.

Unit - II Elements of Trade

Internal and International Trade - Trade barriers - WTO and its functions - Chamber of Commerce - Role of Government

UNIT- III Transport System

Surface , Water and Air Transport - Relative Advantages - Transport Coordination - Problems.

Unit - IV Fundamentals of Insurance

Life Insurance - Marine Insurance - Fire Insurance - Governing Principles- Advantages of Insurance.

Unit - V Consumerism

Consumerism Rights - Consumer Protection - Consumer Councils - Functions.

Text Books:

1. Bhushan - Business organisation
2. O.R kirshnaswamy - Essentials of commerce

Reference Books

1. Kathireshan and Ratha - Business Organisation
2. Sherlakar S.A - Modern Business Organisation and management

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Analyse the Functions of Banks and its Profit and Loss Returns	PO1
2	Understand the term trade and commerce ,WTO.and its Functions.	PO1,PO2
3	Analyse the transport system	PO1,PO2
4	Appreciate the significance of Insurance	PO1,PO2
5	Gain the knowledge of Consumer Rights, Councils and its Functions	PO1,PO2,PO8

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3	3
CO 5	2	2	2	2	3	2	3	3
Weightage	14	14	14	14	14	14	15	15
Weighted percentage of course contribution to POS	2.8	2.8	2.8	2.8	2.8	2.8	3.00	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	2	2
C02	3	3	3	2	2
C03	3	3	3	3	3
C04	3	3	2	2	2
C05	3	3	3	3	3
Weightage	15	15	14	12	12
Weighted percentage of Course Contribution to PSOs	3	3	2.8	2.6	2.6

Strong-3 M-Medium-2 L-Low-1

Semester	- I	Hours	- 4
GENERIC ELECTIVE COURSE Code	-U23ECGE2	Credit	- 3

FUNDAMENTALS OF MANAGEMENT

Learning Objectives

- To provide students with the basic concepts of Management.
- To probe the planning concepts and its objectives
- To analyze the Organizational Levels in an Organization
- To describes the motivation and satisfaction and its elements
- To know the importance of Quality Checks.

UNIT I Introduction

Management – Definition-scope – Schools of Thought in Management-Levels of Management-Role and Functions of a Manager

UNITII Planning

Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

UNITIII Organisational Levels

Types of Business Organizations – Structure- Span of Control – Departmentalisation-Selection, Training and Development, Performance Management, Career Planning ,and Management

UNITIV Directing

Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.

UNITVControlling

Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control – Maintenance Control – Quality Control – Planning Operations.

Textbooks

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter,(2011) “Fundamentals of Management” 7th Edition, Pearson Education
2. Tripathy PC & Reddy PN,(1999) “Principles of Management”, Tata McGraw Hill.
3. Pillai R.S.N and Kala .S (2013) Principles And Practice Of Management S.Chand& Co and Company.
4. Ricky Griffin, “Fundamentals of Management”, Cengage Learning, (2016)
5. Pardeep Kumar and Amanjot Sachdeva, “Fundamentals of Management”,S. Chand Publishing, (2012)

Reference Books

1. Dr. C.B. Gupta and Dr. Shruti Mathur (2022) Management Principles and Applications, Scholar Tech Press
2. Neeru Vasisth and Vibhuti Vasishth (2019)Principles of Management Text &Cases ,Taxman Publication
3. R.C Bhatiya, “Fundamentals of Management”, S.K Kataria &Sons, 2013
4. L.M Prasad, “Principles and Practice of Management,2021

5. Dr.N.Mishra and Dr.O.P.Gupta, "Fundamentals of Management", SBPD Publishing House, 2022

Web Resources

1. <http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf>
2. <https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-of-management-introduction-and-concepts/>
3. <https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf>
4. <https://in.sagepub.com/en-in/sas/journal-of-management/journal201724>

CO	On completion of this course, students will	
1	Understand the foundations and importance of Management.	PO1
2	Demonstrate an understanding of Planning	PO2,PO3
3	Analyze the organisational levels and Process of selection	PO1,PO2,PO3
4	Discuss the relevance of Organizational Culture	PO1,PO2,
5	Examine the importance of quality control	PO4

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3	3
CO 5	3	2	3	2	3	2	3	3
Weightage	15	14	15	14	14	14	15	15
Weighted percentage of course contribution to POS	3.0	2.8	3.0	2.8	2.8	2.8	3.0	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	3
CO3	3	3	3	2	3
CO4	3	3	2	2	2
CO5	3	3	3	3	3
Weightage	15	15	14	11	13
Weighted percentage of Course Contribution to PSOs	3	3	2.8	2.2	2.6

Strong-3 M-Medium-2 L-Low-1

Semester	- I	Hours	- 4
GENERIC ELECTIVE COURSE Code	-U23ECGE3	Credit	- 3

INTRODUCTION TO SOCIOLOGY

Learning Objectives

- To understand the nature and scope of sociology and its development
- To identify the origin and development of sociology and its basic concepts
- To evaluate stages and agencies of socialization
- To understand social stratification and its determinants
- To know the social change, evolution and revolution

UNIT I Introduction

Definition – Nature and Scope of Sociology –Origins and development of Sociology – Founding fathers and their contributions: Auguste Comte, Herbert Spencer, Karl Marx, Emile Durkheim and Max Weber –Sociology and other social sciences

UNITII Basic Concepts of Sociology

Society, Community, Institutions, Association, Social Structure, Status – Role, Norms, and Values; Folkways and Mores, Associative and Dissociative processes – Cooperation- Assimilation-Accommodation- Competition and Conflict

UNITIII Individual and Society

Individual and Society- Socialization- Stages and Agencies of Socialization- Types of Groups – Primary and Secondary Groups, In-Group and Out-group, Reference Group.

UNIT IV Social Stratification

Social Stratification: Meaning, Definition and Dimensions –Social mobility and its determinants.

UNIT V Social Change

Meaning and Types: Evolution and Revolution, Progress and Development — Factors of Social Change-Culture and Civilization

Textbooks

- 1 Bottomore, T.B. (1972). Sociology: A guide to problems and literature. Bombay.
- 2 Jayaram, N. (1988). Introductory sociology. Madras: Macmillan India.
- 3 Sachdeva Vidya Bhushan D.R(2020) An Introduction to Sociology, Kitab Mahal
4. John.J.Macionis, "Sociology", Pearson, 17th edition, 2018
- 5..N Shankar Rao, "Sociology: Principles of Sociology with an Introduction to Sociology Thought", S.Chand Publication, 2019

Reference Books

1. George Allen and Unwin (India). Harlambos, M. (1998). Sociology: Themes and perspectives. New Delhi: Oxford University Press.
2. Inkeles, Alex. (1987). What is sociology? New Delhi: Prentice-Hall of India.
3. Johnson, Harry M. (1995). Sociology: A systematic introduction. New Delhi: Allied Publishers.
4. Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
5. Bogue, D.J. (1969), Principles of Demography, John Wiley, New York

Web Resources

1. <https://data.worldbank.org/indicator/SP.POP.TOTL>
2. <https://www.iom.int/>
3. <https://libguides.humdolt.edu>
4. <https://openstax.org/books/introduction-sociology-3e/>
5. <https://www.sociologygroup.com/important-books-free-notes-sociology-optional/>

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the contributions of sociologists in the field of sociology	PO1,PO2
2	Understand the basic aspects of Sociology	PO1,PO2
3	Examine the impact of individuals, groups and society	PO1, PO5,PO7
4	Understand the dimensions of social stratification	PO2,PO7
5	Analyze and design Policy for social change	PO2,PO3,PO7

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	2	3	3	2	3	2	3	3
Weightage	14	14	14	14	14	15	14	15
Weighted percentage of course contribution to POS	2.8	3.00	3.00	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	3	2
CO3	2	3	3	3	2
CO4	3	3	2	3	3
CO5	3	3	3	3	2
Weightage	15	15	14	15	11
Weighted percentage of Course Contribution to PSOs	3	3	2.8	3	2.2

Strong-3 M-Medium-2 L-Low-1

Semester	- I	Hours	- 2
FOUNDATION COURSE Code	- U23ECIFC	Credit	- 2

BUSINESS COMMUNICATION

Learning Objectives

- To know the meaning objectives and role of communication and media
- To understand the need and importance of communication in management
- To apply the need and function of business letter
- To study the business correspondents with insurance and other organisation
- To understand the meaning and importance of report writing

UNIT I Communication

Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics for Successful Communication

UNITII Communication in Management

Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.

UNITIII Business Letters

Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.

UNITIV Correspondence

Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence

UNITV Report Writing

Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.

Textbooks

1. Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.
2. Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.
3. Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business Mc Graw Hill Education
4. Scott Mclean, "Business Communication for Success", Flat World Knowledge, 2010
5. Virander K. Jain, "Business Communication", S. Chand Limited, 2008

Reference Books

1. Kumar, R. (2010). Basic Business Communication. Excel Books India.
2. Bovee, C. L. (2008). Business Communication today. Pearson Education India.
3. Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing.
4. Mary Ellen Guffy and Dana Loewy (2012) Essentials of Business Communication Cengage Learning.
5. C.B.Gupta (2019) Essentials of Business Communication Cengage Learning India Pvt. Ltd

Web Resources

1. https://www.managementstudyguide.com/business_communication.htm
2. <https://studiousguy.com/business-communication/>
3. https://www.indeed.com/career-advice/resumes-cover-letters/business_communication-skills
4. https://www.softskillsaha.com/what-is-meaning-of-business-communication_skills.php
5. <https://www.mindtools.com/page8.html>

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1.	Understand the basics of communication and its Process, Elements, and its importance.	P01,P02
2.	Acquire communication skills.	P01,P04
3.	Employ the art of report preparation and writing Business Letters	P02,P06
4.	Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.	P05,P06, P08
5.	Employ the art of report preparation	P04,P06,P07

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	3	3	3	2	3	2	3	3
Weightage	15	14	15	14	14	15	14	15
Weighted percentage of course contribution to POS	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	3
CO2	2	2	3	3	3
CO3	3	2	2	3	3
CO4	2	2	3	2	2
CO5	2	2	3	3	3
Weightage	11	11	13	14	14
Weighted percentage of Course Contribution to PSOs	2.2	2.2	2.6	2.8	2.8

Strong-3 M-Medium-2 L-Low-1

Semester	-	II	Hours	-	5
Core course Code	-	U23ECC203	Credit	-	5

MICROECONOMICS-II

Learning Objectives

- To equip the students to gain knowledge on the market structures
- To analyse the monopoly and price discrimination in the market
- To probe the monopolistic and oligopoly competitions and its operation
- To enrich the students about the Theories of Distribution
- To understand the concepts of Welfare Economics

UNIT I Perfect Competition

Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis.

UNIT II Monopoly and Price Discrimination

Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– Price Discrimination–First Degree, Second Degree and Third-Degree Price Discrimination – Dumping.

UNIT III Monopolistic and Oligopoly Competition

Monopolistic Competition–Features– Product Differentiation–Market Equilibrium and Short Run and Long Run- Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership.

UNIT IV Distribution Theory

Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.

UNIT V Welfare Economics and General Equilibrium

Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium.

Textbooks

1. Robert Pindyck and Daniel L.Rubinfeld,(2001) Micro Economics,Macmillan.
2. Hal R. Varian (2004), Intermediate Micro Economics East-West Press: New Delhi.
3. Walter Nicholson and Christopher Snyder, Micro Economic Theory - Basic Principles and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016.
4. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
5. Timothy Taylor,Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services.

Reference Books

1. Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2nd Edition.
2. Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
3. Case & Fair, Principles of Economics Myeconlab series 8thEdn.
4. Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition
5. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)

Web Resources

1. <https://open.umn.edu/opentextbooks/subjects/economics>
2. <https://global.oup.com>
3. <https://www.economicsnetwork.ac.uk>
4. <https://edge.sagepub.com/sextonmicro8e>
5. <https://www.aeaweb.org/resources/students>

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the equilibrium conditions in Perfect Competition.	PO1, PO2
2	Analyze the equilibrium conditions under Monopoly Market Structure.	PO1,PO2
3	Describe the Market Equilibrium under Monopolistic and Oligopoly Market.	PO1,PO2
4	Know the importance of theories of Distribution.	PO1,PO2
5	Evaluate the aspects of Welfare Economics and General Equilibrium.	PO2,PO3,PO7

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	2	3	2	3	3	2	3	3
Weightage	14	15	14	15	14	14	14	15
Weighted percentage of course contribution to POS	2.8	3.00	2.8	3.00	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1 Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	2	2
CO3	3	3	3	2	3
CO4	3	3	3	2	2
CO5	3	3	3	3	3
Weightage	15	15	15	12	12
Weighted percentage of Course Contribution to PSOs	3	3	3	2.4	2.4

Strong-3 M-Medium-2 L-Low-1

Semester	-	II	Hours	-	5
Core course Code	-	U23ECC204	Credit	-	5

AGRICULTURAL ECONOMICS

Learning Objectives

- To probe into the various issues in agricultural Labour
- To understand the marketing, Finance and Price Policy of Agriculture
- To study the impact of Agriculture on Indian Economic Scenario.
- To assess the Sustainable agriculture Development In India
- To familiarize students about the significance of Sustainable Agriculture.

UNIT I Introduction

Scope and significance of Agriculture- Role of Agriculture in India's Development- Inter-sectoral Linkages - Farm Management: Definition and Principles- Management of Risks in Agriculture.

UNIT II Agricultural Labour

Agricultural labour: Definition - Types - Supply of Labour -Problems - Rural Unemployment: Types, Consequences and Remedial Measures- Minimum Wages for Agricultural Workers- Recent Wage and Self-Employment Programmes

UNIT III Agricultural Finance

Agricultural Finance: Meaning, Nature, Types, Sources and Problems of Agricultural Finance- Cooperatives in Rural Finance- Role of Commercial Banks and NABARD - Farm Capital - Meaning, Types and Marginal Efficiency of Farm - Agricultural Capital Formation

UNIT IV Agricultural Price Policy

Objectives and need of Agricultural Price Policy - Stability and Trends in Agricultural Prices - Evaluation of Agricultural Price Policy in India - Agricultural Exports - Current Issues in Indian Agriculture.

UNIT V Sustainable Agriculture and Food Security

Development issues: Poverty, Inequality, Unemployment and Environmental Degradation - Green Revolution: Recent Developments- Methods and Issues - Population and Food Supply- Food Security and Public Distribution System in India.

Textbooks

1. Lekhi R.K. and Joginder Singh, (2015), Agricultural Economics: An Indian Perspective, Kalyani Publishers, Ludhiana.
2. Sadhu An, Singh Amarjit and Singh Jasbir, (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi
3. Mridula Mishra, (2010), Agriculture and Food Economics, Serials Publication, New Delhi.
4. John B.Penson,Jr, Oral Capps, Jr, C.ParrRosson III, Richard. T. Woodward, "Introduction to Agricultural Economics", Pearson Publications,2017.
5. Dr.B.P.Tyagi, "Agricultural Economics & Rural Development", Jai Prakashnath& Co., 2017.

Reference Books

1. Janardhana Rao. N, (2005), Indian Agriculture: Issues and Perspectives, ICFAI University Press, Hyderabad.
2. Gray, L. C. (2013). Introduction to Agricultural Economics. Read Books Ltd.
3. Barkley, A., & Barkley, P. W. (2016). Principles of Agricultural Economics. Routledge.

4. Cramer, G. L., Jensen, C. W., & Southgate Jr, D. D. (2001). Agricultural Economics and Agribusiness (No. Ed. 8). John Wiley and Sons.
5. Colman, D., & Young, T. (1989). Principles of Agricultural Economics: Markets And Prices In Less Developed Countries. Cambridge University Press.

Web Resources

1. <https://icar.org.in/>
2. <https://www.icrisat.org/>
3. <https://www.nabard.org/>
4. <https://www.fao.org>
5. <https://farmer.gov.in/mspstatements.aspx>

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the relevance of Agricultural Economics and Development	PO1,PO2
2	Examine the importance of Agricultural Labour in Rural Development	PO1,PO2
3	Identify the sources and importance of Agricultural Finance.	PO3, PO7
4	Analyze the trends in Agricultural Prices	PO1, PO2,PO3
5	Evaluate the Major issues pertaining to Agriculture.	PO3,PO4

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	2	2	3	3	3
CO 4	3	3	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	2	3
Weightage	14	14	15	14	15	15	14	15
Weighted percentage of course contribution to POS	2.8	2.8	3.0	2.8	3.0	3.0	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	2	3	2	3	2
CO3	3	3	3	3	3
CO4	3	3	2	3	3
CO5	3	3	3	3	3
Weightage	14	15	13	15	13
Weighted percentage of Course Contribution to PSOs	2.8	3	2.6	3	2.6

S-Strong-3 M-Medium-2 L-Low-1

Semester	- II	Hours	- 4
Generic Elective course Code	-U23ECGE4	Credit	- 3
URBAN ECONOMICS			

Learning Objectives

- To know the role of Urban Economics and its growth structure
- To understand the basic economic principles in Urban Economics.
- To describes the various urban infrastructures and its functions
- To provide understanding about urbanization and its aspects.
- To familiarize the students about migration and its relevance in urban development.

UNIT I Introduction

Definition of Urban Economics- Nature and Scope of Urban Economics - Density, Urbanization - Definition of a City and Metropolitan area - Urban structure and Urban growth .

UNIT II Concept, Causes and Problems of Urbanisation

Urbanization – Concept– Urban Morphology - Causes and Issues of Urbanization- Sustainable Urbanization.

UNIT III Urban Infrastructure

Urban Infrastructure- Transportation – Electricity - Water Supply - Slums, Housing and Urban Renewal -Public Health.

UNIT IV Migration Theories

Theories of Rural Urban Migration –Ravenstein’s Law of Migration- Stouffer’s theory of Mobility- Lee’s theory- Reasons for Migration: Push and Pull factors.

UNIT V Policies for Urban Development

Policies and Programmes for Urban development - Measures to Control Urban Growth - Integrated Development of Small and Medium Towns- Smart Cities in India

Textbooks

1. Ahluwalia, I.J., Kanbur, R., & Mohanty, P.K. Urbanization in India, Sage Publications, New Delhi. (2014)
2. Hartwick, John M,(2015) Urban Economics, Routledge.
3. Arthur O’ Sullivan, Urban Economics, Tata McGraw Hill, 2009.
4. Douglas.M. Brown, “ Introduction to Urban Economics”, 2013
5. John F. McDonald, Daniel P. McMillen, “Urban Economics and Real Estate:Theory and Policy”, Wiley, 2011

Reference Books

1. Briance A and Ravinder Singh, (edited) (1995), Housing the Urban Poor, Policy and Practice in Developing Countries, (Sage Publications, New Delhi).
2. Fred Durr (1971),The Urban Economy (London, Index Educational Publishers).
3. Harris Tondon (1973), Introduction to Urban Economic Analysis and Policy New York.
4. Lolyd R Dowin and Associates (1969), Planning Urban Growth and Regional Development (London :MT.Press).
5. Mark Garrett(1996), Transportation Planning (Sage Publications, New Delhi).

Web Resources

1. <https://smartcities.gov.in/>
2. <http://www.moud.in/>
3. <https://urbaneconomics.org/>
4. <https://www.iom.int/>
5. <https://refugeesmigrants.un.org/>

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Acquire knowledge on the subject matter of Urban Economics	PO1
2	Gain Knowledge on Urbanization and its Impact	PO1,PO2
3	Understand and analyse the Urban Infrastructure	PO1,PO2
4	Analyze the impact of Migration	PO2,PO4
5	Apply various ideas and policies in Urban Economics.	PO4

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	2	2	2	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Weightage	15	14	14	14	15	15	15	15
Weighted percentage of course contribution to POS	3.0	3.0	3.0	2.8	3.0	3.0	3.0	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	3
CO2	3	3	3	2	3
CO3	3	3	2	3	3
CO4	3	3	2	3	3
CO5	3	3	2	3	3
Weightage	15	14	2	13	15
Weighted percentage of Course Contribution to PSOs	3	2.8	2.4	2.6	3

S-Strong-3 M-Medium-2 L-Low-1

Semester	- II	Hours	- 4
Generic Elective course Code	-U23ECGE5	Credit	- 3
GENDER ECONOMICS			

Learning Objectives

- Students will be able to sensitize on issues that is related to gender
- To understand the conceptual clarification of women and work
- To analyse the Women in Organized and Unorganized Sectors in an Economy
- Identify the marginalization of women in economic theory and in the economy
- Incorporate gender in mainstream policy making

UNIT I Introduction to Gender Analysis and Economics

Definition - Gender - Gender Analysis: Purpose and Scope - Feminist Perspective in Economics - Classical and Neoclassical Economics- Post Keynesian Economics- Economic Measurements - Empirical Challenges.

UNIT II Development and Anti - Development

Development Versus Anti-Development - Women In Development (WID)- Women and Development (WAD)-Gender And Development – Women And Empowerment-Women And Environment – Ecofeminism.

UNIT III Women and Work – A Conceptual Clarification

Invisibility of Women – “Statistical Purdah” - A Critique of Methods, Concepts, Definitions Employed in Economic Theory- A Critique of The Data System In India (Application) - Measures To Rectify This Invisibility

UNIT IV Marginalization of Women

Women Sidelined – Gender – Discrimination Theories - Women in The Labour Market – Sexual Division of Labour, Wage Differentials, Micro Credit - Women in The Organized and Unorganized Sectors Of The Indian Economy (Application) - Feminization Of Work and Feminization Of Poverty

UNIT V Gender, The Economy and Related Issues

Population – Demographic Features - Health and Education - Policy Measures – Government and NGOs– Gender Budgeting

Textbooks

1. Jaya Shrivatsava(2018) Gender Discrimination and Inequality in Contemporary India: Dimensions and Voices of Protests, Kalpaz Publications.
2. Caroline Criado Perez(2019) Invisible Women: Data Bias in a World Designed for Men, Harry N.Abrams.
3. Mukesh Eswaran (2020)Why Gender Matters in Economics Princeton University Press
4. K.R.Gupta, “Gender Problems and Policies”, Atlantic, 2009.
5. Joyce Jacobsen , “The Economics of Gender”, Wiley – Blackwell Publisher 3rd Edition, 2007

Reference Books

1. GOI (1987), Shram Shakti, Report on the National Commission on Self – employed Women and Women in the Informal Sector New Delhi.
2. Julie A Nelson (1996), Feminism, Objectivity and economics, Routledge, London.
3. Krishnaraj, Maithreyi and Joy P. Deshmukh(1991), Gender in Economics, Ajantha Publishers, New Delhi
4. Loutfi, MF(ed.)(2002), Women, Gender & Work, Rawat Publishers, New Delhi

5. Krishnaraj, M., and M.P.D. Joy. Gender in Economics. Ajantha, New Delhi, 1991

Web Resources

1. <https://www.unwomen.org/en/how-we-work/intergovernmental-support/world-conferences-on-women>
2. <https://wcd.nic.in/>
3. <https://www.tn.gov.in/department/30>
4. <http://icds-wcd.nic.in/>
5. <http://ncw.nic.in/>

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Recognize needs for Gender Analysis	PO1,PO5
2	Analyze the role of gender in development	PO1,PO2,PO5
3	Identify the reasons behind the marginalization of women	PO2,PO5
4	Formulate policies to include the excluded	PO5, PO7
5	Integrate gender in Mainstream Economics	PO3, PO7

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	2	3	2	2	3	3	3
CO 4	3	3	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	2	3
Weightage	14	14	15	14	15	15	14	15
Weighted percentage of course contribution to POS	2.8	2.8	3.0	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	2	3	2	3	3
CO4	3	3	2	3	3
CO5	3	3	2	3	3
Weightage	14	15	10	15	15
Weighted percentage of Course Contribution to PSOs	2.8	3	2	3	3

S-Strong-3 M-Medium-2 L-Low-1

Semester	- II	Hours	- 4
Generic Elective course Code	-U23ECGE6	Credit	- 3

INTRODUCTION TO E- COMMERCE

Learning Objectives

- To learn the nature and concepts of E-commerce in India
- To understand the various business models for E-Commerce and its uses
- To analyse the Various on line business transactions and its applications
- To explain the E-Promotion and consumer protection and its latest amendments
- To update the students on various methods of E-payment systems and tis risks.

UNIT I Introduction

Meaning - Nature - Concepts - advantages and disadvantages - online Transaction - Types of E-Commerce - Growth of E-Commerce in India.

UNIT II Business Models for E-commerce

E-commerce Models - Business-to-Business (B2B) - Business- to- Consumer (B2C) - Consumer-to-Consumer (C2C) - Consumer-to-Business (C2B) - Direct to Customer (D2C) - Peer-to-Peer (P2P) - Brokerage Model - Aggregator Model.

UNIT III Online Business Transactions

E-Commerce Applications in Various Industries- Banking, Insurance, Payment Of Utility Bills - Online Marketing /E-Tailing (Popularity, Benefits, Problems and Features) -Online Services (Financial, Travel and Career) /Auctions, Online Portal, Online Learning - Publishing and Entertainment - Online Shopping

UNIT IV E-Promotion and Consumer Protection

E Advertising techniques: Banners, Sponsorships, Portals, and online coupons- Role of Influencers in Social Media- Marketing-Porters Value Chain Model-E-Commerce and consumers-Consumer Protection (E-Commerce) Rules 2020 and Latest Amendments

UNIT V E- Payment System

Models and Methods of e-Payments (Debit Card, Credit Card, Smart Cards, e-money) - Digital Signatures (procedure, working and legal position) - Payment Gateways - Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer - Automated Clearing House - Automated Ledger posting - Risks involved in e-payments.

Textbooks

1. Bajaj K.K and Debjani Nag (2017), E-commerce, McGraw Hill Educatio
2. Chhabra T.N , Suri and Sanjiv Varma (2005) E-Commerce, Dhanpat Rai & Co
3. Dr.K. Abirami Devi and Dr.M. Alagammal, "E- Commerce", Margaham Publication,
4. Amir Manzoor, "E- Commerce: An Introduction", Lambert Academic Pubishing,2010
5. Dr. Shivani Arora, "E-Commerce", Taxmann Publishing, 2017

Reference Books

1. Pandey (2013) Ecommerce and its Applications , S.K. Kataria& Sons
2. Kenneth C. Laudon and Carlo Guercio Traver(2020) , E-Commerce, Pearson Education.

3. Pralok Gupta (2020) E-commerce in India: Economic and Legal Perspectives, SAGE Publications India Pvt Ltd
4. David Whitley (2017) E - Commerce: Strategy, Technologies and Applications,
5. Joseph P.T ., S.J (2019) "E-Commerce : An Indian Perspective" PHI Learning Pvt. Ltd.

Web Resources

1. <https://ecommerce-platforms.com/resources>
2. <https://ecommerceguide.com>
3. <https://www.bigcommerce.com/resources/>
4. <https://www.cloudways.com/blog/top-ecommerce-websites/>
5. <https://www.indiafilings.com/learn/how-to-start-an-ecommerce-business-in-india/>

Course Outcomes		Programme Outcomes
CO		
1	Understand the pros & cons of E-commerce.	PO1,PO2
2	Analyze the various models of E-commerce.	PO1,PO2
3	Understand the online business transaction and their impact on related service providers.	PO2,PO3
4	Understand the e-marketing mix and be familiar with consumer protection.	PO3.PO4
5	Know the mechanism of E- payment and its operations.	,PO2,PO3PO8

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	3	3
CO 5	2	2	3	3	3	2	3	3
Weightage	14	14	15	15	14	14	15	15
Weighted percentage of course contribution to POS	2.8	2.8	3.0	3.0	2.8	2.8	3.0	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	2
CO2	3	3	3	2	2
CO3	3	2	2	3	3
CO4	3	2	2	3	3
CO5	3	2	2	3	3
Weightage	15	12	12	14	14
Weighted percentage of Course Contribution to PSOs	3	2.6	2.6	2.8	2.8

Strong-3 M-Medium-2 L-Low-1

Semester - II **Hours** - 2
Skill Enhancement course Code -U23EC2SE1 **Credit** - 2

MODERN BANKING AND INSURANCE

Learning Objectives

- To discern the modern banking and insurance course
- To enables the learners understand new financial instruments and banking practices
- To know the role of insurance in economic development
- To understand the insurance contract and risk management
- To know the Major Insurance Legislation in India and its growth

UNIT I Banking

Commercial Banks- Functions of Commercial Banks- Private and Public Sector Banks- Credit Creation - Commercial Banks's role- Payment Banks- functions- Digital Banking-Tools – Methods

UNIT II Central Banks

Functions of a Central Bank – Objectives of Monetary Policy – Effects and Limitations – Narasimhan Committee Report.

UNIT III Introduction to Insurance

Insurance: Meaning and Types- Role of Insurance in Economic Development - Saving and Investment Aspects – Social Vs Private Insurance: Life Vs Non-Life Insurance. Classification of Life, Health and General Insurance Policies.

UNIT IV Insurance Contract and Risk Management

Meaning of contract- Insurable Interest- Utmost good faith- Principle of Indemnity and other Principles-Risk Management: Definition and Types- Management of Risk through Identification Analysis and Control.

UNIT V Insurance Business in India

Major Insurance Legislation- Growth of Industry- Agricultural Insurance- Health Insurance- Reinsurance- Entry of Private Insurance Companies- Insurance Act. LIC Act, GIC Act. IRDA Act.

Textbooks

1. Srivastava P.K. (2013), Banking Theory and Practice, Himalaya Publishing House, New Delhi
2. Heffernan, S. (2005). Modern Banking. John Wiley & Sons
3. Tyagi, C. L., & Tyagi, M. (2007). Insurance Law and Practice. Atlantic Publishers & Dist.
4. J. N. Jain, "Modern Banking and Insurance : Principles and Techniques", Regal publications, 2008
5. Prasada & Radhika Rao, "Trends of Modern Banking", BSP Publication, 2016

Reference Books

1. Finsinger J. and M.V. Pauly (Eds.) (1986), The Economics of Insurance Regulation: A Cross National Study, Macmillan London.
2. Sethi, J., & Bhatia, N. (2012). Elements of Banking and Insurance. PHI Learning Pvt. Ltd..
3. Lewis, M. K. (1992). Modern Banking in Theory and Practice. Revue Economique, 203-227.

4. Tripathy, N. P., & Pal, P. (2005). Insurance: Theory and practice. PHI Learning Pvt. Ltd.
5. Muraleedharan, D. (2014). Modern Banking: Theory and Practice. PHI Learning Pvt. Ltd..

Web Resources

1. <https://www.irdai.gov.in>
2. <https://rbi.org.in>
3. <https://www.studocu.com>
4. <https://www.indiapost.gov.in/Financial/Pages/Content/pli.aspx>
5. <https://licindia.in/>

Course Outcomes		Programme Outcome
CO	On completion of this course, students will	
1	Recollect the financial tools and methods of banking operations	PO1,PO2
2	Understand and describe the central banking operations.	PO1,PO2
3	Explain various types of insurances in Practice	PO1, PO4
4	Evaluate the insurance policies and recommend the right policies for use.	PO1, PO2,PO4,PO7
5	Evaluate the macro level implications of the various insurances.	PO1,PO3,PO8

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	3
CO 3	3	3	3	2	2	3	3	3
CO 4	3	3	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	2	3
Weightage	15	15	14	14	15	14	14	15
Weighted percentage of course contribution to POS	3.0	3.0	2.8	2.8	2.8	2.8	2.8	3.00

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	2	2
CO3	2	2	3	3	2
CO4	3	3	3	3	3
CO5	3	3	3	2	2
Weightage	14	14	15	13	11
Weighted percentage of Course Contribution to PSOs	2.8	2.8	3	2.6	2.2

S-Strong-3 M-Medium-2 L-Low-1

Semester - II
EVS - U232ES

Hours - 2
Credit - 2