

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Re-Accredited with A++ Grade by NAAC (3rd Cycle)

Uthamapalayam - 625 533.



DEPARTMENT OF ECONOMICS

BACHELOR OF ARTS – ECONOMICS

SYLLABUS

Choice Based Credit System – CBCS

(As per TANSICHE)

With

Outcome Based Education (OBE)

(Academic Year 2023 -2024 onwards)

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Re-Accredited with A++ Grade by NAAC (3rd Cycle)

Uthamapalayam - 625 533.

College Vision and Mission

Vision

Our vision is to provide the best type of higher education to all, especially to students hailing from minority Muslim community, rural agricultural families and other deprived, under privileged sections of the society, inculcating the sense of social responsibility in them. Our college is committed to produce talented, duty-bound citizens to take up the challenges of the changing times.

Mission

Our mission is to impart and inculcate social values, spirit of service and religious tolerance as envisioned by our beloved Founder President Hajee Karutha Rowther.

The Vision beckons the Mission continues forever.

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Re-Accredited with A++ Grade by NAAC (3rd Cycle)

Uthamapalayam - 625 533.

DEPARTMENT VISION AND MISSION

VISION

- Education in Economics for the inclusive and sustainable development of the nation by promoting employable skills.

MISSION

- To provide quality instruction to students to prepare them for successful careers.
- To equip the students to contribute positively to the economic and social well-being of the society.
- *To stimulate the academic environment to promote excellence in higher education*

CHOICE BASED CREDIT SYSTEM AND LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK BASED B.A. ECONOMICS SYLLABUS	
Programme:	B.A. Economics
Programme Code:	UEC
Duration:	3 Years(UG)
Programme Outcomes:	<p>P01: Knowledge of Economics: Ability to understand Economic Theories and functioning of Economic Models. To develop an adequate competency in the Economic Theory and Methods.</p> <p>P02: Analytical Reasoning and Critical Thinking: Critically Analyze and assess the way in which economists examine the real world to understand the current events and evaluate specific proposals.</p> <p>P03: Logical Reasoning and Quantitative Ability: Ability to understand how to collect and analyse data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.</p> <p>P04: Communication and Research Skills: Communication and Research related skills. Developing a sense of capability for relevant/appropriate inquiry and asking questions, synthesising and articulating and reporting results and to efficiently communicate thoughts and ideas in a clear and concise manner.</p> <p>P05: Gender, Environment and Sustainability: Comprehend the Environmental issues and Sustainable Development and strive to achieving economic and social equity for women and be Gender Sensitive.</p> <p>P06: Employability and Leadership Skills: Become empowered individuals to be employed in various positions in industry, academia and research and have the potential to become Entrepreneurs and take leadership roles in their chosen occupations and communities.</p> <p>P07: Social Interaction: Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.</p> <p>P08: Digital Literacy and Lifelong Learning: Capability to use ICT tools in a variety of learning situation and use appropriate software for analysis of data - Ability to acquire Knowledge situations and skills for life through self-directed learning and adapt to different learning environments.</p>

Programme Specific Outcomes:	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>
-------------------------------------	---

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 - Strong, 2- Medium, 1- Low

Programme Scheme Eligibility

A Pass in 10+2 examination conducted by Board of Higher Secondary Education, Government of Tamilnadu or equivalent with Commerce & Accountancy.

For Programme Completion

A Candidate shall complete:

- Part I - Language papers – Tamil/Arabic in semesters I, II, III and IV respectively
- Part II - Language papers - English in semesters I, II, III, IV respectively
- Part III - Core papers in semesters I, II, III, IV, V and VI respectively
- Part III - Elective papers (Discipline / Generic) in semesters I, II, III, IV, V and VI respectively
- Part IV – Skill Enhancement Course (NME) papers in semesters I and II respectively
- Part IV - Skill Enhancement Course papers in semesters I, II, III, and IV respectively
- Part IV - Skill Enhancement Course (Foundation Course) paper in semester I respectively

- Part IV - Skill Enhancement Course (Professional Competency Skill) in semester VI respectively
- Part IV - Value Education paper in semester V respectively
- Part IV - Environmental Studies paper in semesters III and IV respectively
- Part IV – Summer Internship/Industrial Training paper in semester V respectively
- Part V - Extension activity in semester VI respectively

Scheme of Examinations under Choice Based Credit System

Term End Examinations (TEE)	-	75 Marks
Continuous Internal Assessment Examinations (CIAE)-		25 Marks
Total	-	100 Marks

Pattern of Continuous Internal Assessment Examinations (CIAE)

Average of Two Internal Tests (each 20 marks)	-	20 Marks
Assignment	-	05 Marks
Total	-	25 Marks

Pattern of Term End Examinations(Max. Marks: 75 / Time: 3 Hours)

External Examinations Question Paper Pattern for Part I & III and Part IV (Elective & Skill Enhancement Course Subject)

Section – A (10 X 1 = 10 Marks) Answer ALL questions.

- Questions 1 - 10
- Two questions from each UNIT
- Multiple choice questions and each question carries Four choices

Section – B (5 X 7 = 35 Marks)

Answer ALL questions choosing either A or B.

- Questions 11 - 15
- Two questions from each UNIT (either.... or.... type)
- Descriptive Type

Section – C (3 X 10 = 30 Marks)

Answer any THREE out of five questions.

- Questions 16 - 20

- One question from each UNIT
- Descriptive Type

External Examinations Question Paper Pattern for Environmental Studies and Value Education

Section – A: (5 X 6 = 30 Marks)

Answer ALL questions choosing either A or B.

- Questions 1 - 5
- Two questions from each UNIT (either.... or.... type)
- Descriptive Type

Section – B (3 X 15 = 45 Marks)

Answer any THREE out of five questions.

- Questions 6 – 10
- One question from each UNIT
- Descriptive Type

External Examinations Question Paper for Professional Competency Skill Paper

- MCQ Pattern (1 X 75 = 75 Marks)

Part V (Extension Activities)

- Internal Evaluation

Passing Marks

Minimum 27 for External Exam

Eligibility for the degree - passing minimum is 40%

Practical Examination

Internal – 40 marks

External – 60 marks

Total – 100 marks

Passing minimum is **40%**

Semester-I

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part I	23UTALL11	பொதுத்தமிழ் - 1 தமிழ் இலக்கிய வரலாறு -1	6	25	75	100	3
	23UARLL11	Paper I : Prose	6	25	75	100	3
	23UMMLL11	Prose, Composition and Translation	6	25	75	100	3
Part II	23UENLL11	General English - I	6	25	75	100	3
Part - III	23UECCC11	Microeconomics-I	5	25	75	100	5
	23UECCC12	Statistics for Economics-I	5	25	75	100	5
	23UECGE11	Introduction to Sociology	4	25	75	100	3
Part IV	23UECSE11	Demography	2	25	75	100	2
	23UECFN11	Business Communication	2	25	75	100	2
Total			30				23

Semester-II

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part I	23UTALL21	பொதுத்தமிழ் - 2 தமிழ் இலக்கிய வரலாறு -2	6	25	75	100	3
	23UARLL21	Paper II : Grammar					
	23UMMLL21	Office Communication Malayalam					
Part II	23UENLL21	General English- II	6	25	75	100	3
Part III	23UECCC21	Microeconomics-II	5	25	75	100	5
	23UECCC22	Statistics for Economics-II	5	25	75	100	5
	23UECGE21	Introduction to E - Commerce	4	25	75	100	3
	23UECGE23	History of Economic Thought					
Part IV	23UECSE21	(NME)-Economics for Investors	2	25	75	100	2
	23UECSE22	Computer Applications in Economics	2	25	75	100	2
Total			30				23

FIRST YEAR –SEMESTER- I

Course Code	Course Title	Category	Credits	Inst. Hours	Marks		
					CIAE	External	Total
23UECCC11	MICROECONOMICS-I	Core	4	5	25	75	100

Learning Objectives		
L1	To Equip the economic behaviours of individual units of the society.	
L2	To describes the consumer behaviour and utility analysis	
L3	To impart knowledge on demand and supply concepts	
L4	To identify the relevance of Production and returns to scale of Production	
L5	To know the costs and profit maximisation	
UNIT	Contents	No. of Hours
I	Basic Concepts Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches- Inductive and Deductive Approaches.	15
II	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	18
III	Demand and Supply Analysis Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types - Engel’s Law - Supply – Law of Supply –Determinants – Consumer Surplus	15
IV	Production Analysis Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quant’s-Types of Production Function	15
V	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.	12
Total		75
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	

1	Understand the meaning of basic concepts and the need for the study of Microeconomics.	K1,K2,K3,K4
2	Evaluate the Types of Utility and Consumer Behaviour.	K1,K2,K3,K4,K5,K6
3	Acquire knowledge on various market equilibrium, Demand and Supply Functions	K1,K2,K3,K4,K5,K6
4	To understand the meaning of Production Functions	K1,K2,K3,K4,K5,K6
5	To understand the theory of firms, Cost and Revenue	K1,K2,K3,K4,K5
Textbooks		
1	Robert Pindyck and Daniel L.Rubinfield,(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, 12 th Media Services.	
Reference Books		
1.	Koutsoyiannis (2003), Modern Microeconomics Palgrave Macmillan (UK) 2 nd Edition.	
2.	Gregory Mankiw (2012), Principles of Microeconomics, Cengage India.	
3.	Dwivedi, D.N(2002), Microeconomics: Theory and Applications, 2 nd 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	

Mapping with Programme Outcomes:

CO /PO	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

Strong-3

Medium-2

Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	2	2
C02	3	3	2	2	2
C03	3	3	3	3	3
C04	3	3	3	2	2
C05	3	3	3	2	2

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECCC12	STATISTICS FOR ECONOMICS –I	Core	4	5	25	75	100

Learning Objectives		
L1	To know the nature and scope of statistics and its applications	
L2	To teach students Collection, Classification, Analyzing and Presentation of data.	
L3	To apply the measures of central tendency	
L4	To draw measurement of dispersion and its applications	
L5	To analyse correlation and regression and its applications	
UNIT	Contents	No. of Hours
I	Introduction and Collection of Data Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data.	15
II	Classification and Presentation of Data Classification and Tabulation of Data– Types - Frequency Distribution -- Cumulative Frequency Distribution- Class Interval – Diagrams – Types- Graphical Representation– Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve.	15
III	Measures of Central Tendency Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.	15
IV	Measures of Dispersion Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation --Skewness and Kurtosis.	15
V	Correlation and Regression Correlation – Types of Correlation – Methods -Karl Pearson’s Co-efficient of Correlation -- Spearman’s Rank Correlation – Regression Equations – Distinction between Correlation and Regression Analysis.	15
	Total	75
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	

1	Understand the overview of statistics and basic knowledge of statistical tools.	K1,K2,K3,K4
2	Differentiate Types of Data and its Classification	K1,K2,K3,K4,K5,K6
3	Explain the concept of Averages and its application	K1,K2,K3,K4,K5,K6
4	Know the concept of Dispersion and its application	K1,K2,K3,K4,K5,K6
5	Calculate Correlation and estimate values using Regression	K1,K2,K3,K4,K5
Textbooks		
1	Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.	
2	Sancheti. D.C and Kapoor V.K (2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi.	
3	Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.	
4	Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.	
5	Dominick Salvatore and Derrick Reagle, theory and problems of statistics and econometrics, Mc Graw Hill, (2002)	
Reference Books		
1.	Saxena H.C , (2016) Elementary Statistics, S Chand and Company New Delhi.	
2.	Elhance D.N, (2004), Fundamentals of Statistics Kitab Mahal, New Delhi	
3.	Manoharan M (2010), "Statistical Methods", Palani Paramount Publications, Palani.	
4.	R.S.N.Pillai and V. Bagavathi(2010), Statistics, Sultan Chand and Sons, New Delhi	
5.	Dr.S.Sachdeva (2014) Statistics -Lakshmi Narain Agarwal.	
Web Resources		
1.	https://www.cuemath.com/data/statistics/	
2.	https://stattrek.com/statistics/resources	
3.	https://testbook.com/learn/maths-mean-median-mode/	
4.	https://www.statistics.com/	
5.	https://thisisstatistics.org/students/	

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	2	2	2	3	3	3	3

Strong-3

Medium-2

Low-1

Level of Correlation between PSO's and CO's

CO /PO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3

Medium-2

Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECGE11	INTRODUCTION TO SOCIOLOGY	Elective	3	4	25	75	100

Learning Objectives		
L1	To understand the nature and scope of sociology and its development	
L2	To identify the origin and development of sociology and its basic concepts	
L3	To evaluate stages and agencies of socialization	
L4	To understand social stratification and its determinants	
L5	To know the social change, evolution and revolution	
UNIT	Contents	No. of Hours
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	15
II	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	15
III	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.	15
IV	Social Stratification Social Stratification: Meaning, Definition and Dimensions – Social mobility and its determinants.	15
V	Social Change Meaning and Types: Evolution and Revolution, Progress and Development — Factors of Social Change-Culture and Civilization	15
	Total	75
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Understand the contributions of sociologists in the field of sociology	K1,K2,K3,K4
2	Understand the basic aspects of Sociology	K1,K2,K3,K4,K5,K6

3	Examine the impact of individuals, groups and society	K1,K2,K3,K4,K5,K6
4	Understand the dimensions of social stratification	K1,K2,K3,K4,K5,K6
5	Analyze and design Policy for social change	K1,K2,K3,K4,K5
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, 17 th edition, 2018	
5.	C.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/	

Mapping with Programme Outcomes:

CO /PO	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

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	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

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECFN11	BUSINESS COMMUNICATION	Foundation Course	3	4	25	75	100

Learning Objectives		
L1	To know the meaning objectives and role of communication and media	
L2	To understand the need and importance of communication in management	
L3	To apply the need and function of business letter	
L4	To study the business correspondents with insurance and other organisation	
L5	To understand the meaning and importance of report writing	
UNIT	Contents	No. of Hours
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	15
II	Communication in Management Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.	15
III	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.	18
IV	Correspondence Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence	15
V	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.	12
Total		75

Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Understand the basics of communication and its Process, Elements, and its importance.	K1,K2,K3,K4
2	Acquire communication skills.	K1,K2,K3,K4,K5,K6
3	Employ the art of report preparation and writing Business Letters	K1,K2,K3,K4,K5,K6
4	Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.	K1,K2,K3,K4,K5,K6
5	Employ the art of report preparation	K1,K2,K3,K4,K5
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 Knowlegde, 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	

Mapping with Programme Outcomes:

CO /PO	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

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
C01	2	3	2	3	3
C02	2	2	3	3	3
C03	3	2	2	3	3
C04	2	2	3	2	2
C05	2	2	3	3	3

Strong-3 Medium-2 Low-1

FIRST YEAR - SEMESTER II

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECCC21	MICROECONOMICS-II	Core -III	4	5	25	75	100

Learning Objectives		
L1	To equip the students to gain knowledge on the market structures	
L2	To analyse the monopoly and price discrimination in the market	
L3	To probe the monopolistic and oligopoly competitions and its operation	
L4	To enrich the students about the Theories of Distribution	
L5	To understand the concepts of Welfare Economics	
UNIT	Contents	No. of Hours
I	Perfect Competition Features of Perfect Competition -Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in PerfectCompetition- Time Element Analysis.	14
II	Monopoly and Price Discrimination Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– Dead Weight Loss -Policies to Control Monopoly – Price Discrimination–First Degree, Second Degree and Third-Degree Price Discrimination – Dumping.	15
III	Monopolistic and Oligopoly Competition Monopolistic Competition–Features– Product Differentiation–Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity -Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership –Game Theory – Minimax – Maximin – Nash Equilibrium.	16
IV	Distribution Theory Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.	14
V	Welfare Economics and General Equilibrium Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities –Walrasian	16

	General Equilibrium – Static Properties for Consumption, Production, and Distribution.	
	Total	75
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Understand the equilibrium conditions in Perfect Competition.	K1,K2,K3,K4
2	Analyze the equilibrium conditions under Monopoly Market Structure.	K1,K2,K3,K4,K5,K6
3	Describe the Market Equilibrium under Monopolistic and Oligopoly Market.	K1,K2,K3,K4,K5,K6
4	Know the importance of theories of Distribution.	K1,K2,K3,K4,K5,K6
5	Evaluate the aspects of Welfare Economics and General Equilibrium.	K1,K2,K3,K4,K5
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, 12 th Media Services.	
Reference Books		
1.	Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2 nd Edition.	
2.	Gregory Mankiw (2012), Principles of Microeconomics Cengage India.	
3.	Case & Fair, Principles of Economics Myeconlab series 8 th Edn.	
4.	Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4 th 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	

Mapping with Programme Outcomes:

CO /PO	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

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	2
C02	3	3	3	2	2
C03	3	3	3	2	3
C04	3	3	3	2	2
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECCC22	STATISTICS FOR ECONOMICS-II	Core	4	5	25	75	100

Learning Objectives		
L1	To understand the various methods of index numbers and its applications	
L2	To analyse the components and measurement of time series data	
L3	To know the theories of probability and its applications	
L4	To probe the research design and sampling methods	
L5	To acquire knowledge on the application of test of Hypotheses in Research	
UNIT	Contents	No. of Hours
I	Index Numbers Index Numbers – Methods – Unweighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed based Index Numbers – Test of Adequacy of Index Numbers – Wholesale Price Index – Consumer Price Index – Cost of Living Index.	15
II	Time Series Analysis Definition– Components and Measurement– Graphic Method - Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis.	15
III	Theory of Probability key Concepts of Probability – Importance – Theorems of Probability: Addition, Multiplication and Bayes’ Theorem - Discrete and Continuous Random Variables – Theoretical Distributions – Binomial, Poisson and Normal – Properties- Uses and Applications.	15
IV	Sampling Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non –Random Sampling - Size of Sample – Merits and Limitations of Sampling – Sampling and Non- Sampling Errors.	15
V	Testing of Hypothesis Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis – Test: Null and Alternative Hypothesis – Type – I and Type – II Errors– ‘t’ Test – Paired ‘t’-test – Chi –Square test, ‘F’ test –Analysis of Variance - One way and Two-way ANOVA.	15
Total		75
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Gain Knowledge on the Index Numbers	K1,K2,K3,K4

2	Analyze the importance of Time Series Data and its measurement	K1,K2,K3,K4,K5,K6
3	Understand the concept of Probability	K1,K2,K3,K4,K5,K6
4	Identify the various Sampling Methods	K1,K2,K3,K4,K5,K6
5	Acquire Knowledge on Hypothesis Testing	K1,K2,K3,K4,K5
Textbooks		
1	S.P Gupta, (2017) "Statistical Methods", Sultan Chand & Sons.	
2	Anderson, Sweeney and Williams (2012), "Statistics for Business and Economics Cengage, 2012.	
3	Pillai R.S.N. & Bagavathi V (2012) "Statistics: Theory and Practice" S.Chand & Company Ltd. New Delhi.	
4.	Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.	
5.	Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.	
Reference Books		
1.	Anderson, David Ray, "Statistics for Business and Economics", South-Western Pub, 2001.	
2.	Sancheti and Kapoor, Statistics, (2015) Sultan & Sons New Delhi.	
3.	Gupta S.C. Statistical Methods (2015) Sultan & sons New Delhi.	
4.	Monga G.S. "Mathematics and Statistics for Economics" (2001), Vikas Publishing House Pvt.Ltd New Delhi.	
5.	Dominick Salvatore and Derrick Reagle, theory and problems of statistics and econometrics, Mc Graw Hill, (2002)	
Web Resources		
1.	https://stattrek.com/statistics/resources	
2.	https://www.cuemath.com/data/f-test/	
3.	https://www.statistics.com/	
4.	https://thisisstatistics.org/students/	
5.	https://oli.cmu.edu/courses/probability-statistics-open-free/	

Mapping with Programme Outcomes:

CO /PO	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	2	2	2	3	2	3	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECGE21	INTRODUCTION TO E-COMMERCE	Generic Elective	3	4	25	75	100

Learning Objectives		
L1	To learn the nature and concepts of E-commerce in India	
L2	To understand the various business models for E-Commerce and its uses	
L3	To analyse the Various on line business transactions and its applications	
L4	To explain the E-Promotion and consumer protection and its latest amendments	
L5	To update the students on various methods of E-payment systems and its risks.	
UNIT	Contents	No. of Hours
I	Introduction Meaning – Nature – Concepts – advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E-Commerce in India.	12
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.	15
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	15
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	18
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.	15

		Total	75
Course Outcomes		Knowledge Level	
CO	On completion of this course, students will		
1	Understand the pros & cons of E-commerce.	K1,K2,K3,K4	
2	Analyze the various models of E-commerce.	K1,K2,K3,K4,K5,K6	
3	Understand the online business transaction and their impact on related service providers.	K1,K2,K3,K4,K5,K6	
4	Understand the e-marketing mix and be familiar with consumer protection.	K1,K2,K3,K4,K5,K6	
5	Know the mechanism of E- payment and its operations.	K1,K2,K3,K4,K5	
Textbooks			
1	Bajaj K.K and Debjani Nag (2017), E-commerce, McGraw Hill Education		
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/		

Mapping with Programme Outcomes:

CO /PO	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

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

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	2	2
C02	3	3	3	2	2
C03	3	2	2	3	3
C04	3	2	2	3	3
C05	3	2	2	3	3

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

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECGE23	HISTORY OF ECONOMIC THOUGHT	Generic Elective	3	4	25	75	100

Learning Objectives		
L1	To explain the nature and scope of economic thought and its principles	
L2	To understand the classical economists ideology and theory of Marx	
L3	To know the Kenesian revolution and its analysis	
L4	To build the Marginalism Revolution and its operations	
L5	To describes the thoughts of various Nobel laureates in economics	
UNIT	Contents	No. of Hours
I	Pre-Classical Thought Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism- Main Principles – Important Mercantilists- Physiocracy - Main concepts - Important Physiocrats	18
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	15
III	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.	15
IV	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.	12
V	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.	15
	Total	75
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	

1	Acquire knowledge on the subject matter of History of Economic Thought.	K1,K2,K3,K4
2	Understand the contributions of the Classical Ideas of Economics.	K1,K2,K3,K4,K5,K6
3	Describe Neo Classical and Institutional Economic Ideas	K1,K2,K3,K4,K5,K6
4	Examine the Keynesian School and Modern Economic Ideas	K1,K2,K3,K4,K5,K6
5	Understand the contribution of Nobel Laureates and Indian Economic Ideas	K1,K2,K3,K4,K5

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	Srivastava S.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 18 th 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

Mapping with Programme Outcomes:

CO /PO	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

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	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

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECSE22	COMPUTER APPLICATIONS IN ECONOMICS	SEC	2	2	25	75	100

Learning Objectives		
L1	To know the basic concepts of Computer Applications	
L2	To apply the MS office and its basic operations	
L3	To describes the data processing techniques using various MS office operations	
L4	To gain knowledge on application of MS Excel	
L5	To know mathematical and statistical functions for Economic Analysis	
UNIT	Contents	No. of Hours
I	Introduction to Computers Computer and Peripherals: Meaning, Types, Features and Limitations- Basic Components – Input and Output Devices – Primary Memory and Secondary Storage – Computer Software- Types – Malicious Software –Operating Systems: Functions and Types.	15
II	MS Office Windows Explorer - MS Word: Basic Operations in Word – Editing- Formatting – Text Creation of Tables and Volumes - MS Power Point Presentation- Creating, Opening and Saving Slideshow and Animations - MS Excel: Work Sheet and Work Book- Opening and Formatting.	15
III	Data Processing Data Processing Techniques using MS Excel: Concept of Data – Record and File – Types of Data – Data Entry – File Handling and Operations-Opening, Appending and Cascading – Closing and Attribute Controls – Data Storage and Retrieval.	12
IV	Introduction to MS Excel Calculation Operators: Arithmetic Operators – Comparison Operators – Logical Operations- Excel Tool Bars- Formatting of Text, Tables and Graphs.	15
V	Application of MS Excel in Statistics and Economics Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance- Index Numbers and Growth Rates - Demand Function - Supply Function, Production Function and	18

	Consumption Function - Demand for and Supply of Money- Correlation – Regression.	
	Total	75
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Understand basic components of Computer and its functions.	K1,K2,K3,K4
2	Gain Knowledge of MS Office.	K1,K2,K3,K4,K5,K6
3	Outline data processing techniques of MS Excel.	K1,K2,K3,K4,K5,K6
4	Understand basic Operation in MS Excel.	K1,K2,K3,K4,K5,K6
5	Apply MS Excel in Statistics and Economics.	K1,K2,K3,K4,K5
Textbooks		
1	Hem Chand Jain and H.N.Tiwari (2019) Computer Applications In Business, 5th Edition Taxmann Publication.	
2	Dhanasekaran.K (2010) Computer Applications In Economics Vrinda Publications.	
3	Asthana and Braj Bhushan (2007): Statistics for Social Sciences (with SPSS Applications).	
4.	Dan Kookin, “Word for Dummies”, Wiley, 2021	
5.	Joseph Muller, “Statistical Analysis with Excel For Dummies”, Wiley, 2008	
Reference Books		
1.	Oscar Afonso , Paulo B. Vasconcelos, Computational Economics: A Concise Introduction, Routledge; 1 st Edition	
2.	Alexis Leon and Mathews Leon; (2001), Introduction to Computers with Ms-Office 2000.McGraw Hill Education	
3.	Greg Harvey, PhD, (2007) Microsoft Office Excel 2007 For Dummies, Wiley Publishing.	
4.	Kerns (1992) Essentials of Microsoft Windows, Word and Excel, Prentice Hall	
5.	Kavindra Kumar Singh (2014) Computer Applications in Management DreamTech	
Web Resources		
1.	https://www.excel-easy.com/basics.html	
2.	https://excelchamps.com/excel-basics/	
3.	https://edu.gcfglobal.or/en/topics/excel/	
4.	https://trumpexcel.com/learn-excel/	
5.	https://www.simplilearn.com/learn-ms-excel-free-training-course-skillup	

Mapping with Programme Outcomes:

CO /PO	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	2	3	3	3	3	3

Strong-3

Medium-2

Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	2	2	2	3	3
C02	2	2	2	3	3
C03	2	2	2	3	3
C04	2	2	2	3	3
C05	3	3	3	3	3

Strong-3

Medium-2

Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECSE11	DEMOGRAPHY	NME	2	2	25	75	100

Learning Objectives		
L1	To understand the meaning and scope of demography	
L2	To discuss the basic concepts of demographic measurements.	
L3	To describes the concepts of urbanisation and migration	
L4	To evaluate the international aspects of population growth and tis environment	
L5	To analyse the trends in population policy in India	
UNIT	Contents	No. of Hours
I	Introduction Meaning Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.	6
II	Birth Rate, Death Rate and Fertility Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate- Age Specific Birth and Death Rates – Standardized Birth and Death Rates –Fertility – Total Fertility Rate – Gross Reproduction Rate – Net Reproduction Rate	6
III	Migration and Urbanisation Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population-- Recent Trends in Migration.	6
IV	Population Trends Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.	6
V	Population Policy in India Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups – National Population Commission – Demographic Dividend – National Youth Policy.	6
Total		30
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Describe the various theories of Population Growth	K1,K2,K3,K4
2	Understand Demographic Indicators	K1,K2,K3,K4,K5,K6
3	Assess the causes and impact of Migration on rural-urban population distribution	K1,K2,K3,K4,K5,K6

4	Analyse the major demographic trends and their determinants	K1,K2,K3,K4,K5,K6
5	Evaluate Population Policy of India and analyse recent trends.	K1,K2,K3,K4,K5
Textbooks		
1	Jhingan, M. L, B.K. Bhatt, J.N. Desan (2003) Demography, Vrinda Publications, New Delhi	
2	Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.	
3	Jennifer Hikes Lundquist, Douglas L. Anderton and David Yaukey, "Demography: The Study of Human Population", Waveland Press Inc, 2015	
4	Dudley L. Poston, Jr. and Leon F. Bouvier, "Population and Society: An Introduction to Demography", Cambridge University Press, 2015	
5	Richard.K Thomas, "Concepts, Methods and Practical Applications in Applied Demography", Springer,2018	
Reference Books		
1.	Agarwala S.N. (1985), India's Population Problem, Tata McGraw-Hill, Bombay.	
2.	Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.	
3.	Bogue, D.J. (1969), Principles of Demography, John Wiley, New York	
4.	Sarah Harper (2018), Demography: A Very Short Introduction, Oxford Press 2018.	
5.	Peter R. Cox, Demography- 5 th Edition, Cambridge University Press.	
Web Resources		
1.	https://data.worldbank.org/indicator/SP.POP.TOTL	
2.	https://www.iom.int/	
3.	https://censusindia.gov.in	
4.	https://www.nationalgeographic.org/encyclopedia/demography/	
5.	https://www.nature.com/scitable/knowledge/library/introduction-to-population-demographics-83032908/	

Mapping with Programme Outcomes:

CO /PO	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

Strong-3 Medium-2 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	2	2	3	3
C05	3	3	3	3	3

Strong-3

Medium-2

Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECSE21	ECONOMICS FOR INVESTORS	NME	2	2	25	75	100

Learning Objectives		
L1	To understand concepts of saving and investments	
L2	To probe the various investment avenue and its practice applications	
L3	To enables various investment markers and its features	
L4	To Know the economic fundamentals and the Business Environment	
L5	To understand various investment methods and its strategies	
UNIT	Contents	No. of Hours
I	Introduction Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role	15
II	Investment Avenues Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds.	14
III	Investment Markets Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options	16
IV	Economic fundamentals for Investors Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic. Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries	15
V	Investment Methods and Strategies. Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management.	15
	Total	75

Course Outcomes	Knowledge Level
-----------------	-----------------

CO	On completion of this course, students will	
1	Describe the types and importance of savings and investments.	K1,K2,K3,K4
2	Explain the available for investment avenues	K1,K2,K3,K4,K5,K6
3	Understand the operations of different types of investment markets.	K1,K2,K3,K4,K5,K6
4	Evaluate the economic fundamentals and information.	K1,K2,K3,K4,K5,K6
5	Construct objective enabling investment plans, strategy, evaluate and restructure if required.	K1,K2,K3,K4,K5
Textbooks		
1	Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA	
2	Esme Faerber (2013), All about Stocks ,TataM Graw Hill, New Delhi	
3	Christopher D. Piros , Jerald E. Pinto(2013) , “Economics for Investment Decision Makers: Micro, Macro, and International Economics, Workbook”, Wiley, 2013	
4	John Calverley, “The Investor's Guide to Economic Fundamentals”, Wiley, 2003	
5	Howards Marks, Mastering The Market Cycle: Getting the Odds on Your Side”, John Murray Press, 2018	
Reference Books		
1.	Robert T. Kyosaki, (2014) Guide To Investing Business Plus ISBN: 9780446589161	
2.	Benjamin Graham(1949), The Intelligent Investor, Harper&Brothers	
3.	Mary Buffett and David Clark(2002), The New Buffettology (Simon and Schuster)	
4.	John C Bogle(2017) The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications	
5.	William J. O’ Neil (2009) How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition McGraw Hill Education	
Web Resources		
1.	https://www.capitalmarket.com/	
2.	https://www.icmagroup.org/	
3.	https://www.nseindia.com	
4.	https://www.stockbrokers.com/guides/beginner-investors	
5.	https://www.nasdaq.com/articles/10-best-stock-trading-websites-for-beginners	

Mapping with Programme Outcomes:

CO /PO	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

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	2
C02	3	3	3	2	2
C03	2	2	3	3	3
C04	3	3	2	2	2
C05	2	2	3	3	3

Strong-3

Medium-2

Low-1