**ANNAMALAI UNIVERSITY**

**105: B.A. ECONOMICS**

Programme Structure and Scheme of Examination (under CBCS)

(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Part | Course Code | Study Components & Course Title | Credit | Hours/Week | Maximum Marks |
|  | CIA | ESE | Total |
|  |  | SEMESTER – I |  |  |  |  |  |
| I | 23UTAML11/23UHINL11/23UFREL11 | Language – I:பொது தமிழ்-I/Hindi-I/French-I | 3 | 6 | 25 | 75 | 100 |
| II | 23UENGL12 | General English – I | 3 | 6 | 25 | 75 | 100 |
| III | 23UECOC13 | Core – I: Micro Economics I | 5 | 5 | 25 | 75 | 100 |
| 23UECOC14 | Core –II: Statistics for Economics I | 5 | 5 | 25 | 75 | 100 |
| 23UECOE15-123UECOE15-2 | Elective - IFundamentals of Management (or)Introduction to Sociology | 3 | 4 | 25 | 75 | 100 |
| IV | 23UTAMB16/23UTAMA16 | Skill Enhancement Course – 1(NME-I) ) /\* Basic Tamil – I/ Advanced Tamil – I | 2 | 2 | 25 | 75 | 100 |
| 23UECOF17 | Foundation Course: Business Communication | 2 | 2 | 25 | 75 | 100 |
|  |  | Total | 23 | 30 |  |  | 700 |
|  |  | SEMESTER – II |  |  |  |  |  |
| I | 23UTAML21/23UHINL21/23UFREL21 | Language – II:பொது தமிழ் -II: தமிழிலக்கிய வரலாறு-2/Hindi-II/French-II | 3 | 6 | 25 | 75 | 100 |
| II | 23UENCL22 | General English – II | 3 | 6 | 25 | 75 | 100 |
| III | 23UECOC23 | Core – III - Micro Economics II | 5 | 5 | 25 | 75 | 100 |
| 23UECOC24 | Core – IV - Statistics for Economics II  | 5 | 5 | 25 | 75 | 100 |
| 23UECOE25-123UECOE25-2 | Elective - IIHistory of Economic Thought (or)Introduction to E-Commerce | 3 | 4 | 25 | 75 | 100 |
| IV | 23UTAMB26/23UTAMA26 | Skill Enhancement Course – 2: (NME-II) ) /\* Basic Tamil – II/ Advanced Tamil – II | 2 | 2 | 25 | 75 | 100 |
| 23USECG27 | Skill Enhancement Course –3Internet and Its Application (Common Paper) | 2 | 2 | 25 | 75 | 100 |
|  |  | Total | 23 | 30 |  |  | 700 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **NME offered to other Departments** |  |  |  |
| IV | 23UECON16 | Demography | 2 | 2 | 25 | 75 | 100 |
| IV | 23UECON26 | Economics for Investors | 2 | 2 | 25 | 75 | 100 |

\* PART-IV: NME / Basic Tamil / Advanced Tamil (Any one)

Students who have not studied Tamil upto 12th Standardand have taken any Language other than Tamil in Part-I, must choose Basic Tamil-I in First Semester & Basic Tamil-II in Second Semester.

Students who have studied Tamil upto 10th & 12th Standardand have taken any Language other than Tamil in Part-I, must choose Advanced Tamil-I in First Semester and Advanced Tamil-II in Second Semester.

|  |  |  |
| --- | --- | --- |
| **SEMESTER: I****CORE-I****PART: III** | **23UECOC13****MICRO ECONOMICS – I** | **CREDIT: 5****HOURS: 5/W** |

|  |
| --- |
|  **Learning Objectives** |
| 1. | To equip the student with knowledge about economic behaviors of individual units of the society. |
| 2. | To describe the consumer behavior and utility analysis. |
| 3. | To impart knowledge on demand and supply concepts. |
| 4. | To identify the relevance of Production and returns to scale of production.  |
| 5. | To know the costs and profit maximization.  |
| UNIT-I | **Basic Concepts** Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making–Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems -Market Mechanism and Resource Allocation. |
| UNIT-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-Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks’ Approach. |
|  UNIT-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 –Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus. |
| UNIT-IV | **Production Analysis** Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quant’s-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution(CES) Production Function –Economies and Diseconomies of Scale. |
| UNIT-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 and Elasticity of Demand- Profit Maximization Rule. |

**Course Outcomes**

|  |  |  |
| --- | --- | --- |
| CO | On completion of this course, students will  |  |
| 1 | Understand the meaning of basic concepts and the need for the study of Microeconomics. |
| 2 | Evaluate the types of utility and Consumer Behaviour.  |
| 3 | Acquire knowledge on various market equilibrium, Demand and Supply Functions. |
| 4 | Understand the meaning of Production Functions. |
| 5 | Understand the theory of Firms, Cost and Revenue. |
| **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, 12th Media Services. |
| **Reference Books** |
| 1. | Koutsoyiannis (2003), Modern Microeconomics Palgrave Macmillan (UK) 2ndEdition. |
| 2. | Gregory Mankiw (2012), Principlesof 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> |

**Mapping with Programme Outcomes:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| **CO 5** | 2 | 2 | 2 | 2 | 2 | 2 | 3 |

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

|  |  |  |
| --- | --- | --- |
| **SEMESTER: I****CORE-II****PART: III** | **23UECOC14****STATISTICS FOR ECONOMICS –I** | **CREDIT:5****HOURS:5/W** |

|  |
| --- |
| **Learning Objectives** |
| 1. | To know the nature and scope of statistics and its applications. |
| 2. | To teach students Collection, Classification, Analyzing and Presentation of data. |
| 3. | To apply the measures of central tendency. |
| 4. | To draw measurement of dispersion and its applications. |
| 5. | To analyse correlation and regression and its applications.  |
| UNIT-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. |
| UNIT-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. |
| UNIT-III | **Measures of Central Tendency** Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits. |
| UNIT-IV | **Measures of Dispersion** Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation –Skewness and Kurtosis. |
| UNIT-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. |

|  |  |
| --- | --- |
| **Course Outcomes** |  |
| CO | On completion of this course, students will  |  |
| 1 | Understand the overview of statistics and basic knowledge of statistical tools.  |
| 2 | Differentiate types of Data and its Classification. |
| 3 | Explain the concept of Averages and its application. |
| 4 | Know the concept of Dispersion and its application. |
| 5 | Calculate Correlation and estimate values using Regression. |

|  |
| --- |
| **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 ofstatistics andeconometrics, 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** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 2 | 2 | 2 | 3 | 2 | 3 |

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

|  |  |  |
| --- | --- | --- |
| **SEMESTER: I****ELECTIVE-I-1****PART: III** | **23UECOE15-1****FUNDAMENTALS OF MANAGEMENT** | **CREDIT:3****HOURS:4/W** |

|  |
| --- |
| **Learning Objectives** |
| 1 | To provide students with the basic concepts of Management. |
| 2 | To probe the planning concepts and its objectives |
| 3 | To analyze the Organizational Levels in an Organization |
| 4 | To describes the motivation and satisfaction and its elements |
| 5 | 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 |
| UNIT-II | **Planning** Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making. |
| UNIT-III | **Organisational Levels**Types of Business Organizations – Structure- Span of Control – Departmentalisation-Selection, Training and Development, Performance Management, Career Planning ,and Management |
| UNIT-IV | **Directing** Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity. |
| UNIT-V | **Controlling** Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations. |
|  | **Course Outcomes** |
|  | CO | On completion of this course, students will  |
|  | 1 | Understand the foundations and importance of Management.  |
|  | 2 | Demonstrate an understanding of Planning |
|  | 3 | Analyze the organisational levels and Process of selection  |
|  | 4 | Discuss the relevance of Organizational Culture |
|  | 5 | Examine the importance of quality control  |
|  | **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 andCompany. |
|  | 4. | [Ricky Griffin](https://www.google.co.in/search?hl=en&sxsrf=ALiCzsa2s2qeuQ01K8YGirtmWIrhBtoqag:1668333118478&q=inauthor:%22Ricky+Griffin%22&tbm=bks), “Fundamentals of Management”, [Cengage Learning](https://www.google.co.in/search?hl=en&q=inpublisher:%22Cengage+Learning%22&tbm=bks&sa=X&ved=2ahUKEwixuP2W8ar7AhVjwjgGHQMNDKYQmxMoAHoECCYQAg&sxsrf=ALiCzsa2s2qeuQ01K8YGirtmWIrhBtoqag:1668333118478), (2016) |
|  | 5. |  [Pardeep Kumar and Amanjot Sachdeva](https://www.google.co.in/search?hl=en&sxsrf=ALiCzsZypa27ld1P32edFk8xklViwA09qA:1668333397402&q=inauthor:%22Pardeep+Kumar+%7C+Amanjot+Sachdeva%22&tbm=bks), “Fundamentals of Management”,[S. Chand Publishing](https://www.google.co.in/search?hl=en&gbpv=1&dq=fundamentals+of+management&printsec=frontcover&q=inpublisher:%22S.+Chand+Publishing%22&tbm=bks&sa=X&ved=2ahUKEwjP8f-b8qr7AhUDwjgGHdjeCwgQmxMoAHoECBsQAg&sxsrf=ALiCzsZypa27ld1P32edFk8xklViwA09qA:1668333397402), (2012) |
|  | **Reference Books** |
|  | 1. | [Dr. C.B. Gupta](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Dr.+C.B.+Gupta&search-alias=stripbooks) and [Dr. Shruti Mathur](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=Dr.+Shruti+Mathur&search-alias=stripbooks) (2022) Management Principles andApplications ,Scholar Tech Press |
|  | 2. | Neeru Vasisth and [Vibhuti Vasishth](https://www.amazon.in/Principles-Management-Text-Cases-2019/dp/938898322X/ref%3Dsr_1_13?crid=GA19KXN7K614&keywords=principles+of+management+books&qid=1663951982&s=books&sprefix=principles+of+management+books%2Cstripbooks%2C179&sr=1-13)(2019)[Principles of Management Text & Cases](https://www.amazon.in/Principles-Management-Text-Cases-2019/dp/938898322X/ref%3Dsr_1_13?crid=GA19KXN7K614&keywords=principles+of+management+books&qid=1663951982&s=books&sprefix=principles+of+management+books%2Cstripbooks%2C179&sr=1-13),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> |
|  | 5. | <https://www.managementstudyhq.com/evolution-management-thought-theories.html> |

**Mapping with Programme Outcomes:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 3 | 2 | 3 | 2 | 3 | 2 | 3 |

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

|  |  |  |
| --- | --- | --- |
| **SEMESTER: I ELECTIVE-I-2****PART: III** | **23UECOE15-2****INTRODUCTION TO SOCIOLOGY** | **CREDIT:3****HOURS:4/W** |

|  |
| --- |
| **Learning Objectives** |
| 1 | To understand the nature and scope of sociology and its development |
| 2 | To identify the origin and development of sociology and its basic concepts |
| 3 | To evaluate stages and agencies of socialization |
| 4 | To understand social stratification and its determinants |
| 5 | 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 |
| UNIT -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 |
| UNIT -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. |
| 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 |
| **Course Outcomes** |
| CO | On completion of this course, students will  |
| 1 | Understand the contributions of sociologists in the field of sociology |
| 2 | Understand the basic aspects of Sociology |
| 3 | Examine the impact of individuals, groups and society |
| 4 | Understand the dimensions of social stratification |
| 5 | Analyze and design Policy for social change |
| **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. | 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:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| **CO 5** | 2 | 3 | 3 | 2 | 3 | 2 | 3 |

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

|  |  |  |
| --- | --- | --- |
| **SEMESTER:I****Foundation Course****PART IV** | **23UECOF17****BUSINESS COMMUNICATION** | **CREDIT:2****HOURS:2/W** |
| **Learning Objectives** |
| 1. | To know the meaning objectives and role of communication and media |
| 2. | To understand the need and importance of communication in management |
| 3. | To apply the need and function of business letter |
| 4. | To study the business correspondents with insurance and other organization |
| 5. | 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. |  |
| UNIT-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. |  |
| UNIT-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. |  |
| UNIT-IV | **Correspondence** Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence. |  |
| UNIT-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. |  |
| **Course Outcomes** |
| CO | On completion of this course, students will  |
| 1 | Understand the basics of communication and its Process, Elements, and its importance. |
| 2 | Acquire communication skills. |
| 3 | Employ the art of report preparation and writing Business Letters. |
| 4 | Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern. |
| 5 | Employ the art of report preparation  |
| **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](https://www.google.co.in/search?hl=en&sxsrf=ALiCzsZIDSPBXFi46Eqvp_QmhHz9tiDnUw:1668335548834&q=inauthor:%22Virander+K.+Jain%22&tbm=bks), “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:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| **CO 5** | 3 | 3 | 3 | 2 | 3 | 2 | 3 |

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

|  |  |  |
| --- | --- | --- |
| **SEMESTER: II****CORE-III****PART:III** | **23UECOC23****MICRO ECONOMICS -II** | **CREDIT:5****HOURS:5/W** |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
|  | 1 | 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. |
|  | 2 |
|  | 3 |
|  | 4 |
|  | 5 |
|  | 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– Dead Weight Loss -Policies to Control 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- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity -Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership –Game Theory – Minimax – Maximin – Nash Equilibrium. |
|  | 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 – Static Properties for Consumption, Production, and Distribution. |
|  | **Course Outcomes** |
|  | CO | On completion of this course, students will  |
|  | 1 | Understand the equilibrium conditions in Perfect Competition.  |
|  | 2 | Analyze the equilibrium conditions under Monopoly Market Structure. |
|  | 3 | Describe the Market Equilibrium under Monopolistic and Oligopoly Market.  |
|  | 4 | Know the importance of theories of Distribution. |
|  | 5 | Evaluate the aspects of Welfare Economics and General Equilibrium. |
| **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. | Walter Nicholson and Christopher Snyder, Micro Economic Theory - Basic Principlesand 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> |

**Mapping with Programme Outcomes:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| **CO 5** | 2 | 3 | 2 | 3 | 3 | 2 | 3 |

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

|  |  |  |
| --- | --- | --- |
| **SEMESTER: II****CORE-IV** **PART:III** | **23UECOC24****STATISTICS FOR ECONOMICS -II** | **CREDIT:5****HOURS:5/W** |

|  |
| --- |
| **Learning Objectives** |
| 1 | To understand the various methods of index numbers and its applications |
| 2 | To analyse the components and measurement of time series data |
| 3 | To know the theories of probability and its applications |
| 4 | To probe the research design and sampling methods |
| 5 | To acquire knowledge on the application of test of Hypotheses in Research  |
| UNIT-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. |
| UNIT-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. |
| UNIT-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. |
| UNIT-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. |
| UNIT-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. |

|  |
| --- |
| **Course Outcomes** |
| CO | On completion of this course, students will  |
| 1 | Gain Knowledge on the Index Numbers |
| 2 | Analyze the importance of Time Series Data and its measurement |
| 3 | Understand the concept of Probability  |
| 4 | Identify the various Sampling Methods |
| 5 | Acquire Knowledge on Hypothesis Testing |
| **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. & BagavathiV (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 ofstatistics andeconometrics, 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:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| **CO 5** | 3 | 2 | 2 | 2 | 3 | 2 | 3 |

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

|  |  |  |
| --- | --- | --- |
| **SEMESTER: II Elective II-1** | **23UECOE25-1****HISTORY OF ECONOMIC THOUGHT** | **CREDIT: 3****HOURS: 4/W** |
|  | **Learning Objectives** |
|  | 1. | To explain the nature and scope of economic thought and its principles |
|  | 2. | To understand the classical economists ideology and theory of Marx |
|  | 3. | To know the Kenesian revolution and its analysis |
|  | 4. | To build the Marginalism Revolution and its operations  |
|  | 5. | 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 |
|  | UNIT-III | **Neo-Classical and Institutionalist 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. |
|  | UNIT-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. |
|  | UNIT-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. |
|  | **Course Outcomes** |
|  | CO | On completion of this course, students will  |
|  | 1 | Acquire knowledge on the subject matter of History of Economic Thought. |
|  | 2 | Understand the contributions of the Classical Ideas of Economics. |
|  | 3 | Describe Neo Classical and Institutional Economic Ideas |
|  | 4 | Examine the Keynesian School and Modern Economic Ideas |
|  | 5 | Understand the contribution of Nobel Laureates and Indian Economic Ideas |
| **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> |

**Mapping with Programme Outcomes:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 2 | 2 | 2 | 2 | 3 | 2 | 3 |

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

|  |  |  |
| --- | --- | --- |
| **SEMESTER: II****Departmental Elective II-2** | **23UECOE25-2****INTRODUCTION TO E-COMMERCE** | **CREDIT: 3****HOURS: 4/W** |

|  |
| --- |
| **Learning Objectives** |
| 1. | To learn the nature and concepts of E-commerce in India  |
| 2. | To understand the various business models for E-Commerce and its uses |
| 3. | To analyse the Various on line business transactions and its applications |
| 4. | To explain the E-Promotion and consumer protection and its latest amendments  |
| 5. | 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. |

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

**Mapping with Programme Outcomes:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 2 | 2 | 3 | 3 | 3 | 2 | 3 |

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

**NME offered to other Departments**

|  |  |  |
| --- | --- | --- |
| **SEMESTER: I****Skill Enhancement Course-1(NME-I)****PART-IV** | **DEMOGRAPHY(23UECON16)** | **CREDIT: 2****HOURS: 2/W** |
|  | **Learning Objectives** |
|  | 1. | To understand the meaning and scope of demography  |
|  | 2. | To discuss the basic concepts of demographic measurements. |
|  | 3. | To describes the concepts of urbanisation and migration |
|  | 4. | To evaluate the international aspects of population growth and tis environment  |
|  | 5. | To analyse the trends in population policy in India  |
|  | UNIT-I | **Introduction** Meaning Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition. |
|  | UNIT-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. |
|  | UNIT-III | **Migration and Urbanisation** Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population–– Recent Trends in Migration. |
|  | UNIT-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. |
|  | UNIT-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. |
|  | **Course Outcomes** |
|  | CO | On completion of this course, students will  |
|  | 1 | Describe the various theories of Population Growth.  |
|  | 2 | Understand Demographic Indicators. |
|  | 3 | Assess the causes and impact of Migration on rural-urban population distribution. |
|  | 4 | Analyse the major demographic trends and their determinants. |
|  | 5 | Evaluate Population Policy of India and analyse recent trends. |
| **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 Hickes 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- 5th 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:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| **CO 5** | 3 | 3 | 3 | 2 | 3 | 2 | 3 |

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

|  |  |  |
| --- | --- | --- |
| **SEMESTER: II****Skill Enhancement Course-2(NME-II)****PART: IV** | **ECONOMICS FOR INVESTORS****(23UECON26)** | **CREDIT: 2****HOURS: 2/W** |

|  |
| --- |
| **Learning Objectives** |
| 1. | To understand concepts of saving and investments.To probe the various investment avenue and its practice applications.To enables various investment markers and its features.To know the economic fundamentals and the Business Environment.To understand various investment methods and its strategies.  |
| 2. |
| 3. |
| 4. |
| 5. |

|  |  |
| --- | --- |
| UNIT-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. |
| UNIT-II | **Investment Avenues** Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds. |
| UNIT-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. |
| UNIT-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. |
| UNIT-V | **Investment Methods and Strategies.** Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management. |
| **Course Outcomes** |
| CO | On completion of this course, students will  |
| 1 | Describe the types and importance of savings and investments. |
| 2 | Explain the available for investment avenues  |
| 3 | Understand the operations of different types of investment markets. |
| 4 | Evaluate the economic fundamentals and information. |
| 5 | Construct objective enabling investment plans, strategy, evaluate and restructure if required. |
| **Textbooks** |
|  1. | Ken McElroy, (2004) The ABCs of Real Estate Investing, ‎Hachette Book Group USA |
| 2. | Esme Faerber (2013), All about Stocks ,Tata McGraw Hill, New Delhi |
| 3. | [Christopher D. Piros](https://www.google.co.in/search?hl=en&gbpv=0&q=inauthor:%22Christopher+D.+Piros%22&tbm=bks&sa=X&ved=2ahUKEwil2byjgav7AhXT2DgGHU0eBfkQmxMoAHoECBIQAg&sxsrf=ALiCzsZhz6ICVIVFkp_bY13qtw-Dr1NVtA:1668337439486), [Jerald E. Pinto](https://www.google.co.in/search?hl=en&gbpv=0&q=inauthor:%22Jerald+E.+Pinto%22&tbm=bks&sa=X&ved=2ahUKEwil2byjgav7AhXT2DgGHU0eBfkQmxMoAXoECBIQAw&sxsrf=ALiCzsZhz6ICVIVFkp_bY13qtw-Dr1NVtA:1668337439486)(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. | Benjamine 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:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| **CO 5** | 2 | 2 | 3 | 3 | 3 | 2 | 3 |

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