

THIRUVALLUVAR UNIVERSITY, VELLORE – 632 115
B.A., CORPORATE ECONOMICS– (2022-2023 onwards)

Programme Objectives:

1. Graduates will be able to comprehend the economics concepts learnt and apply in real life situations.
2. Graduates with acquired skills and enhanced knowledge will be employable/ becomes economics analyst or will pursue higher Education.
3. Graduates with acquired knowledge of modern economic theories and tools will be able to contribute effectively for the development of the nation.
4. Graduates are able to understand the pros and cons of modern economic theories and ideologies.
5. Graduates imbued with ethical values and social concern will be able to understand and appreciate social harmony, cultural diversity ensure sustainable environment

Programme Educational Objectives:

1. To equip the students with Global standard skills and knowledge about corporate economics by providing requisite economics education.
2. To gather government and business requirements and analyses that helps to bring sustainable development.
3. To help the individuals/students to identify or create opportunity to grow as corporate economist or corporate advisor in the competitive environment.
4. To motivate them to fly high for higher education in renowned universities across the globe.
5. To help the individuals/students to do the research related works.

Programme Outcomes:

1. Having clear understanding of subject related concepts and apply the same to identify, formulate and analyse corporate economics problems.
2. Confident enough to act as a corporate economist or Corporate economic advisor for the sustainable development of the nation.
3. Able to adapt work environment easily.
4. Clear understanding on Professional and ethical responsibility.
5. Able to work effectively by managing time and provide innovative corporate solutions.
6. Help to understand the market's demand and ability to provide quality and timely services.
7. Help to understand the pros and cons of different corporate markets problems.
8. Able to clear any competitive exams for higher education.
9. Able to identify and grab global opportunities.
10. Help to develop problem solving and to analyse critical corporate data.

Programme Specific Outcomes:

On Completion of B.A. Corporate Economics, graduates will be able to

1. Understand the theoretical aspects of corporate economics.
2. Ability to understand the different corporate economic strategies and can be able to apply the same for effective business results.
3. Ability to use emerging techniques of corporate economics to provide innovative and quick solution on time.
4. Ability to understand, adjust and adapt with the dynamic technical environment for the growth of individual career and corporate industry.
5. Ability to utilize social media effectively for learning and use productively.
6. Ability to make the world a better place by developing new corporate economics theories and ideologies to bring the sustainable development.
7. Able to understand the concepts of modern economics concepts.
8. Able to enter different streams of economics like Industrial Economic Advisor, Manager, Computational Economist, Entrepreneur, Researcher, Social Worker and Corporate Consultant.
9. Able to adapt the on-going technical developments on corporate world.
10. Able to enter any industry as each industry is dependent on corporate economic strategies for market design and develop their ideology.

COURSE STRUCTURE
THIRUVALLUVAR UNIVERSITY, VELLORE – 632 115BA COPORATE
ECONOMICS – (2022-2023 onwards)

Semester: I

Paper Type: Core

Paper code: CCE 11 Name of the Paper: Micro Economics ICredit: 3

Total Hours per Week: 5 Lecture Hours: 4

Tutorial Hours: 1

Course Objectives

1. Expose the student to the basic principles in Micro Economic theory and illustrate the same with applications and to achieve conceptual clarity.
2. Enable the student to develop ways and means by which demand, supply, elasticity of demand can be assessed.
3. Impart knowledge and application of utility theories and law of production.

Course Outcomes

1. After studied unit-1, the students will be able to understand the definitions, scope and nature of micro economics.
2. After studied unit-2, the students will be able to understand the Utility analysis, Demand analysis, Supply analysis, Elasticity of Demand and Consumer's Surplus
3. After studied unit-3, the students will be able to understand the Indifference Curve Analysis, Giffen goods, Revealed Preference Theory & Hicksian Analysis.
4. After studied unit-4, the students will be able to understand the Theory of firm and corporate firm, Production Function and Returns to scale
5. After studied unit-5, the students will be able to understand the Cost Analysis, Revenue Analysis and Theories of price determination in corporate firms.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	Yes
2	Yes	No	Yes	Yes	Yes	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	No	No	Yes	Yes
5	Yes	Yes	No	Yes	Yes	Yes

Unit-1:**Teaching Hours: 15 Hrs.**

Definition and scope of Economics - Difference between Micro and Macro Economics - Inductive and Deductive Methods - Positive and Normative - Static and Dynamic - Partial and General Equilibrium

Unit-2:**Teaching Hours: 16 Hrs.**

Utility analysis-Demand and Supply - Elasticity of Demand - Consumer's Surplus

Unit-3:**Teaching Hours: 15 Hrs.**

Indifference Curve Analysis - Giffen goods-Revealed Preference Theory - Hicksian Analysis

Unit-4:**Teaching Hours: 15 Hrs.**

Theory of firm and corporate firm - Production Function - Neo-Classical - Leontief - Law of Variable Proportions - Returns to scale

Unit-5:**Teaching Hours: 16 Hrs.**

Cost Analysis - Revenue Analysis - Derivation of AR and MR from TR - Elasticity - Theories of price determination in corporate firms.

Internal Assessment Methods:

- a. Book review and research paper review, syllabus and curriculum review.
- b. Workshops, preparing technical term dictionaries from text books and reference books.
- c. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
- d. Grouping students for self-discussion, self-learning process.

Text Books:

1. Ahuja H.L.: Advanced Economic Theory-S.Chand & Co.,
2. Ashimakopoulos.A. : An Introduction to Economic Theory: Micro Economics.
3. Bell&Todaro : Economic Theory - Oxford University Press.
4. Dewett.K.K. : Modern Economic Theory
5. Dwicedi : Micro Economics, Pearson Education.
6. Hutchinson : Economics - ACCA Series, London.
7. Joan Robinson &Eatwell : Introduction to Economic Theory
8. Koutsoyiannis, A : Modern Micro Economics – ELBS
9. Leftwich : Price System and Resource Allocation
10. Lipsey : An Introduction to Positive Economics – ELBS

Reference Books:

1. Lipsey& Steiner : Economics
2. Maddala :Micro Economics : Theory and Applications – McGraw Hill
3. Maurice Dobb :Theories of Value and Distribution since Adam Smit- VikasPublishing House, New Delhi.
4. Pindyck&Rubinfeld : Micro Economics - Perason Education.
5. Salvatore Diulio : Principles of Economics - Schaum Series

6. Salvatore, Dominick : Micro Economics - Schaum Series.
7. Samuelson, Paul : Economics - McGraw Hill Kogakusha Ltd., London.
8. Sankaran, S : Micro Economics - Margham Publication.
9. Stonier & Hague : Text Book of Economic Theory
10. Watson, D.S : Price Theory and its uses.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: I

Paper Type: Core

Paper code: CCE 12 Name of the Paper: Business Statistics

Credit:3

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hours: 1

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Course Objectives

1. This paper aims to provide an understanding on statistical concepts.
2. Impart knowledge on graphs and diagrams.
3. Equip students with knowledge about measures of central tendency and dispersion
4. Impart the knowledge on Methods Sampling and Sampling Errors

Course Outcomes

1. After studied unit-1, the students will be able to understand the nature, significance and limitations of statistics, collection of data, classification and tabulation of Data.
2. After studied unit-2, the students will be able to understand the Diagrammatic and Graphic representation and Frequency Distribution.
3. After studied unit-3, the students will be able to understand the Measures of Central Tendency, Arithmetic Mean, Media and Mode.
4. After studied unit-4, the students will be able to understand the Measures of Dispersion, Range, Deviation, & Percentiles.
5. After studied unit-5, the students will be able to understand the concept of Sampling, Methods of Sampling and Sampling Errors.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	Yes	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	Yes	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Nature - Significance and Limitations of Statistics – Collection of Data, Classification and Tabulation of Data

Unit-2:

Teaching Hours: 16 Hrs.

Diagrammatic and Graphic representation - Bar Diagrams - Pie Diagrams - Histograms - Pictograms - Cartograms - Frequency Distribution

Unit-3:

Teaching Hours: 15 Hrs.

Measures of Central Tendency - Arithmetic Mean - Media - Mode

Unit-4:

Teaching Hours: 15 Hrs.

Measures of Dispersion - Range - Quartile Deviation - Mean Deviation - Standard Deviation - Coefficient of variation - Percentiles and Deciles

Unit-5:**Teaching Hours: 16 Hrs.**

Sampling- Meaning and Importance, Methods of Sampling, Sampling Errors

Internal Assessment Methods: (The following items may be brought under test, seminar and assignment framework)

- Book review and research paper review, syllabus and curriculum review.
- Workshops, preparing technical term dictionaries from text books and reference books.
- Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
- Forming digital library: collecting text and reference books, course material.

Text Books:

- Agrawal : Basic Statistics, New Age International Elhance, D.N : fundamentals of Statistics
- Gupta, S.P. : Statistical Methods
- Hooda, R.P. : Statistics for Economics, Macmillan
- Paden, D.W., &Lindquist,E.L : Statistics for Economics and Business
- Pillai, R.S.N. &Bagavathi,V : Statistics
- Sweeney, Anderson and Statistics for Economics and Business, Williams : Thomson Publication.
- SchumSeues : Statistics

Reference Books:

- Asim Kumar Manna: Business Mathematics and Statistics, McGraw Hill Education, 2018.
- David R. Anderson Dennis J. Sweeney: Statistics for Business & Economics,
- Cengage Learning India, 13th Edition, 2018
- S.C. Gupta: Fundamentals of Statistics, Himalaya Publishing House, 2018
- B.L. Agarwal: Basic Statistics, New Age International Publishers, 4th Edition 2006.

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	M	S	S
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: I

Paper Type: Allied -1

Paper code: CACE11A Name of the Paper: Business Organisation Credit: 3

Total Hours per Week: 6 Lecture Hours: 6

Tutorial Hours: 2

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Course Objectives

1. This paper aims to provide an understanding on various concepts of business for the Modern Business & Profession.
2. Instruct the knowledge on Establishment of New Unit and Promotion.
3. Train students with knowledge about Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.
4. Impart the knowledge on Business Combinations and Business Finance.

Course Outcomes

1. After studied unit-1, the students will be able to understand the essentials & scope of Business Organisation and Modern Business & Profession.
2. After studied unit-2, the students will be able to understand the procedure to establish a new business.
3. After studied unit-3, the students will be able to understand the various forms of Business Organisation like Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.
4. After studied unit-4, the students will be able to understand the business combination, Mergers and acquisitions.
5. After studied unit-5, the students will be able to understand the need and sources of Business Finance, Types of Market and SEBI.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	Yes	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation - Modern Business, Business & Profession.

Unit-2:

Teaching Hours: 16 Hrs.

Business Unit-Establishing a new business unit- Meaning of Promotion, Features for business, Plant location, Plant Layout & size of business unit.

Unit-3:**Teaching Hours: 15 Hrs.**

Forms of Business Organisation-Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives

Unit-4:**Teaching Hours: 15 Hrs.**

Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions

Unit-5:**Teaching Hours: 16 Hrs.**

Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Study of Stock Exchange & SEBI.

Internal Assessment Methods: (The following items may be brought under test, seminar and assignment framework)

- Book review and research paper review, syllabus and curriculum review.
- Workshops, preparing technical term dictionaries from text books and reference books.
- Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
- Forming digital library: collecting text and reference books, course material.

Text Books:

- Agrawal : Basic Statistics, New Age International Elhance,
- S.K. Business Organisation
- JagdishPrakash Business Organistaton and Management
- Om Prakash:Business Organisation

Reference Books:

- Sherlekar S.A. Business Organisation and Management
- Singh &Chhabra Business Organisation

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	M	S	S
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: I

Paper Type: Allied -1

Paper code: CACM15C

Name of the Paper: Financial Accounting- I

Credit:3

Total Hours per Week: 6

Lecture Hours: 4

Tutorial Hours: 2

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Course Objectives

1. This paper aims to cover the concepts of financial accounting.
2. It also enables students to get employed in financial sectors after their UG.
3. Students acquire thorough knowledge about accounting concepts and conventions

Course Outcomes

1. After studied unit-1, the students will be able to understand the basic accounting concepts and Information.
2. After studied unit-2, the students will be able to understand the concept of Double entry system; this helps in preparation of various books of accounts.
3. After studied unit-3, the students will be able to understand the preparation of Final Accounts.
4. After studied unit-4, the students will be able to understand the concept of Single entry system of accounting.
5. After studied unit-5, the student will be able to the practical uses of Average Due Date and Bank Reconciliation Statement.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	Yes	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Meaning & Definitions- Functions- Objectives- Users of Accounting Information- Accounting Concepts and Conventions – Advantages and Limitations of Accounting.

Unit-2:

Teaching Hours: 16 Hrs.

Double Entry System Of Accounting: Meaning and Concepts - Golden Accounting Rules- Journal Entries- Ledger- Trail Balance – Rectification of Errors (Simple Problems).

Unit-3:

Teaching Hours: 15 Hrs.

Final Accounts: Preparation of Trading Account, Profit and Loss Account and Balance Sheet- Adjustment Entries (Simple Problems).

Unit-4:**Teaching Hours: 15 Hrs.****Single Entry System:** Meaning - Features - Advantages - Limitations - Methods- Net Worth Method – Conversion Method (Simple Problems).**Unit-5:****Teaching Hours: 16 Hrs.****Average Due Date And Bank Reconciliation Statement :** Average Due Date - Meaning - Uses – Problems - Bank Reconciliation Statement- Meaning- Reasons for Preparation- Procedures and Preparation of Bank Reconciliation statement (Simple Problems).**Internal Assessment Methods:**

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher

Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. T.S.Reddy and Murthy Basic Statistics, Financial Accounting, Margham Publications 2018
2. R.L. Gupta &V.K.Gupta - Financial Accounting, Eighth Edition September 2006, Sultan Chand & Sons, New Delhi, Reprint 2016.

REFERENCE BOOKS:

1. S.P.Jain, K.L.Narang- Financial Accounting, Sixth revised edition 2003, Kalyani Publishers
2. Dr. Radha–Financial Accounting, First Edition 2010, .Revised Edition 2014 Prasanna Publishers and Distributors, Chennai-5
3. L.N.Koli – Financial Accounting, First edition 2007-08, Lakshmi NarainAgarwal, Educational Publishers

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	M	S	M
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: I

Paper Type: Allied-1

Paper code: CACE13A Name of the Paper: Public Administration I

Credit: 3

Total Hours per Week: 6 Lecture Hours: 4

Tutorial Hours: 2

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Course Objectives

1. Give an introduction to the discipline of Public Administration;
2. Sketch the theories and Principles of Administrative Organizations;
3. Describe the tasks of Management

Course Outcomes

1. After studied unit-1, the students will be able to understand the significances of Public Administration and Social Sciences.
2. After studied unit-2, the students will be able to understand the Organization Theories.
3. After studied unit-3, the students will be able to understand the Principles of Organization.
4. After studied unit-4, the students will be able to understand the concept of Line, Staff and Auxiliary Agencies.
5. After studied unit-5, the students will be able to understand the principles of Management.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Introduction - Nature, Scope and Importance of Public Administration - Evolution of Public Administration - Methodology of Public Administration - Public Administration and Social Sciences - Art and Science of Public Administration

Unit-2:

Teaching Hours: 16 Hrs.

Organization – Theories – Classical Theory - Scientific Theory - Human Relation Theory - Bureaucratic Theory

Unit-3:

Teaching Hours: 15 Hrs.

Organization – Principles – Hierarchy - Span of Control - Unity of Command - Centralization and De-centralization - Coordination

Unit-4:

Teaching Hours: 15 Hrs.

Line, Staff and Auxiliary Agencies - Meaning and Difference between the agencies
Independent Regulatory Commission - Public Corporations - Departmental Organization

Unit-5:**Teaching Hours: 16 Hrs.**

Management : Meaning, Scope and Task of Management – Motivation - Communication
Decision-Making - Leadership

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Sharma, M.P. and B.L. Sardana, 1988, Public Administration in Theory and Practice, KitabMahal, New Delhi.
2. Srivastava, Om Prie, 1991, Public Administration and Management, The Broadening Horizons, Volume 1, Himalaya Publishing House, Delhi
3. R.L. Gupta & V.K. Gupta - Financial Accounting, Eighth Edition September 2006, Sultan Chand & Sons, New Delhi, Reprint 2016.

REFERENCE BOOKS:

1. S. L. Goel : Personnel Administration in India. B.N. Puri : Administrative History of India (Vol. I, II and III)
2. D. D. Basu : An Introduction to the Constitution of India. Special Issue of Indian Journal Public Administration on Indian Administration, Retrospect and Prospect and on Good Governance.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	M	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: I

Paper Type: Allied-1

Paper code: CACE13B

Name of the Paper: Agricultural Finance I

Credit: 3

Total Hours per Week: 6

Lecture Hours: 4

Tutorial Hours: 2

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Course Objectives

1. Agricultural Finance addresses the challenges and opportunities in agro based business.
2. The course discusses sources of finance, financing costs, analysis of investment opportunities, financial and risk management, legal issues relating to financing, and the financial sector

Course Outcomes

1. After studied unit-1, the students will be able to understand the Role of credit in Agriculture and sources of credit.
2. After studied unit-2, the students will be able to understand the Non-Institutional Sources, Defects and Malpractices and Regulation of Moneylenders
3. After studied unit-3, the students will be able to understand Institutional Sources and Primary Agricultural Credit Societies

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	Yes
2	Yes	No	Yes	Yes	Yes	No
3	Yes	Yes	No	Yes	Yes	No

Unit-1:

Teaching Hours: 15

Hrs. Role of credit in Agriculture: Essential Features of Agricultural Credit Systems - Credit needs - Classification of Credit - Period wise, purpose wise, security wise and Creditor and Debtor Wise. Sources of credit.

Unit-2:

Teaching Hours: 16 Hrs.

Non-Institutional Sources: Moneylenders - Landlords - Traders and Commission Agents - Relatives and Friends - Advantages of Moneylenders - Defects and Malpractices of Moneylenders - Regulation of Moneylenders

Unit-3:

Teaching Hours: 15 Hrs.

Institutional Sources: Co-operatives - Primary Agricultural Credit Societies - Farmers Service Societies - Central co-operative Bank - Land Development Banks - Problems of Co-operative Banks

Internal Assessment Methods: (The following items may be brought under test, seminar and assignment framework)

- e. Book review and research paper review, syllabus and curriculum review.
- f. Workshops, preparing technical term dictionaries from text books and reference books.
- g. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
- h. Grouping students for self discussion, self learning process.

Text Books:

1. Agricultural Finance- Charles B. Moss
2. Business & Economics -Charles B. Moss,
3. Indian Economy – Dutt&Sundharam

Reference Books:

1. Indian Economy – Sankaran.S.
2. Agricultural Finance – J.P.Jain.
3. Rural Banking – I.C.Dingra.
4. Money, Banking and International Trade – K.P.M.sundaram.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	M	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: II

Paper Type: Core

Paper code:CCE21 Name of the Paper: Micro Economics II

Credit:3

Total Hours per Week: 4 Lecture Hours: 3

Tutorial Hours: 1

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Course Objectives

1. To understand the different Market Structure;
2. To understand the Distribution theories;
3. To understand the reward for factors of production.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Perfect Competition.
2. After studied unit-2, the students will be able to understand the Imperfect Competition.
3. After studied unit-3, the students will be able to understand the theories of Distribution, and role of Trade Union.
4. After studied unit-4, the students will be able to understand the concept of factor pricing, and Profit theories.
5. After studied unit-5, the students will be able to understand the Interest theories and J.M. Keynes' ideology on Interest.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	Yes
2	Yes	Yes	Yes	No	No	No
3	Yes	Yes	Yes	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15

Hrs. Perfect Competition, Monopoly, Discriminating Monopoly - (Pricing policies of Public Sector Undertakings).

Unit-2:

Teaching Hours: 16 Hrs.

Imperfect Competition- Oligopoly, Duopoly, Wastes of Monopolistic Competition.

Unit-3:

Teaching Hours: 15 Hrs.

Distinction between Personal and Functional distribution - Theories of Distribution - Distribution shares - Marginal Productivity Theory - Wage Theories - Real and Money wages - Trade Union and Wages

Unit-4:**Teaching Hours: 15 Hrs.**

Rent - Ricardian Theory - Scarcity and differential rent - Modern theory of rent - Quasi and transfer earnings - Profits-Distinction between gross and net profits - Theories of Profits - Break Even Analysis

Unit-5:**Teaching Hours: 16 Hrs.**

Interest - Classical theories of interest - Keynesian Criticism - Liquidity Preference theory - Loan able funds theory

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Ahuja H.L.: Advanced Economic Theory-S.Chand& Co.,
2. Ashimakopoulos.A. : An Introduction to Economic Theory: Micro Economics

REFERENCE BOOKS:

1. Bell & Todaro : Economic Theory - Oxford University Press.
2. Dewett.K.K. : Modern Economic Theory

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: II

Paper Type: Core

Paper code:CCE22 Name of the Paper: Economics of Corporate Sector Credit:3

Total Hours per Week: 4 Lecture Hours: 3

Tutorial Hours: 1

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Course Objectives

- 1.The objective of this paper to understand the economics of corporate sector.
- 2.This will enable the student to understand the rational decisions and business stability.

Course Outcomes

1. After studied unit-1, the students will be able to understand thetypes of Business.
2. After studied unit-2, the students will be able to understand thebusiness ethics and values.
3. After studied unit-3, the students will be able to understand thecorporate strategies.
4. After studied unit-4, the students will be able to understand the importance of E-Commerce.
5. After studied unit-5, the students will be able to understand theExport Management.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	Yes
2	Yes	Yes	Yes	No	No	No
3	Yes	Yes	Yes	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15

Hrs.Business - Meaning - Types of Business and Profession - Organization - Meaning and Importance of Business Organization. The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

Unit-2:

Teaching Hours: 16 Hrs.

Role and importance of Business Ethics and Values in Business - Definition of Business Ethics Impact on Business Policy and Business Strategy - Types of Ethical issues.

Unit-3:

Teaching Hours: 15 Hrs.

Corporate strategy - nature and scope - process of strategic planning - formulation of strategy - project life cycle - portfolio analysis – SWOT.

Unit-4:

Teaching Hours: 15 Hrs.

E-Commerce Framework – Traditional vs. E-Business Applications – Architectural Framework – The Internet as Network Infrastructure – Major Categories of E-Commerce – B2C, B2B, C2B and C2C Applications.

Unit-5:**Teaching Hours: 16 Hrs.**

Export Management – Meaning & Definition - Need for Export Management – Nature of Export Management – Functions of Export Manager – Barriers to Export – Problems faced by the exporters in export.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Bhusan Y. K , Business Organization.
2. Dr. S. Sankaran - Business Environment, Margham Publications
3. David J. Fritzsche , Business Ethics: A Global & Management Perspective , Tata McGrawHill
4. RamaswamyNamakumari - Strategic Planning - Corporate Strategy ,Laxmi Publications Pvt. Ltd.
5. Dr. S.Sankaran –Strategic Management,Margham Publications

REFERENCE BOOKS:

1. Dr. P.RizwanAhmed , E-Business & E-Commerce, Margham Publications
2. P.K. khurana , Export Management

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: II

Paper Type: Allied-1

Paper code: CACE23C Name of the Paper: Enterprise Resource Planning

Credit:5

Total Hours per Week: 6 Lecture Hours: 4 Tutorial Hours: 2

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Course Objectives

1. The objective of this paper to understand the Enterprise Resource Planning.
2. This will enable them to utilize all resources for the optimum economic outcomes.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Enterprise Resource Planning.
2. After studied unit-2, the students will be able to understand the ERP Scenario and Modules.
3. After studied unit-3, the students will be able to understand the Business Modeling.
4. After studied unit-4, the students will be able to understand the concept of Business Process & Mapping.
5. After studied unit-5, the students will be able to understand the ERP Implementation and its guidelines.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	Yes
2	Yes	Yes	Yes	Yes	No	Yes
3	Yes	Yes	Yes	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15

Hrs. Introduction to Enterprise Resource Planning: Introduction, Benefits of ERP, Business Process Reengineering, Data Warehousing, Data Mining, Supply Chain Management

Unit-2:

Teaching Hours: 16 Hrs.

Reasons for the Growth of ERP: Reasons for the Growth of ERP, Scenario and Justification of ERP in India, Evaluation of ERP, Various Modules of ERP, Advantages of ERP.

Unit-3:

Teaching Hours: 15 Hrs.

Understanding ERP: Overview of Enterprise, Integrated Management Information, Business Modeling, ERP for Small Businesses, ERP for Make to Order Companies

Unit-4:

Teaching Hours: 15 Hrs.

Business Process Mapping: Business Process Mapping in ERP, ERP Implementation Process, Hardware Environment for ERP Implementation

Unit-5:

Teaching Hours: 16 Hrs.

ERP Implementation: Precautions in ERP Implementation, ERP Post Implementation Options, Guidelines for ERP Implementation

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.

2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

3. The Implementers' Guide to Success with Enterprise Resource Planning by Thomas F. Wallace and Michael H. Kremzar
4. A Guide to ERP Benefits, Implementation and Trends by Prof dr. LinekeSneller RC
5. Enterprise Resource Planning by RP Demystified by Alexis Leon

REFERENCE BOOKS:

1. Enterprise Resource Planning Systems by Daniel E. O'Leary
2. Modern ERP: Select, Implement & Use Today's Advanced Business Systems by Marianne Bradford
3. E-Business and ERP: Rapid Implementation and Project Planning by Murrell G. Sheldon
Indian Administration, Retrospect and Prospect and on Good Governance.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong, M – Medium, L – Low (may be avoided)

Paper code: CACM25C Name of the Paper: Financial Accounting II Credit:5
Total Hours per Week: 6 Lecture Hours: 4 Tutorial Hours: 2

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Course Objectives

1. To develop the modern accounting skills.
2. This will enable them to adopt the modern way of maintaining the various accounts.

Course Outcomes

1. After studied unit-1, the students will be able to understand the concept of Branch Accounting.
2. After studied unit-2the students will be able to understand theprocedure for preparing Departmental Accounts.
3. After studied unit-3, the students will be able to understand theHire Purchase Accounting.
4. After studied unit-4, the students will be able to understand theAccounting procedure for Partnership in cases of Admission, Retirement, and Death of a partner.
5. After studied unit-5, the students will be able to understand theAccounting procedure for Dissolution and Insolvency of a Partner

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	Yes
2	Yes	Yes	Yes	Yes	No	Yes
3	Yes	Yes	Yes	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1: **Teaching Hours: 15**
Hrs.Branch Accounts: Branch Accounts –Objectives – Types of Branches – Debtors System (at cost price and Invoice Price) – Independent Branch.

Unit-2: **Teaching Hours: 16 Hrs.**
 Departmental Accounts: Departmental Accounts – Objectives – Distinction between Departments and Branches – Allocation of common expenses – Expenses which cannot be allocated – Inter Department transfer at cost price and selling price.

Unit-3: **Teaching Hours: 15 Hrs.**
 Hire Purchase System : Hire Purchase system – Meaning – Journal Entries and Ledger Accounts in the books of Hire Purchaser and Hire Vendor – Default and Repossession - Complete Repossession only.

Unit-4: **Teaching Hours: 15 Hrs.**
 Partnership Accounts – I: Partnership Accounts – Admission of Partner– Retirement of Partner – Death of a Partner (Simple Problems)

Unit-5: **Teaching Hours: 16 Hrs.**

Partnership Accounts – II: Dissolution of Partnership Firm - Insolvency of a Partner - Insolvency of all Partners (Garner vs. Murray). (Simple Problems)

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Financial Accounting by T.S.Reddy and Murthy, Margham Publications, 2018

REFERENCE BOOKS:

1. Advanced Accounts by M.C. Shukla and T.S. Grewal&co, S. Chand & Co, 2016
2. Financial Accounting by R.L. Gupta , Sultan Chand, 2014
3. Financial Accounting by S.P. Jain &K.L Narang, Kalyani Publication, 2017
4. Fundamental of Advanced Accounting, Volume – I by R.S.N Pillai&V.Bagavathi, S. Chand & Co, 2013.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	S	S	M
CO4	S	S	M	S	S	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: II

Paper Type: ALLIED-1

Paper code: CACE23A

Name of the Paper: Public Administration II

Credit:5

Total Hours per Week: 6

Lecture Hours: 4

Tutorial Hours: 2

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Course Objectives

1. Sketch the evolution of Indian Administrative System prior to Independence;
2. Describe the Administrative Structure of the Indian Union;
3. Describe the Administrative Structure of the Indian States;
4. Describe the Administrative Structure of the Districts in India;
5. Describe the various Administrative Services of India.

Course Outcomes

1. After studied unit-1, the students will be able to understand theKautilya’s and Mughal Administration under British Rule.
2. After studied unit-2, the students will be able to understand theUnion Administration.
3. After studied unit-3, the students will be able to understand theState Administration.
4. After studied unit-4, the students will be able to understand theDistrict Administration.
5. After studied unit-5, the students will be able to understand theAll India Services.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	Yes
2	Yes	Yes	Yes	Yes	No	Yes
3	Yes	Yes	Yes	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15

Hrs.Introduction: Kautilya’s Administrative State, Mughal Administration, Administration under British Rule

Unit-2:

Teaching Hours: 16 Hrs.

Union Administration: President, Prime Minister’s office, Cabinet Secretariat, Central Secretariat, Organization of Ministries

Unit-3:

Teaching Hours: 15 Hrs.

State Administration: Governor, Chief Minister’s office, Office of the Chief Secretary, State Secretariat, Organization of Ministries

Unit-4:

Teaching Hours: 15 Hrs.

District Administration: Collector, District Collect orate, District Superintendent of Police, Tahsildar, Block Development Officer

Unit-5:

Teaching Hours: 16 Hrs.

All India Services: Indian Administrative Service, Indian Police Service, Indian Forest Service, Central Services, State Services

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Financial Accounting by T.S.Reddy and Murthy, Margham Publications, 2018

REFERENCE BOOKS:

1. Advanced Accounts by M.C. Shukla and T.S. Grewal&co, S. Chand & Co, 2016
2. Financial Accounting by R.L. Gupta , Sultan Chand, 2014
3. Financial Accounting by S.P. Jain &K.L Narang, Kalyani Publication, 2017
4. Fundamental of Advanced Accounting, Volume – I by R.S.N Pillai&V.Bagavathi, S. Chand & Co, 2013.

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	S	S	M
CO4	S	S	M	S	S	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: II

Paper Type: Allied-1

Paper code: CACE23B Name of the Paper: Agricultural Finance II Credit:5

Total Hours per Week: 6 Lecture Hours: 4

Tutorial Hours: 2

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Course Objectives

The course discusses the sources of finance, financing costs, analysis of investment opportunities, financial and risk management, legal issues relating to financing, and the financial sector

Course Outcomes

1. After studied unit-1, the students will be able to understand the Institutional finance for Agriculture.
2. After studied unit-2, the students will be able to understand the role of RBI and its support for Agricultural development.
3. After studied unit-3, the students will be able to understand the Financing sources for Bio Gas Plants.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	Yes
2	Yes	No	Yes	Yes	Yes	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	No	No	Yes	Yes
5	Yes	Yes	No	Yes	Yes	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Commercial Banks and Agricultural Credit - Rural Orientation of Commercial Banks - Specialized Agricultural Branches - Village Adoption Schemes - Lead Bank Schemes - Regional Rural Banks.

Unit-2:

Teaching Hours: 16 Hrs.

RBI and Agricultural Finance - Agricultural Finance Corporation - Agricultural Re-finance and Development Co-operation - National Bank for Agricultural and Rural Development.

Unit-3:

Teaching Hours: 15 Hrs.

Financing of Bio Gas Plants - Financing of Poultry Development - Financing of dairy Development - Financing of Minor Irrigation - Recent Financial Programs of Government of India - Loan Waiver, Lowering of rate of interest, Easing Credit Policies.

Internal Assessment Methods: (The following items may be brought under test, seminar and assignment framework)

1. Book review and research paper review, syllabus and curriculum review.

2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Grouping students for self discussion, self learning process.

Text Books:

1. Agricultural Finance- Charles B. Moss
2. Business & Economics- Charles B. Moss,
3. Indian Economy – Dutt and Sundaram

Reference Books:

1. Indian Economy – Sankaran.S.
2. Agricultural Finance – J.P.Jain.
3. Rural Banking – I.C.Dingra.
4. Money, Banking and International Trade – K.P.M. Sundaram.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: III

Paper Type: Core

Paper code: CCE31 Name of the Paper: Indian Economic Development I Credit:3

Total Hours per Week: 3 Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

1. Learn and understand the various sectors of Indian economy and the problems faced by different sectors and evaluate the remedies offered by the government to solve them.
2. Provide the students with knowledge about key sectors of Indian Economy and their significant role in developing the economy.
3. Familiarize the new development concepts in each sector.

Course Outcomes

1. After studied unit-1, the students will be able to understand the basic features of less developed and developing countries.
2. After studied unit-2, the students will be able to understand the concept of Capital Formation and its impact on the economy.
3. After studied unit-3, the students will be able to understand the importance of Human resources and Population growth.
4. After studied unit-4, the students will be able to understand the role of Agriculture and its Contribution to Economic development.
5. After studied unit-5, the students will be able to understand the Role of Industry in Indian Economy.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Features of less developed and developing Economics - Economic and non - Economic factors impeding economic development - Concept of growth and development - Indicators - Factors in economic development - Role of NGO's in Economic development

Unit-2:

Teaching Hours: 16 Hrs.

Capital formation - Human and Physical, Savings and investment Pattern during the Plans - National Income - Methods, trends, limitation - Distribution - Recent trends in National Income.

Unit-3:

Teaching Hours: 15 Hrs.

Human resources - Population growth as a retarding factor - Population Policy.

Unit-4:

Teaching Hours: 15 Hrs.

Agriculture - Its Contribution to Economic development - Food problems - Methods of solving - Measures to increase agricultural Productivity - Land reforms - Green revolution - Agricultural Inputs and Agricultural Credit - Evaluation of Agricultural Policy during the plan period - Reforms in Agricultural sector.

Unit-5:

Teaching Hours: 16 Hrs.

Role of industries in Economic development - Cottage, small scale and large scale (cotton, Iron and steel, Jute, Sugar and Tea) - Assessment of industrial Policy during the plan period - Public Sector - Privatization - Industrial Reforms.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Agrawal.A.N : Indian Economy, Vikas Publishing House, New Delhi.
2. AlakGhosh : Indian Economy, The World Press, Kolkatta.
3. Arora, R.C : Integrated Rural Development, S. Chand & Co.,
4. Arthur Lewis : The Theory of Economic Growth.
5. ArunGhosh : India in Transition, Economic Policy Options, S.Chand& Co.,
6. BimalJalan : India Economic Crisis, Oxford Univesity Press Chennai.
7. Bright Singh : Economics of Development.
8. Dewett, Verma& Sharma : Indian Economomics, S.Chand& Co.,
9. Dhingra, I.C. : Indian Economy, Sultan Chand & Co.,
10. Hajela&Goswami (E.D) : Economic Reforms and Employment, Indian Economic Association, New Delhi.

REFERENCE BOOKS:

1. Jhingan, M.L. : Economics of Development & Planning. Konark Publishers, New Delhi
2. Kanka, S.S : Human Resource Management, S.Chand& Co.,
3. Kindle berger : Economic Development.
4. Minhas :Plannig for the Poor.
5. Mongia, J.N.(Editor) : India’s Economic Policies, Allied Publishers
6. Pndey, B.N. : Role of Science & Technology in Rural and Economic Development of India, S.Chand& Co.,
7. PramitChaudhury : The Indian Economy, Poverty and Development, Vikas Publishing House, New Delhi.
8. PramodVerma : labour Economics and Industrial Relation,s Tata McGraw Hill

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	S	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low

Semester: III

Paper Type: Core

Paper code: CCE32 Name of the Paper: Monetary Economics Credit:3

Total Hours per Week: 3 Lecture Hours: 3

Tutorial Hours: 0

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Course Objectives

- 1.Enable the students to understand the theories that relate to monetary transmission mechanism, whereby decisions made by the monetary authorities concerning
- 2.Money supplies or interest rates which can have real effects on the economy.
- 3.Educate them with Classical version and Modern version of thoughts under quantity theory of money which can able to apply course concepts in monetary policy decisions
- 4.Impart knowledge of money supply and inflation ranges that prevails in the economy.

Course Outcomes

1. After studied unit-1, the students will be able to understand the principles of money.
2. After studied unit-2, the students will be able to understand the Monetary Standards.
3. After studied unit-3, the students will be able to understand the Value of Money and Quantity of Money.
- 4.After studied unit-4, the students will be able to understand the concept of money supply.
5. After studied unit-5, the students will be able to understand the Inflation and Deflation.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1: **Teaching Hours: 15 Hrs.**

Money - Functions and Classification Gresham's Law - Role of Money in Capitalist Socialist - and Mixed Economies

Unit-2: **Teaching Hours: 16 Hrs.**

Monetary Standards - Paper currency Systems of note issue - Indian Currency System Development and Problems

Unit-3: **Teaching Hours: 15 Hrs.**

Value of Money -Quantity of Money - Fisher's Equation - Cambridge Equations - General evaluation of the Quantity Theory of Money.

Unit-4: **Teaching Hours: 15 Hrs.**

Factors influencing money supply - money supply and price level

Unit-5: **Teaching Hours: 16 Hrs.**

Inflation Causes. Types and Remedies - Effects of Inflation of Different sections of the Economy – Deflation

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.

3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Basu, C.R. : Central banking in a Planned Economy
2. Chadler, L.V. : Economics of Money and Banking.
3. Cllwer (I ditor) : Monetary Theory
4. Dekoch, M.H. : Central Banking
5. Dimitris N Chorafas : Chaos Theory in the Financial Markets, S.Chand& Co.,
6. Ellsworth, P.T. : International Economics.
7. Goulbertson : Money and Banking.
8. Gupta, G.P. : Monetary Policy of the RBI
9. Halm, G.N. : Monetary Theory
10. Hanson, J.L. : Monetary Theory and Practice, ELBS McDonald & Evans Ltd., London

REFERENCE BOOKS:

1. Mithani, D.M. : Money, Public Finance and International Trade, Himalaya Publishing House.
2. Newly & Bootle : Theory of Money - Clarendon Press, Oxford.
3. RBI Publication : RBI Bulletin
4. Sankaran, S : Monetary Economics, Margham Pub.
5. Sethi, T.T : Monetary Economics, S.Chand& Co.,
6. Suraj, B.Gupta : Monetary Economics, S.Chand& Co.,
7. Wellons, Philip; : Banks and Specialised Financial Intermediaries Germidi's and Glavanits : in Development, Oxford IBH Publishing Co.,

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Course Objectives

1. Enable the students to understand the basic mathematical know-how
2. It will be very useful to analysis the economic variables by using the mathematical models.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Vector and matrices.
2. After studied unit-2, the students will be able to understand the Determinant of a Matrix.
3. After studied unit-3, the students will be able to understand the Value of Money and Quantity of Money.
4. After studied unit-4, the students will be able to understand the concept of Linear programming.
5. After studied unit-5, the students will be able to understand the Limits and continuing of functions.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1: **Teaching Hours: 15 Hrs.**
 Vector and matrices - Addition and multiplication of Matrices - Linear independence and rank

Unit-2: **Teaching Hours: 16 Hrs.**
 Determinant of a Matrix - Solving a system of linear equations by Cramer’s Rule and Matrix inversion

Unit-3: **Teaching Hours: 15 Hrs.**
 Input Output Analysis.

Unit-4: **Teaching Hours: 15 Hrs.**
 Linear programming problems involving two choice variable - Graphical and algebraic solutions, relationship between primal and dual.

Unit-5: **Teaching Hours: 16 Hrs.**
 Limits and continuing of functions.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Baumol, William J., and Stephen M. Goldfeld, eds. 1968. Precursors in Mathematical Economics: An Anthology. London: London School of Economics and Political Science. Chadler,
2. Blaug, Mark. 2003. The Formalist Revolution of the 1950s. In A Companion to the History of Economic Thought, ed. Warren J. Samuels, Jeff E. Biddle, and John B. Davis, 395–410. Malden, MA, and Oxford: Blackwell.
3. Mirowski, Philip. 2002. Machine Dreams: Economics becomes a Cyborg Science. Cambridge, U.K.: Cambridge University Press.

REFERENCE BOOKS:

1. Weintraub, E. Roy. 2002. How Economics Became a Mathematical Science. Durham, NC: Duke University Press..
2. Samuelson, Paul A. 1947. Foundations of Economic Analysis. Cambridge, MA: Harvard University Press (enlarged edition, 1983).

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: III

Paper Type: Allied 2

Paper code: CACE33B

Name of the Paper: Cost Accounting

Credit:3

Total Hours per Week: 7

Lecture Hours: 5

Tutorial Hours: 2

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Course Objectives

1. It enables students to get enriched in Cost Accounting.
2. This will be very useful for their higher education in financial management.

Course Outcomes

1. After studied unit-1, the students will be able to understand the basic concepts of Cost Accounting.
2. After studied unit-2, the students will be able to understand the determinants of Material Cost.
3. After studied unit-3, the students will be able to understand the Labour Cost.
4. After studied unit-4, the students will be able to understand the concept Overheads.
5. After studied unit-5, the students will be able to understand the Methods of Costing.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Cost Accounting: Introduction - Objectives - Elements of cost accounting - Classification of Cost - Distinction between Cost Accounting and Financial Accounting

Unit-2:

Teaching Hours: 16 Hrs.

Material Cost: - Meaning of Material - Methods of Pricing issue of materials-Methods - FIFO - LIFO - Simple average Methods and Weighted average Methods.

Unit-3:

Teaching Hours: 15 Hrs.

Labour Cost: Meaning of labour- Casual workers and out workers - Methods of wage payment - Labour Turnover - Calculation of normal time and overtime wages - Time rate system - piece rate system - Differential piece rate system - Taylor system and Merrick's multiple piece rate system - Halsey plan-Rowan plan.

Unit-4:

Teaching Hours: 15 Hrs.

Overhead: Classification of overheads - primary Distribution Overhead - secondary Distribution overhead - Direct distribution and Continued distribution methods.

Unit-5:

Teaching Hours: 16 Hrs.

Methods of Costing: Preparation of Cost sheet and profit- Job costing - Contract Costing - Batch costing - Process costing-Techniques of costing

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Cost accounting - Reddy and Hariprasad Reddy- Margham publication.
2. Cost and Management Accounting - S.N. Maheswari - Sulthan Chand

REFERENCE BOOKS:

1. Cost and Management Accounting - Reddy and Hariprasad Reddy- Margham publication.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: III

Paper Type: Allied 2

Paper code: CACE33C

Name of the Paper: Labour Economics Credit:3

Total Hours per Week: 7

Lecture Hours: 5

Tutorial Hours: 2

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Course Objectives

1. Impart the main concepts of modern labour economics and presents a set of tools that allow interpreting the labour statistics.
2. Enable the students to familiarize with the labour market and employment regulation.
3. Empower the students with the empirical analysis and policy evaluation of the labour market.

Course Outcomes

1. After studied unit-1, the students will be able to understand the concepts of labour economics.
2. After studied unit-2, the students will be able to understand the concept of Collective Bargaining Power.
3. After studied unit-3, the students will be able to understand the Industrial Disputes.
4. After studied unit-4, the students will be able to understand the concept Labour welfare.
5. After studied unit-5, the students will be able to understand the National Commission on labour.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Concept of Labour- Labour Economics and Labour problems- Factors responsible for labour problems - Characteristic features of Indian Labour.

Unit-2:

Teaching Hours: 16 Hrs.

Collective Bargaining Power: Trade Union Movement in India-Meaning, Functions and role of trade Unions; Problems and Measures to strengthen T.U.

Unit-3:

Teaching Hours: 15 Hrs.

Industrial Disputes: Forms of Disputes - Meaning and causes, prevention methods: Joint Management Council - Code of Discipline. Settlement of Disputes: Works Committee - Conciliation Officer - Board of Conciliation - Court of Enquiry - Labour Court - Industrial Tribunals.

Unit-4:

Teaching Hours: 15 Hrs.

Labour welfare: Labour Legislations: Social Security in India: Workmen's Compensation - Sickness Benefits Maternity Benefits - Retirement Benefits - ESI Act.

Unit-5:

Teaching Hours: 16 Hrs.

National Commission on labour: Recommendations ILO purpose and functions - India and ILO

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Bhagoliwal T.N, Economics of Labour and Industrial relation, SahityaBhavan, Agra 2000.
2. McConnel C.R. and S.L. Brue, Contemporary Labour Economics, McGraw Hill, NewYork 2002.

REFERENCE BOOKS:

1. Mittal and Sanjay Prakash Sharma, Labour Economics, RSBA Jaipur, 2002.
2. Pierre.C, Labor Economics, 2nd edition, Prentice Hall India Learning Private Limited, 2015.
3. M.V.Joshi, Labour Economics and Labour Problem, Atlantic Publication, 2014.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: III

Paper Type: Allied 2

Paper code: CACE33D Name of the Paper: Business Communication Credit:3

Total Hours per Week: 7 Lecture Hours: 5

Tutorial Hours: 2

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Course Objectives

1. Provide a comprehensive introduction to Business Communication and Digital Communication.
2. Equip students with all the essential requirements for a successful communication
3. Disseminate knowledge to students in framing the strategy and tools for effective communication and B2C communication strategies

Course Outcomes

1. After studied unit-1, the students will be able to understand the features of Business Communication
2. After studied unit-2, the students will be able to understand the analysis of Business Letters.
3. After studied unit-3, the students will be able to understand the various types of Business Letters.
4. After studied unit-4, the students will be able to understand the concept of Company correspondence.
5. After studied unit-5, the students will be able to understand the bank and insurance correspondence.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Features of Business Communication - Importance of effective communication in Business - Classification of communication - Characteristics (7cs) and Guidelines of effective Business Communication.

Unit-2:

Teaching Hours: 16 Hrs.

Analysis of Business Letters - Basic Principles in drafting - Appearance, Structure and Layout - Letter Styles.

Unit-3:

Teaching Hours: 15 Hrs.

Various types of Business Letters - Letters of Enquiry - Offers, Quotations, Orders, Complaints and Settlement, Circular Letters, Status enquiry, Collection Letters, Application for jobs, CV, Resumes, Reference Letters.

Unit-4:**Teaching Hours: 15 Hrs.**

Company correspondence - Correspondence with share Holders, Debenture & fixed Deposit Holders.

Unit-5:**Teaching Hours: 16 Hrs.**

Bank and Insurance Correspondence - Import & Export correspondence - Correspondence with Govt. Departments. Report Writing Format and Style.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Communication for Business – Shirley Taylor. Pearson Publication, New Delhi.
2. Business Communication Today – Bovee, Thill, Schatzman 7th Edition Pearson Publication, New Delhi.
3. Essentials of Business Communication – Rajendra Pal, J.S.Korlahalli.

REFERENCE BOOKS:

1. Dr. JaishriJethwaney , Corporate Communication: Principles & Practices, Oxford Publishers, 2010
2. Bernard Sklar, Digital Communications: Fundamentals And Applications 2nd Edition, Pearson Education Publications, 2009

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: III

Paper Type: Skill Based

Paper code:CSCE34

Name of the Paper: Personality Development

Credit:2

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

1. To help the students in building interpersonal skills.
2. To develop skill to communicate clearly.
3. To enhance team building and time management skills.
4. To learn active listening and responding skills.

Course Outcomes

1. After studied unit-1, the students will be able to understand theSelf Awareness & Self Development.
2. After studied unit-2, the students will be able to understand thePersonal Success Factors.
3. After studied unit-3, the students will be able to understand the concept of Managing self.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No

Unit-1:

Teaching Hours: 15 Hrs.

Self Awareness& Self Development: Self Assessment -Self evaluation -Self discipline -Self Appraisal –Self-Awareness

Unit-2:

Teaching Hours: 16 Hrs.

Personal Success Factors: SWOT analysis -Handling Failure -Knowing yourself -Identifying one’s strength and failures- Importance of First Impression

Unit-3:

Teaching Hours: 15 Hrs.

Managing self: Emotions -Ego -Pride –Stress- Achievements -Confidence improvement-Johari’s Window -Complex problem solving and creativity -Recognition of one’s own limitations and deficiencies -Determining How Well You Perceive What's Going on around You - Interpersonal Skills And -Communication Skills -Learning About Commitment And - How To Move Things Forward -Making Key Decisions

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Communication Skills by Sanjay Kumar and PushpaLata, Oxford University Press.
2. Developing Communication Skill by Krishna Mohan, MeeraBanerji, McMillan India Ltd.
3. English for Business Communication by Simon Sweeney, Cambridge University Press.

REFERENCE BOOKS:

1. Ethics in Engineering Practice and Research by Caroline &Whitbeck, Cambridge University Press.
2. NASSCOM-Global Business Foundation Skills: Accenture, Convergys, Dell et.al. Foundation Books: Cambridge University Press.
3. Thinks and Grow Rich by Napoleon Hill, Ebury Publishing, ISBN 9781407029252. 4. Awaken the Giant Within by Tony Robbins HarperCollins Publishers, ISBN139780743409384.

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: III

Paper Type: Non-major Elective

Paper Code: CNCE35 Name of the Paper: Fundamentals of Corporate Economics-I

Credit:2

Total Hours per Week: 2

Lecture Hours: 2

Tutorial Hours: 0

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Course Objectives

1. To know the principles of economics.
2. To enhance the knowledge about the relationship between the Corporate Sectors and the Government.
3. To learn the Consumer behaviours.

Course Outcomes

1. After studied unit-1, the students will be able to understand the meaning and scope of Economics.
2. After studied unit-2, the students will be able to understand the Economic Systems.
3. After studied unit-3, the students will be able to understand the Consumer's behaviour.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No

Unit-1:

Teaching Hours: 15 Hrs.

Definitions, Meaning and Scope of Economics – Corporate Sector and Government

Unit-2:

Teaching Hours: 16 Hrs.

Economic Systems - Capitalism - Socialism - Mixed Economy.

Unit-3:

Teaching Hours: 15 Hrs.

Consumer's behaviour - Utility Analysis - Demand: Meaning, Law - Exceptions.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Dewett K.K - Modern Economic Theory.
2. Sankaran S - Micro Economics.
3. Agarwal A.N - Indian Economy.

REFERENCE BOOKS:

1. Ahuja H.L. - Advanced Economic Theory .
2. Dutt and Sundaram – Indian Economy.
3. Sankaran S - Indian Economy.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: IV

Paper Type: Core

Paper code: CCE41 Name of the Paper: Indian Economic Development II Credit: 3

Total Hours per Week: 3 Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

1. Provide the students with knowledge about key sectors of Indian Economy and their significant role in developing the economy.
2. Familiarize the new development concepts in each sector to provide students the recent updated information about our economy.
3. Explore the government policies and measures undertaken for the development of our economy.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Role of Technology.
2. After studied unit-2, the students will be able to understand the Agricultural Labour and Industrial Labour.
3. After studied unit-3, the students will be able to understand the Transport.
4. After studied unit-4, the students will be able to understand the Planning in India
5. After studied unit-5, the students will be able to understand the Poverty in India.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Role of Technology - Its impact on Economic Development.

Unit-2:

Teaching Hours: 16 Hrs.

Agricultural Labour and Industrial, Labour - Trade Unions and Labour unrest - Industrial Relations, Social security schemes - Unemployment and Employment Policy - Evaluation of Government Policy.

Unit-3:

Teaching Hours: 15 Hrs.

Transport - Importance of transport (Road, Railways, Shipping and Civil Aviation) to Economic growth - Evaluation of Government Policy - Transport Co-ordination - Reforms of the Infrastructure sector.

Unit-4:

Teaching Hours: 15 Hrs.

Planning in India - Strategy of Indian Planning - Resources for Financing Plan - Agriculture and Industrial Development - Planning Techniques - Investment Priorities - Fiscal Reforms, Monetary Reforms.

Unit-5:**Teaching Hours: 16 Hrs.**

Poverty in India - Poverty Eradication Programmes - Role of Micro Credit - Regional Development disparities - Economic Development and Social changes - India's Foreign Trade and Balance of Payments.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Agarwal A.N - Indian Economy.
2. Dutt and Sundaram – Indian Economy.
3. Sankaran S - Indian Economy.
4. Dhingra I.C, 2018, The Indian Economy: Environment & Policy, Sultan Chand and Sons.
5. Uma Kapila, (Ed) (2017 - 2018) Indian Economy Since Independence, Academia Foundation, New Delhi 28th Edition.
6. Raddardutt& K.P.M. Sundaram, 2017 Indian Economy, S CHAND Publications.
7. AshwaniMahajan, GauravDatt, 2015, Indian Economy, Edition: 71, S.Chand Publisher.

REFERENCE BOOKS:

1. Mishra &Puri, 2020, Indian Economic Development, Indian economy 38th Revised, Himalya Publishing House.
2. Leonard 2006, Tamil Nadu Economy, Macmillian Publications, New Delhi – 2.
3. Dr. P.K. Dhar, 2019, Indian Economy Its growing Dimension, 25th Revised Edition, Kalyani Publisher, New Delhi

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: IV

Paper Type: Core

Paper code: CCE42 Name of the Paper: Modern Banking Credit:3

Total Hours per Week: 3 Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

1. Provide the students with knowledge about key sectors of Indian Economy and their significant role in developing the economy.
2. Familiarize the new development concepts in each sector to provide students the recent updated information about our economy.
3. Explore the government policies and measures undertaken for the development of our economy.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Commercial Banks.
2. After studied unit-2, the students will be able to understand the role of Nationalized Banks.
3. After studied unit-3, the students will be able to understand the Central Bank and its Functions.
4. After studied unit-4, the students will be able to understand the Credit Control.
5. After studied unit-5, the students will be able to understand the E-Banking system.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Commercial Banking - Types Functions Credit Creations - Purpose and limitations Balance Sheet.

Unit-2:

Teaching Hours: 16 Hrs.

Nationalization of Banks - Progress of Commercial Banking after Nationalization - Recent reforms in banking sector in India.

Unit-3:

Teaching Hours: 15 Hrs.

Central Banking Functions of a Central Bank - Quantitative and Qualitative methods of Credit Control - Efficiency and limitations.

Unit-4:

Teaching Hours: 15 Hrs.

Reserve Bank of India and its functions RBI and Credit Control - Objectives and limitations - RBI and Monetary Policy.

Unit-5:

Teaching Hours: 16 Hrs.

E-Banking: Meaning, Features, Importance- E-Banking services.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. .R.R. Paul, Monetary Economics, 8th edition, Kalyani Publications, 2013.
2. M.L. Jhingan, Monetary Economics, 7th Edition, Vrindha Publications (P) Ltd, 2011.

REFERENCE BOOKS:

- 1.M.L.Seth, Monetary Economics, 19th edition, LaxmiNarainAgarwal& Co Ltd, 2016.
- 2.D.M.Mithani,Money, Banking, International Trade and Public Finance, 17th Revised Edition, Himalaya Publishing House, 2014.
- 3.JagdishHanda, Monetary Economics, 1st edition, Routledge Publisher 2000.

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: IV

Paper Type: Allied-2

Paper code: CACE43A Name of the Paper: Mathematical Economics II Credit: 5

Total Hours per Week: 7 Lecture Hours: 5

Tutorial Hours: 2

Course Objectives

1. Enable the students to understand the basic mathematical know-how.
2. Enable the students to apply the mathematical tools in all aspects of life.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Derivatives and their interpretation.
2. After studied unit-2, the students will be able to understand the Partial derivatives.
3. After studied unit-3, the students will be able to understand the economic application of partial derivatives
4. After studied unit-4, the students will be able to understand the conditions for Maximum and Minimum of functions.
5. After studied unit-5, the students will be able to understand the economic application, monopoly equilibrium.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Derivatives and their interpretation - Derivatives of power, Exponential and logarithmic functions.

Unit-2:

Teaching Hours: 16 Hrs.

Partial derivatives - Functions of two or more variables.

Unit-3:

Teaching Hours: 15 Hrs.

Economic application of partial derivatives - Convex and concave functions.

Unit-4:

Teaching Hours: 15 Hrs.

Conditions for Maximum and Minimum of functions involving one and two independent variables.

Unit-5:

Teaching Hours: 16 Hrs.

Economic application, monopoly equilibrium, profit maximization input choice for competitive firms.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Baumol, William J., and Stephen M. Goldfeld, eds. 1968. Precursors in Mathematical Economics: An Anthology. London: London School of Economics and Political Science. Chadler,
2. Blaug, Mark. 2003. The Formalist Revolution of the 1950s. In A Companion to the History of Economic Thought, ed. Warren J. Samuels, Jeff E. Biddle, and John B. Davis, 395–410. Malden, MA, and Oxford: Blackwell.
3. Mirowski, Philip. 2002. Machine Dreams: Economics becomes a Cyborg Science. Cambridge, U.K.: Cambridge University Press.

REFERENCE BOOKS:

1. Weintraub, E. Roy. 2002. How Economics Became a Mathematical Science. Durham, NC: Duke University Press..
2. Samuelson, Paul A. 1947. Foundations of Economic Analysis. Cambridge, MA: Harvard University Press (enlarged edition, 1983).

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: IV

Paper Type: Allied 2

Paper code: CACE43B Name of the Paper: Management Accounting Credit:5

Total Hours per Week: 7 Lecture Hours: 5 Tutorial Hours: 2

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Course Objectives

1. It enables students to get enriched in Management Accounting.
2. This will be very useful for their higher education and future career in accounting field.

Course Outcomes

1. After studied unit-1, the students will be able to understand the relationship between Cost Accounting and Management Accounting.
2. After studied unit-2, the students will be able to understand the Ratio Analysis.
3. After studied unit-3, the students will be able to understand the Fund Flow statement.
4. After studied unit-4, the students will be able to understand the Budget and Budgetary Control.
5. After studied unit-5, the students will be able to understand the Marginal Costing.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Introduction: Management Accounting: Scope - Tools of Management Accounting - Disadvantages - Distinction between Cost Accounting and Management Accounting.

Unit-2:

Teaching Hours: 16 Hrs.

Ratio Analysis: Profitability Ratio - Turnover Ratio - Solvency Ratio.

Unit-3:

Teaching Hours: 15 Hrs.

Fund Flow statement: Meaning – Uses of Fund Flow Statement – Schedule of Changes in Working Capital – Funds Flow Statement – Cash Flow Statement – Meaning – Uses – Difference between Fund Flow Statement and Cash Flow Statement.

Unit-4:

Teaching Hours: 15 Hrs.

Budget and Budgetary Control: Meaning of Budget and Budgetary Control; Advantages and Disadvantages – Sales Budget- Production Budget – Cash Budget – Flexible Budget

Unit-5:

Teaching Hours: 16 Hrs.

Marginal Costing: Marginal Cost Statement – Cost Volume Profit Analysis – Break Even Analysis

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Cost and Management Accounting: - Reddy and Hariprasand Reddy.
2. Management Accounting: - Reddy and Hariprasand Reddy.

REFERENCE BOOKS:

1. Cost and Management Accounting: - Dr.S.N.Maheswari.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: IV

Paper Type: Allied 2

Paper code: CACE43C

Name of the Paper: International Trade

Credit:5

Total Hours per Week: 7

Lecture Hours: 5

Tutorial Hours: 2

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Course Objectives

1. Introduce the economic interaction between the countries and to familiarize students to the theories of international trade both free trade between nations and trade with restrictions.
2. Enable them with wide knowledge on balancing trade, components of balance of payments and its adverse effects on a country.
3. Discuss about the rate of exchange and role of international financial institutions and economic relations between the nations.

Course Outcomes

1. After studied unit-1, the students will be able to understand the nature and scope of International Economics.
2. After studied unit-2, the students will be able to understand the Classical theory of International Trade.
3. After studied unit-3, the students will be able to understand the Modern theory of International Trade.
4. After studied unit-4, the students will be able to understand the concept Gains from International Trade.
5. After studied unit-5, the students will be able to understand the Terms of trade.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Definition and Scope of International Economics

Unit-2:

Teaching Hours: 16 Hrs.

The Classical theory of International Trade.

Unit-3:

Teaching Hours: 15 Hrs.

Modern theory of International Trade.

Unit-4:

Teaching Hours: 15 Hrs.

Gains from International Trade.

Unit-5:
Terms of trade

Teaching Hours: 16 Hrs.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Agarwala, P.N. : India's Export Strategy, Vikas Publishing House.
2. Albaum : International Marketing & Export Management, Pearson Education.
3. Chaudhuri, B.K., : Finance of Foreign Trade and Foreign Exchange, Himalaya Publishing House.
4. Ellsworth, P.T. : International Economics
5. Hander; Ashok,K, Jagdish& Nigam : Devaluation Policy of the Indian Economy, S.Chand& Co.,

REFERENCE BOOKS:

1. Jain : Managing Global Competition, Achieving World Class Performance, S.Chand& Co.,
2. Kenan, P.B. : The International Economy, Prentice Hall of India Pvt., Ltd.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: IV

Paper Type: Allied 2

Paper code: CACE43D Name of the Paper: Marketing Management Credit: 5

Total Hours per Week: 7 Lecture Hours: 5

Tutorial Hours: 2

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Course Objectives

1. Provide an introduction to basic marketing concepts, the importance of marketing and innovations in marketing, marketing functions, product planning and development process and marketing of agricultural goods.
2. Enhance knowledge that help in analyzing marketing activities within the firm.
3. Encourage in applying marketing concepts and theories to realistic marketing situations

Course Outcomes

1. After studied unit-1, the students will be able to understand the Marketing Management.
2. After studied unit-2, the students will be able to understand the marketing process.
3. After studied unit-3, the students will be able to understand the Marketing Environment.
4. After studied unit-4, the students will be able to understand the Marketing-Information Systems.
5. After studied unit-5, the students will be able to understand the Consumer buying behavior.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Introduction to Marketing Management: Introduction, Market and Marketing, the Exchange Process, Core Concepts of Marketing, Functions of Marketing, Importance of Marketing, Marketing Orientations

Unit-2:

Teaching Hours: 16 Hrs.

The marketing process: Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix- The Additional 3Ps, Developing an Effective Marketing Mix, Marketing Planning, Marketing Implementation and Control,

Unit-3:

Teaching Hours: 15 Hrs.

Marketing Environment: Introduction, Environmental Scanning, Analysing the Organization's Micro Environment, Company's Macro Environment, Differences between Micro and Macro Environment, Techniques of Environment Scanning,

Unit-4:

Teaching Hours: 15 Hrs.

Understanding the Marketing-Information Systems (MIS): Introduction, Characteristics of MIS, Benefits, Types, Components, Marketing Research

Unit-5:

Teaching Hours: 16 Hrs.

Consumer buying behavior: Introduction, Characteristics, Types of Buying Decision Behaviour: Henry Assael Model, Consumer Buying Decision Process, Buyer Decision Process for New Products, Buying Motives, Buyer Behaviour Models

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXTBOOKS:

1. Bhagavathi, R.S.N. Pillai, Modern Marketing: Principles and practices, 14th edition, S.Chand& Company Ltd, 2016.
2. Dr. Natarajan.L, Marketing, 13th edition, Margham publications, 2015.

REFERENCE BOOKS:

1. Philip Kotler, Gary Armstrong, Principles of Marketing, 15th edition, Pearson Education India, 2015.
2. Rajan Saxena, Marketing Management, 5th edition, McGraw Hill Education, 2017.
3. Ramaswamy, Namakumari, Marketing Management: Indian Context Global Perspective, SAGE Publications 2018.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Paper code:CSCE44 Name of the Paper: Insurance Economics Credit:2

Total Hours per Week: 3 Lecture Hours: 2 Tutorial Hours: 1

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Course Objectives

1. To know the importance of Insurance economics.
2. To understand the quest for Economic Security.

Course Outcomes

1. After studied unit-1, the students will be able to understand the concept of Insurance and Risk analysis in Insurance.
2. After studied unit-2, the students will be able to understand the Life Insurance.
3. After studied unit-3, the students will be able to understand the role of Insurance in Economic Development.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	Yes
2	Yes	No	Yes	Yes	Yes	No
3	Yes	Yes	No	Yes	Yes	No

Unit-1: Teaching Hours: 15 Hrs.
Definition and Nature - Evolution and Importance of Insurance-The quest for Economic Security- Demand for Insurance.

Unit-2: Teaching Hours: 16 Hrs.
Life Insurance contract: Nature and classification of Policies - Classification of Risks-selection of Risk - Calculation of Premium - Investment of funds - surrender value.

Unit-3: Teaching Hours: 15 Hrs.
Insurance in Economic Development: Insurance and mobilization of savings - Insurance Institutions as Investment Institutions and their role in capital market.

Internal Assessment Methods: (The following items may be brought under test, seminar and assignment framework)

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Grouping students for self discussion, self learning process.

Text Books:

- 1.Black,K and Skipper,H.D - Life and Health Insurance-Prentice Hall.
- 2.Bodla,Gary & K.P. Singh - Insurance: Fundamentals, Environment and procedure. Tamil Nadu BookHouse.
- 3.Dionne & Harington - Foundations of Insurance Economics-Kluwer Academic Publishers-Boston.
- 4.Peter Zweifel& Roland Eisen, Insurance Economics, Springer

Reference Books:

- 1.Mishra, M.N.-Insurance: Principles and practice – S. Chand & Co.
- 2.Mishra, M.N Modern concepts of Insurance – S. Chand & Co., IRD – An Insurance Development Authority - Regulations and Develop-New Delhi-Report.
- 3.Govt of India : Report on old age and Income Securitiy (Deva Committee Report)

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	M	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: IV

Paper Type: Non-Major Elective

Paper code:CNCE45 Name of the Paper: Fundamentals of Corporate Economics II

Credit:2

Total Hours per Week: 2 Lecture Hours: 2 Tutorial Hours: 0

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Course Objectives

1. To help the students in get to know about the basic concepts ofCorporate Business Process.
2. To enhance the knowledge about the relationship between Corporate Sector and National Income..
3. To learn the New Economic Policy – Liberalization, Privatization, and Globalization.

Course Outcomes

1. After studied unit-1, the students will be able to understand theCorporate Business Process.
2. After studied unit-2, the students will be able to understand theNational Income and Corporate Sector.
3. After studied unit-3, the students will be able to understand the New Economic Policy.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No

Unit-1:

Teaching Hours: 15 Hrs.

Corporate Business Process- Corporate Planning- Corporate Decisions

Unit-2:

Teaching Hours: 16 Hrs.

National Income and Corporate Sector - Meaning - Methods of Calculation - Recent trends in National income and Per capita income.

Unit-3:

Teaching Hours: 15 Hrs.

New Economic Policy – Liberalisation, Privatisation, and Globalisation

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS:

1. Agrawal.A.N: Indian Economy, Vikas Publishing House, New Delhi.
2. AlakGhosh: Indian Economy, The World Press, Kolkatta.
3. BimalJalan: India Economic Crisis, Oxford Univesity Press Chennai.
4. Dewett, Verma& Sharma : Indian Economomics, S.Chand& Co.,
5. Dhingra, I.C. : Indian Economy, Sultan Chand & Co.,
6. Hajela&Goswami (E.D) : Economic Reforms and Employment, Indian Economic Association, New Delhi

REFERENCE BOOKS:

1. Jhingan, M.L.: Economics of Development & Planning. Konark Publishers, New Delhi
2. Ahuja, H.L., : Macro Economics, Theory and Policy, S.Chand& Co.,
3. Sankaran, S : Macro Economics, Margham Publications.

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: V

Paper Type: Core

Paper code: CCE51 Name of the Paper: Macro Economics I Credit:5

Total Hours per Week: 6 Lecture Hours: 5 Tutorial Hours: 1

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Course Objectives

1. To know and understand the economic analysis of key macro-economic variables like output, employment, savings and investment.
2. To provide in depth knowledge to the students with a framework for understanding the working of the whole economy and the various interactions among households, business and government sectors.
3. To study the vital role of monetary and fiscal policies in seeking to influence macroeconomic outcomes.

Course Outcomes

1. After studied unit-1, the students will be able to understand the nature and scope of Macro Economics.
2. After studied unit-2, the students will be able to understand the concept of National Income
3. After studied unit-3, the students will be able to understand the Macro Economic Techniques and Instruments.
4. After studied unit-4, the students will be able to understand the Classical Theory of Output and Employment - Say's Law.
5. After studied unit-5, the students will be able to understand the Keynesian Macro Analysis.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Nature of Macro Economics - Circular flow model.

Unit-2:

Teaching Hours: 16 Hrs.

National Income Measurement and uses of National Income analysis.

Unit-3:

Teaching Hours: 15 Hrs.

Macro Economic Techniques and Instruments.

Unit-4:

Teaching Hours: 15 Hrs.

Classical Theory of Output and Employment - Say's Law.

Unit-5:

Teaching Hours: 16 Hrs.

Keynesian Macro Analysis - Consumption function and its attributes - Investment function and M.E.C. - Simple Keynesian model of income and employment determination.

Internal Assessment Methods:

4. Book review and research paper review, syllabus and curriculum review.
5. Workshops, preparing technical term dictionaries from text books and reference books.
6. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS

1. Macro Economics – S.Sankaran, Margham Publications, VI Edition, Reprint 2013.
2. Macro Economics - M.L.Jhingan, Vrindha Publications (P) Ltd., XII Edition, Reprint 2015.

REFERENCE BOOKS

1. Macro Economic Analysis: Edward Shapiro, Thomson Learning; 5th Revised edition (1 May 1982)
2. Macroeconomic Theory: M.C. Vaish , Vikas Publishing, 14th Revised Edition, 2010

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: V

Paper code:CCE52 Name of the Paper: Fiscal Economics

Total Hours per Week: 6 Lecture Hours: 5

Paper Type: Core

Credit:5

Tutorial Hours: 1

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Course Objectives

1. To understand the economics of government expenditure.
- 2.Provides an in-depth study of maximum social advantage and its public policy.
3. To critically analyze the fiscal policies and its implications in Indian Economy.

Course Outcomes

1. After studied unit-1, the students will be able to have conceptual clarity of public expenditure theories.
2. After studied unit-2, the students will be able to understand the Principle of Maximum Social Advantage.
3. After studied unit-3, the students will be able to understand the Public Expenditure and its impact on the economy.
- 4.After studied unit-4, the students will be able to understand the growth, causes and effects of Public Expenditure with reference to India.
5. After studied unit-5, the students will be able to understand the Fiscal Policy.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Meaning and scope of Fiscal Economics -Distinction between Private and Public Finance - Public goods, Private Goods and Merit Goods- Need for Public Sector.

Unit-2:

Teaching Hours: 16 Hrs.

Principle of Maximum Social Advantage –Musgrave’s views- Condition necessary for Maximum social Advantage- Objective tests of Social Advantage- Mrs. Hick’s optima of public policy.

Unit-3:

Teaching Hours: 15 Hrs.

Public Expenditure: Meaning and Classification - Pure theories of Public Expenditure- General theories of Public Expenditure

Unit-4:

Teaching Hours: 15 Hrs.

Growth, Causes and Effects of Public Expenditure with reference to India.

Unit-5:

Teaching Hours: 16 Hrs.

Fiscal Policy: Meaning and Objectives- Instruments of Fiscal Policy- Fiscal Policy for Economic Growth and Development.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS

1. BaidyanathMisra : Economics of Public Finance, S.Chand & Co.,
2. Bhargavam, R.N. : Indian Publics Finance
3. Bhatia : Public Finance
4. Cauvery, SudhaNayak : Public Finance, S.Chand & Co.,
5. Chelliah, R : Fiscal Policy in Under Developed Countries

REFERENCE BOOKS

6. Dalton, H : Principles of Public Finance
7. Dhingra, I.C. : Indian Economy (Environment Policy) Sultan Chand.
8. Govt. of India : Reports of Finance Commissions

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: V

Paper Type: Core

Paper code: CCE53 Name of the Paper: Entrepreneurial Development Credit: 4

Total Hours per Week: 6 Lecture Hours: 5 Tutorial Hours: 1

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Course Objectives

1. To understand the challenges & problems faced by the entrepreneurs and schemes of the government.
2. To develop the business idea generation.
3. To gain knowledge on project appraisal and project life cycle.

Course Outcomes

1. After studied unit-1, the students will be able to understand the types of entrepreneurs.
2. After studied unit-2, the students will be able to understand the Women Entrepreneurs.
3. After studied unit-3, the students will be able to understand the Entrepreneurial Growth.
4. After studied unit-4, the students will be able to learn how to enter into Market?
5. After studied unit-5, the students will be able to understand the Project Appraisal.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1: **Teaching Hours: 15 Hrs.**

Introduction Meaning - Types of entrepreneurs - characteristics and qualities of an Entrepreneur - Functions of Entrepreneurs - View: Peter Drucker - Schumpeter - Walker - Factors influencing Entrepreneurship

Unit-2: **Teaching Hours: 16 Hrs.**

Women Entrepreneurs - Concepts - Problems - Prospects and Empowerment - Functions - Role - Characteristics Rural Entrepreneurs - Development of Women Entrepreneurs Types of Business/Industries and Women Entrepreneurs.

Unit-3: **Teaching Hours: 15 Hrs.**

Entrepreneurial Growth - Role Played by Government and Non-Government agencies - EDP's - TIIC - SIDBI, PIPDIC - IDBI - IFCI etc

Unit-4: **Teaching Hours: 15 Hrs.**

How to enter into Market? Business Idea Generation Techniques - Marketing Feasibility - Financial Feasibility - Technical Legal - Managerial and Location Feasibility

Unit-5: **Teaching Hours: 16 Hrs.**

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report - Feasibility - Project Life Cycle.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS

1. Kasmi – Business Policy and Strategic Management – TMH
2. AzharKasmi – Business Policy
3. Batachariya S T – Strategic Management and Cases – S.Chand

REFERENCE BOOKS

1. Dr. Sankaran – Strategic Management – Margham Publication
2. Jay.Shree Suresh - Entrepreneurial Development – Margham Pub. 6.Gupta C. B – Entrepreneurial Development

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: V

Paper Type: Core

Paper code: CCE54 Name of the Paper: Industrial Economics Credit:4

Total Hours per Week: 6 Lecture Hours: 5 Tutorial Hours: 1

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Course Objectives

- 1.Introduce the fundamental ideas of industrialization and learning how agriculture and industry are interdependent.
- 2.Communicate knowledge about Industrial location ideas, different forms of industrial estates and understand the importance of industrial relations in India.
- 3.Educate students on how industrial layout effects the efficient utilization of product manufacturing facilities.

Course Outcomes

1. After studied unit-1, the students will be able to understand the concept and Organization of a firm.
2. After studied unit-2, the students will be able to understand the Productivity, efficiency, concept and measurement; Indian situation.
3. After studied unit-3, the students will be able to understand the sellers' concentration; Economies of scale.
- 4.After studied unit-4, the students will be able to understand the Methods of Project evaluation.
5. After studied unit-5, the students will be able to understand the Industrial policy in India.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Concept and Organization of a firm – ownership, control and objectives of the firm; Growth of the firm – Size and growth of a firm, growth and profitability, constraints on growth;

Unit-2:

Teaching Hours: 16 Hrs.

Productivity, efficiency – concept and measurement; Indian situation.Theories of industrial location – Weber and Sargent theories, Factors affecting location.

Unit-3:

Teaching Hours: 15 Hrs.

Sellers' concentration; Economies of Scale; Market structure and profitability; Market structure and innovation; Product pricing – theories and evidence;

Unit-4:

Teaching Hours: 15 Hrs.

Methods of Project evaluation; Ranking of Projects – NPV and IRR; Social cost-benefit Analysis; Theories and empirical evidence on Mergers and Acquisitions (M & A's) and diversification.

Unit-5:

Teaching Hours: 16 Hrs.

Industrial policy in India – Classification of industries, Role of public and private sectors; Competition Act, 2002; MNCs and transfer of technology.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS

1. Ahluwalia, I.J. (1985), Industrial Growth in India, Oxford University Press, New Delhi.
2. Barthwal, R.R. (1985), Industrial Economics, Wiley Eastern Ltd. New Delhi.
3. Cherunilam, F. (1994), Industrial Economics: Indian Perspective (3rd Edition), Himalaya Publishing House, Mumbai.
4. Desai, B. (1999), Industrial Economy in India (3rd Edition), Himalaya Publishing House, Mumbai
5. Divine, P.J. and R.M. Jones et. al. (1976), An Introduction to Industrial Economics, George Allen and Unwin Ltd., London.

REFERENCE BOOKS

1. Government of India, Economic Survey (Annual).
2. Hay, D. and D.J. Moris (1979), Industrial Economics: Theory and Evidence, Oxford University Press, New Delhi.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: V

Paper Type: Elective

Paper code:CECE55A

Name of the Paper: Financial Markets and Systems

Credit:3

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

- 1.Enable the students to learn the financial sectors which plays vital role in the development of the economy.
2. Equip the students to know about the unified factors of Financial System.
3. Impart the recent trends in Financial System which can connect with the real world situation.

Course Outcomes

1. After studied unit-1, the students will be able to understand the structure of Indian Capital Market.
2. After studied unit-2, the students will be able to understand the productivity, efficiency, concept and measurement.
3. After studied unit-3, the students will be able to understand the Regulatory Environment in India.
- 4.After studied unit-4, the students will be able to understand the Indian Financial system.
5. After studied unit-5, the students will be able to understand the RBI and monetary policy.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Structure of Indian Capital Market - Primary market - Secondary market - Financial Institutions - Basic - Infrastructure - Types of Financial markets - NBFC - New financial institutions - Mutual funds - Venture capital - Credit rating agencies.

Unit-2:

Teaching Hours: 16 Hrs.

Working of stock Exchanges - Bombay stock Exchange - National Stock Exchange - OTCEI - Types of issue - Debt Instruments - short term - Innovative Instruments - Derivatives - Intermediaries SEBI Regulation

Unit-3:

Teaching Hours: 15 Hrs.

Regulatory Environment in India - Securities market regulation - Capital Issues control Act 1947

Securities contracts Regulation Act 1956 - SEBI Act 1992 - Regulation of OTCEI National Depositories ordinance

Unit-4:

Teaching Hours: 15 Hrs.

Indian “Financial system - Capital formulation - Hindrances - Need for Financial Intermediaries - Direct versus Indirect Finance - Evolution of Indian Financial System.

Unit-5:

Teaching Hours: 16 Hrs.

RBI and monetary policy - Regulatory role - Economic Policy - Monetary policy of the RBI - objectives - Regulation - Credit control instruments - Interest rate policy Rationalization measures.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS

1. .R.R. Paul, Monetary Economics, 8th edition, Kalyani Publications, 2013.
2. M.L. Jhingan, Monetary Economics, 7th Edition, Vrindha Publications (P) Ltd, 2011.

REFERENCE BOOKS

- 1.M.L.Seth, Monetary Economics, 19th edition, LaxmiNarainAgarwal& Co Ltd, 2016.
- 2.D.M.Mithani,Money, Banking, International Trade and Public Finance, 17th Revised Edition, Himalaya Publishing House, 2014.
- 3.JagdishHanda, Monetary Economics, 1st edition, Routledge Publisher 2000.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: V

Paper Type: Elective

Paper code: CECE55B

Name of the Paper: Industrial Organisation I Credit:3

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

1. Equip the students to understand the basic fundamentals and the external forces that shape the Industrial environment.
2. Acquire the main working aspects of organizations, not only from an economic point of view but also considering organizations as part of society.

Course Outcomes

1. After studied unit-1, the students will be able to understand the structure and various types of Business organizations.
2. After studied unit-2, the students will be able to understand the Joint sector management contribution and participation.
3. After studied unit-3, the students will be able to understand the nature, scope and functions of management.
4. After studied unit-4, the students will be able to understand the nature and challenge of personnel Management.
5. After studied unit-5, the students will be able to understand the Training and Performance Appraisal Methods.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Introductions- Various types of Business organizations - Sole Trading - Partnership - Joint stock companies - Cooperatives - Advantages and disadvantages of various forms.

Unit-2:

Teaching Hours: 16 Hrs.

Joint sector management contribution and participation.

Unit-3:

Teaching Hours: 15 Hrs.

Nature, Scope and functions of management- Planning - Organizations- Direction - Control - Principles and concepts - Communication - Leadership styles - Motivation Delegation and decentralization.

Unit-4:

Teaching Hours: 15 Hrs.

Introduction - Nature and challenge of personnel Management - Personnel management functions - Job Analysis - Recruitment.

Unit-5:**Teaching Hours: 16 Hrs.**

Training - Performance Appraisal Methods - Methods of wages and incentive Payment - Collective Bargaining.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

1. C.D. Balaji, Dr. G. Prasad, 2008, Business Organization, Margham Publications.
2. C.B. Gupta, 2006, Business Organization and Management, Eleventh Edition, Sultan Chand and Sons.

REFERENCE BOOKS:

- 1.M.C. Shukla, 2007, Business Organization and Management, Eighteenth Edition, Sultan Chand and Sons.
- 2.P.N. Reddy, 2003, Principles of Business Organization and Management, Sixth Edition, Sultan Chand and Sons.
- 3.Y.K. Bhushan, 2011, Fundamentals of Business Organization and Management, Eighteenth Edition, Sultan Chand and Sons.

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: V

Paper Type: Elective

Paper code:CECE55C

Name of the Paper: Corporate Social Responsibility

Credit:3

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

- 1.Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR.
2. Acquire knowledge about Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management.

Course Outcomes

1. After studied unit-1, the students will be able to understand the concept of CSR.
2. After studied unit-2, the students will be able to understand the International framework for corporate social responsibility.
3. After studied unit-3, the students will be able to understand the legislation of CSR in India.
4. After studied unit-4, the students will be able to understand the Drivers of CSR in India.
5. After studied unit-5, the students will be able to understand the Identifying key stakeholders of CSR & their roles.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

Unit-2:

Teaching Hours: 16 Hrs.

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy

Unit-3:

Teaching Hours: 15 Hrs.

CSR-Legislation In India & the world. Section 135 of Companies Act 2013. Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.

Unit-4:**Teaching Hours: 15 Hrs.**

The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism.

Unit-5:**Teaching Hours: 16 Hrs.**

Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit & Local Self Governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

1. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
2. Corporate Social Responsibility in India - Sanjay K Agarwal

REFERENCE BOOKS:

1. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong, M – Medium, L – Low (may be avoided)

Semester: V**Paper Type: Elective****Paper code: CECE55D Name of the Paper: Computer Application for Economics**

(Theory) Credit:3

Total Hours per Week: 3 Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

1. Acquire knowledge about the application of Computer in different fields like Business, Banking sector, Government Department, and Education Department.

Course Outcomes

1. After studied unit-1, the students will be able to understand the generation of Computers.
2. After studied unit-2, the students will be able to understand the application of Computer in different fields
3. After studied unit-3, the students will be able to understand the Computer Accessories.
4. After studied unit-4, the students will be able to understand the Microcomputer and basic Structure.
5. After studied unit-5, the students will be able to understand the practices of MS - Word , MS – Excel and MS - Power Point.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Introduction to Computers - History of Computers - Characteristics of Computer - Classification of Computers - Basic anatomy of the Computer

Unit-2:

Teaching Hours: 16 Hrs.

Application of Computer in different fields: Business, Banking sector, Government Department, and Education Department.

Unit-3:

Teaching Hours: 15 Hrs.

Computer Accessories : Hardware - Software - System Software , Application Software – Storage Device - Input Device - Output Device.

Unit-4:

Teaching Hours: 15 Hrs.

Microcomputer - Basic Structure - Microprocessor Unit - Memory - RAM - ROM - PROM - EPROM - Human / Computer interface, Data Communication - Computer Networks - Types of Networks: Local Area Networks, Metropolitan Area Networks, Wide Area Networks

Unit-5:

Teaching Hours: 16 Hrs.

MS - Word : Introduction to MS - Word - Features - Components of MS Word – MS - Excel : Introduction to MS - Excel - Features - Components of MS - Excel - Excel Basics : Working with worksheet- MS - Power Point : Introduction to Power Point - Features - Basic Power point

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

1. Roger Hunt, John Shelley : Computers and Commonsense, Fourth Edition – Prentice Hall of India.

REFERENCE BOOKS:

1. Sanjay Saxena, MS – Office 2000 for every one, Vikhas Publishing House Pvt Ltd, New Delhi.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Paper code: CSCE56 Name of the Paper: Introduction to Research Methodology

Credit:2

Total Hours per Week: 3

Lecture Hours: 1

Tutorial Hours: 1

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Course Objectives

- 1.Enable students to gain research skills.
- 2.Familiarize the students on questionnaire and scaling techniques.
- 3.Understand the process of data analysis & interpretation and the mechanics in research report writing.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Social Science Research.
2. After studied unit-2, the students will be able to understand the Research Process
3. After studied unit-3, the students will be able to understand the Sampling Techniques.
4. After studied unit-4, the students will be able to understand the Hypothesis.
5. After studied unit-5, the students will be able to understand the Report writing.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Meaning & Scope of Research- Objectives of Social Science Research, Criteria for Good Research, Types of Research.

Unit-2:

Teaching Hours: 16 Hrs.

Research Process: Problem Formulation-Review of Literature: Need for Reviewing-Research Design.

Unit-3:

Teaching Hours: 15 Hrs.

Sampling Techniques –Methods of Sampling- Sources of Data, Observation, Survey Method, Questionnaire and Interview methods.

Unit-4:

Teaching Hours: 15 Hrs.

Hypothesis: Meaning and types, Need for a Hypothesis, Characteristics of Hypothesis, Test of Hypothesis.

Unit-5:

Teaching Hours: 16 Hrs.

Report writing: Types, Report Writing Process, Pre-research Proposals, Progress Report and Final Report, Research Report Format, Project Writing, Report Writing, Presentation.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.

3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS

1. C.R. Kothari& GauravGarg, 2019, Research Methodology: Methods And Techniques, New Age International Publishers
2. Gosh B.N, 2002, Research Methods in Social Sciences, Wisdom House.
3. Dr. T. Aasif Ahmed, “ Research Methodology”, Notion Press.

REFERENCE BOOKS

1. Gopal M. H., An Introduction to Research Procedures in Social Sciences, Asia Publishing House, Mumbai.
2. Wilkinson and Bandarkar, Methodology and Techniques of Social Research, Himalaya, Mumbai, 1984.
3. Young P.V, Scientific Social Surveys and Research, Prentice- Hall of India, New Delhi, 1977.
4. Kurien C.T, 1983, A Guide to Research in Economics, National Publishing House, New Delhi.
5. Kenneth D Bailey, 2007, Methods of Social Science Research, 4th Edition,

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: VI

Paper code: CCE61 Name of the Paper: Macro Economics II

Paper Type: Core

Credit:4

Total Hours per Week: 6

Lecture Hours: 5

Tutorial Hours: 1

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Course Objectives

- 1.To know and understand the economic analysis of key macro-economic variables like Multiplier and Full Employment.
- 2.To provide in depth knowledge to the students with a framework for understanding the Keynesian Model and Post Keynesian Model.
- 3.To study the vital role of Theories of International Trade in seeking to influence macroeconomic outcomes.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Theory underlying the multiplier.
2. After studied unit-2, the students will be able to understand the Money in the Keynesian model.
3. After studied unit-3, the students will be able to understand the Monetary Theory in relation to under employment and full employment.
- 4.After studied unit-4, the students will be able to understand the Post Keynesian Macro analysis.
5. After studied unit-5, the students will be able to understand the Theories of International Trade.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Theory underlying the multiplier - Induced investment and Accelerator - The interaction Principle and modern approaches to business cycle theory.

Unit-2:

Teaching Hours: 16 Hrs.

Money in the Keynesian model - Demand for money in the Keynesian Theory - Integration of monetary and output theories –Don Patinkin, Keynesian Revolution and its application to less developed countries.

Unit-3:

Teaching Hours: 15 Hrs.

Post Keynesian Macro Analysis- nature and importance.

Unit-4:

Teaching Hours: 15 Hrs.

General Equilibrium of Monetary and real sector - Contribution of Hicks, ISLM - Diagram.

Unit-5:

Teaching Hours: 16 Hrs.

Theories of International Trade.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS

1. George Leland Bach : Macro Economics: Analysis, Decision Making and Policy, Prentice Hall
2. John Evans & Pritchard : Macro economics, Macmillan
3. Lindaver : Macro Economics
4. Michl : Macro economics Theory, Prentice Hall
5. RaghbendraJHa : Contemporary Macro Economic Theory & Policy Wiley Eastern Ltd.,

REFERENCE BOOKS

1. Sankaran, S : Macro Economics, Margham Publications.
2. Shapiro, E : Macro Economic Analysis
3. Turnovsky : Methods of Macro Economic Dynamics, Prentice Hall

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: VI

Paper code: CCE62 Name of the Paper: Public Finance

Paper Type: Core

Credit:4

Total Hours per Week: 6

Lecture Hours: 5

Tutorial Hours: 1

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Course Objectives

1. To understand the economics of government revenue.
2. Provides an in-depth study of Public debt, federal finance and local finance.
3. Disseminate knowledge on evaluation of deficit financing.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Public Revenue.
2. After studied unit-2, the students will be able to understand the Public Debt.
3. After studied unit-3, the students will be able to understand the Federal Finance.
4. After studied unit-4, the students will be able to understand the concept of Local Finance.
5. After studied unit-5, the students will be able to understand the Deficit financing.

Matching Table

Unit	i.Remembering	ii.Understanding	iii.Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Public Revenue - Sources - Distinction between Tax Revenue and Non-Tax Revenue - Taxation - Classification - Canons - Theories of Taxation - Impact and incidence of Taxation - Effects of Taxation

Unit-2:

Teaching Hours: 16 Hrs.

Public Debt: Sources - Effects of Public debt - Public Debt in India. Redemption and Management of Public Dept.

Unit-3:

Teaching Hours: 15 Hrs.

Federal Finance - Principles - Centre and state Financial Relationship - Finance Commissions - Analysis of latest Finance - Commission - Recommendations.

Unit-4:

Teaching Hours: 15 Hrs.

Local Finance - Sources of finance - Financial Administration of Local bodies.

Unit-5:

Teaching Hours: 16 Hrs.

Deficit financing - Meaning - objectives - Role of Deficit Financing in India - Its effects.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS

- 1.Hicks, U.K. : Public Finance
- 2.Musgrave and Musgrave : Public Finance in Theory and Practice, Mcdraw Hill
- 3.Prest, A.R : Public Finance in Under Developed Countries.
- 4.Sankaran, S : Fiscal Economics, Margham Publications.
- 5.Saxena&Mathur : Public Finance, K.Nath& Co.,
- 6.Shoup, Carl : Public Finance

REFERENCE BOOKS

- 1.Singh, S.K. : Public Finance in Theory and Practice, S.Chand& Co.,
- 2.Sundaram K.P.M. and : Public Finance Theory and Practice, Andley K.K. S.Chand& Co.,
- 3.Lekhi R.N. : Public Finance

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: VI

Paper Type: Core

Paper code: CCE63 Name of the Paper: Environmental Economics

Credit:4

Total Hours per Week:5

Lecture Hours: 4

Tutorial Hours: 1

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Course Objectives

- 1.Enlighten the students in maintaining balance between economic development and environmental quality.
- 2.Acquire a set a value for environmental protection, to develop skills required for making discrimination in form, shape, sound, touch, habits and habitats.
- 3.Explain how the economy and the environment are linked and the uses made of the environment by the economy.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Environmental Economics.
2. After studied unit-2, the students will be able to understand the Natural resources.
3. After studied unit-3, the students will be able to understand the water and air pollution.
- 4.After studied unit-4, the students will be able to understand the environmental legislation.
5. After studied unit-5, the students will be able to understand the global environment issues.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Nature and scope of Environmental Economics-Inter-linkage between the economy and environment- Sustainable Development.

Unit-2:

Teaching Hours: 16 Hrs.

Natural resources: Meaning and types- Economy, ecology and equity; Economic reforms and ecological refurbishment; environment and energy; water resource planning; Resettlement and rehabilitation of the displaced.

Unit-3:

Teaching Hours: 15 Hrs.

Water and air pollution - existing pollution control mechanisms; Land and forest degradation and the strategy for regeneration; Wetlands – policy briefs; Role of the state in forest resource management in India;

Unit-4:

Teaching Hours: 15 Hrs.

Environmental legislation and implementation in India- Institutions for environmental protection in India- Environment Federalism.

Unit-5:

Teaching Hours: 16 Hrs.

Global Environment Problems- Global Warming- Causes and effects- Climate Change-causes and effects.

Internal Assessment Methods:

4. Book review and research paper review, syllabus and curriculum review.
5. Workshops, preparing technical term dictionaries from text books and reference books.
6. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS

- 1.Karpagam M 2009 Environmental Economics , Reprinted and Enlarged edition 2011, Sterling Publisher P Ltd.
- 2.S. Sankaran 2007Environmental Economics Margham Publications.
- 3.Hanley, N., J.F. Shogern and B. White (1997), Environmental Economics in Theory and Practice, Macmillan.
- 4.Chary, S.N. and Vyasulu, Vinod (2000), Environmental Management - an Indian Perspective, Macmillan, New Delhi.

REFERENCE BOOKS

1. D. K. Asthana and MeeraAsthana 2007 Environmental studies S Chand and Company Ltd.
- 2.T. Eugene 2004 Environmental economics First edition. Vrinda Publications (P) Ltd.
3. Charles Kolstad, 2010, Intermediate Environmental Economics, Oxford University Press, 2nd Edition.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: VI

Paper Type: Elective

Paper code:CECE64A Name of the Paper: Corporate Governance and Business

Course Objectives

1. Enlighten the students in maintaining balance between economic development and Business quality.
2. Acquire a set a value for environmental protection and theoretical basis of corporate governance.
3. Explain how the economy and the Business Ethics are linked and the uses made of the Corporate Governance.

Course Outcomes

1. After studied unit-1, the students will be able to understand the relationship between business ethics, corporate governance and ethical leadership.
2. After studied unit-2, the students will be able to understand the Historical perspective of corporate governance and Theoretical basis of corporate governance.
3. After studied unit-3, the students will be able to understand the Ethical decision making
4. After studied unit-4, the students will be able to understand the Role Players
5. After studied unit-5, the students will be able to understand the Accounting Standards and Accounting disclosures

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:**Teaching Hours: 15 Hrs.**

Meaning and Definitions of Ethics. Nature of business ethics; the relationship between business ethics, corporate governance and ethical leadership; Kohlberg's six stages of moral development; levels of ethical analysis; concept of corporate integrity.

Unit-2:**Teaching Hours: 16 Hrs.**

Definition - Historical perspective of corporate governance and Issues in corporate governance - Theoretical basis of corporate governance – mechanism - corporate governance systems - Indian model of governance - What is good corporate governance - obligations towards society and stake holders. Theories underlying Corporate Governance (Stake holder's theory and Stewardship theory, Agency theory, Separation of ownership and control, corporate Governance Mechanism: Anglo-American Model, German Model, Japanese Model, Indian Model, OECD, emphasis on Corporate governance, Ethics and Governance, Process and Corporate Governance (Transparency Accountability and Empowerment).

Unit-3:**Teaching Hours: 15 Hrs.**

Ethical decision making: Decision making (Normal Dilemmas and Problems): Application of Ethical theories in Business (i) Utilitarianism (J.Bentham and J.S. Mill), (ii) Deontology (I. Kant) Virtue Ethics (Aristotle). Economic Justice: Distributive Justice, John Rawls Libertarian Justice (RobestNozick) Ethical Issues in Functional Areas of Business. Marketing: Characteristics of Free and Perfect competitive market, Monopoly oligopoly, Ethics in Advertising (Truth in Advertising). Finance: Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Golden parachute. HR: Workers Right and Duties: Work place safeties, sexual harassment, whistle Blowing.

Unit-4: Teaching Hours: 15 Hrs.

Role Players. Role of Board of Directors and Board Structure, Role of Board of Directors, Role of the Non- executive Director, Role of Auditors, SEBI Growth of Corporate Governance. Role of Government, Corporate governance in India, Kumaramangalam Birla Committee, CII, Report, Cadbury Committee.

Unit-5: Teaching Hours: 16 Hrs.

Accounting Standards and Accounting disclosures. Finance Reporting and Corporate Governance, Non Accounting Regulations in Corporate Governance, Corporate Governance & CSR

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOKS

- 1.Karpagam M 2009 Environmental Economics , Reprinted and Enlarged edition 2011, Sterling Publisher P Ltd.
2. S. Sankaran 2007Environmental Economics Margham Publications.

REFERENCE BOOKS

1. D. K. Asthana and MeeraAsthana 2007 Environmental studies S Chand and Company Ltd.
2. T. Eugene 2004 Environmental economics First edition. VrindaPublications (P) Ltd.
3. Charles Kolstad, 2010, Intermediate Environmental Economics, Oxford University Press, 2nd Edition.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Paper code:CECE 64BName of the Paper: Industrial Organisation II Credit:3
Total Hours per Week: 3 Lecture Hours: 2 Tutorial Hours: 1

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Course Objectives

1. Equip the students to understand the basic fundamentals and the external finance that shape the Industrial environment.
2. Acquire the main working aspects of organizations, not only from an economic point of view but also considering organizations as part of society.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Objectives and Functions of Finance.
2. After studied unit-2, the students will be able to understand the Institutions of Industrial Finance.
3. After studied unit-3, the students will be able to understand the Production Planning and control.
4. After studied unit-4, the students will be able to understand the Marketing Mix and Marketing Research.
5. After studied unit-5, the students will be able to understand the Advertising and sales promotion.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1: Teaching Hours: 15 Hrs.

Introduction - Scope, Objectives and Functions of Finance - Financial Planning Capital Budgeting - Source of Finance.

Unit-2: Teaching Hours: 16 Hrs.

Institutions of Industrial Finance - Working Capital Management - Securities market.

Unit-3: Teaching Hours: 15 Hrs.

Production Planning and control - Inventory control techniques - Purchasing and stores keeping

Unit-4: Teaching Hours: 15 Hrs.

Introduction - Marketing and its functions - Marketing Mix - Marketing Research

Unit-5: Teaching Hours: 16 Hrs.

Advertising and sales promotion - Sales Management - Sales policy - Sales Planning.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

1. C.D. Balaji, Dr. G. Prasad, 2008, Business Organization, Margham Publications.
2. C.B. Gupta, 2006, Business Organization and Management, Eleventh Edition, Sultan Chand and Sons.

REFERENCE BOOKS:

- 1.M.C. Shukla, 2007, Business Organization and Management, Eighteenth Edition, Sultan Chand and Sons.
- 2.P.N. Reddy, 2003, Principles of Business Organization and Management, Sixth Edition, Sultan Chand and Sons.
- 3.Y.K. Bhushan, 2011, Fundamentals of Business Organization and Management, Eighteenth Edition, Sultan Chand and Sons.

Course Material: website links, e-Books and e-journals**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: VI

Paper code:CECE 64C

Total Hours per Week: 3

Name of the Paper: Development Economics Credit:3

Lecture Hours: 2

Paper Type: Elective

Tutorial Hours: 1

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Course Objectives

1. Familiarize the students with the structure of Indian economy since Independence and also to review the major trends in economic indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm shifts and turning points.
2. Impart knowledge and make the students to understand the significant components of India and Tamil Nadu Economy and also highlight and explain the various socio—economic problems faced by Indian economy.
3. Highlight the policies and measures taken by the government to solve these problems.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Income, growth & Underdevelopment.
2. After studied unit-2, the students will be able to understand the New Growth Theories.
3. After studied unit-3, the students will be able to understand the Inequality and Development.
4. After studied unit-4, the students will be able to understand the Marketing Mix and Marketing Research.
5. After studied unit-5, the students will be able to understand the International Trade

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No
4	Yes	Yes	Yes	No	Yes	Yes
5	Yes	Yes	Yes	Yes	No	Yes

Unit-1:

Teaching Hours: 15 Hrs.

Income & growth - Underdevelopment, Human Development, Index of Human Development, Per Capita Income, Structural features - Demographic Characteristics, Rural-Urban Migration, Economic Growth

Unit-2:

Teaching Hours: 16 Hrs.

New Growth Theories, Model of deliberate Technical Progress, Externalities, Total factor productivity, Complementarities, QWERTY, Coordination failure, Linkages & Policy, Economic Inequality and its Measuring, The Lorenz curve

Unit-3:

Teaching Hours: 15 Hrs.

Inequality and Development, The Inverted-U hypothesis, Poverty and under nutrition, Rural and Urban: Overview, Rural--urban interaction, Rural--urban migration.

Unit-4:

Teaching Hours: 15 Hrs.

Markets in Agriculture, Land, Labor, Capital, Credit & Theories, Interlinked Transactions, Alternative credit policies, Insurance & Models.

Unit-5:**Teaching Hours: 16 Hrs.**

International Trade, Trading Patterns, Trade Policy & Gains, Losses from Trade, Trade policy, Multilateral Approaches to Trade Policy, Restricted Trade, Issues in trade liberalization, Multilateralism and Regionalism.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

1. Economic. Development.ELEVENTH EDITION. Michael P. Todaro
2. Banker to the Poor: Micro-Lending and the Battle Against World Poverty by Muhammad Yunus, Alan Jolis
3. Economic Development by Michael P. Todaro, Stephen C. Smith - Addison Wesley

REFERENCE BOOKS:

1. Good To Great: by JIM Collins
2. The Rise of the creative class by Richard Florida

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: VI**Paper Type: Elective**

**Paper code:CECE64DName of the Paper: Practical: Computer Application for
Economics Credit:3**

Total Hours per Week: 3

Lecture Hours: 1

Tutorial Hours: 2

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Course Objectives

Acquire knowledge about the uses of M.S Word, M.S. Excel and M.S. Power Point.

Course Outcomes

1. After studied unit-1, the students will be able to have practical onMS Word.
2. After studied unit-2, the students will be able to have practical on MS Excel.
3. After studied unit-3, the students will be able to have Practical on MS Power Point.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No

Practical (Only)

Unit-1:

Teaching Hours: 15 Hrs.

MS – WORD - Text Manipulation - Usage of Numbering, Bullets, Headers and Footers - Usage of Spell Check and Find and Replace - Text Formatting - Picture Insertion

Unit-2:

Teaching Hours: 16 Hrs.

MS – EXCEL - Creation of worksheet and Entering Information - Excel Functions - Moving, Copying, Inserting and Deleting Rows and Columns - Drawing borders around cells - Creation of Chart

Unit-3:

Teaching Hours: 15 Hrs.

MS - POWER POINT - Creating, saving, closing presentation - Inserting clip art - Applying - Transition and animation effects - Run and Slide show - Prepare at least five slides to five introduction about your college.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

Roger Hunt, John Shelley : Computers and Commonsense, Fourth Edition – Prence Hall of India.

REFERENCE BOOKS:

Sanjay Saxena, MS – Office 2000 for every one, Vikhas Publishing HosuePvt Ltd, New Delhi.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: VI

Paper Type: Elective

Paper code:CECE 65A Name of the Paper: Economics for Human Resource

Course Objectives

1. Provide a formal exposure to managing vital resources of an organization - Human Resource.
2. Discuss on the significance of man power to an institution, types of HR policy, need and importance of training them to its requirements.
3. Elaborate training and career development.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Personnel Management v/s H R M.
2. After studied unit-2, the students will be able to understand the Human Resource Planning.
3. After studied unit-3, the students will be able to understand the Training methods.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No

Unit-1:

Teaching Hours: 15 Hrs.

Human Resource Management: Meaning - Objective - Nature - Scope - Importance - Problems - Functions - Personnel Mgt v/s H R M. Qualities And Qualifications of Human Resource Managers.

Unit-2:

Teaching Hours: 16 Hrs.

Human Resource Planning: Meaning - Need - Importance - Objectives - Process - Responsibility. Recruitment: Meaning - Factors Influencing Recruitment - Recruitment Policy - Problems -Sources of Recruitment. Selection: Meaning - Factors Affecting Selection Decisions – Selection Policy - Steps In Selection - Techniques Of Selection.

Unit-3:

Teaching Hours: 15 Hrs.

Human Resource Development: Training Meaning - Need and Importance - Objectives - Types - Steps In Training Programme - Organization Of Training Programmes - Methods of Training - Concept Of Management Development Programmes - Essentials Of Management Development Programmes. Career development: benefits - career problems.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.

2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

- 1.Devadi R.S - Human Relations and Organization Behavior
- 2.Aswhappa K - Human Resource and Personal management
- 3.SubbaRao P - Human resource Management and Industrial Relations
- 4.J.jayashanker - Human Resource Management - Margham Publications

REFERENCE BOOKS:

1. Prasad - Getting the right people - MacMillan Ltd
- 2.SaiyadanMirza - Human Resource Management - TMH
3. Daver - Personnal Management

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: VI

Paper Type: Elective

Paper code:CECE65B

Name of the Paper: Farm Management Credit:3

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

1. Learn and understand the various sectors of Indian economy and occupation of farms.
2. Provide the students with knowledge about key sectors of Indian Economy and their significant role in developing the economy.
3. Familiarize the new development concepts in each sector.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Decision - making process and Occupation of Farming.
2. After studied unit-2, the students will be able to understand the tools of Decision Making.
3. After studied unit-3, the students will be able to understand the Managing the organized farm.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No

Unit-1:

Teaching Hours: 15 Hrs.

Introduction: Decision - making process; Occupation of Farming.

Unit-2:

Teaching Hours: 16 Hrs.

Tools of Decision Making: Economic Principles and farm Management - co-operatives in farming - Farm records - purposes and description - Income and net worth Statements - Analysis of Records - Farm Budget - Risk and Uncertainty in Farming.

Unit-3:

Teaching Hours: 15 Hrs.

Managing the organized farm: Crop Management - soil and water management - live stock management - management of labor - Management of Machinery - Farm Buildings Management and Farm layout - income tax Management - credit management.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

1. Emery N. Castle Manning H. Beckor “Farm Business Management” Macmillan Company Fundamental of Farm Business Management by S.S. Johi and T.R. KapurKalyani Publishers, Ludhiana.
2. P.K. Dhar, (2014), Indian Economy Its Growing Dimensions, Kalyani Publishers, New Delhi.
3. T. R. Jain, V.K. Ohri, B. D. Majhi, (2013) Economic Development and Policy in India, 17th Edition, VK Global Publications Pvt. Ltd., New Delhi.

REFERENCE BOOKS:

1. Deepashree, Indian Economy: Performance and Policies, Tata McGraw – Hill Education.
2. Mishra &Puri, Indian Economy, Himalaya Publishing House.
3. RuddarDutt and K.P.M. Sundaram, Indian Economy, Sultan Chand and Sons.
4. I.C. Dhingra, Indian Economy, Sultan Chand and Sons.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: VI

Paper code:CECE65C

Paper Type: Elective

Name of the Paper: Organisational Behaviour

Credit:3

Total Hours per Week: 3 Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

1. Learn and understand the organization as a social system.
2. Provide the students with knowledge about keysof achieving organizational effectiveness.
3. Familiarize the new development concepts.

Course Outcomes

1. After studied unit-1, the students will be able to understand the historical development of organizational behavior and organization as a social system.
2. After studied unit-2, the students will be able to understand the Organizational culture.
3. After studied unit-3, the students will be able to understand the Morale.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No

Unit-1:

Teaching Hours: 15 Hrs.

Organizational behavior - meaning - importance - historical development of organizational behavior - organization as a social system - socio-technical system - open system - factors influencing organizational behavior - environmental factors - constraints over organization and managerial performance.

Unit-2:

Teaching Hours: 16 Hrs.

Organizational culture, conflict and effectiveness: organizational culture - concept - distinction between organizational culture and organizational climate - factors influencing organizational culture

Unit-3:

Teaching Hours: 15 Hrs.

Morale - concept and types - managing conflict - organizational effectiveness - indicators of organizational effectiveness - achieving organizational effectiveness.

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.

2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

- 1.Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
- 2.Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
- 3.Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.

REFERENCE BOOKS:

- 1.Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
- 2.Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Semester: VI

Paper code: CECE65D

Credit:3

Paper Type: Elective

Name of the Paper: Industrial Relations and Labour Laws

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hours: 1

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Course Objectives

1. Learn and understand the Industrial Relations and Labour Laws
2. Provide the students with knowledge about Labour Grievances.
3. Familiarize the new Labour Laws in India.

Course Outcomes

1. After studied unit-1, the students will be able to understand the Industrial RelationsIndustrial Relations
2. After studied unit-2, the students will be able to understand the Industrial unrest.
3. After studied unit-3, the students will be able to understand the Labour Laws in India

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No

Unit-1:

Teaching Hours: 15 Hrs.

Industrial Relations - Role - Importance - Trade Unions - Industrial disputes and their Resolutions.

Unit-2:

Teaching Hours: 16 Hrs.

Industrial unrest - employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

Unit-3:

Teaching Hours: 15 Hrs.

Labour Laws in India- Scope of Protection, Job Security, Employment Contracts, Wage Regulations, and Health & Safety.

Internal Assessment Methods:

4. Book review and research paper review, syllabus and curriculum review.
5. Workshops, preparing technical term dictionaries from text books and reference books.

6. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

1. Michael V Industrial Relations in India and Workers Involvement in Management Cowling
- Essence of Personnel Management and Industrial Relations - Prentice - Hall of India.

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Paper code: CSCE 66 Name of the Paper: Digital Economy Credit:2

Total Hours per Week: 2 Lecture Hours:1 Tutorial Hours: 1

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Course Objectives

1. The digitization of the economy is one of the most critical issues of our time.
2. Digital technologies have transformed businesses and peoples life, and will continue to do so in the future.
3. This course is about digital economics and how the digital economy influences markets, the society and organizations.
4. We learn about how the Internet, mobile communications, the sharing economy, social media, and crypto currencies impact global businesses

Course Outcomes

1. After studied unit-1, the students will be able to understand the knowledge in digital economics
2. After studied unit-2, the students will be able to understand the knowledge on how the digital economy impacts its surroundings.
3. After studied unit-3, the students will be able to understand how to construct a business model.

Matching Table

Unit	i. Remembering	ii. Understanding	iii. Applying	iv. Analyzing	v. Evaluating	vi. Creating
1	Yes	Yes	Yes	Yes	Yes	No
2	Yes	Yes	Yes	Yes	No	No
3	Yes	Yes	No	Yes	Yes	No

Unit-1:

Teaching Hours: 15 Hrs.

Nature and Scope of Digital Economy-Cashless Society.

Unit-2:

Teaching Hours: 16 Hrs.

Digital economy influences societies, environment, regulations, privacy, strategy, and financial operations.

Unit-3:

Teaching Hours: 15 Hrs.

Digital Business models and Markets Model

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Workshops, preparing technical term dictionaries from text books and reference books.
3. Preparing question paper by the candidates: objective type, descriptive type, training can be given by the teacher
4. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

1. Joseph Fernandez, Corporate Communications - A 21st Century Primer, First Edition Sage, 2004
2. Cornelissen, J. P., Corporate Communication (4 edition.). Los Angeles: Sage Publications Ltd. 2014
3. Simon Haykin, Digital

REFERENCE BOOKS:

1. Communication Systems, John Wiley Publications, 2013.
2. Sharma S, Digital Communication, S K Kataria & Sons Publications, 2013

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

Paper code:CPCE67

Name of the Paper: Group/ Individual Project

Credit:5

Total Hours per Week:5

Lecture Hours: 0

Tutorial Hours: 5

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Course Objectives

1. Provide an opportunity to the students for practical application of their research knowledge.
2. Develop student's critical thinking and problem solving skills and also encourage team work.
3. Develop student's report writing skills.

Course Outcomes

On completion of this project, the student scholar will be able to understand the research methodology and research writings.

Matching Table

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)

PROJECT WORK

As part of the curriculum during the last semester, students are required to take up project work. This project will be assessed on the submission of the hard copy of project report as well as presentation and the viva. The project work will carry **100 marks**. The minimum for passing will be **40 per cent** for the project work. The number of pages in any project work should be restricted to **25 pages only**.

The structure of project report as follows:

- Summarize main points of the project work
- Review the existing literature (5 to 10 reviews)
- Compare and contrast knowledge, ideas, or theories
- Findings and recommendations
- Conclusion
- References

Internal Assessment Methods:

1. Book review and research paper review, syllabus and curriculum review.
2. Forming digital library: collecting text and reference books, course material.

TEXT BOOK:

C.R. Kothari, “Research Methodology”, New Age International Publisher

REFERENCE BOOKS:

Dr. T. Aasif Ahmed, “Research Methodology”, Notion Press

Course Material: website links, e-Books and e-journals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low (may be avoided)
