



THIRUVALLUVAR UNIVERSITY

SERKKADU, VELLORE-632115

B.A. CORPORATE ECONOMICS

SYLLABUS

FROM THE ACADEMIC YEAR

2023 - 2024

TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION, CHENNAI
– 600 005

CHOICE BASED CREDIT SYSTEM AND LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK BASEDON B.A. CORPORATE ECONOMICS SYLLABUS	
Programme:	U.G.
Programme Code:	
Duration:	3 Years(UG)
Programme Outcomes:	<p>PO1: Knowledge of Economics: Ability to understand Economic Theories and functioning of Economic Models. To develop an adequate competency in the Economic Theory and Methods.</p> <p>PO2: Analytical Reasoning and Critical Thinking: Critically Analyze and assess the way in which economists examine the real world to understand the current events and evaluate specific proposals.</p> <p>PO3: Logical Reasoning and Quantitative Ability: Ability to understand how to collect and analyse data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.</p> <p>PO4: Communication and Research Skills: Communication and Research related skills. Developing a sense of capability for relevant/appropriate inquiry and asking questions, synthesising and articulating and reporting results and to efficiently communicate thoughts and ideas in a clear and concise manner.</p> <p>PO5: Gender, Environment and Sustainability: Comprehend the Environmental issues and Sustainable Development and strive to achieving economic and social equity for women and be Gender Sensitive.</p> <p>PO6: Employability and Leadership Skills: Become empowered individuals to be employed in various positions in industry, academia and research and have the potential to become Entrepreneurs and take leadership roles in their chosen occupations and communities.</p> <p>PO7: Social Interaction: Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.</p> <p>PO8: Digital Literacy and Lifelong Learning: Capability to use ICT tools in a variety of learning situation and use appropriate software for analysis of data - Ability to acquire Knowledge situations and skills for life through self directed learning and adapt to different learning environments.</p>
Programme Specific Outcomes:	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

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

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome/ Benefits
I	Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I,II,III,IV	Skill Enhancement papers (Discipline centric /Generic/Entrepreneurial)	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with the essential skills to make them employable
		<ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		<ul style="list-style-type: none"> ➤ Discipline centric skill will improve the Technical knowhow of solving real life problems.
III,IV,V & VI	Elective papers	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholder to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and interdisciplinary nature ➤ Emerging topics in higher education/industry/communication network/health sector etc. are introduced with hands-on-training.

IV	ElectivePapers	<ul style="list-style-type: none"> ➤ Exposuretoindustrymodelsstudentsintosolutionsproviders ➤ GeneratesIndustryready graduates ➤ Employmentopportunitiesenhanced
VSemester	Electivepapers	<ul style="list-style-type: none"> ➤ Self-learning isenhanced ➤ Applicationoftheconceptto realsituationis conceivedresulting intangibleoutcome
VISemester	Electivepapers	<ul style="list-style-type: none"> ➤ Enriches the studybeyondthe course. ➤ Developingaresearchframework and presenting their independent and intellectual ideas effectively.
ExtraCredits: ForAdvancedLearners/Honorsdegree		<ul style="list-style-type: none"> ➤ Tocater totheneedsofpeer learners/research aspirants
SkillsacquiredfromtheCourses		Knowledge, Problem Solving, Analytical ability,ProfessionalCompetency,ProfessionalCommunicationandTransferrable Skill

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		22	30

Semester	Part	Code	Offered by	Name of the Subject	Instructional Hours	Credits	CIA	ESE	Total	Pg. No.
III	A		Language	Language	6	3	25	75	100	
III	B		English	English	6	3	25	75	100	
III	C	CCV	Economics	Indicators of Economic Development	5	5	25	75	100	
III	C	CCVI	Economics	Environmental Economics	5	5	25	75	100	
III	C	ELECTIVE III	Economics	Principles of Marketing	5	3	25	75	100	
III	D	SEC4	Economics	Women and the Economy	1	1	25	75	100	
III	D	SEC5	Economics	Basics of Retail Marketing	2	2	25	75	100	
III	D		Economics	EVS	2	2	25	75	100	
					32	24				

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1
		25	30

Semester	Part	Code	Offered by	Name of the Subject	Instructional Hours	Credits	CIA	ESE	Total	Pg. No.
IV	A		Language	Language	6	3	25	75	100	
IV	B		English	English	6	3	25	75	100	
IV	C	CCVII	Economics	Indian Economic Development	5	5	25	75	100	
IV	C	CCVIII	Economics	Principles of Business Organization	5	5	25	75	100	
IV	C	ELECTIVE IV	Economics	Marketing Strategies	6	3	25	75	100	
IV	D	SEC 6	Economics	Advertising and Sales Promotion	2	2	25	75	100	
IV	D	SEC-7	Economics	Mathematical Economics	2	2	25	75	100	
					32	23				

**Third Year
Semester-V**

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	22	26
Part-4	Value Education	2	2
	Internship / Industrial Visit / Field Visit	2	2
		26	30

Semester	Part	Code	Offered by	Name of the Subject	Instructional Hours	Credits	CIA	ESE	Total	Pg. No.
V	C	CCIX	Economics	Macro Economics	5	4	25	75	100	
V	C	CCX	Economics	Human Resource Development	5	4	25	75	100	
V	C	CCXI	Economics	Fiscal Economics	5	4	25	75	100	
V	C	CCXII	Economics	Project with Viva Voice	5	4	25	75	100	
V	C	Elective V	Economics	Econometrics (Theory)	4	3	25	75	100	
V	D	Elective VI	Economics	Research Methodology	4	3	25	75	100	
V	D		Economics	Value Education	2	2	25	75	100	
V	D		Economics	Internship / Industrial Visit / Field Visit	-	2	25	75	100	
					30	26				

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based & LAB	18	28
Part-4	Extension Activity	1	-
	Professional Competency Skill	2	2
		21	30

COURSE PROFILE

Semester	Part	Code	Offered by	Name of the Subject	Instructional Hours	Credits	CIA	ESE	Total	Pg. No.
VI	C	CCXIII	Economics	Keynesian Economics	6	4	25	75	100	
VI	C	CCXIV	Economics	International Economics	6	4	25	75	100	
VI	C	CCXV	Economics	Industrial Economics	6	4	25	75	100	
VI	C	ELECTIVE VII	Economics	Principles of Management	5	3	25	75	100	
VI	C	ELECTIVE VIII	Economics	Practical: Computer Application For Economists	5	3	25	75	100	
VI	E			Extension Activities	-	1	25	75	100	
VI	D	Professional Competency Skill	Economics	Entrepreneurial Development	2	2	25	75	100	
					30	21				

SEMESTER - III

B.A. CORPORATE ECONOMICS

SEMESTER III

CORE THEORY (5)

COURSE NAME: INDICATORS OF ECONOMIC DEVELOPMENT

CREDITS:

5

COURSE CODE: CCV

INSTRUCTIONAL HRS: 75

COURSE OBJECTIVES:

The main objectives of this course are to:

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.

UNIT - 1 ECONOMIC GROWTH AND DEVELOPMENT(10 Hrs)

Economic growth and development- meaning, Difference between growth and development, Characteristics of Indian Economy, Economic and Non-Economic factors determining economic development, Sustainable Development –Meaning, Sustainable Development Goals of India, black money, corruption and cyber crimes – meaning only.

UNIT - 2 NATIONAL INCOME(15Hrs)

National Income- meaning, definition, Concepts in national income – GDP, GNP, NNP, PCI, PI, DPI, Methods of measuring national income, Trends in national income, Difficulties in measuring national income.

UNIT - 3 ECONOMIC PROBLEMS OF INDIA

(20 Hrs)

Population- Theory of Demographic Transition, causes, measures, National Population Policy 2000, Unemployment and Poverty- meaning, types of unemployment, relative poverty and absolute poverty, causes for poverty, Government policies to solve unemployment and poverty.

UNIT - 4 CAPITAL FORMATION(20Hrs)

Capital Formation – Physical and Human, causes for low rate of capital formation, Process of Capital Formation, Measures to increase capital formation in India, Difference between physical and human capital, Women’s human capital- meaning and role. Role of health and education in developing human capital.

UNIT - 5 DEVELOPMENT POLICIES OF TAMIL NADU(10 Hrs)

Labour welfare measures, Integrated Child Development Scheme (ICDS), Anti –Poverty Strategies, Public Distribution System, Environmental Protection measures in Tamil Nadu, UzhavarSandai, Nutritious Noon Meal Scheme.

E Governance – meaning, types of e – governance, limitations of e – governance.

SELF STUDY/EXPERENTIAL LEARNING

1. Impact of Covid – 19 on Indian Economy.
2. Population Control Bill 2019.
3. Effects of Economic inequality on the development of Tamil Nadu

TEXT 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

REFERENCE BOOKS:

1. PerumalSamy, 2000, Tamil Nadu Economy, Sultan Chand & Sons, Educational Publishers, N. Delhi – 2
2. [Dhingra I.C](#)2018, The Indian Economy: Environment & Policy, Sultan Chand and Sons.
3. Uma Kapila, (Ed) (2017 - 2018) Indian Economy Since Independence, Academia Foundation, New Delhi 28th Edition.
4. RaddarDutt& K.P.M. Sundaram, 2017 Indian Economy, S CHAND Publications.
5. AshwaniMahajan, GauravDatt, 2015, Indian Economy, Edition: 71, S.Chand Publisher.

ONLINE RESOURCES

1. <https://youtu.be/A3474ELBK7Cc>.
2. <https://youtu.be/hdwET9H6GYQ>
3. <https://youtu.be/6P2bsPWCRzM>

COURSE OUTCOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Highlight the characteristics of Indian Economy and distinguish between growth and development and also	K2, K3, K4

	examine the goals of sustainable development.	
CO2	Interpret the concepts of national income and determine national income using different methods for measurement.	K2, K3, K4
CO3	Define and examine the major economic problems of India and appraise the government policies to solve the economic problems.	K1, K3, K4
CO4	Comparing physical and human capital and infer the role of health and education in enhancing rate of capital formation.	K2, K4
CO5	Integrate the various developmental policies of Tamil Nadu government and tabulating the types of e-governance.	K1, K4
K1 – Knowledge, K2 – Understand, K3 – Apply, K4 – Analyze		

CO-PSO Mapping Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2
CO2	3	3	3	3	2
CO3	3	3	3	3	3
CO4	3	2	2	3	3
CO5	3	3	2	3	3
Average	3	2.8	2.4	3	2.6
3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation					

METHODOLOGY OF TEACHING:

Lecture Method, Assignment, Open Book Test, Class Test, Quiz, Lecture Videos, Seminar, Power Point Presentation, White Board Teaching.

B.A. CORPORATE ECONOMICS

SEMESTER III

COURSE NAME: ENVIRONMENTAL ECONOMICS CREDITS: 5

COURSE CODE:CCVI INSTRUCTIONAL HRS: 75

COURSE OBJECTIVES:

The main objectives of this course are to:

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.

UNIT - 1MEANING AND DEFINITION

(15 Hrs)

Introduction – Economics and environment – Definition and role of environmental economics – Transformation curve – Scope and significance of environmental economics – Integration of conservation and development.

UNIT - 2 THE ENVIRONMENT AND THE ECONOMY

(15 Hrs)

Relationship between the environment and the economic system – The material balance model – Energy flow and conservation – Environment as a resource – Definition of environment – Services of the environment – Limited assimilative capacity of the environment – Environmental quality

UNIT - 3 COST - BENEFIT ANALYSIS (10 Hrs)

Cost-Benefit Analysis – Steps involved in the cost benefit analysis – Nature of costs and benefits in controlling pollution – Pollution costs – Benefits evaluation – Efficiency in pollution control – Cost benefit analysis – Property price approach – Coase theorem and transaction cost -Advantages and limitations of Cost benefit analysis.

UNIT - 4 NATURAL RESOURCES

(15Hrs)

Natural resource – Renewable and non-renewable resources - Basic human requirement – Finite nature of natural resources – Limitations of non-renewable resources – Limitations of renewable resources – Man and the global resources – Lack of sustainability of modern society – Towards sustainable development.

UNIT - 5 ENVIRONMENTAL ETHICS

(20 Hrs)

The need of environmental ethics – Basic directives of environmental ethics – Individuals obligations to the community and the society – The rights of nature – Role in protecting and conserving Environment – Ethics and environmental issues

SELF STUDY

1. Application of Micro Economic concepts in Environmental Economics.
2. Pareto Optimality and Market Failures.
3. Implementation of Environmental Policy.

TEXT BOOKS

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

REFERENCE BOOKS

1. D. K. Asthana and Meera Asthana 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.

ONLINE RESOURCES

1. <https://helpsave.nature.com/environmental-ethics>
2. <https://www.omiconline.org/./natural-resources-and-environmental-issues-2157-762..->
3. https://www.youtube.com/watch?v=qEucZR_PIMM

COURSE OUTCOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Define environmental economics and describe the significance of environmental economics for conservation and development.	K1, K2
CO2	Relate environment with economic system and show environment as a significant resource for an economy.	K2, K3
CO3	Calculate the pollution cost using cost benefit analysis and examine the benefits achieved.	K3, K4
CO4	Categorize the natural resources and relate its relevance to man and global resources.	K3, K4
CO5	Indicate the need and significance of ethics and demonstrate the role individuals in conserving environment.	K2, K3
K1 – Knowledge, K2 – Understand, K3 – Apply and K4 – Analyze.		

MAPPING OF COs WITH PSOs

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	3	3
CO2	3	2	3	3	2
CO3	3	3	3	3	2
CO4	3	2	1	3	2
CO5	3	2	2	3	3
Average	3	2.2	2	3	2.4
3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation.					

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.

ONLINE RESOURCES:

1. <https://open.lib.umn.edu/principlesmarketing/chapter/1-1-defining-marketing/>
2. <https://courses.lumenlearning.com/wmopen-principlesofmarketing/chapter/new-product-development-process/>
3. https://oercommons.s3.amazonaws.com/media/courseware/relatedresource/file/oer_11.pdf
4. <https://www.youtube.com/watch?v=ShoD-FOIMUY>

COURSE OUTCOMES:

Upon completing the requirements for this course, the student will be able to:

CO No.	Course Outcome	Knowledge Level
CO1	Summarize the concepts of marketing, objectives, importance and innovations in marketing.	K1, K2
CO2	Explain exchange and physical functions of marketing.	K2
CO3	Describe the facilitating functions of marketing.	K2
CO4	Analyse the elements of product development process and assess the challenges in launching a new product.	K2, K3, K4
CO5	Point out the challenges and its corrective measures in marketing of agricultural goods.	K3, K4
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	0	3	3
CO2	3	3	1	3	3
CO3	3	3	0	3	3
CO4	3	3	1	3	3
CO5	3	3	1	3	3
Average	3	3	0.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Chalk and Talk, PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Quiz and Group Discussions.

B.A. CORPORATE ECONOMICS

SEMESTER –III

SKILL ENHANCEMENT COURSE4

COURSE NAME: WOMEN AND THE ECONOMY CREDITS:1

COURSE CODE:SECIV

INSTRUCTIONAL HOURS:15

COURSE OBJECTIVES:

The main objectives of this course are to

1. Study the human capital theory and investment in women.
2. Elaborate the contributions of women to GNP.
3. Familiarize the demography and status of women and the programmes for empowerment of women.

Unit I: ROLE OF WOMEN

(7Hrs)

Economic Role of Women in India before and after independence – Contributions of women to GNP – Household Economy and its contribution.

Unit II: DEMOGRAPHIC ISSUES OF WOMEN

(5Hrs)

Demographic issues- Sex Ratio – Age Composition – average expectation of life at birth- Female IMR- Fertility Rate – Rural and Urban regional differences – population policy pertaining to women in India.

Unit III: EMPOWERMENT OF WOMEN

(3Hrs)

Policies and Programmes for the Advancement and Empowerment of Women – National Perspective Plan for Women (1988) – Government Interventions – Role of Voluntary Agencies.

TEXT BOOKS:

1. Boserup, 1989, Women's Role in Economic Development, 1st Edition, Earthscan U.K.
2. Promilla Kapur, 1974, Changing status of working women in India, Vikas Publishing House.
3. Mirdula Bhadauria, 1997, Women in India – Some Issues, 1st Edition, S.B.Nangia and A.P.H. Publishing House.

REFERENCE BOOKS

1. Srinivasn M.N. 1978, The changing position of Indian women, Oxford University Press.
2. Gosh S.K., Women in changing society, Asia Publishing House, New Delhi.

ONLINE RESOURCES

- 1.<https://www.softwareadvice.com>
- 2.<https://www.weforum.org>

COURSE OUTCOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Compare the role of women pre and post independence and examine the contributions of women to GNP.	K2, K3
CO2	Appraise the status of women in India.	K1,K4
CO3	Interpret the policy measures and programmes taken by the Indian government for the advancement and empowerment of women.	K2
K1 – Knowledge, K2 – Understand, K3 – Apply and K4 – Analyze.		

COs PSOs Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	1
CO2	3	1	2	3	1
CO3	3	1	2	3	2
Average	3	1.6	1.6	3	1.4
3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation.					

METHODOLOGY OF TEACHING:

Lecture Method, Power Point Presentation You tube Videos, Quiz, Seminar, White Board method, Assignment.

**B.A. CORPORATE ECONOMICS
SEMESTER III
SKILL ENHANCEMENT COURSE 5**

COURSE NAME: BASICS OF RETAIL MARKETING CREDITS: 2
COURSE CODE: SECV INSTRUCTIONAL HOURS: 30

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Enable the students to identify and understand the significance of retailing in the current business environment
2. Equip the students to develop guidelines to build a retailing business and use it to manage its operations
3. Educate them about supply chain management and role of technology in retailing

UNIT 1- INTRODUCTION TO RETAILING (10 Hrs)

Definition of Retailing – Importance of Retailing – Growth of organized retailing in India

UNIT 2 -TYPES OF RETAIL MARKETING (10 Hrs)

Functions of Retailing – Characteristics of Retailing – Types of Retailer

UNIT 3 – RETAIL LOCATION STRATEGIES (10Hrs)

Meaning of selection of site – Issues to be considered in site selection – Locations site and types of retail development – Solitary site- Unplanned shopping area site – Planned shopping area site – types of planned shopping area

SELF STUDY / EXPERENTIAL LEARNING:

1. Emerging trends of Retail marketing
2. Different types of retail marketing
3. Types of retailing locations
4. Supply chain management with example
5. Future trends in retailing

TEXT BOOKS:

1. Dr.L.Natarajan, Retail Marketing, Margham Publications, 2020.

REFERENCE BOOKS:

1. SujaNair :Retail Management, Himalaya Publishing House, 2015
2. J.N.Jain&P.P.Singh: Modern Retail Management Principles and Techniques –Regal Publications , New Delhi 2007

ONLINE RESOURCES:

- 1.<https://www.businessmanagementideas.com/retail-marketing/retail-marketing-introduction-importance-functions-and-benefits/17528>
- 2.<https://www.yourarticlelibrary.com/marketing/retail-marketing-meaning-and-types-of-major-retail-outlets/32337>
- 3.<https://www.ibm.com/in-en/topics/supply-chain-management>

COURSE COUTOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Explain the concepts of Retailing	K2
CO2	Classify the different types of retailers	K2,K4
CO3	Describe about the retail locations strategies	K3,K4
K1 – Knowledge, K2 – Understand, K3 – Apply, K4 – Analyze		

COs PSOs Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	1
CO2	3	1	2	3	1
CO3	3	1	2	3	2
Average	3	1.6	1.6	3	1.4
3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation.					

METHODOLOGY OF TEACHING:

Lecture Method, Power Point Presentation You tube Videos, Quiz, Seminar, White Board method, Assignment.

SEMESTER - IV

**B.A. CORPORATE ECONOMICS
SEMESTER IV**

COURSE NAME: INDIAN ECONOMIC DEVELOPMENT
COURSE CODE:CCVII INSTRUCTIONAL HOURS: 75

CREDITS: 5

COURSE OBJECTIVES:

The main objectives of this course are to:

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.

UNIT – 1 SIGNIFICANCE OF AGRICULTURE

(20 Hrs)

Role of agriculture in Indian Economic Development, Factors influencing agriculture, Causes for low productivity in Indian agriculture, New Land Reform Measures, Agriculture Marketing – Meaning, Present state of agricultural marketing in India, Defects of agricultural marketing, Remedial measures for improving agricultural marketing,

UNIT – 2 INDUSTRIES IN INDIA

(15Hrs)

Role of industries in economic development of India, New Industrial Policy 1991, Small Scale and Cottage industries – Role, Problems and Government policies, MSMEs – Definition, Role of MSMEs in India, SHGs – Meaning, Micro Finance - Meaning, Industrial Sickness – meaning and causes, Industrial Credit – IDBI, ICICI, SIDCO, SIDBI.

UNIT – 3 SECTORAL DEVELOPMENT

(15Hrs)

Public Sector – Role, Merits and Demerits, Private Sector – Role, Merits and Demerits, Difference between public and private sector Service Sector – Role, Merits and Demerits, MNCs, Development in Service Sector – BPOs, Outsourcing, Information Technology Sector (IT) – causes for growth in Indian IT sector, problems and challenges faced by Indian IT sector.

UNIT – 4 PLANNING AND NITI AAYOG

(15Hrs)

Planning- meaning, definition, features, Objectives of plans – Long term and short term, Types of plans – Annual Plans, Rolling Plans, Structural Planning, Planning by Direction and Planning by Inducement, Broad achievements and failures of India's five year plans. NITI Aayog – meaning, structure, objectives and functions.

UNIT – 5 INDIA'S FOREIGN TRADE

(10Hrs)

Foreign trade – meaning, Significance of foreign trade, Composition and Direction of India’s Foreign Trade, Role of Foreign Direct Investment and Foreign Institutional Investment, Foreign Trade Policy of India 2015 – 2020. Special Economic Zones

SELF STUDY/EXPERIENTIAL LEARNING

1. New Farming Techniques – Organic farming, Contract farming, Corporate farming, Precision farming.
2. Impact of Liberalization, Privatization and Globalization.
3. Objectives and Performance of Eleventh and Twelfth Five Year Plans in India.

TEXT 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

REFERENCE BOOKS

1. Perumalsamy, 2000, Tamil Nadu Economy, Sultan Chand & Sons, Educational Publishers, N. Delhi – 2
2. [Dhingra I.C](#) 2018, The Indian Economy : Environment & Policy, Sultan Chand and Sons.
3. Uma Kapila, (Ed) (2017 - 2018) Indian Economy Since Independence, Academia Foundation, New Delhi 28th Edition.
4. RaddarDutt & K.P.M. Sundaram, 2017 Indian Economy, S CHAND Publications.
5. AshwaniMahajan, GauravDatt, 2015, Indian Economy, Edition: 71, S.Chand Publisher.

ONLINE RESOURCES

1. <https://youtu.be/ShoD-FOIMUY>
2. <https://youtu.be/bMEulv3C-rA>
3. <https://youtu.be/alg6PIX9Kh8>

COURSE OUTCOMES

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

CO	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Integrate agricultural problems and policy measures for the development of agricultural sector and state the revolutions made in allied activities.	K1, K4
CO2	Comment on the new industrial policy and sketch out the problems of small scale industries and connect problems with government policies and industrial credit institutions.	K2, K3, K4

CO3	Name the different types of sectors in India and appraise the development of service sector.	K1, K4
CO4	Describe the various types of plans and interpret the objectives and functions of NITI Aayog.	K2, K3
CO5	Examine the significance and composition of foreign trade and explain the foreign trade policy for development.	K3, K4
K1 – Knowledge, K2 – Understanding, K3 – Apply, K4 – Analyze		

CO-PSO Mapping Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	1
CO2	3	2	2	3	3
CO3	3	3	3	3	1
CO4	3	2	2	3	1
CO5	3	1	3	3	3
Average	3	2.2	2	3	1.8
3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation					

METHODOLOGY OF TEACHING:

Lecture Method, Power Point Presentation, Quiz, Seminar, Assignment, Open Book Test, Class Test, Topic Discussion.

B.A CORPORATE ECONOMICS

SEMESTER-IV

COURSE NAME: PRINCIPLES OF BUSINESS ORGANIZATION CREDITS: 5

COURSE CODE: CIVC8

INSTRUCTIONAL HOURS: 75

COURSE OBJECTIVES:

The main objectives of the course are to:

1. Equip the students to understand the basic fundamentals and the external forces that shape the business 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.
3. Impart knowledge of shares.

Unit-1 NATURE AND SCOPE OF BUSINESS (20Hrs)
Nature and scope of business- Definition of business- characteristics of business- Objectives of business- economic objectives, social objectives, human objectives, national objectives- Distinction between business, profession and employment.

Unit-2 SOLE PROPRIETORSHIP AND PARTNERSHIP (15 Hrs)
Sole Proprietorship- Meaning, features, merits and demerits - Meaning- Partnership- Definition, features, advantages and disadvantages, Partnership deed- Registration of partnership firm- Kinds of partners

Unit-3 JOINT STOCK COMPANY (20Hrs)
Joint stock companies - Types of companies- Formation, Incorporation and Commencement of business- Memorandum of Association- Definition, contents and alterations, Articles of Association- Meaning, contents and alterations- Prospectus- definition and contents

Unit-4 CO-OPERATIVE ENTERPRISE (10Hrs)
Co-operative Enterprises - Meaning, features, merits and demerits- Types of Co-operatives- consumers' co-operatives, producers' co-operatives, Marketing co-operatives, Housing co-operatives, Co-operative Credit Societies, Co-operative Farming Societies.

Unit-5 PUBLIC ENTERPRISES AND PUBLIC UTILITIES (10Hrs)
Public enterprises- Definition, objectives- Forms of public enterprises- Departmental undertaking- Features, merits and demerits- Government Company- features, merits and demerits- Public Corporations- features, merits and demerits

SELF STUDY/ EXPERIENTIAL LEARNING

1. Differentiate Partnership from Joint Stock Company.
2. Role of Co-operative enterprises in economic development.

3. Highlighting the functions of public utilities to the society.

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.

ONLINE RESOURCES:

1. <https://www.youtube.com/watch?v=F5XJX6r0-YY>
2. <https://www.youtube.com/watch?v=vk5RyHTX8wA>
3. <https://youtu.be/9kEuIS4aSKQ>

COURSE OUTCOMES

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

COS	COURSE OUTCOMES	KNOWLDGE LEVEL
CO1	Describe the Nature and Scope of Business and Economic, Social, Human, National and Global objectives of Business	K2, K3
CO2	Summarize the contents of Partnership Deed and Registration of Partnership Firm.	K2, K3
CO3	Examine the important documents of Joint Stock Company.	K1, K3
CO4	Recognize the features and role of Co-operative enterprises.	K2, K4
CO5	Relate the Objectives and Forms of Public Enterprises and explore the solutions to the problems faced by Public Enterprises.	K2,K4
K1 – Knowledge, K2- Understand, K3-Apply, K4-Analyze		

COS-POS MAPPING MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2
CO2	3	3	2	3	1
CO3	3	2	1	3	2
CO4	3	2	1	3	1
CO5	3	3	2	3	2
AVERAGE	3	2.6	1.6	3	1.6
3-Highly Correlated, 2- Moderately Correlated, 1- Slightly Correlated,0- No Correlation					

METODOLOGY OF TEACHING:

Lecture (Chalk and Talk), Assignments, Class tests&Group Discussions, PPT, YouTube videos, Seminars, question hours.

2. https://saylordotorg.github.io/text_emarketing-the-essential-guide-to-online-marketing/
3. <https://www.youtube.com/watch?v=vpRFgi2HqQ0>

COURSE OUTCOMES:

On completion of this course, the student will be able to:

CO No.	Course Outcome	Knowledge Level
CO1	Describe Consumerism and apply the theoretical knowledge on consumer rights and protection in the context of Indian markets	K2, K3
CO2	Distinguish the various distribution channels in marketing of goods and services.	K1,K4
CO3	Compare the various pricing strategies that augment marketing of products and services.	K4
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	1	3	3
CO3	3	3	1	3	3
Average	3	3	1	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Chalk and Talk, PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Group Discussion and Quiz.

**B.A. CORPORATE ECONOMICS
SKILL ENHANCEMENT COURSE**

COURSE NAME: ADVERTISING AND SALES PROMOTION CREDITS: 2

COURSE CODE: SECVI INSTRUCTIONAL HOURS: 30

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Familiarize the students with the basic concepts of advertising.
2. Students will know the insights of advertising: preparing an advertising message, selecting an appropriate medium.
3. Students will be able to learn the various forms of sales promotion tools and theories of personal selling

UNIT 1 : FUNDAMENTALS OF ADVERTISING (10Hrs)

Definition of Advertising – Advertising and Marketing – Types of Advertising- Functions of Advertising

UNIT 2 ADVERTISING AGENCY (10Hrs)

Advertising Agency – Functions of AD Agencies – Functions of Advertising Manager – Selection of an Advertising agency.

UNIT 3 – ADVERTISING MEDIA (10Hrs)

Advertising Media - Objectives of an Advertising media – Strategies of media – Implementation of media plan

SELF STUDY / EXPERIENTIAL LEARNING:

1. Main aim of advertising
2. Need for Advertising Agency
3. Purpose of advertising media

TEXT BOOKS:

1. S.A.Chunawalla, Advertising, Sales Promotion Management , Himalaya Publishing House, 2010

REFERENCE BOOKS:

1. Hackley, C: Advertising and Promotion: An integrated communications approach, 2nd Edition, Sage Publications, 2010.
2. Belch, G.E., Belch, M. and Purani, K: Advertising and Promotion, 7th Edition, Tata McGraw-Hill Education, 2009.

ONLINE RESOURCES:

1. <https://www.marketing91.com/objectives-of-advertising/>
2. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11861-advertising->

3. <https://www.salesforce.com/blog/5-key-elements-successful-sales-promotion/>

COURSE OUTCOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Explain the concept of advertising and its types	K1
CO2	Describe the Advertising Agency and to analyse selection of agencies	K2,K3
CO3	Explain about advertising media	K3,K4
K1 – Knowledge, K2 – Understand, K3 – Apply, K4 – Analyze		

CO-PSO MATRIX:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	1	3	3
CO3	3	3	1	3	3
Average	3	3	1	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Lecture Method, Quiz, Lecture Videos, Seminar, Power Point Presentation, White Board Teaching.

**B.A. CORPORATE ECONOMICS
SKILL ENHANCEMENT COURSE**

COURSE NAME: MATHEMATICAL ECONOMICS

CREDITS: 2

COURSE CODE: SECVIINSTRUCTIONAL HOURS: 30

COURSE OBJECTIVES:

The main objectives of this course are to:

1. To enable the students to apply mathematical tools in Economic Theories.
2. To make the students possess the skill of logical reasoning.

UNIT – I Matrices – Meaning – Types of Matrices (Theory) (10 Hrs)

UNIT – II Determinants – Inverse of a Matrix (Theory) (10 Hrs)

UNIT – III Differentiation (Problem) (10 Hrs)

Meaning – Rules of differentiation – Higher order differentiation – Application of derivatives in economics (Marginal concepts)

SELF STUDY / EXPERIENTIAL LEARNING:

1. Main aim of Matrices (theory)
2. Types of Matrices (Inverse Matrix)
3. Application of Differences

TEXT BOOK

1. Sydsaeter K. and P. Hammond, Mathematics for Economic Analysis, Pearson Educational Asia: Delhi, 2002.

Reference Books

1. Vedamanickam, Mathematical Methods, G.V. Book Publications, Madurai.
2. Archibald G.C., and Richard Lipsey G., A Mathematical Treatment of Economics, All India Traveller Book Seller, New Delhi, 1984.
3. Sancheti D.C., and Kapoor V.K., Business Mathematics, Sulthan Chand & Sons, New Delhi, 1992.
4. Taro Yamne, Mathematics for Economics, Prentice Hall of India, Private Limited, New Delhi, 1995.
5. Veerachamy R., Quantitative Methods, New Age International Publishers, New Delhi, 2002.

COURSE OUTCOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Explain the concept of Matrices	K1
CO2	Describe the Inverse Matrices	K2,K3
CO3	Explain about Differentiations	K3,K4
K1 – Knowledge, K2 – Understand, K3 – Apply, K4 – Analyze		

CO-PSO MATRIX:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	1	3	3
CO3	3	3	1	3	3
Average	3	3	1	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Lecture Method, Quiz, Lecture Videos, Seminar, Power Point Presentation, White Board Teaching.

B.A. CORPORATE ECONOMICS

SEMESTER – V

COURSE NAME: MACRO ECONOMICS

CREDITS:4

COURSE CODE :CCIX INSTRUCTIONAL HOURS: 75

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 sector.
3. To study the vital role of monetary and fiscal policies in seeking to influence macroeconomic outcomes.

Unit-1 MACRO ECONOMICS– INTRODUCTION

(15Hrs)

Meaning- Definition – Scope of Macro Economics – Significance of Macro Economics – Limitations of macro economics – Distinction between Micro and Macro Economics – Macro Statics and Macro Dynamics – Comparative Macro Statics.

Unit-2 SOCIAL ACCOUNTING

(15 Hrs)

Meaning- Components of Social Accounting – Circular Flow of Income - Two sector model - Circular Flow of Income Three sector model - Circular Flow of Income Four sector model.

Unit-3 CLASSICAL THEORY OF OUTPUT & EMPLOYMENT (15 Hrs)

Assumptions of Classical Model of Output and Employment – Say’s Law of Market — Criticisms of say’s law Classical Model of Output and Employment without Savings and Investment

Unit-4 IS – LM FRAMEWORK

(15Hrs)

Meaning of General Equilibrium of Real and Monetary Sector – Commodity Market Equilibrium – Derivation IS Curve – Monetary Sector Equilibrium

Unit- 5 MACRO ECONOMIC POLICY

(15 Hrs)

Meaning –Objectives –Instruments of Monetary Policy – Instruments of Fiscal Policy.

SELF STUDY

1. “Economics may be defined as the study of allocation of scarce resource among competing ends” Examine.
2. Bring out the superiority of Keynesian theory over Classical theory.
3. Role of monetary policy in economic development.

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

ONLINE RESOURCES

http://archive.mu.ac.in/myweb_test/M.A.Part%20-%20I%20-%20%20MACRO%20ECONOMICS%20%28Eng%29.pdf

COURSE OUTCOMES:

Upon completing the requirements for this course, the student will be able to:

CO	Course Outcome	Level
CO1	Define macro economics distinction between micro and macro economics and elaborate the study of aggregates or averages covering the entire economy with economic actions and	K1, K4
CO2	Examining statistically the economic activities of the different sectors of the economy with Illustration of the circular flow of income.	K3, K4
CO3	Analyze the determination of output and employment through classical model and appraise the implications of Say's Law.	K4
CO4	Explain the derivation of IS – LM functions and their slopes for the understanding of the effectiveness of monetary and fiscal policies.	K2, K3
CO5	Demonstrate the credit control measures adopted by the Central bank of the country by Monetary Policy and the use of taxation and public expenditure for growth of the economy.	K2, K3, K4

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3

CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Average	3	3	2.6	3	9

3-Highly Correlated, **2**-Moderately Correlated, **1**-Slightly Correlated, **0**-No Correlation

METHODOLOGY OF TEACHING:

Chalk and Talk.,PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Quiz and Group Discussion.

**B.A. CORPORATE ECONOMICS
SEMESTER V**

COURSE NAME: HUMAN RESOURCE DEVELOPMENT CREDITS:4

COURSE CODE: CCX INSTRUCTIONAL HRS:75

COURSE OBJECTIVES

The main objectives of this course are to:

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 the performance appraisal and Job evaluation in an organization.

Unit-1 (15Hrs)

Human Resource Development – Meaning – Objectives – Scope of Human Resource Development in India — Qualities of a Human Resource Manager.

Unit-2 (15Hrs)

Human Resource Policy – Meaning – Significance – Types of Human Resource Policy - Essentials of a sound Human Resource Policy.

Unit-3 (15Hrs)

Training – meaning – Objectives – Significance of training – Methods of training for the employees – On the Job training and Off the Job training for the employees

Unit-4 (10Hrs)

Performance Appraisal- Meaning– Importance – Process - Traditional and Modern Methods of performance appraisal.

Unit -5

(20 Hrs)

Job Evaluation – Meaning – Process of job evaluation – Merits of Job Evaluation – Methods of Job Evaluation – Quantitative and Non-Quantitative methods of Job Appraisal

SELF STUDY/ EXPERIENTIAL LEARNING:

1. Modern Methods of training
2. Modern methods of performance appraisal
3. Significance of job Evaluation.

TEXTBOOKS:

1. C.B.Gupta, Human Resource Management, 16th Revised Edition. Sultan Chand & Sons.
2. P.C. Tripathi, 2009, Human Resource Development, Sultan Chand & Sons.

REFERENCE BOOKS:

1. A.M. Shaikh, Human Resource Development & Management, 3rd Revised Edition, S. Chand & Co., Ltd.
2. K Aswathappa, Human Resource Management: Text & Cases, 8th Edition, McGraw Hill Education
3. Randy L Desimone Jon M Wermer, Human Resource Development, 6TH edition, Cengage India.

ONLINE RESOURCES:

1. <https://open.lib.umn.edu/humanresourcemanagement/part/chapter-1-the-role-of-human-resources/>
2. <https://opentextbc.ca/organizationalbehavioropenstax/chapter/techniques-of-performance-appraisal/>
3. <https://www.youtube.com/watch?v=A2HFusWQIeE>

COURSE OUTCOMES:

On completion of this course, the student will be able to:

CO No.	Course Outcome	Knowledge Level
CO1	Enumerate the objectives and significance of HRD.	K2
CO2	Describe HR policy	K2
CO3	Analyze the significance of various training methods of employees and executives in an organization	K2, K3, K4
CO4	Distinguish between traditional and modern methods of Performance appraisal.	K2, K3, K4
CO5	Explain the concept of Job evaluation, its merits and demerits.	K2, K3
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	0	3	3
CO2	3	3	1	3	3
CO3	3	3	1	3	3
CO4	3	3	1	3	3
CO5	3	3	1	3	3
Average	3	3	0.8	3	3
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING

Chalk and Talk, PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Group Discussion and Quiz.

**B.A. CORPORATE ECONOMICS
SEMESTER –V**

COURSE NAME: FISCAL ECONOMICS
COURSE CODE: CCXI

CREDITS: 4
INSTRUCTIONAL HRS: 75

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Introduce the nature and scope of public finance and help them to differentiate between private and public finance of the country.
2. Provides an in-depth study of public expenditure and also emphasize its importance on the various sources of public revenue, learn how direct and indirect taxes are levied to increase financial resources for the purpose of economic development of the country.
3. Disseminate knowledge on evaluation of central and state government taxation and understand the concepts of taxable capacity, factors, measurements and its significance.

UNIT- 1PUBLIC FINANCE (15Hrs)

Public Finance - Meaning, Definition, Scope of Public Finance, Distinction Between Private and Public Finance

UNIT- 2PUBLIC EXPENDITURE(15Hrs)

Public Expenditure - Meaning, Definition, Classification of Public Expenditure, Reasons for the Growth of Public Expenditure, Controls of Public Expenditure

UNIT- 3PUBLIC REVENUE(15Hrs)

Public Revenue - Meaning, **Source of Public Revenue** - Tax Revenue, Characteristics of a Tax, **Non-Tax Revenue** - Meaning, **Administrative Revenue** - Fees, Licensing Fees, Special Assessment Fees, Fines and Penalties, Forfeitures, Escheat, Gifts and Grants, **Commercial Revenue (Price)**, Canons of Taxation

UNIT- 4INDIVIDUAL TAXES IN INDIA (20Hrs)

Income Tax, Wealth Tax , Capital Gain Tax, Corporate Income Tax , Customs Duties (Import and Export Duties), Sales Tax, VAT , Goods and Service Tax(GST)– FOR ALL **Meaning, Benefits and Criticisms.**

UNIT- 5 TAXABLE CAPACITY(10 Hrs)

Taxable Capacity - Meaning, Definition, **Types of Taxable Capacity** - Absolute and Relative Taxable Capacity, Factors Determining Taxable Capacity, Measurement of Taxable Capacity, Significance of Taxable Capacity, Limits of Taxable Capacity.

SELF STUDY/ EXPERENTIAL LEARNING:

1. Effects of Public Expenditure.
2. Pros and Cons of Direct and Indirect Taxes in India.
3. Methods of Taxable Capacity in India.

TEXT BOOKS:

1. R. Cauvery, U.K. Sudhanayak, M. Girija, N. Kruparani and R. Meenakshi - Public Finance, S. Chand and Company Limited, 2011 – **Unit 1, 2, 5.**
2. M. Maria John Kennedy, Public Finance, 2nd Edition, PHI Learning Private Limited Publishers, 2013 -**Unit 4.**
3. R. K. Lekhi and Joginder Singh, Public Finance, 19th Edition, Kalyani Publishers, 2013-**Unit 3.**

REFERENCE BOOKS:

1. Dr. T. P. Tyagi and Dr. H. P. Singh, Public Finance, 62th Edition, Jai Prakash Nath & Co. Publisher, 2019.
2. Bhatia, H.L, Public finance, Vikas Publications, New Delhi, 2004.
3. Dalton, Huges, 1971, Principles of Public Finance, Routledge and Kegan Paul Ltd, London.
4. Musgrave, Richard A., 1959, Theory of Public Finance: A Study in Public Economy, McGraw Hill Kogakusha Ltd. Tokyo.
5. Singh S.K., 2010, Public Finance Theory and Practice, Ninth Edition, S. Chand Publishing, New Delhi.

ONLINE RESOURCES:

1. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11>
2. https://edurev.in/courses/10460_Public-Finance-Notes--Videos

COURSE OUTCOMES:

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

COs	Course Outcomes	Knowledge Level
CO1	Describe the concepts of public finance and distinguish between private and public finance.	K1, K2, K4
CO2	Explain the reasons for the growth of public expenditure in India.	K2, K4
CO3	Classify the various sources of public revenue and	K2, K4

	differentiate between direct and indirect taxes.	
CO4	Categorize the various taxes of India.	K3, K4
CO5	Point out the factors and limits to taxable capacity in India.	K4
K1- Knowledge, K2- Understand, K3- Apply, K4- Analyze		

COs-PSOs MATRIX:

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	3	3	2	3	3
CO4	3	3	2	3	3
CO5	3	3	2	3	3
Average	3	3	2	3	3
3- Highly Correlated, 2- Moderately Correlated, 1- Slightly Correlated, 0- No Correlation					

METHODOLOGY OF TEACHING:

Chalk and board, Assignment, Lecturing and Text, E-content Development – PPT, Whatsapp, Email, Youtube Links, Slideshare Links, LMS– Google Classroom, Virtual Classroom – Google Meet, Seminar Presentation by Students, Classroom Discussion, PDF Files

**B.A CORPORATE ECONOMICS
SEMESTER V
COMPULSORY PROJECT WORK**

COURSE NAME: Project with Viva Voce
COURSE CODE: CCXII INSTRUCTIONAL

CREDITS: 4
HOURS: 75

COURSE OBJECTIVES:

The main objectives of the course are to:

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. Improve written and verbal communication skills.

The students have to prepare a Project Report and submit the same at the end of the Semester. In group project, a group may comprise of minimum 2 students and maximum 5 students per group. Students will earn 4 credits (each) for their project work.

This project will be assessed on the submission of the soft 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

COURSE OUTCOMES

On completion of the course, students will be able to

CO	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Define the fundamentals concepts and apply the appropriate method for their research.	K1, K3
CO2	Interpret information from multiple sources and integrate with their research.	K3,K4
CO3	Identify, analyze and solve problems creatively through sustained critical investigation.	K1, K3, K4
CO4	Infer conclusion and use written communication skill effectively for report writing.	K2, K3
CO5	Point out suggestions, measures and recommendations.	K4
K1 – Knowledge, K2 – Understanding, K3 – Apply, K4 – Analyze		

CO-PSO Mapping Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1
CO2	3	1	2	3	1
CO3	3	2	3	3	2
CO4	3	2	3	3	2
CO5	3	1	1	3	2
Average	3	1.4	2.4	3	1.6

**B.A CORPORATE ECONOMICS
SEMESTER V**

COURSE NAME: ECONOMETRICS(THEORY) CREDITS: 3
COURSE CODE: ELECTIVE V INSTRUCTIONAL HOURS: 60

COURSE OBJECTIVES:

The main objectives of this course are to

1. The purpose of Econometrics” is to educate the students basics of econometrics.
2. It helps students to become more employable in the job market.
3. Students also benefit from the knowledge application of econometrics.

UNIT 1 :Econometrics – definitions – scope – methodology – types. **(15Hrs)**

UNIT 2:Sampling and its kinds **(10Hrs)**

UNIT 3: Linear, Nonlinear relationships – Meaning , Types **(10Hrs)**

UNIT 4:Correlation – Meaning , Types **(10Hrs)**

UNIT 5:Regression – Meaning , Types **(15Hrs)**

Books for Reference:

1. Damodar N. Gujarathi: Basic Econometrics, New Delhi: Tata McGraw Hill.
2. J.Johnston: Econometric Methods, McGraw Hill.
3. STATA Version 8.0: User’s Guide, Texas: Stata Press

SELF STUDY/ EXPERIENTIAL LEARNING

1. Installation of management accounting system
2. Significance of current ratio and problems of window dressing
3. Methods of reporting and types of reports

ONLINE RESOURCES

1. www.bms.co.in
2. <https://accountlearning.com/tools-and-techniques-of-management-accounting/>
3. <https://www.accountingnotes.net/financial-statement/funds-flow-statement/fund-flow-statement-problems-and-solutions-accounting/13347>

COURSE OUTCOMES:

On the completion of the course the student will be able to :

CO No.	Course Outcome	Knowledge Level
CO1	Describe the nature and scope of Econometrics	K1,K2
CO2	Explain about sampling	K3,K4
CO3	Define Linear, Nonlinear relationships	K1,K3,K4
CO4	Explain about Correlation	K3,K4
CO5	Define Regression	K1,K3,K4
K1- Knowledge, K2 – Understand, K3 – Apply, K4 - Analyze		

CO – PSO MAPPING MATRIX

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	2
CO2	3	3	1	3	3
CO3	3	2	3	3	3
CO4	3	3	1	3	3
CO5	3	2	3	3	3
Average	2.6	2.8	1.8	3	2.8
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING

Chalk and Board, Power point presentations, Assignments, Seminars and Group discussions, Quiz.

**B.A. CORPORATE ECONOMICS
SEMESTER V**

COURSE NAME: RESEARCH METHODOLOGY

CREDITS: 3

COURSE CODE: ELECTIVE VINSTRUCTIONAL HOURS: 60

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Enable students acquire research knowledge and select a research problem.
2. Familiarize the students on questionnaire and scaling techniques.
3. Understand the process of data interpretation and the mechanics in report writing.

INTRODUCTION TO RESEARCH METHODOLOGY

UNIT –I

(15Hrs)

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

UNIT - II

(15Hrs)

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

UNIT –III

(10Hrs)

Sampling Techniques – Steps, Size, Errors, and Scaling- Methods of Sampling- Sources of Data, Observation, Survey Method, Questionnaire and Interview.

UNIT - IV

(10Hrs)

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

UNIT –V

(10Hrs)

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

Reference Books:

1. OR Krishnaswami and Rangantham- Methodology of Research HPH
2. Donald Cooper and Pamela Schindler Business Research Methods THM
3. Dipak Kumar Bhattacharyya , Research Methodology EB
4. Danial Riordan and Steven Pauley , Technical Report Writing Today, Biztantra
5. Statistics for Management - Richard I Levin and David S Ruben - Prentice Hall of

SELF STUDY

1. Significance of research.
2. Sampling techniques.
3. Steps in report writing.

TEXT BOOKS

1. [C.R. Kothari](#) & [Gaurav Garg](#), 2019, Research Methodology: Methods And Techniques, New Age International Publishers
2. Gosh B.N, 2002, Research Methods in Social Sciences, Wisdom House.

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,

ONLINE RESOURCES:

1. <https://www.youtube.com/watch?v=4YnvMoom7xM>
2. https://www.youtube.com/watch?v=_pc3iHU9vHo
3. <https://youtu.be/860LtRxP3rw>

COURSE COUTOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Define about Meaning and Scope of Research	K2, K3
CO2	Construct a Research Process.	K2, K3
CO3	Explain about Sampling	K2, K3

CO4	Interpret the Hypothesis	K1, K3
CO5	Report writing	K2, K4
K1 – Knowledge, K2 – Understand, K3 – Apply, K4 – Analyze		

CO-PSO Mapping Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	2
CO2	3	2	2	3	2
CO3	3	2	3	3	2
CO4	3	2	2	3	2
CO5	3	2	3	3	2
Average	3	1.6	2.7	3	2
3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation					

METHODOLOGY OF TEACHING:

Lecture Method, Quiz, Lecture Videos, Seminar, Power Point Presentation, White Board Teaching.

**B.A. CORPORATE ECONOMICS
SEMESTER V**

COURSE NAME:SUMMAR INTERNSHIPCREDITS: 2

COURSE CODE:

COURSE OBJECTIVES:

The Internship is for 2 credits for a duration of 4-6 weeks during the summer vacation (May-June) of the first year to be carried out in an organization. Internship is intended to gain practical knowledge related to economic concepts and econometric applications. The students are expected to learn how organizations in practice apply economic concepts and econometric techniques in their operations. The students should submit their Internship report along with the nature of work done during the Internship and the certificate from the organization where the Internship was carried out. The candidates should also present their Internship report in the seminar before the Department faculty which will evaluate the Internship work.

SEMESTER - VI

B.A. CORPORATE ECONOMICS

SEMESTER – VI

COURSE NAME: KEYNESIAN ECONOMICS

CREDITS:4

COURSE CODE: CCXIII

INSTRUCTIONAL HOURS: 90 Hrs.

COURSE

OBJECTIVES:

1. To enable the students to know and understand the aggregate behavior of the economy.
2. To enables students to understand the principle macroeconomic functions – investment and consumption.
3. To familiarizes students with macroeconomic terminology such as multiplier, accelerator and will expose the students to the theories of trade cycle.

Unit- 1 INVESTMENT FUNCTION

(15 Hrs)

Meaning- Types – Autonomous Investment, Induced Investment - Determinants of Investment – Marginal Efficiency of Capital – Definition – Marginal Efficiency of Capital and Investment Demand Schedule – Factors influencing Marginal Efficiency Capital, **Keynes Liquidity Preference Theory.**

Unit- 2 CONSUMPTION FUNCTION

(15 Hrs)

Meaning – Average Propensity to Consume and Marginal Propensity to Consume – Keynesian Psychological Law of Consumption – Factors determining Consumption Function – Measures to Raise Propensity to Consume – Implications of the Law-Keynes consumption function – Ando and Modigliani Life-cycle hypothesis – Assumptions and determination of consumption function.

Unit- 3 PRINCIPLE OF EFFECTIVE DEMAND

(15 Hrs)

Meaning of Effective Demand – Aggregate Demand Price – Aggregate Supply Price - Determination of Effective Demand - Importance of Effective Demand- Classical Vs. Keynesian Models of Income and Employment

Unit- 4 MULTIPLIER AND ACCELARATOR

(15 Hrs)

Meaning and Definition of Multiplier – Assumptions of Multiplier – Derivation of Investment Multiplier – Working of Multiplier – Forward working and Backward working of Multiplier – Accelerator - Meaning – Assumptions of Accelerator Theory – The Multiplier – Accelerator interaction or the Super Multiplier

Unit- 5 TRADE CYCLE

(15 Hrs)

Meaning –Characteristics - Phases- Prosperity, Recession, Depression, Recovery -Theories of Trade Cycle –Sun Spot or Climatic Theory – Keynes Theory of Trade cycle – Hawtrey’sMonetary Theory – Von Hayek’s Monetary Over-Investment Theory

SELF STUDY

1. What do you mean by Marginal Efficiency of Capital? How does it determine the level of investment?
2. “Keynes consumption uncton is an epoch making tool in economic analysis”. Discuss
3. “The higher the Marginal Propensity to Consume, the higher will be the value of Multiplier”. Discuss this statement.

BOOKS FOR STUDY

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

BOOKS FOR REFERENCE

1. Edward Shapiro, 1982, Macro Economic Analysis, V Revised Edition, Thomson Learning.
2. M.C.Vaish, 2010, Macroeconomic Theory, XIV Edition, Vikas Publishing.

WEBSITE

1. <https://www.scribd.com/doc/43830283/Macro-Economics-Notes>

2. http://archive.mu.ac.in/myweb_test/M.A.Part%20-%20I%20-%20%20MACRO%20ECONOMICS%20%28Eng%29.pdf

COURSE OUTCOMES:

Upon completing the requirements for this course, the student will be able to:

CO	Course Outcome	Level
CO1	Explain the optimum capital stock in an economy at each level of interest rate (MEC), and the net investment of the economy at each interest rate, given the capital stock (MEI).	K1, K2
CO2	Demonstrate income-consumption relationship ,with Keynes Psychological Law of Consumption and indicate the implications of the law in the economy.	K2, K3, K4
CO3	Illustrate the total demand for goods and services at various levels of employment at the point of effective demand and compare Classical and Keynes Models of Income and Employment.	K2, K3
CO4	Analyze the interactions between multiplier and accelerator and derive the investment multiplier.	K2, K3
CO5	Determine the good and bad trade by the periods of prosperity and depression with interpretation of theories of trade cycle.	K2, K3, K4

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Average	3	3	2.6	3	9

3-Highly Correlated, **2**-Moderately Correlated, **1**-Slightly Correlated, **0**-No Correlation

METHODOLOGY OF TEACHING:

Chalk and Talk, PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Quiz and Group Discussion.

B.A. CORPORATE ECONOMICS

SEMESTER – VI

COURSE NAME: INTERNATIONAL ECONOMICS

CREDITS: 4

COURSE CODE: CCXIV

INSTRUCTIONAL HRS: 90

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Introduce the students to 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.

UNIT -1 INTERNATIONAL TRADE

(15 Hrs)

International Economics: Meaning, Need and Significance of International Trade; Theories of Foreign trade: Classical Theories – Adam Smith: Assumption, Explanation of theory, Criticism; Ricardo: Assumption, Explanation of the theory, Criticism; Modern Theory of International trade –Hecksher-Ohlin Theory: Assumptions, Explanation of Price and Physical Criterion of Factor Endowments, Criticisms.

UNIT -2 BALANCE OF TRADE AND BALANCE OF PAYMENTS

(15 Hrs)

Balance of Trade: Meanings, Definitions, Difference between Balance of trade and Balance of Payments; Balance of Payments: Meaning, Components; Disequilibrium: Meaning. Causes, Methods to Correct Disequilibrium in Balance of Payments.

UNIT-3 RATE OF EXCHANGE

(10 Hrs)

Rate of Exchange: Meaning, Determination of Rate of Exchange based on demand and supply, Factors Causing Fluctuations in Exchange Rate; Fixed and Flexible Exchange Rate: Meanings, Merits & Demerits.

UNIT-4 INTERNATIONAL MONETARY AND FINANCIAL INSTITUTIONS

(20 Hrs)

International Monetary Fund(IMF): Objectives, Functions, Structure and Management, Resources of IMF, Use of Fund's Resources by Members, Shortcomings of the IMF; IBRD: Objectives and functions, Organization of the IBRD, IBRD's Lending Operation, The World Banks special action program.

UNIT-5 INTERNATIONAL ECONOMIC RELATIONS

(15 Hrs)

WTO: Meaning, Structure of WTO, Objectives of WTO, Functions of WTO, TRIPS, TRIMS; BRICs: Introduction, objectives, organization; South Asian Association for Regional Cooperation (SAARC)- Introduction, Objectives, Organization, SAARC funds, Achievements of SAARC, Criticisms.

SELF STUDY:

1. Effects of balance of payments on the economy.
2. Distinguish between fixed and flexible exchange rate.
3. Role of India in SAARC.

TEXT BOOKS:

1. Dr. Radha (2013), International Economics, 3rd Edition, Prasanna Publishers
2. K.C. Rana and K.N. Verma (2017), International Economics, 7th Edition, Vishal Publishing Co., Delhi

REFERENCE BOOKS:

1. M.L. Jhingan.(2009), International Economic, 6TH Edition, Vrindha publications Pvt Ltd.
2. Dr.S. Sankaran (2012), International Trade, Margham Publications.
3. [Paul R. Krugman](#) , [Maurice Obstfeld](#) , [Marc Melitz](#) (2014), International Economics Theory and Policy, Pearson Prentice Hall.
4. Soderston, Bo (2005), International Economics, The Macmillan Press Ltd., London.
5. [Francis Cherunilam](#) (2017), International Economics, 5TH Edition, McGraw Hill Education.

ONLINE RESOURCES:

1. <https://youtu.be/guW3gi2ddyc>
2. <https://youtu.be/aemiFHJXrHI>
3. <https://www.youtube.com/watch?v=grzUoGxVIzI>

COURSE OUTCOMES:

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

CO	Course Outcome	Level
CO1	Illustrate and explain the theories of foreign trade.	K2, K3, K4
CO2	Differentiate between balance of trade and balance of payments and connect between causes and the methods to correct disequilibrium in balance of payments.	K2, K4
CO3	Calculate the rate of exchange and indicate the causes for fluctuations in rate of exchange.	K3
CO4	Demonstrate the structure and functions of international financial institutions.	K3
CO5	Describe the economic relations between international associations for global co-ordinations.	K2

CO-PSO MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	2	3	2
CO5	3	3	2	3	2
Average	3	3	2.6	3	2.6

3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation.

METHODOLOGY OF TEACHING:

Brain storming, White board instruction, Group discussion, Educational games, Video lessons (you tube).

B.A. CORPORATE ECONOMICS

SEMESTER – VI

COURSE NAME: INDUSTRIAL ECONOMICS

CREDITS: 4

COURSE CODE: CCXV

INSTRUCTIONAL HRS: 90

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Introduce the students to the students about industrial economics and its concepts.
2. Enable them with wide knowledge on Productivity, Efficiency and Seller Concentration and so on.
3. Discuss about the methods of Project Evaluation and Industrial Policy in India

UNIT - I

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 - II

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

UNIT - III

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

UNIT - IV

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 - V

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

Books for References

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.

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

COURSE OUTCOMES:

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

Os	Course Outcomes	Knowledge Level
CO1	Define Concept and Organization of a firm	K1, K2, K4
CO2	Summarize the concepts of Productivity, efficiency.	K2, K3
CO3	Analyze the factors that contribute to Sellers' concentration.	K4
CO4	Explain the Methods of Project evaluation.	K3, K4
CO5	Assess Industrial policy in India..	K4
K1- Knowledge, K2- Understand, K3- Apply, K4- Analyze		

COs-PSOs MATRIX:

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	3	3	2	3	3
CO4	3	3	2	3	3
CO5	3	3	2	3	3
Average	3	3	2	3	3
3- Highly Correlated, 2- Moderately Correlated, 1- Slightly Correlated, 0- No Correlation					

METHODOLOGY OF TEACHING:

Chalk and board, Assignment, Lecturing and Text, E-content Development – PPT, Whatsapp, Email, Youtube Links, Slideshare Links, LMS– Google Classroom, Virtual Classroom – Google Meet, Seminar Presentation by Students, Classroom Discussion, PDF Files

**B.A CORPORATE ECONOMICS
SEMESTER-VI**

COURSE NAME: PRINCIPLES OF MANAGEMENT **CREDITS: 5**

COURSE CODE: ELECTIVE VII **INSTRUCTIONAL HOURS: 75**

COURSE OBJECTIVES:

The main objectives of the course are to:

1. Help the students to integrate management principles to Management Practices.
2. Acquire the understanding of the functions and the responsibilities of managers.
3. Equip the students how the tasks of Planning, Organising and Controlling can be executed in a variety of circumstances.

UNIT 1 MANAGEMENT **(15 Hrs)**

Management- Meaning- Nature and Importance-Levels of Management-Top, Middle, Lower- Functions of management- Contribution of Taylor and Henry Fayol- Management vs. Administration.

UNIT 2 PLANNING **(15 Hrs)**

Planning- Definition- Nature and Significance-Methods of Planning- Objectives-Policy- Procedures- Strategies- Rules- Programmes -Budget-MBO-SWOT Analysis.

UNIT 3 ORGANIZING **(15 Hrs)**

Organizing- Definition and process of organization- Types of Organization- Line organization- Line and staff organization-Functional Organization-Matrix Organization-Delegation- Meaning of power and authority- Theories on sources of authority- formal, acceptance, competency theory-Process of delegation-Obstacles of delegation-Decentralization-factors of decentralization.

UNIT 4 MOTIVATION **(15 Hrs)**

Motivation- Theories of motivation- Maslow's, Herzberg and MC Gregors theory of motivation- Leadership- Styles of leadership- Autocratic, Democratic, Free-rein and Paternalistic leadership- Communication- types- formal and informal communication-Methods- Oral, Written and Gestural Communication.

UNIT 5 DIRECTION **(15 Hrs)**

Direction- Meaning-Features of directing- principles of directing- Supervision- definition- functions of supervisor -Control- Meaning- Steps involved in control process-Co-ordination - Principles of co-ordination.

SELF STUDY/ EXPERIENTIAL LEARNING

1. Differentiating Administration from Management.
2. Effects of good Communications in the Business Management.

3. Presenting the leadership styles.

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.

ONLINE RESOURCES:

1. https://www.youtube.com/watch?v=vNfy_AHG-MU
2. <https://youtu.be/CmC8UaCNQFc>
3. https://www.youtube.com/watch?v=B85K_uklrTo

COURSE OUTCOMES

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

COS	COURSE OUTCOMES	KNOWLDGE LEVEL
CO1	Describe the primary functions of Management and the responsibilities and role of managers and also the work of major contributors to the field of management.	K1,K2,K3
CO2	Examine how managers align the planning process with the company mission, vision and values and also analyze the effective application of SWOT analysis knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.	K1,K3, K4
CO3	Examine the common organisational structure and the advantages and disadvantages of each.	K1, K2
CO4	Recognize the importance of employee motivation and how to promote it and also the good and poor leadership and the varieties of leadership.	K3,K4
CO5	Explore the ability to directing, Co-ordinating and Controlling for the successful managerial performance.	K3,K4

K1 – Knowledge, K2- Understand, K3-Apply, K4-Analyze

COS-POS MAPPING MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	2	3	3
CO3	3	2	2	3	1
CO4	3	3	1	3	2
CO5	3	3	2	3	3
AVERAGE	3	2.8	1.6	3	2.4
3-Highly Correlated, 2- Moderately Correlated, 1- Slightly Correlated,0- No Correlation					

METODOLOGY OF TEACHING:

Lecture (Chalk and Talk), Assignments, Class tests & Group Discussion, PPT, YouTube videos, Seminars.

**B.A CORPORATE ECONOMICS
SEMESTER-VI**

COURSE NAME: PRACTICAL: COMPUTER APPLICATION FOR ECONOMISTS

CREDITS: 5

COURSE CODE: ELECTIVE VII I

INSTRUCTIONAL HOURS: 75

COURSE OBJECTIVES:

The main objectives of the course are to:

1. Help the students to know about the MS Office .
2. Acquire the understanding of the functions of SOFTWARES.
3. Equip the students how to apply in the real world situation

MS - WORD

1. Text Manipulation
2. Usage of Numbering, Bullets, Headers and Footers
3. Usage of Spell Check and Find and Replace
4. Text Formatting
5. Picture Insertion

MS - EXCEL

1. Creation of worksheet and Entering Information
2. Excel Functions
3. Moving, Copying, Inserting and Deleting Rows and Columns
4. Drawing borders around cells
5. Creation of Chart

MS - POWER POINT

1. Creating, saving, closing presentation
2. Inserting clip art
3. Applying Transition and animation effects
4. Run and Slide show
5. Prepare at least five slides to five introduction about your college.

(Internal Marks 25 and Practical Marks 75)

COURSE OUTCOMES

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

COS	COURSE OUTCOMES	KNOWLDGE LEVEL
CO1	Describe the primary functions MS - WORD	K1,K2,K3
CO2	How to apply MS – EXCEL in an organisation	K1,K3, K4
CO3	Examine the MS - POWER POINT	K1, K2
K1 – Knowledge, K2- Understand, K3-Apply, K4-Analyze		

COS-POS MAPPING MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	2	3	3
CO3	3	2	2	3	1
AVERAGE	3	2.8	1.6	3	2.4
3-Highly Correlated, 2- Moderately Correlated, 1- Slightly Correlated,0- No Correlation					

METODOLOGY OF TEACHING:

Lecture (Chalk and Talk), Assignments, Class tests & Group Discussion, PPT, YouTube videos, Seminars.

SEMESTER-VI

COURSE NAME: ENTERPRENEURIAL DEVELOPMENT CREDITS: 5
COURSE CODE: Professional Competency Skill INSTRUCTIONAL HOURS: 30

COURSE OBJECTIVES:

The main objectives of the course are to:

1. Help the students to the Types of entrepreneurs.
2. Acquire the understanding of the functions Women Entrepreneurs.
3. Equip the students about the Entrepreneurial Growth

UNIT - I

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

UNIT - II

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

UNIT - III

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

BOOKS FOR REFERENCE:

1. Kasmi – Business Policy and Strategic Management – TMH
2. AzharKasmi – Business Policy
3. Batachariya S T – Strategic Management and Cases – S.Chand
4. Dr. Sankaran – Strategic Management – Margham Publication
5. Jay.Shree Suresh - Entrepreneurial Development – Margham Pub. 6.Gupta C. B – Entrepreneurial Development

COURSE OUTCOMES

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

COS	COURSE OUTCOMES	KNOWLDGE LEVEL
CO1	Describe the primary functions , Types of entrepreneurs	K1,K2,K3
CO2	Examine about Women Entrepreneurs, Concepts, Problems, Prospects and Empowerment	K1,K3, K4
CO3	Examine the Role Played by Government and Non-Government agencies	K1, K2
K1 – Knowledge, K2- Understand, K3-Apply, K4-Analyze		

COS-POS MAPPING MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	2	3	3
CO3	3	2	2	3	1
AVERAGE	3	2.8	1.6	3	2.4
3-Highly Correlated, 2- Moderately Correlated, 1- Slightly Correlated,0- No Correlation					

METODOLOGY OF TEACHING:

Lecture (Chalk and Talk), Assignments, Class tests & Group Discussion, PPT, YouTube videos, Seminars.