

**CHOICE BASED CREDIT SYSTEM - LEARNING
OUTCOMES-BASED CURRICULUM FRAMEWORK**

BA Economics

(Those who have joined in the Academic year 2023-24)

Programme:	B.A. Economics
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>
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	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

Credit Distribution for UG Programme in Economics

Sem I	Credit	Sem II	Credit	Sem III	Credit	Sem IV	Credit	Sem V	Credit	Sem VI	Credit
1.1. Language	3	2.1. Language	3	3.1. Language	3	4.1. Language	3	5.1 Core Course – \CC IX	4	6.1 Core Course – CC XIII	4
1.2 English	3	2.2 English	3	3.2 English	3	4.2 English	3	5.2 Core Course – CC X	4	6.2 Core Course – CC XIV	4
1.3 Core Course – CC I	4	2.3 Core Course – CC III	4	3.3 Core Course – CC V	4	4.3 Core Course – CC VII Core Industry Module	4	5.3.Core Course CC -XI	4	6.3 Core Course – CC XV	4
1.4 Core Course – CC II	4	2.4 Core Course – CC IV	4	3.4 Core Course – CC VI	4	4.4 Core Course – CC VIII	4	5.3.Core Course –/ Project with viva-voce CC -XII	4	6.4 Elective -VII Generic/ Discipline Specific	3
1.5 Elective I Generic/ Discipline Specific	3	2.5 Elective II Generic/ Discipline Specific	3	3.5 Elective III Generic/ Discipline Specific	3	4.5 Elective IV Generic/ Discipline Specific	3	5.4 Elective V Generic/ Discipline Specific	3	6.5 Elective VIII Generic/ Discipline Specific	3
1.6 Skill Enhancement Course SEC-1 (NME)	2	2.6 Skill Enhancement Course SEC-2 (NME)	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	4.6 Skill Enhancement Course SEC-6	2	5.5 Elective VI Generic/ Discipline Specific	3	6.6 Extension Activity	1
		2.7 Skill Enhancement Course –SEC-3(NME)	2	3.7 Skill Enhancement Course SEC-5	2	4.7 Skill Enhancement Course SEC-7	2	5.6 Value Education	2	6.7 Professional Competency Skill	2
1.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-1	2	2.8 Ability Enhancement Compulsory Course (AECC) Soft Skill-2	2	3.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-3	2	4.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-4	2	5.5 Summer Internship /Industrial Training	2		
1.8 Skill Enhancement - (Foundation Course)	2			3.8 E.V.S	-	4.8 E.V.S	2				
	23		23		22		25		26		21
Total CreditPoints											140

**CHOICE BASED CREDIT SYSTEM - LEARNING OUTCOMES-BASED
CURRICULUM FRAMEWORK**

BA Economics

Semester I

Part	Courses	Subject	Code	Cr.	Hrs
I	Lang. - I	nghJj;jkpo; - I	230103101	3	6
II	Lang. - II	General English	231003101	3	4
III	CC - 1	Micro Economics - I	231503101	4	5
	CC - 2	Statistics for Economics - I	231503102	4	5
	EC - I [Any One]	1. Fundamentals of Management	231503103	3	4
	2. Introduction of Sociology	231503104			
IV	SEC -I (NME)	Demography	234603115	2	2
IV	FC	Business Communication	234403115	2	2
	AECC 1	Soft Skill - 1	236003101	2	2
	Total			23	30
SEMESTER II					
I	Lang. -I	nghJj;jkpo; - II	230103201	3	6
II	Lang. -II	General English	231003201	3	4
III	CC - 3	Micro Economics - II	231503201	4	5
	CC - 4	Statistics for Economics - II	231503202	4	5
	EC - II [Any One]	History of Economic Thought	231503203	3	4
	Introduction to E-Commerce	231503204			
IV	SEC -II (NME)	Economics for Investors	234603215	2	2
	SEC - III	Computer Applications in Economics	234403215	2	2
	AECC -II	Soft Skill - 2	236003201	2	2
				23	30
SEMESTER III					
I	Lang. -I	nghJj;jkpo; - III	230103301	3	6
II	Lang. -II	General English	231003301	3	4
III	CC - 5	Macro Economics - I	231503301	4	5
	CC - 6	Mathematics for Economics	231503302	4	5
	EC -3	1. Principles of Marketing	231503303	3	4
	2. Economics of Tourism	231503304			
IV	SEC -IV	Entrepreneurial Economics	234403315	1	1
	SEC - V	Event Management	238203315	2	2
	AECC - III	Soft Skill - 3		2	2
	EVS	Environmental Studies	234103301	1	1
				23	30

Part	Courses		Code	Cr.	Hrs
SEMESTER IV					
I	Lang. – I	nghJj;jkpo; - IV;	230103101	3	6
II	Lang. - II	General English	231003101	3	4
III	CC – 7	Macro Economics – II	231503401	4	5
	CC - 8	Indian Economy	231503402	4	4
	EC – IV	1. Research Methods in Economics	231503403	3	4
2. Health Economics		231503404			
IV	SEC –VI	Basic Accountancy	234403415	2	2
IV	SEC –VII	Modern Banking and Insurance	238203415	2	2
	AECC - IV	Soft Skill - 4		2	2
	EVS	Environmental Studies	234103401	1	1
	Total			24	30
SEMESTER V					
III	CC – 9	Monetary Economics	231503501	4	5
	CC - 10	Fiscal Economics	231503502	4	5
	CC - 11	Industrial Economics	231503503	4	5
	Core 12	Project with Viva Voce	231503504	4	4
	EC – V	1. Tamil Nadu Economy	231503505	3	5
		2. Managerial Economics	231503506		
EC – VI	Operations Research	231503507	3	5	
	Gender Economics	231503508			
IV		Value Education	234303501	1	1
		Internship/Industrial Training(carried out in II year summer vacation)30 hrs	231503509	2	
				25	30
SEMESTER VI					
III	CC – 13	International Economics	231503601	4	5
	CC – 14	Development Economics	231503602	4	5
	CC – 15	Agricultural Economics	231503603	4	5
	EC –7	1. Basic Econometrics	231503604	3	5
		2. Behavioural Economics	231503605		
EC - 8	1. Financial Markets and Institutions	231503606	3	5	
	2. Urban Economics	231503607			
IV	Proccessional competency skill enhancement course	General Studies for Competitive Examinations	234403615	2	4
		Value Education	234303601	1	1
V		Extension Activity (outside college hrs)	231503608	1	
				22	30

Title of the Course		MACRO ECONOMICS I						
Part		III						
Category	Core - 5	Year	II	Credits	4	Course Code	231503301	
		Semester	III					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		5	-	--	5	25	75	100
Learning Objectives								
LO1	To understand the national income and its related concepts							
LO2	To analyse the classical theory of full employment and its advantages							
LO3	To illustrate the Keynesian under employment theory and its applications							
LO4	To evaluate the theories of Consumption and its types							
LO5	To impart students to understand inflation and its types							
UNIT	Details							No. of Periods for the Unit
I	National Income National Income: Definition –Concepts: GDP,GNP and Per Capita Income- National Income Measurement: Expenditure, Income and Value Added Approaches- Real and Nominal GDP – National Income Accounting - GDP Deflator – Green GDP – Happiness Index - Circular Flow of Income and Expenditure							15
II	Full Employment: Classical Theory Introduction - Aggregate Demand and Aggregate Supply – Assumptions of Classical Theory – Say’s Law – Wage and Price Flexibility - Employment and Output determination in Classical Model -Three Ranges in Aggregate Supply (AS)Curve							15
III	Under Employment: Keynesian Theory Keynes’s Critique of Classical Theory – types of Unemployment – Underemployment Equilibrium- Effective Demand – Components - Wage Rigidity – Liquidity Preference - Consumption Function: Meaning and Attributes - Investment – Marginal Efficiency of Capital-Multiplier.							15
IV	Theories of Consumption Keynesian Absolute Income Hypothesis – Duesenberry’s Relative Income Hypothesis – Friedman’s Permanent Income Hypothesis – Modigliani’s Life Cycle Hypothesis.							15
V	Inflation and Deflation Inflation – features – causes – types – anti inflationary measures – Deflation – features – causes – anti deflationary measures.							15

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Understand the structure of Macroeconomics and the Concept of GDP
CO2	Outline the concepts in Classical Theory of Employment
CO3	Analyse the Keynesian Underemployment Theory
CO4	Examine the theories of Consumption Function
CO5	Understand the types and the impact of Inflation on Economies

Text Books (Latest Editions)	
1.	Mankiw. N Gregory (2000), Macroeconomics, Worth Publishers, New York
2.	VaishM.C.(2003) Macro Economic Theory , S.Chand & Company Ltd New Delhi
3.	Paul Krugman and Robin Wells(2015) Macroeconomics Worth Publisher
4.	H.L. Ahuja, Macro Economics: Theory and Policy S.Chand, 2016
5.	Andrew B. Abel and Ben S.Bernanke, Macro Econmics, Pearson Education, Inc., 7th Edition, 2011.
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	RudigerDornbusch , Stanley Fischer, and Richard Startz (2000), Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi.
2.	Parkin, M., 2014. Macro Economics. 11 th Edition. Essex: Pearson
3.	Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson.
4.	Mueller, M.G. (Ed.) (1978), Readingsin Macroeconomics, Surjeet Publications, New Delhi
5.	Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt Ltd., Singapore.
Web Resources	
1.	http://www2.econ.iastate.edu/tesfatsi/sources.htm
2.	https://www.khanacademy.org/economics-finance-domain/macroeconomics
3.	https://www.econlib.org
4.	https://economics.mit.edu/
5.	https://hbswk.hbs.edu/

Mapping with Programme Outcomes:

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

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

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	2	2
CO3	3	3	3	2	2
CO4	3	3	2	2	2
CO5	3	3	3	3	3
Weightage	15	15	14	12	11
Weighted percentage of Course Contribution to PSOs	3	3	2.8	2.6	2.2

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

Title of the Course		MATHEMATICS FOR ECONOMICS						
Part		III						
Category	Core - 6	Year	II	Credits	4	Course Code	231503302	
		Semester	III					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		5	-	--	5	25	75	100
Learning Objectives								
LO1	To integrate the concepts of Economics with Mathematical tools.							
LO2	To use Matrices to find solutions in Economics.							
LO3	To apply the applications of Matrix algebra and its uses							
LO4	To know the differentiation and its function							
LO5	To understand the second order derivatives and its maxi mini function							
UNIT	Details							No. of Periods for the Unit
I	Introduction Variables, Constants, Equations and its types – Uses and limitations of Mathematics in Economics- Functions of one or more variables – Linear function - Exponential, Logarithmic, Power function and Homogenous Function – Applications in Economics							15
II	Matrix Algebra and Determinants Types of Matrices- Matrix Operations – Addition – Subtraction- Matrix Multiplication – Transpose –Determinants, Inverse.							15
III	Applications of Matrix Algebra Solving a system of Linear Equations – Cramer’s Rule and Matrix Inverse Method- Leontief’s Input-Output Model – Components, Uses, and Limitations.							15
IV	Differentiation Differentiation – meaning – rules – economic applications - Marginal and Elasticity Concepts – Relationship between AR, MR, and Price Elasticity of Demand – Relationship Between Average and Marginal Cost.							15
V	Optimization (Single Variable) Second Order Derivatives–Maximization and Minimization of a Function– Economic Applications – Output and Revenue Maximization -Cost Minimization (Problems).							15

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Understand Basic Concepts of Mathematics and its application in Economics.
CO2	Analyze the relevance of the Types of Matrices
CO3	Calculate optimal values in the system of Equations and the importance of Input-Output Analysis
CO4	Gain knowledge of the rules of Differentiation and its Economic Applications
CO5	To optimize single variable functions in Economics

Text Books (Latest Editions)	
1	Mehta and Madnani (2019) Mathematics for Economists Sultan Chand and Sons
2	Edward T. Dowling,(2002) “Mathematical Methods for Business and Economics”, Schaum’s Outline Series, 3 rd Edition, Mc Graw Hill
3	Renshaw Geoff, (2005) Maths for Economics, 3 rd Edition Oxford University Press, Oxford

4	Carl P Simon & Lawrence E. Blume, “Mathematics for Economists”, Published by W. W. Norton & Company, 2010
5	Ian Jacques, “Mathematics for Economics and Business”, Pearson, 2018
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Chiang, A. C., Fundamental Methods of Mathematical Economics, McGraw-Hill, 1984
2.	G. Hadley, Linear Algebra Addison – Wesley Publishing Company, 1977.
3.	K. Sydsaeter and P Hammond, Mathematics for Economic Analysis, Pearson Educational Asia, Delhi 2002.
4.	Mabett. Alan J Workout for Mathematics for Economist McMillan 1986.
5.	R.G.D. Allen, Mathematical Analysis for Economists Macmillan and Co.Ltd., 2008
Web Resources	
1.	https://www.coursera.org/learn/mathematics-for-economists
2.	https://mitpress.mit.edu/9780262294805/mathematics-for-economics/
3.	https://hummedia.manchester.ac.uk/school/soss/economics/pg/psmaths/pre-sessionmathbook.pdf
4.	https://mitpress.mit.edu/9780262046626/mathematics-for-economics/

Mapping with Programme Outcomes:

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

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

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	2
CO2	3	3	2	2	2
CO3	3	3	2	2	2
CO4	3	3	3	2	3
CO5	2	2	3	3	3
Weightage	14	14	12	11	12
Weighted percentage of Course Contribution to PSOs	2.8	2.8	2.6	2.2	2.6

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

Title of the Course		PRINCIPLES OF MARKETING						
Part		III						
Category	Generic Elective- III	Year	II	Credits	3	Course Code	231503303	
		Semester	III					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		4	-	--	4	25	75	100
Learning Objectives								
LO1	To assess the nature and scope of marketing and its functions							
LO2	To understand the buying behavior and market segmentation with consumer protection act							
LO3	To know the product, pricing decisions and pricing of new products							
LO4	To reveals the distribution and promotions decisions its types and methods							
LO5	To analyse the marketing technique and marketing services							
UNIT	Details							No. of Periods for the Unit
I	Introduction Marketing: Definition, Nature and Scope – Marketing Functions– Modern Concept of Marketing– Classification of Markets – Merits & Demerits of, Warehousing , Standardization and Grading.							12
II	Buying Behaviour and Market Segmentation Buying Behaviour– Classification - Buying Decision Process– Buying Motives. Market Segmentation: Concept and Methods - Marketing Mix							12
III	Product and Pricing Decisions Product: Meaning and Classification - Product Mix –Branding- Brand Decisions – Packaging and Labelling – Product Life Cycle - Pricing Objectives - Pricing Policies and Strategies – Pricing of New Products							12
IV	Distribution and Promotion Decisions Channels of Distribution: Meaning – functions of Wholesalers and Retailers – Promotional Methods – Promotion Mix – Advertising: Objectives, Types of Advertising Importance of personal selling - Sales Promotion.							12
V	Modern Marketing Techniques Modern Marketing – Meaning & concepts of Direct Marketing, Social Marketing- E- Marketing and Green Marketing – Marketing of Industrial and Consumer Products –Marketing of Services – Defects of Agricultural Marketing –Market Information System (MIS) – meaning and benefits..							12
Course Outcomes								
Course Outcomes	On completion of this course, students will;							
CO1	Understand the Classification of Markets and Marketing Functions							
CO2	Analyze the buying behaviour, Buying Decision Process and Understand Basic Theories, Consumer Protection Act, Product Differentiation and Marketing Mix.							
CO3	Understand the concept of Product Mix, Product life cycle, Pricing Policies and Pricing of New Products.							

CO4	Describe the Channel of Distribution, Wholesaling, Retailing, Sales promotion and their distinctive characteristics.
CO5	Evaluate the concepts of Modern Marketing and Elements.

Text Books (Latest Editions)	
1.	Dr.Rajan Nair.(2020) ,Marketing, Sultan Chand and Sons.
2.	Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited
3.	Karunakaran K (2011) Marketing Management (Text and Cases in Indian Context), Himalaya Publishing House Mumbai
4.	Seema Gupta (2022) Digital Marketing 3 rd Edition McGraw Hill
5.	Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, “Principles of Marketing”, Pearson, 2017

References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Pillai, R.S.N and Bhagvathi (2010), Modern Marketing Principles and Practices. S Chand &CoLtd.,
2.	Dr.C. B.Gupta ,Dr.N.Rajan Nair(2020), Marketing Management ,Sultan Chand &Sons.
3	Varshney,R.Land B. Bhattacharyya(2022), International Marketing Management, Sultan Chand and Sons.
4	Dr.C.B.Mamoria, Pradeep Jain, Priti Mitra,(2013)Theory and Practice of Marketing,KitabMahal
5	Sheena Iyengar(2011) The Art of Choosing ,Little Brown Book Group
Web Resources	
1.	https://marketingland.com
2.	https://www.worldsupporter.org/en/chapter/41634-summary-principles-marketing-kotler
3.	https://mailchimp.com/marketing-glossary/marketing-mix-7ps/
4.	https://www.linkedin.com/learning/paths/become-an-online-marketing-manager
5.	https://www.wordstream.com/learn

Mapping with Programme Outcomes:

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

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

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	2
CO2	3	2	3	3	2
CO3	3	3	3	2	3
CO4	3	2	3	2	3
CO5	3	3	2	2	2
Weightage	15	12	14	11	12
Weighted percentage of Course Contribution to PSOs	3	2.6	2.8	2.2	2.4

Title of the Course		ECONOMICS OF TOURISM						
Part		III						
Category	Generic Elective- III	Year	II	Credits	3	Course Code	231503304	
		Semester	III					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		4	-	--	4	25	75	100
Learning Objectives								
LO1	To familiarise students with the basic concepts of Tourism.							
LO2	To probe the tourism demand forecasting and its methods							
LO3	To analyse the impact of tourism and its related aspects							
LO4	To understand the contribution of the Tourism Industry							
LO5	To examine the various international organisations in Tourism.							
UNIT	Details							No. of Periods for the Unit
I	Introduction Economics of Tourism (Concept) Tourism Demand - Types of Tourism Demand - Determinants of Tourism Demand							12
II	Tourism Demand Tourism Demand Forecasting - Methods of Forecasting – Public and Private Sectors in Tourism - the Need for Public and Private Sector Co-operation in Tourism – Growth of Tourism Demand in India.							12
III	Tourism Impacts Impact of Tourism - Economic Aspects - the Multiplier Effect - Displacement Effect and Tourism - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Aspects – Contingency Valuation Method							12
IV	Tourism in India Major tourism circuits of India: Inter-State and Intra-State – Heritage Tourism – Wild life Tourism and Eco Tourism – Tourism in Tamil Nadu.							12
V	Tourism Organizations Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Government of Tamil Nadu TTDC – IHA-IATA- TAAI-IATO.							12
Course Outcomes								
Course Outcomes	On completion of this course, students will;							
CO1	Describe the importance of Tourism							
CO2	Understand various methods to calculate demand for tourism							
CO3	Analyse the impact of Tourism							
CO4	Know the various Tourist circuits in India							
CO5	Learn the role of Organisations in tourism development							

Text Books (Latest Editions)	
1	Stephen Ball (2007), Encyclopaedia of Tourism Resources in India, B/H.
2	Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow
3	Vanhove and Norber, “The Economics of Tourism Destinations”, T & F India, 2010
4.	Mike J. Stabler, Andreas Papatheodorou, M. Thea Sinclair, “ Economics of Tourism”, Talyor & Francis, 2009
5.	Yong Chen, “Economics of Tourism and Hospitality: A Micro Approach”, Talyor & Francis, 2021
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Bhatia A.K (2020) Tourism Development : Principles and Practices Sterling Publishers Private Limited
2.	Mishra P.K (2018) Tourism in India: Potential, Problems and Prospects(2018) New Century Publications
3.	Prasanna Kumar (2017) Marketing for Hospitality and Tourism Mc Graw Hill Education
4.	Sneha Pathak and Ritesh Mishra(2019) Medical Tourism in India 93-88797-49-8
5.	Geetanjali (2010) Tourism Management ABD Publishers
Web Resources	
1.	https://www.unwto.org/
2.	https://itdc.co.in/
3.	https://tourism.gov.in/
4.	https://www.traveldailymedia.com/importance-of-travel-website-for-the-travel-company/
5.	https://www.oecd.org/cfe/tourism/

Mapping with Programme Outcomes:

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

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

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	2
CO2	3	2	3	3	2
CO3	3	3	3	2	3
CO4	3	2	3	2	3
CO5	3	3	2	2	2
Weightage	15	12	14	11	12
Weighted percentage of Course Contribution to PSOs	3	2.6	2.8	2.2	2.4

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

Title of the Course		ENTREPRENEURIAL ECONOMICS						
Part		IV						
Category	SEC- IV	Year	II	Credits	1	Course Code	234403315	
		Semester	III					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		1	-	--	1	25	75	100
Learning Objectives								
LO1	To describes the factors influencing entrepreneurship							
LO2	To know the various theories of motivation and its advantages							
LO3	To Identify the opportunities to create value for others							
LO4	To evaluate the creativity and entrepreneurship.							
LO5	To analyse the sources of finance for business.							
UNIT	Details							No. of Periods for the Unit
I	Introduction Entrepreneurship: Meaning and Importance - Types of Entrepreneurs - Barriers to entrepreneurship							3
II	Entrepreneurial Motivation Motivation: meaning – Theories of Motivation - Maslow’s, & McGregor’s - Risk-taking behaviour							3
III	Creativity and entrepreneurship Creativity and entrepreneurship - Steps in Creativity - Innovation and inventions - Decision making and Problem Solving (Steps in Decision Making)							3
IV	Sources of Finance Functions of IDBI - SIDBI & SFCs							3
V	Rules and Legislation Objectives of Factories Act 1948 - objectives of The Sale of Goods Ac, 1930 – objectives of Industrial Disputes Act 1947							3
Course Outcomes								
Course Outcomes	On completion of this course, students will;							
CO1	Explain the importance and factors influencing entrepreneurship							
CO2	Understand and apply entrepreneurial theory using lean start-up principles.							
CO3	Recognize and evaluate Creativity and entrepreneurship							
CO4	Understand the Various sources of Finance available for entrepreneur							
CO5	Know the Applicability of Legislation and Rules							

Text Books (Latest Editions)	
1	Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.
2	Srinivasan, N. P., & Gupta, G. P. (2001). Entrepreneurial Development”. Sultan Chand and Sons, New Delhi
3.	Simon. C Parker, “The Economics of Entrepreneurship”, Cambridge University Press, 2009

4.	K. Glancey, R. McQuaid and Jo Campling, "Entrepreneurial economics", Palgrave Macmillan UK, 2000
5.	Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University Press, 2002
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Glancey, K., McQuaid, R., & Campling, J. (2000), Entrepreneurial Economics. London: Macmillan.
2.	Casson, M., & Buckley, P. J. (2010). Entrepreneurship, Edward Elgar Publishing.
3.	Parker, S. C. (2018). The Economics of Entrepreneurship. Cambridge University Press.
4.	Harper, D. A. (2003). Foundations of Entrepreneurship and Economic Development. Routledge
5.	Khanka, S. S. (2006). Entrepreneurial Development. S. Chand Publishing.
Web Resources	
1.	https://www.startupindia.gov.in/
2.	https://www.ediindia.org/
3.	https://skillindia.gov.in/
4.	https://www.startupindia.gov.in/
5.	https://indianstartups.com/

Mapping with Programme Outcomes:

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

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

Level of Correlation between PSO's and CO's

CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	2	2
CO2	2	2	3	3	2
CO3	3	3	3	3	2
CO4	2	2	2	2	2
CO5	2	2	3	2	3
Weightage	11	11	14	12	11
Weighted percentage of Course Contribution to PSOs	2.2	2.2	2.8	2.6	2.2

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

Title of the Course		EVENT MANAGEMENT						
Part		IV						
Category	SEC - V	Year	II	Credits	2	Course Code	238203315	
		Semester	III					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		2	-	--	2	25	75	100

Learning Objectives

LO1	To equip students on the various facets of Event Management.
LO2	To provide students event management as a career option.
LO3	To understand the committees in managing events and its safety
LO4	To learn about celebrity management
LO5	To know the event management in India and its operations

UNIT	Details	No. of Periods for the Unit
I	Introduction Event Management – Definition –objectives –Classification and Types of Events- Career Options	6
II	Event Management Strategy Process -Target Audience –Creativity - Purpose – Costs -Event Budget-Network with Suppliers- Creation of Social Media Accounts	6
III	Committees in Managing Events Organising Committee- Event Scheduling -Venue Selection- Recruitment of Event Staff-Event Safety-Emergency Planning and Checklist	6
IV	Celebrity Management Issues and Challenges -Cost Management and Budget – Confidentiality- Crowd Management	6
V	Event Management Industry in India- Leading Event Management Companies	6

Course Outcomes

Course Outcomes	On completion of this course, students will;
CO1	Understand the growing importance of event industry
CO2	Analyse the process involved in the event management industry and career Options
CO3	Gain Knowledge on the various Committees involved
CO4	Review how to manage celebrities
CO5	Examine the Growth process of event Management industry in India

Text Books (Latest Editions)

1.	Lynn Van Der Wagen & Brenda R Carlos Event Management
2.	Bhavana Chaudhari Dr. Hoshi Bhiwandiwalla(2019) A book of Event Management Kindle Edition,Nirali Prakashan Publishers
3.	Alex Genadinik Event planning -management & marketing for successful events, Alex Genadinik publisher 2015
4.	Charles Bladen, James Kennell, Emma Abson and Nick Wilde, “Events Management: An Introduction”, Talyor and Francis, 2017
5.	Bernadette Quinn, “ Key Concepts in Event Management”, Sage Publication, 2013

References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Abhijeeth Bhattacharje(2020) Event Management :A zero Investment Startup Business Kindle Edition
2.	William O'Toole(2021)Events Feasibility and Development From Strategy to Operations Routledge
3.	Julia Rutherford Silvers, William O'Toole(2020)Risk Management for Events, Routledge
4.	Anukrati Sharma, Shruti Arora(2018)Event Management and Marketing: Theory, Practical Approaches and Planning ,.Bharti Publications
5.	Allen, J. et al., 2011. Festival & Special event management. 5th edition. John Wiley & Sons: Brisbane
Web Resources	
1.	https://www.careerlauncher.com/rbi-grade-b/wto/
2.	https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf
3.	https://www.bizzabo.com/blog/event-planning-websites/
4.	https://www.tantraa.net/
5.	https://eventplanningblueprint.com/

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	2	3	3	3	3	3	3
CO 4	3	3	3	3	2	3	2	3
CO 5	2	2	3	3	3	2	3	3
Weightage	14	13	15	15	14	14	14	15
Weighted percentage of course contribution to POS	2.8	2.6	3.0	3.0	2.8	2.8	2.8	3.00

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

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2
CO2	2	2	2	2	2
CO3	2	2	2	2	2
CO4	1	1	1	1	2
CO5	2	2	2	2	2
Weightage	9	9	9	9	10
Weighted percentage of Course Contribution to PSOs	1.8	1.8	1.8	1.8	2

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

Title of the Course		MACRO ECONOMICS - II						
Part		III						
Category	Core 7	Year	II	Credits	4	Course Code	231503401	
		Semester	IV					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		5	-	--	5	25	75	100
Learning Objectives								
LO1	To analyse the IS-LM model and its shifts							
LO2	To probe the macro economic variables and business cycle							
LO3	To trace the macroeconomic theories and analyze the macroeconomic policies.							
LO4	To understand the monetary policy and its instruments.							
LO5	To know the fiscal policy and its instruments.							
UNIT	Details							No. of Periods for the Unit
I	IS-LM Model Investment and Interest Rate – Money Demand, Money Supply and the interest rate – Derivation of IS and LM Curve – Shifts in IS Curve and Shifts in LM Curve.							15
II	Business Cycles Phases of Business Cycles – Theories of Business Cycle – Hawtrey, Von Hayek, Schumpeter Hicks, Kaldor and Samuelson Models – Keynesian theory of Business Cycles							15
III	Monetary Policy Money - Functions of Money - Money Supply and Money Demand – Classical Dichotomy – Keynesian theory of Money Demand – Instruments of Monetary Policy-IS-LM Model and Monetary Policy							15
IV	Fiscal Policy Fiscal Policy -Instruments- Classical and Keynesian Theory of Fiscal Policy– Fiscal Expansion – IS-LM Model and Fiscal Policy – Critique of Fiscal Policy – Three Ranges in LM Curve.							15
V	Supply Side Economics Rational Expectation Hypothesis – New Classical School – Contribution of Robert Lucas – New Keynesian School.							15

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Understand the IS-LM Model.
CO2	Learn the operation of theories of Business Cycles.
CO3	Analyze the components of Money Supply and Demand.
CO4	Evaluate the effectiveness of Fiscal Policy.
CO5	Understand Supply Side Economics.

Text Books (Latest Editions)	
1.	Mankiw Gregory (2017) Principles of Macroeconomics with coursemate, Books Express Publications.
2.	Rudiger Dornbusch, FischerStanely, and Richard Startz (2000), Macro Economics, tata McGraw-Hill publishing company, New Delhi
3.	Andrew B. Abel and Ben S.Bernanke, Macro Econmics, Pearson Education, Inc., 7th Edition, 2011.
4.	Vaish M.C.(2003) Macro Economic Theory , S.Chand & Company Ltd New Delhi
5.	Paul Krugman and Robin Wells(2015) Macroeconomics Worth Publisher
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Ahuja H.L, (2016) Macroeconomics: Theory and Policy. S. Chand
2.	Mueller, M.G. (Ed.)(1978), Readings in Macro Economics, Surjeet Publications, New Delhi
3.	Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt. Ltd., Singapore
4.	Parkin, M., 2014. Macroeconomics 11 th Edition Essex: Pearson Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson.
5.	Soumen Sikdar, “Principles of Macroeconomics”, OUP India, 2020
Web Resources	
1.	https://tradingeconomics.com
2.	https://www.bu.edu/econ/files/2014/08/DLS1.pdf
3.	https://www.imf.org
4.	https://www.aeaweb.org/resources/students
5.	https://www.worldbank.org/en/topic/macroeconomics

Mapping with Programme Outcomes:

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

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

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	2
CO2	3	3	3	2	2
CO3	3	3	3	3	2
CO4	3	2	3	2	3
CO5	3	3	2	3	3
Weightage	15	14	13	12	12
Weighted percentage of Course Contribution to PSOs	3	2.8	2.6	2.4	2.4

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

Title of the Course		INDIAN ECONOMY						
Part		III						
Category	Core 8	Year	II	Credits	4	Course Code	231503402	
		Semester	IV					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		4	-	--	4	25	75	100
Learning Objectives								
LO1	To understand the features and issues of Indian economy and new economic policy							
LO2	To analyse the national income, poverty and human development and its method							
LO3	To equip conceptual foundations and macroeconomic concepts of Indian Economy							
LO4	To describe the Trends in Production and Productivity in Agriculture							
LO5	To know the importance of Foreign Trade for a Developing Economy							
UNIT	Details							No. of Periods for the Unit
I	Introduction to Indian Economy Features and Issues of Indian Economy - Planned Economic Development in India - Achievements and Failures of XII 5year plan features and impact of – New Economic Policy (LPG) 1991 – objectives of NITI Aayog							12
II	National Income, Poverty and Human Development Index Sectoral Contributions of National Income in India - Poverty and Inequality – Definition and Estimates, Gini Coefficient, Sen Index, Poverty Line - Income and Regional Inequalities: Causes and Measures, Unemployment: Nature and Extent, Measures – HDI.							12
III	Sectors of the Indian Economy Indian Agriculture – measures of Land Reforms – features and failure of Green Revolution - Agricultural Pricing - Food Security - Industrial Development – Trends and Problems, MSMEs features and impact of Industrial Policy 1991- role of service sector in Indian Economic.							12
IV	Foreign Trade Importance of Foreign Trade for a Developing Economy-Composition and Direction of India’s Foreign Trade- Role of FDI and Foreign Institutional Investors- India’s Trade Policy.							12
V	Fiscal Federalism Principles of Federal Finance – Fiscal Federalism in India – Functions and Sources of Revenue – XV Finance Commission Recommendations.							12

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Outline the nature of the Indian Economy and highlight the changes
CO2	Discuss the major issues of Poverty, Inequality, Unemployment, and Human Development in India in comparison to other countries
CO3	Provide a qualitative and quantitative overview of different sectors of the Indian Economy
CO4	Describe the components of Foreign Trade and analyze India’s Balance of Payments
CO5	Identify various components of fiscal federalism in India

Text Books (Latest Editions)	
1	Gaurav Datt and Ashwani Mahajan “Datt and Sundaram’s Indian Economy” S.Chand 72 nd Edition.
2	Kaushik Basu (Ed.) (2012), Oxford Companion to Indian Economy, 3 rd Edition, OUP, New Delhi.
3	Ramesh Singh, “Indian Economy”, Mc Graw Hill, 2022
4	Sanjiv Verma, “The Indian Economy”, Unique Publication, 2022
5	Dr. V.C Sinha, “Indian Economy Performance and Policies”, SBPD Publications, 2021

References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Puri. V.K & S.K. Misra (2022) Indian Economy
2.	Uma Kapila (Ed.) (2018) Indian Economy Since Independence
3.	Byres, T.J. (Ed.) (1997), The State, Development Planning and Liberalization in India, Oxford University Press, New Delhi
4.	Ashima Goyal(Ed.) The Oxford Handbook of the Indian Economy in the 21 st Century: Understanding the Inherent Dynamism, Oxford University Press
5.	K. R. Gupta, J. R. Gupta, “ Indian Economy”, Altanic, 2008
Web Resources	
1.	http://www.niti.gov.in/
2.	https://www.rbi.org.in/
3.	https://hdr.undp.org/
4.	https://www.india.gov.in/
5.	https://www.cmie.com/

Mapping with Programme Outcomes:

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

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

Level of Correlation between PSO’s and CO’s

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	1
CO2	3	3	2	3	2
CO3	2	3	2	3	3
CO4	2	3	3	3	3
CO5	1	3	3	3	2
Weightage	10	15	12	15	11
Weighted percentage of Course Contribution to PSOs	2	3	2.4	3	2.2

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

Title of the Course		RESEARCH METHODS IN ECONOMICS						
Part		III						
Category	Generic Elective-IV	Year	II	Credits	3	Course Code	231503403	
		Semester	IV					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		4	-	--	4	25	75	100
Learning Objectives								
LO1	To understand the meaning and significance characteristics of scientific research							
LO2	To know the formulation, selection of research problem and collection of reviews							
LO3	To apply the various research design in the social science research							
LO4	To enumerate the data and sampling methods							
LO5	To discuss the report writing techniques and its procedures							
UNIT	Details							No. of Periods for the Unit
I	Introduction Research: meaning and significance Characteristics of Scientific Research - Type of Research: Pure, Applied, Analytical, Exploratory, Descriptive, Surveys, Limitations of Social Science Research.							12
II	Research Problem and Review of Literature Research Problem: formulation and selection - Review of literature: Primary and Secondary Sources - importance of literature review in defining a problem.							12
III	Research Design Research Design: Concept and Importance in Research – Features of a Good Research Design – Exploratory Research Design – Descriptive Research Design.							12
IV	Data and Sampling Methods Data types: Sources of Primary and secondary data - Census - Sampling Methods: Sampling and Non-Sampling Errors							12
V	Hypothesis and Report Writing Hypothesis: Types of Hypothesis - Null and Alternative Hypothesis - Parameter and Statistic - Report Writing - Types and Principles of writing the Research Report							12
Course Outcomes								
Course Outcomes	On completion of this course, students will;							
CO1	Understand the overview of Social Science Research.							
CO2	Analyze the Research Process							
CO3	Develop the Statistical Analysis to test Economic Theory and address Policy Issues							
CO4	Know the sampling methods in Research.							
CO5	Explain the hypothesis testing and Principles of Report Writing.							

Text Books (Latest Editions)	
1	Krishnaswamy, O.R. (1993) Methodology of Research In Social Sciences, Himalaya publishing House.
2	Kothari, C. R. (2004). Research Methodology: Methods and techniques. New Age International.
3	Vinod Chandra, Anand Hareendran, “Research methodology”, Pearson, 2017
4	R.Pannerselvam, “Research Methodology”, PHI learning,2014
5	Ranjit Kumar, “Research Methodology”, Sage Publication, 2010
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Taylor, B., Sinha, G., & Ghoshal, T. (2006). Research methodology: A guide to for researchers in management and social sciences. PHI Learning Pvt. Ltd..
2.	Bhandarkar, P. L., Wilkinson, T. S., & Laldas, D. K. (2010). Methodology & Techniques of Social Research. Himalaya Publishing House
3.	Kumar, A. (2002). Research methodology in social science. Sarup & Sons
4.	Daniel, P. S., & Sam, A. G. (2011). Research methodology. Gyan Publishing House
5.	Ethridge, D. (2004). Research methodology in applied economics: organizing, planning, and conducting economic research, Blackwell publishing
Web Resources	
1	http://ignou.ac.in
2.	http://egyankosh.ac.in
3.	https://www.educba.com
4.	https://research.com/research/how-to-write-research-methodology
5.	https://www.questionpro.com/blog/what-is-research/

Mapping with Programme Outcomes:

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

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

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	1
CO2	2	2	2	2	3
CO3	3	3	2	3	3
CO4	1	2	2	3	3
CO5	2	2	1	2	3
Weightage	10	11	9	12	13
Weighted percentage of Course Contribution to PSOs	2	2.2	1.8	2.4	2.6

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

Title of the Course		HEALTH ECONOMICS						
Part		III						
Category	Generic Elective -IV	Year	II	Credits	3	Course Code	231503404	
		Semester	IV					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		4	-	--	4	25	75	100
Learning Objectives								
LO1	To understand the importance of health sector in economic development							
LO2	To evaluate the components of demand and supply of health care							
LO3	To Understand the importance of Health Indicators.							
LO4	To evaluate the components of Demand of Healthcare.							
LO5	To examine the review the existing Health Infrastructure.							
UNIT	Details							No. of Periods for the Unit
I	Introduction to Health Economics Health and Economic Development - Determinants of Health - Health Indicators – Birth Rate – Fertility – Morbidity – Mortality – IMR – CMR – MMR.							12
II	Demand for Health Care Demand for Health Care Services – Preference for Health Care using Indifference Curves – Budget Constraints – Income and Price Effects for Health Care – Elasticity of Demand for Medical Care.							12
III	Supply of Health Care Supply of Health Care Services – Physicians and Medical Personnel as Health Care Providers – Non Labour Inputs in Hospitals.							12
IV	Health Infrastructure Health Infrastructure – Rural – Urban –Government Programmes - Preventive, Promotive and Curative Health Care Services.							12
V	Health Services and Medical Insurance Health Insurance -Types of health Insurance Policies in India- Medical Tourism.							12

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Understand the importance of Health Indicators.
CO2	Evaluate the components of Demand of Healthcare.
CO3	Analyze the importance of Supply of Healthcare Services.
CO4	Review the Existing Health Infrastructure and Budget Allocation.
CO5	Trace the growth of Medical Tourism in India and understand the need for Health Insurance.

Text Books (Latest Editions)	
1	Xamer Martinez Giralt (2010), “Principles of Health Economics”, Routledge, 2010
2	Banerjee, D. (1975), social and Cultural Foundations of Health Service Systems of India, Inquiry, Supplement to Vol. XII, June 1975
3	Jay Bhattacharya, Timothy Hyde and Peter Tu, “ Health Economics”, Palgrave Macmillian, 2014
4	Peter Zweifel, Friedrich Breyer, Mathias Kifmann, “Health Economics, Springer Berlin Heidelberg, 2009
5	Barbara McPake, Charles Normand, Charles E. M. Normand, “ Health Economics: An International Perspective”, Routledge, 2008
References Books (Latest editions, and the style as given below must be strictly adhered to)	

1.	Himanshu Sekhar Rout and Prasant Kumar Panda(2010) Health Economics in India
2.	Edwin G Dolan and John C Goodman
3.	D. Amutha (2016) “A Textbook of Health Economics”, Edition 1, Mangalam Publishers and Distributers, Chennai.
4.	Charles E. Phelps, Health Economics”, Routlegde,2017
5.	Jan Abel Olsen, “Principles in Health Economics and Policy”, OUP Oxford, 2017
Web Resources	
1.	www.census.org
2.	www.NFHS.org
3.	www.NSSO.org
4.	https://tnhealth.tn.gov.in/
5.	https://tnhealth.tn.gov.in/

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	3
CO 3	3	3	3	3	2	3	3	3
CO 4	3	2	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	2	3
Weightage	15	14	14	15	15	14	14	15
Weighted percentage of course contribution to POS	3.0	2.8	2.8	3.0	3.8	2.8	2.8	3.00

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

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	1
CO2	2	2	2	2	2
CO3	2	3	2	3	2
CO4	3	3	3	3	2
CO5	3	3	2	3	3
Weightage	13	14	10	14	10
Weighted percentage of Course Contribution to PSOs	2.6	2.8	2	2.8	2

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

Title of the Course		BASIC ACCOUNTANCY						
Part		IV						
Category	SEC- VI	Year	II	Credits	2	Course Code	234403415	
		Semester	IV					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		2	-	--	2	25	75	100
Learning Objectives								
LO1	To provide an understanding on the basic concepts in Financial Accounting							
LO2	To equipped with basic knowledge about Tally.							
LO3	To describe the Final Accounts and Balance Sheet Adjustment							
LO4	To understand the bank Reconciliation Statement and its uses							
LO5	To use the Tally Software and its applications							
UNIT	Details							No. of Periods for the Unit
I	Introduction to Accounting Definition – Objectives – Functions- Advantages and Disadvantages- Single Entry Book Keeping and Double - Entry Book Keeping.							6
II	Accounting -Books and Records Journal – Ledger- Subsidiary Book- Cash Book- Trial Balance – Meaning- Methods of Preparation – Errors- Classification of Errors- Rectification of Errors.							6
III	Final Accounts Final Accounts- Preparation of Trading- Profit and Loss Account- Balance Sheet (Simple Adjustments).							6
IV	Bank Reconciliation Statement Bank Reconciliation Statement – Need - Meaning- Method of Preparation of Bank Reconciliation Statement							6
V	Tally Software Introduction to Accounting Package – Tally- Meaning, Features, Advantages, Data Entry, Formatting Data , Functional Keys and Simple Calculation- Tally: (Theory for Exam)							6

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Understand the Basic Concepts of Accounting and prepare Book keeping.
CO2	Make Journal and Ledger and Categorize the various subsidiary books of accounts and identify & rectify errors
CO3	Prepare Profit and loss account and Balance Sheet
CO4	Tabulate Bank Reconciliation Statement.
CO5	Apply Tally Software Package in Accounting

Text Books (Latest Editions)	
1	Reddy. T.S and Hari Prasad Reddy. Y(2013) Financial and Management Accounting Margham Publications Chennai
2	Reddy .T.S Murthy(2012) Financial Accounting Margham Publications Chennai
3	Rajni Sofat, Preeti Hiro, “Basic Accounting”, PHI Learning, 2010
4.	Nishat Azmat, Andy Lymer, “Basic Accounting”, Mobius, 2016
5	John J. Wild, Barbara Chiappetta, Ken Shaw, “Fundamental Accounting Principles”, Mc Graw Hill, 2016

References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Mukesh Mahajan, P.S.Gills, V.P.Sharma and H.S.Punia(2001), Fundamentals of Accountancy, Unistar Books, Chandigarh.
2.	Sundeeep Sharma (2004) Principles of Accounting, Shree Niwas Publication, Jaipur
3.	Shukla M.C, T.S. Grawal and S.C. Gupta, (2018),Advanced Accounts,S.Chand and Company
4.	Maheshwari S.N and Suneel.K.Maheshwari, (2018), Financial Accounting Vikas Publishing House.
5.	Goyal V.K and Ruchi Goyal, (2012), Financial Accounting, Prentice Hall India Learning Private Limited.
Web Resources	
1.	https://www.accounting.com/resources/students/
2.	https://icmai.in .
3.	https://www.cipfa.org
4.	https://www.accountingcoach.com/
5.	https://www.youtube.com/watch?v=OItO9XwgHII

Mapping with Programme Outcomes:

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

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

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	2	1
CO2	2	2	3	2	2
CO3	3	2	3	2	2
CO4	2	2	3	2	2
CO5	2	2	3	2	2
Weightage	11	10	15	10	9
Weighted percentage of Course Contribution to PSOs	2.2	2	3	2	1.8

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

Title of the Course		MODERN BANKING AND INSURANCE						
Category	SEC- VII	Year	II	Credits	2	Course Code	238203415	
		Semester	IV					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		2	-	--	2	25	75	100
Learning Objectives								
LO1	To discern the modern banking and insurance course							
LO2	To enables the learners understand new financial instruments and banking practices							
LO3	To know the role of insurance in economic development							
LO4	To understand the insurance contract and risk management							
LO5	To know the Major Insurance Legislation in India and its growth							
UNIT	Details							No. of Periods for the Unit
I	Banking Commercial Banks- Functions of Commercial Banks- Credit Creation – role of Commercial Banks in economic development- Digital Banking- Methods.							6
II	Central Banks Functions of a Central Bank – Objectives of Monetary Policy – Effects and Limitations – Narasimhan Committee Report.							6
III	Introduction to Insurance Insurance: Meaning and Types- Role of Insurance in Economic Development - Life Vs Non-Life Insurance. Classification of Life, Health and General Insurance Policies.							6
IV	Insurance Contract and Risk Management Meaning of contract- Risk Management: Definition and Types- Management of Risk through Identification Analysis and Control.							6
V	Insurance Business in India Duties of development officer – qualities of successful development officer – duties of insurance agent – qualities of a successful agent.							6

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	Recollect the financial tools and methods of banking operations
CO2	Understand and describe the central banking operations.
CO3	Explain various types of insurances in Practice
CO4	Evaluate the insurance policies and recommend the right policies for use.
CO5	Evaluate the employment opportunities in various insurance companies.

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

References Books (Latest editions, and the style as given below must be strictly adhered to)	
1.	Finsinger J. and M.V. Pauly (Eds.) (1986), The Economics of Insurance Regulation: A Cross National Study, Macmillan London.
2.	Sethi, J., & Bhatia, N. (2012). Elements of Banking and Insurance. PHI Learning Pvt. Ltd..
3.	Lewis, M. K. (1992). Modern Banking in Theory and Practice. Revue Economique, 203-227.
4.	Tripathy, N. P., & Pal, P. (2005). Insurance: Theory and practice. PHI Learning Pvt. Ltd.
5.	Muraleedharan, D. (2014). Modern Banking: Theory and Practice. PHI Learning Pvt. Ltd..
Web Resources	
1.	https://www.irdai.gov.in
2.	https://rbi.org.in
3.	https://www.studocu.com
4.	https://www.indiapost.gov.in/Financial/Pages/Content/pli.aspx
5.	https://licindia.in/

Mapping with Programme Outcomes:

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

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

Level of Correlation between PSO's and CO's

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

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