SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE (AUTONOMOUS)

(*Affiliated to Bharathidasan University*)
(Accredited by NAAC; An ISO 9001:2015 Certified Institution)
SUNDARAKKOTTAI, MANNARGUDI – 614016.
TAMILNADU, INDIA.

B.A., ECONOMICS
COURSE STRUCTURE WITH SYLLABUS UNDER CBCS - LOCF
(For the candidates admitted in the academic year 2023–2024)

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B.A., ECONOMICS
CHOICE BASED CREDIT SYSTEM– LEARNING OUTCOMES BASED
CURRICULUM FRAME WORK (CBCS–LOCF)
(For the candidates admitted in the academic year 2023–2024)

CHOICE BASED CREDIT SYSTEM

The credit based semester system provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching. The choice based credit system provides a 'cafeteria' type approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning. Our College has moved to CBCS and implemented the grading system.

OUTCOME-BASED EDUCATION (OBE)
LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualifications are awarded on the basis of demonstrated achievement of outcomes (expressed in terms of knowledge, understanding, skills, attitudes and values) and academic standards expected of graduates of a programme of study. Learning outcomes specify what graduates completing a particular programme of study are expected to know, understand and be able to do at the end of their programme of study. The expected learning outcomes are used as reference points that would help to formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes which in turn will help in curriculum planning and development, and in the design, delivery and review of academic programmes. They provide general guidance for articulating the essential learnings associated with programmes of study and courses with in a programme, maintain national standards and international comparability of learning outcomes and academic standards to ensure

global competitiveness, and to facilitate student/graduate mobility and provide higher education institutions an important point of reference for designing teaching-learning strategies, assessing student learning levels, and periodic review of programmes and academic standards.

Some important aspects of the Outcome Based Education Course: is defined as a theory, practical or theory cum practical subject studied in a semester. **Course Outcomes (COs):** are statements that describe significant and essential learning that learners have achieved, and can reliably demonstrate at the end of a course. Generally three or more course outcomes may be specified for each course based on its weightage. **Programme:** is defined as the specialization or discipline of a Degree. **Programme Outcomes (POs):** Programme outcomes are narrower statements that describe what students are expected to be able to do by the time of graduation. POs are expected to be aligned closely with Graduate Attributes. **Programme Specific Outcomes (PSOs):** PSOs are what the students should be able to do at the time of graduation with reference to a specific discipline. **Some important terminologies repeatedly used in LOCF. Core Courses (CC)** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. These are the courses which provide basic understanding of their main discipline. In order to maintain a requisite standard certain core courses must be included in an academic program. This helps in providing a universal recognition to the said academic program.

Discipline Specific Elective Courses (DSE) Elective course may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective (DSE). These courses offer the flexibility of selection of options from a pool of courses. These are considered specialized or advanced to that particular programme and provide extensive exposure in the area chosen; these are also more applied in nature.

Generic Elective Courses An elective course chosen generally from an **unrelated discipline/subject,** with an intention to seek exposure is called a Generic Elective. Generic Elective courses are designed for the students of **other disciplines**. Thus, as per the CBCS policy, the students pursuing particular disciplines would have to opt Generic Elective courses offered by other disciplines, as per the basket of courses offered by the college. The scope of the Generic Elective (GE) Courses is positively related to the diversity of disciplines in which programmes are being offered by the college.

Non Major Elective (NME). A student shall choose at least two Non – major Elective Courses (NME) from outside his /her department. Non –Major Elective I – Those who choose Tamil in Part I can choose a non –major elective course offered by other departments. Those who do not choose Tamil in Part I must choose either a) Basic Tamil if Tamil language was not studies in school level or b) Special Tamil if Tamil language was studies upto 10th & 12th std.

Skill Enhancement Courses (SECs) These courses focus on developing skills or proficiencies in the student, and aim at providing hands-on training. Skill enhancement courses can be opted by the students of any other discipline, but are highly suitable for students pursuing their academic programme. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge**.**

Field Study/Industrial Visit/Case Study: It has to be completed during the fifth semester of the degree programme. Credit for this course will be entered in the fifth semester's marks statement.

Internship: Students must complete internship during summer holidays after the fourth semester. They have to submit a report of internship training with the necessary documents and have to appear for a viva-voce examination during fifth semester. Credit for internship will be entered in the fifth semester's mark statement.

Extra Credit Courses: In order to facilitate the students, gaining knowledge/skills by attending online courses MOOC, credits are awarded as extra credits, the extra credit are at three semesters after verifying the course completion certificates. According to the guidelines of UGC, the students are encouraged to avail this option of enriching their knowledge by enrolling themselves in the Massive Open Online Courses (MOOC) provided by various portals such as SWAYAM, NPTEL etc.

Undergraduate Programme:

Programme Pattern: The Under Graduate degree programme consists of **FIVE** vital components. They are as follows:

 Part -I : Languages (Tamil / Hindi / French / Sanskrit)

 Part-II : General English

Part-III: Core Course (Theory, Practical, Generic Elective courses , Discipline Specific Elective courses , Compulsory and Optional Allied courses, Project)

Part-IV: Non Major Elective, Foundation Course, Value Education, Environmental studies, Skill Enhancement Courses/ Soft Skills, Internship / field visit / industrial visit/ Case Study), Professional Competency Course

Part –V

Extension activity, Gender studies

EXAMINATION

Continuous Internal Assessment (CIA):

UG - Distribution of CIA Marks

Passing Minimum: 40 %

Assisgnment-3	=	30%
Test-3 (Best 2 out of 3)	=	50%
Seminar	=	10%
Attendance	=	10%

Question Paper Pattern

Part A:

Part A 1 (10X1=10 marks)
One word question/ Fill in/ Match the following/True or False/ Multiple Choice Questions
Two Questions from Each unit

Part A 2 (5X2=10 marks)
 Short Answers
One question from Each unit
Total Marks – 20
Part B: (5X5=25 marks)
Paragraph Answers
Either/ or type, One Question from each unit
Part C: (10X3=30)
Essay Type Answers
Answer 3 out of 5 Questions
One Question from each unit
Part A: K1 Level
Part B: K2, K3 and K4 Level
Part C: K5 and K6 Level

Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

S. No.	Level	Parameter	Description
1	K1	Knowledge/Remembering	It is the ability to remember the previously learned
2	K2	Comprehension/ Understanding	The learner explains ideas or concepts
3	K3	Application/Applying	The learner uses information in a new way
4	K4	Analysis/Analysing	The learner distinguishes among different parts
5	K5	Evaluation/Evaluating	The learner justifies a stand or decision
6	K6	Synthesis /Creating	The learner creates a new product or point of view

WEIGHTAGE of K – LEVELS IN QUESTION PAPER

(Cognitive Level) K- LEVELS →	Lower Order Thinking			Higher Order Thinking			Total
	K1	K2	K3	K4	K5	K6	
END SEMESTER EXAMINATIONS (ESE)	20	25		30			75
Continuous Internal Assessment (CIA)	20	25		30			75

QUESTION PATTERN FOR END SEMESTER EXAMINATION/Continuous Internal Assessment		
PART		**MARKS**
PART –A I. (No choice ,One Mark) **TWO** questions from each unit	(10x1 =10)	20
II. (No choice ,Two Mark) **ONE** question from each unit	(5x2 =10)	
PART -B (Either/ or type ,5-Marks) **ONE** questions from each unit	(5x5 =25)	25
PART -C (3 out of 5) (10 Marks) **ONE** question from each unit	(3x10 =30)	30
	Total	**75**

BLUE PRINT OF QUESTION PAPER FOR END SEMESTER EXAMINATION							
DURATION: 3. 00 Hours.							**Max Mark : 75**
K- LEVELS **PART**	K1	K2	K3	K4	K5	K6	Total Marks
PART –A (One Mark, No choice) (10x1 =10)	10						10
(2-Marks, No choice) (5x2=10)	10						10
PART –B (5- Marks) (Either/or type) (5x5=25)		5	10	10			25
PART -C (10 Marks) (3 out of 5) (3x10=30) Courses having only **K5,K6** levels, K5 level- 3 Questions, K6 level- 2 Questions **(One K6 level question is compulsory)**					20	10	30
Total	**20**	**05**	**10**	**10**	**20**	**10**	**75**

<div align="center">**EVALUATION**</div>

GRADING SYSTEM

Once the marks of the CIA and the end-semester examination for each of the courses are available, they will be added and converted as final mark. The marks thus obtained will then be graded as per the scheme provided in Table-1.

Grade Point Average (GPA) will be calculated from the first semester onwards for all semester. From the second semester onwards, the total performance within a semester and the continuous performance starting from the first semester are indicated by semester Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) , respectively. These two are calculated by the following formulae:

$$GPA = \dfrac{\sum\limits_{i=1}^{n} C_i G_i}{\sum\limits_{I=1}^{n} C_i}$$	$$WAM\,(Weighted\,Average\,Marks) = \dfrac{\sum\limits_{i=1}^{n} C_i M_i}{\sum\limits_{I=1}^{n} C_i}$$
Where, C_i is the Credit earned for the Course i G_i is the Grade Point obtained by the student for the Course i M_i is the marks obtained for the course i and n is the number of Courses Passed in that semester.	

CGPA: Average GPA of all the Courses starting from the first semester to the current semester.

<div align="center">**CLASSIFICATION OF FINAL RESULTS:**</div>

1.For each of the first three parts, there shall be separate classification on the basis of CGPA, as indicated in Table-2.

2.For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management as Outstanding/Excellent/Very Good/Good/Above Average/Average, the marks and the corresponding CGPA earnedby the candidate in Part-III alone will be the criterion, provided the candidate has secured the prescribed passing minimum in the all the Five parts of the Programme.

3.Grade in Part –IV and Part-V shall be shown separately and it shall not be taken into account for classification.

4.A Pass in PART- V will be mandatory although the marks will not count for the calculation of the CGPA.

5.Absence from an examination shall not be taken an attempt.

Table-1: Grading of the Courses - UG

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above and below 90	9	A+
70 and above and below 80	8	A
60 and above and below 70	7	B+
50 and above and below 60	6	B
40 and above and below 50	5	C
Below 40	NA	RA

The candidate's performance in every current semester is indicated by **Semester Grade Point Average (SGPA)** and from the second semester onwards, the continuous performance including pervious semester /s is indicated by **Cumulative Grade Point Average (CGPA).**

Table-3: Final Result

CGPA	Corresponding Grade	Classification of Final Result
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
4.00 to 4.99	C	Average
Below 4.00	RA	Re-appearance

The candidates who have passed in the first appearance and within the prescribed duration of the UG programme are eligible. If the candidate's Grade is O/A+ with more than one attempt, the performance is fixed as "Very Good".

VISION

To become a center of advanced studies in theoretical and applied Economics, serving the cause of uplifting the rural women students

MISSION

➢ Providing quality education and research facilities in Economics for women

➢ Inculcating confidence in women students regarding their own potential to become economically independent workforce and equal partner in social transformation

➢ Engaging in policy oriented research, advocating and promoting efficiency, equality and competitiveness

PROGRAMME OUTCOMES FOR B.A., DEGREE PROGRAMMES

PO No.	Programme Outcomes (*Upon completion of the B.A. Degree Programme, the Undergraduate will be able to*)
PO-1	**Disciplinary knowledge**: Demonstrate comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate program of study in Bachelor of Arts.
PO-2	**Critical thinking, Problem Solving and Reflective thinking:** think critically about the issues and identify, critically analyze and solve problems from the disciplines of concern using appropriate tools and techniques and the knowledge, skills and attitudes acquired and extrapolate the same to real life situations; show critical sensibility to life experiences, with self awareness and reflexivity of both self and society.
PO-3	**Analytical & Scientific Reasoning:** evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples and addressing opposing viewpoints; critically evaluate ideas, evidence, and experiences from an open minded and reasoned perspective.
PO-4	**Research-related Skills:** develop a sense of capability for relevant/appropriate inquiry and asking questions, synthesize, articulate and report results and to recognize and predict cause and effect relationships, define problems, formulate and establish hypothesis, analyze and interpret and draw conclusions from data, execute and report the results of an experiment or investigation.
PO-5	**Digital literacy and Effective Communication:** use ICT in a variety of learning situations and speak, read, write and listen clearly in person and through electronic media in English and in one or more Indian languages, and make meaning of the world by connecting people, ideas ,books, media and technology; efficiently communicate thoughts and ideas in a clear and concise manner.
PO-6	**Individual and Team Work:** effectively accomplish tasks individually as well as work effectively and respectfully as member or leader with diverse teams, facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interest so for a common cause and work efficiently as a member of a team.
PO-7	**Multicultural Competence and Social Interaction:** understand the values and beliefs of multiple cultures, global perspectives, engage and interact respectfully with diverse groups and elicit views of others, mediate disagreements and help reach conclusions in group settings.
PO-8	**Awareness of Ethical issues, Human values and Gender Issues:** embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work and understand the value of relationship between self and the community and aware of the various issues concerning women and society.
PO-9	**Awareness of Environment and Sustainability:** understand the impacts of technology and business practices in societal and environmental contexts, and sustainable development.
PO-10	**Self directed and Lifelong learning:** acquire knowledge and skills, including learning "how to learn", that are necessary for participating in learning activities throughout life and to engage in independent and life-long learning in the broadest context of socio-technological changes.

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO No.	Programme Specific Outcomes (B.A.Economics)
PSO-1	Understand economic vocabulary, methodologies, tools and analysis procedures.
PSO-2	Interpret and apply principles of micro economics for the formulation of policies and planning.
PSO-3	Apply economic theories and concepts to contemporary social issues, as well as analysis of policies.
PSO-4	Understand and infer the impacts of government policies and assess the consequences of the policies on the parties involved.
PSO-5	Estimate and assess the real situation of the economy including the size and changes of population, income pattern, and rate of development with pattern of savings and investments and social security measures adopted in the country.

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B.A., ECONOMICS
CHOICE BASED CREDDIT SYSTEM – LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS – LOCF)
(For the candidates admitted in the academic year 2023 – 2024)

ELIGIBILITY: A Pass in H.Sc. from a recognized board of education such as CBSE, State Board or equivalent.

Sem	Part	Course	Course Code	Title of the Paper	Ins. Hours/ Week	L	T	P	S	Credit	Exam Hours	CIA	ESE	Total
I	I	Language Course – 1 (Tamil*/Other Languages +#)	U23LC101	Pothu Tamil – I	6	6	-	-	-	3	3	25	75	100
	II	English	U23ELC101	General English - I	6	6	-	-	-	3	3	25	75	100
	III	Core Course (CC) -I	U23EC101	Micro Economics - I	5	4	1	-	-	4	3	25	75	100
		Core Course (CC) -II	U23EC102	Statistics for Economics-I	5	4	1	-	-	4	3	25	75	100
		Allied Course (AC)-I	U23AEC101A	A) Fundamentals of Management	4	4	-	-	-	3	3	25	75	100
			U23AEC101B	B) Introduction to Sociology										
	IV	Non Major Elective (NME) -I	U23NMEEC11	Demography	2	2	-	-	-	2	3	25	75	100
		Foundation Course –FC	U23FCEC11	Business Communication	2	2	-	-	-	2	3	25	75	100
				TOTAL	30	28	2	-	-	21	-	-	-	700
II	I	Language Course – 1 (Tamil*/Other Languages +#)	U23LC202	Pothu Tamil – II	6	6	-	-	-	3	3	25	75	100
	II	English	U23ELC202	General English - II	6	6	-	-	-	3	3	25	75	100
	III	Core Course (CC)-III	U23EC203	Micro Economics – II	5	4	1	-	-	5	3	25	75	100
		Core Course (CC)-IV	U23EC204	Statistics for Economics - II	5	4	1	-	-	5	3	25	75	100
		Allied Course (AC)-II	U23AEC202A	A) History of Economic Thought	4	4	-	-	-	3	3	25	75	100
			U23AEC202B	B) Introduction to E -Commerce										
	IV	Non Major Elective (NME) -II	U23NMEEC22	Economics for Investors	2	2	-	-	-	2	3	25	75	100
		Skill Enhancement Course (SEC) -I	U23SEEC21	Event Management (Entrepreneurial Skills)	2	2	-	-	-	2	3	25	75	100
				Total	30	28	2	-	-	23	-	-	-	700
III	I	Language Course – 1 (Tamil*/Other Languages +#)		Pothu Tamil - III	6	6	-	-	-	3	3	25	75	100
	II	English		General English - III	6	6	-	-	-	3	3	25	75	100
	III	Core Course (CC) -V		Macroeconomics-I	5	4	1	-	-	5	3	25	75	100
		Core Course (CC)-VI		Mathematics for Economics	5	4	1	-	-	5	3	25	75	100
		Allied Course (AC)-III		A) Principles of Marketing	4	4	-	-	-	3	3	25	75	100
				B) Economics of Tourism										
	IV	Skill Enhancement Course (SEC) -II		Entrepreneurial Economics	2	2	-	-	-	2	3	25	75	100
		Skill Enhancement Course (SEC) -III		Computer Application in Economics	2	2	-	-	-	2	3	25	75	100
				TOTAL	30	28	2	-	-	23		-	-	700

Sem	Part	Course	Course Code	Title of the Paper	Ins. Hours/Week	L	T	P	S	Credit	Exam Hours	CIA	ESE	Total
IV	I	Language Course – 1 (Tamil*/Other Languages +#)		Pothu Tamil - IV	6	6	-	-	-	3	3	25	75	100
	II	English		General English - IV	6	6	-	-	-	3	3	25	75	100
	III	Core Course(CC) VII		Macroeconomics-II	5	4	1	-	-	5	3	25	75	100
		Core Course (CC) VIII		Indian Economy	5	5	-	-	-	5	3	25	75	100
		Allied Course (AC) - IV		A) Research Methods in Economics B) Health Economics	4	4	-	-	-	3	3	25	75	100
		Skill Enhancement Course (SEC) -IV		Basic Accountancy	2	2	-	-	-	2	3	25	75	100
	IV	Skill Enhancement Course (SEC) -V		Modern Banking and Insurance	2	2	-	-	-	2	3	25	75	100
				TOTAL	**30**	**29**	**1**	**-**	**-**	**23**	**-**	**-**	**-**	**700**
V	III	Core Course (CC)- IX		Monetary Economics	5	5	-	-	-	4	3	25	75	100
		Core Course (CC) –X		Fiscal Economics	5	5	-	-	-	4	3	25	75	100
		Core Course (CC) -XI		Industrial Economics	5	5	-	-	-	4	3	25	75	100
		Core Course (CC)- XII		Agricultural Economics	5	5	-	-	-	4	3	25	75	100
		Elective Course (EC) -I		A) Tamil Nadu Economy B) Managerial Economics	4	4	-	-	-	3	3	25	75	100
		Elective Course (EC) -II		A) Operations Research B) Gender Economics	4	4	-	-	-	3	3	25	75	100
	IV	EVS		Environmental Studies	2	2	-	-	-	2	3	25	75	100
		Internship/ Industrial visit/ Field visit		Internship/ Industrial visit/ Field visit	-	-	-	-	-	2	-	-	-	-
				TOTAL	**30**	**30**	**-**	**-**	**-**	**26**		**-**	**-**	**700**
VI	III	Core Course (CC) -XIII		International Economics	6	6	-	-	-	4	3	25	75	100
		Core Course(CC) -XIV		Development Economics	6	6	-	-	-	4	3	25	75	100
		Core course XV		Project with viva- voce/Group Project	5	-	1	4	-	5	3	25	75	100
		Elective Course (EC) -III		A) Basic Econometrics B) Behavioural Economics	4	4	-	-	-	3	3	25	75	100
		Elective Course (EC) -IV		A) Financial Markets and Institutions B) Urban Economics	3	3	-	-	-	3	3	25	75	100
	IV	Value Education		Value Education	2	2	-	-	-	2	3	25	75	100
		Professional competency skill		General Studies for Competitive Examinations	1	1	-	-	-	1	3	25	75	100
	V	Extension activity		Extension activity	-	-	-	-	-	1	-	-	-	-
		Gender Studies		Gender Studies	2	2	-	-	-	2	3	25	75	100
				TOTAL	**30**	**25**	**1**	**4**	**-**	**25**	**-**	**-**	**-**	**800**
				GRAND TOTAL	**180**	**168**	**8**	**4**		**141**	**-**	**-**	**-**	**4300**

L-Lecture   T-Tutorial   P-Practical   S-Seminar

Credit Distribution for B.A., Economics

S.No	Part	Subject	No. of Courses	Total Credits
1	I	Language	4	12
2	II	English	4	12
3	III	Core Course–Theory	14	62
5		Core Course-Project	1	5
6		Allied (Elective Generic/ Discipline Specific Elective)	4	12
8		Elective Course	4	12
9	IV	Non-Major Elective	2	04
10		Foundation Course – FC	1	02
12		Skill Enhancement Course	5	10
13		Internship/ Industrial visit/ Field visit	1	02
14		Environmental Studies	1	02
15		Value Education	1	02
16		Professional competency skill	1	02
17	V	Extension Activity	1	01
18		Gender Studies	1	01
		Total	45	141

Note:

		CIA	ESE
1	Theory	25	75
2	Practical	25	75
3	Separate passing minimum is prescribed for Internal and External marks		

FOR THEORY

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]
The passing minimum for University Examinations shall be 40% out of 75 marks [i.e. 30 marks]

FOR PRACTICAL

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]
The passing minimum for University Examinations shall be 40% out of 75 marks [i.e. 30 marks]

NME OFFERED BY THE DEPARTMENT
NON MAJOR ELECTIVE (NME) OFFERED BY THE DEPARTMENT

Semester	Part	Course	Course Code	Title of the Paper
I	IV	NME-I	U23NMEEC11	Demography
II		NME-II	U23NMEEC22	Economics for Investors

EXTRA CREDIT COURSE -VALUE ADDED COURSE OFFERED BY THE DEPARTMENT

Semester	Course	Course Code	Title of The Paper
I	VAC-I	U23ECVA1	Emotional Intelligence
II	VAC-II	U23ECVA2	Women and Management

SEMESTER I

Semester: I - CC- I : MICRO ECONOMICS - I

Ins. Hrs. /Week : 6   Credit: 4   Code : U23EC101

UNIT - I: Basic Concepts   (19 Hours)

Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making– Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems –Market Mechanism and Resource Allocation.

UNIT - II: Utility Analysis   (20 Hours)

Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves–Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects-Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks' Approach.

UNIT - III: Demand and Supply Analysis   (18 Hours)

Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types - Engel's Law -Supply – Law of Supply – Determinants –Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus.

UNIT - IV: Production Analysis   (17 Hours)

Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quant's-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution(CES) Production Function –Economies and Diseconomies of Scale.

UNIT - V: Cost and Revenue Concepts   (16 Hours)

Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue – Relationship between AR, MR and Elasticity of Demand- Profit Maximization Rule.

Total Lecture Hours - 90

COURSE OUTCOMES:
Students will be able to
1. Evaluate the Types of Utility and Consumer Behaviour.
2. Differentiate cardinal and ordinal utility.
3. Determine the concept of market equilibrium.
4. Analyze the meaning of Production Functions.
5. Explain the theory of firms, Cost and Revenue.

TEXT BOOKS:

1. Robert Pindyck and Daniel L.Rubinfield,(2001) Micro Economics, Macmillan
2. Hal R. Varian (2004), Intermediate Micro Economics (East-West Press: New Delhi)
3. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
4. Ahuja H.L (2016) Principles of Microeconomics, S.Chand
5. Timothy Taylor,Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12 th Media Services.

REFERENCE BOOKS:

1. Koutsoyiannis (2003), Modern Microeconomics Palgrave Macmillan (UK) 2 nd Edition.
2. Gregory Mankiw (2012), Principlesof Microeconomics Cengage India.
3. Dwivedi, D.N(2002), Microeconomics: Theory and Applications, 2 nd ed., Pearson
4. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)
5. Karl E.Case and Ray C Fair (2007), Principles of Economics, Pearson Prentice Hall Inc Singapore South Asia

E RESOURCES:

1. http://www.econlib.org/library/enc/microeconomics.html
2. https://www.tutor2u.net/economics
3. https://www.economicsnetwork.ac.uk/
4. https://www.cliffsnotes.com/study-guides/economics/introduction/microeconomics
5. http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf

Semester: I - CC- II : STATISTICS FOR ECONOMICS-I

Ins. Hrs. /Week : 4   **Credit: 3**   **Code : U23EC102**

UNIT - I: Introduction and Collection of Data   (10 Hours)

Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data – Methods of collecting Primary Data– Merits and demerits of each method-– Requisites of Good Questionnaire - Sources of Secondary Data.

UNIT - II: Classification and Presentation of Data   (15 Hours)

Classification of data: Types of classification- Tabulation of Data: Types of tables - Frequency Distribution — Cumulative Frequency Distribution- Class Interval – Diagrams: Types of diagrams- Graphical Representation– Histogram – Frequency Polygon - Ogive Curve.

UNIT - III: Measures of Central Tendency   (10 Hours)

Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, Mode , Geometric mean and Harmonic mean– Relative Merits and Demerits.

UNIT - IV: Measures of Dispersion   (10 Hours)

Measures of Dispersion - Range – Quartile Deviation – Mean Deviation – Standard Deviation –Merits and demerits of Quartile deviation, mean deviation and standard deviation- Lorenz Curve -.Coefficient of Variation –-Skewness : Pearson's method.

UNIT - V: Theory of Probability   (15 Hours)

Key Concepts of Probability: Experiment and events- Mutually exclusive events-Independent and dependent events –Equally likely events- Simple and compound events-Exhaustive and complementary events- Importance of the concept of probability– Theorems of Probability: Addition theorem-Multiplication theorem and Bayes' Theorem.

Total Lecture Hours - 60

COURSE OUTCOMES:

Students will be able to
1. Understand the overview of statistics and basic knowledge of statistical tools.
2. Differentiate Types of Data and its Classification.
3. Explain the concept of Averages and its application.
4. Know the concept of Dispersion and its application.
5. Understand the concept of probability.

TEXT BOOKS:
1. Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.
2. Sancheti. D.C and Kapoor V.K(2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi.
3. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability

and Statistics, S.Chand and Co, 2020.
4. Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.
5. Dominick Salvatore and Derrick Reagle,theory and problems of statistics andeconometrics, Mc Graw Hill, (2002).

REFERENCE BOOKS:
1. Saxena H.C , (2016) Elementary Statistics, S Chand and Company New Delhi.
2. Elhance D.N, (2004), Fundamentals of Statistics Kitab Mahal, New Delhi.
3. Manoharan M (2010), "Statistical Methods", Palani Paramount Publications, Palani.
4. R.S.N.Pillai and V. Bagavathi(2010), Statistics, Sultan Chand and Sons, New Delhi.
5. Dr.S.Sachdeva (2014) Statistics -Lakshmi Narain Agarwal.

E RESOURCES:
1. https://www.cuemath.com/data/statistics/
2. https://stattrek.com/statistics/resources
3. https://testbook.com/learn/maths-mean-median-mode/
4. https://www.statistics.com/
5. https://thisisstatistics.org/students/

SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
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DEPARTMENT OF ECONOMICS
B.A. ECONOMICS

Semester: I - AC- I (A) : FUNDAMENTALS OF MANAGEMENT

Ins. Hrs. /Week : 4   ׀ Credit: 3   ׀ Code : U23AEC1A

UNIT - I: Introduction   (10 Hours)

Management – Definition-scope – Schools of Thought in Management-Levels of Management-Role and Functions of a Manager.

UNIT - II: Planning   (10 Hours)

Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

UNIT - III: Organisational Levels   (13 Hours)

Types of Business Organizations – Structure- Span of Control – Departmentalisation-Selection, Training and Development, Performance Management, Career Planning ,and Management.

UNIT - IV: Directing   (12 Hours)

Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.

UNIT - V: Controlling   (15 Hours)

Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations.

Total Lecture Hours - 60

COURSE OUTCOMES:
    Students will be able to
1. Understand the foundations and importance of Management.
2. Demonstrate an understanding of Planning.
3. Analyze the organisational levels and Process of selection.
4. Discuss the relevance of Organizational Culture.
5. Examine the importance of quality control.

TEXT BOOKS:
1. Stephen A. Robbins & David A. Decenzo & Mary Coulter,(2011) "Fundamentals of Management" 7th Edition, Pearson Education.
2. Tripathy PC & Reddy PN,(1999) "Principles of Management", Tata McGraw Hill.
3. Pillai R.S.N and Kala .S (2013) Principles And Practice Of Management S.Chand& Co andCompany.
4. Ricky Griffin, "Fundamentals of Management", Cengage Learning, (2016).
5. Pardeep Kumar and Amanjot Sachdeva, "Fundamentals of Management",S. Chand Publishing, (2012)

REFERENCE BOOKS:

1. Dr. C.B. Gupta and Dr. Shruti Mathur (2022) Management Principles and Applications , Scholar Tech Press.
2. Neeru Vasisth and Vibhuti Vasishth(2019)Principles of Management Text & Cases ,Taxman Publication.
3. R.C Bhatiya, "Fundamentals of Management", S.K Kataria &Sons, 2013.
4. L.M Prasad, "Principles and Practice of Management,2021.
5. Dr.N.Mishra and Dr.O.P.Gupta, "Fundamentals of Management", SBPD Publishing House, 2022.

E RESOURCES:

1. http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf
2. https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-of-management-introduction-and-concepts/
3. https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf
4. https://in.sagepub.com/en-in/sas/journal-of-management/journal201724
5. https://www.managementstudyhq.com/evolution-management-thought-theories.html

(For the candidates admitted in the academic year 2023-2024)
DEPARTMENT OF ECONOMICS
B.A. ECONOMICS

Semester: I - AC- I (B) : INTRODUCTION TO SOCIOLOGY
Ins. Hrs. /Week : 4   Credit: 3   Code : U23AEC1B

UNIT - I: Introduction   (12 Hours)

Definition – Nature and Scope of Sociology –Origins and development of Sociology – Founding fathers and their contributions: Auguste Comte, Herbert Spencer, Karl Marx, Emile Durkheim and Max Weber –Sociology and other social sciences.

UNIT - II: Basic Concepts of Sociology   (15 Hours)

Society, Community, Institutions, Association, Social Structure, Status – Role, Norms, and Values; Folkways and Mores, Associative and Dissociative processes – Cooperation- Assimilation- Accommodation- Competition and Conflict.

UNIT - III: Individual and Society   (13 Hours)

Individual and Society- Socialization- Stages and Agencies of Socialization- Types of Groups – Primary and Secondary Groups, In-Group and Out-group, Reference Group.

UNIT - IV: Social Stratification   (10 Hours)

Social Stratification: Meaning, Definition and Dimensions –Social mobility and its determinants.

UNIT - V: Social Change   (10 Hours)

Meaning and Types: Evolution and Revolution, Progress and Development – Factors of Social Change-Culture and Civilization.

Total Lecture Hours - 60

COURSE OUTCOMES:
    Students will be able to
  1. Understand the contributions of sociologists in the field of sociology.
  2. Understand the basic aspects of Sociology.
  3. Examine the impact of individuals, groups and society.
  4. Understand the dimensions of social stratification.
  5. Analyze and design Policy for social change.

TEXT BOOKS:
  1. Bottomore, T.B. (1972). Sociology: A guide to problems and literature. Bombay.
  2. Jayaram, N. (1988). Introductory sociology. Madras: Macmillan India.
  3. Sachdeva Vidya Bhushan D.R(2020) An Introduction to Sociology, Kitab Mahal.
  4. John.J.Macionis, "Sociology", Pearson, 17th edition, 2018.
  5. C.N Shankar Rao, "Sociology: Principles of Sociology with an Introduction to Sociology Thought", S.Chand Publication, 2019

REFERENCE BOOKS:

1. George Allen and Unwin (India). Harlambos, M. (1998). Sociology: Themes and perspectives. New Delhi: Oxford University Press.
2. Inkeles, Alex. (1987). What is sociology? New Delhi: Prentice-Hall of India.
3. Johnson, Harry M. (1995). Sociology: A systematic introduction. New Delhi: Allied Publishers.
4. Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
5. Bogue, D.J. (1969), Principles of Demography, John Wiley, New York.

E RESOURCES:

1. https://data.worldbank.org/indicator/SP.POP.TOTL
2. https://www.iom.int/
3. https:/libguides.humdolt.edu
4. https://openstax.org/books/introduction-sociology-3e/
5. https://www.sociologygroup.com/important-books-free-notes-sociology-optional/

Semester: I - NME- I : DEMOGRAPHY

Ins. Hrs. /Week : 2 ⫶ Credit: 2 ⫶ Code : U23NMEEC11

UNIT - I: Introduction   (6 Hours)

Meaning and Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.

UNIT - II: Birth Rate, Death Rate and Fertility   (6 Hours)

Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate- Age Specific Birth and Death Rates – Standardized Birth and Death Rates –Fertility – Total Fertility Rate – Gross Reproduction Rate – Net Reproduction Rate.

UNIT - III: Migration and Urbanisation   (6 Hours)

Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration.

UNIT - IV: Population Trends   (6 Hours)

Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.

UNIT - V: Population Policy in India   (6 Hours)

Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups –National Population Commission – Demographic Dividend – National Youth Policy.

Total Lecture Hours - 30

COURSE OUTCOMES:
Students will be able to
1. Describe the various theories of Population Growth.
2. Understand Demographic Indicators.
3. Assess the causes and impact of Migration on rural-urban population distribution.
4. Analyse the major demographic trends and their determinants.
5. Evaluate Population Policy of India and analyse recent trends.

TEXT BOOKS:
1. Jhingan, M. L, B.K. Bhatt, J.N. Desan (2003) Demography, Vrinda Publications, New Delhi.
2. Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.
3. Jennifer Hickes Lundquist, Douglas L. Anderton and David Yaukey, "Demography: The Study of Human Population", Waveland Press Inc, 2015.
4. Dudley L. Poston, Jr. and Leon F. Bouvier, "Population and Society: An Introduction to

Demography", Cambridge University Press, 2015.

5. Richard.K Thomas, "Concepts, Methods and Practical Applications in Applied Demography", Springer,2018.

REFERENCE BOOKS:

1. Agarwala S.N. (1985), India's Population Problem, Tata McGraw-Hill, Bombay.
2. Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
3. Bogue, D.J. (1969), Principles of Demography, John Wiley, New York.
4. Sarah Harper (2018), Demography: A Very Short Introduction, Oxford Press 2018.
5. Peter R. Cox, Demography- 5th Edition, Cambridge University Press.

E RESOURCES:

1. https://data.worldbank.org/indicator/SP.POP.TOTL

2. https://www.iom.int/

3. https://censusindia.gov.in

4. https://www.nationalgeographic.org/encyclopedia/demography/

5. https://www.nature.com/scitable/knowledge/library/introduction-to-population-demographics-83032908/

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DEPARTMENT OF ECONOMICS
B.A. ECONOMICS

Semester: I - FC : BUSINESS COMMUNICATION

Ins. Hrs. /Week : 2   : Credit: 2   : Code : U23FCEC11

UNIT - I: Communication   (6 Hours)

Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics for Successful Communication.

UNIT - II: Communication in Management   (6 Hours)

Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.

UNIT - III: Business Letters   (6 Hours)

Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.

UNIT - IV: Correspondence   (6 Hours)

Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence.

UNIT - V: Report Writing   (6 Hours)

Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.

Total Lecture Hours - 30

COURSE OUTCOMES:
Students will be able to
1. Understand the basics of communication and its Process, Elements, and its importance.
2. Acquire communication skills.
3. Employ the art of report preparation and writing Business Letters.
4. Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.
5. Employ the art of report preparation.

TEXT BOOKS:
1. Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.
2. Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.

3. Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business Mc Graw Hill Education.
4. Scott Mclean,"Business Communication for Success", Flat World Knowlegde, 2010.
5. Virander K. Jain, "Business Communication", S. Chand Limited, 2008.

REFERENCE BOOKS:
1. Kumar, R. (2010). Basic Business Communication. Excel Books India.
2. Bovee, C. L. (2008). Business Communication today. Pearson Education India.
3. Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing.
4. Mary Ellen Guffy and Dana Loewy (2012) Essentials of Business Communication Cengage Learning.
5. C.B.Gupta (2019) Essentials of Business Communication Cengage Learning India Pvt. Ltd.

E RESOURCES:
1. https://www.managementstudyguide.com/business_communication.htm
2. https://studiousguy.com/business-communication/
3. https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills
4. https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php
5. https://www.mindtools.com/page8.html

SEMESTER II

Semester: II – CC-III : MICRO ECONOMICS – II

Ins. Hrs. /Week : 6   Credit: 4   Code : U23EC203

UNIT - I: Perfect Competition   (14 Hours)

Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis.

UNIT - II: Monopoly and Price Discrimination   (15 Hours)

Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– Dead Weight Loss -Policies to Control Monopoly – Price Discrimination–First Degree, Second Degree and Third-Degree Price Discrimination – Dumping.

UNIT - III: Monopolistic Competition and Oligopoly   (16 Hours)

Monopolistic Competition–Features– Product Differentiation–Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity - Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership –Game Theory – Minimax – Maximin – Nash Equilibrium.

UNIT - IV: Distribution Theory   (14 Hours)

Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.

UNIT - V: Welfare Economics and General Equilibrium   (16 Hours)

Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution.

Total Lecture Hours - 75

COURSE OUTCOMES:
     Students will be able to
   1. Understand the equilibrium conditions in Perfect Competition.
   2. Analyze the equilibrium conditions under Monopoly Market Structure.
   3. Describe the Market Equilibrium under Monopolistic and Oligopoly Market.
   4. Know the importance of theories of Distribution.
   5. Evaluate the aspects of Welfare Economics and General Equilibrium.

TEXT BOOKS:
   1. Robert Pindyck and Daniel L.Rubinfield,(2001) Micro Economics,Macmillan.
   2. Hal R. Varian (2004), Intermediate Micro Economics East-West Press: New Delhi.
   3. Walter Nicholson and Christopher Snyder, Micro Economic Theory - Basic Principles and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016.

4. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
5. Timothy Taylor,Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services

REFERENCE BOOKS:
1. Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2nd Edition.
2. Gregory Mankiw (2012), Principles   of Microeconomics Cengage India.
3. Case & Fair, Principles of Economics Myeconlab series 8thEdn.
4. Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition.
5. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A).

E RESOURCES:
1. https://open.umn.edu/opentextbooks/subjects/economics
2. https://global.oup.com
3. https://www.economicsnetwork.ac.uk
4. https://edge.sagepub.com/sextonmicro8e
5. https://www.aeaweb.org/resources/students

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DEPARTMENT OF ECONOMICS
B.A. ECONOMICS

Semester: II – CC-IV : STATISTICS FOR ECONOMICS-II

Ins. Hrs. /Week : 4   **Credit: 3**   **Code : U23EC204**

UNIT - I: Methods of Sampling   **(13 Hours)**

Census Vs Sample- Merits and demerits of sampling - Probability sampling methods: Simple or unrestricted random sampling –Restricted random sampling –Stratified sampling - Proportional and disproportional stratified sampling-Systematic sampling –Multi-stage sampling or cluster sampling-Non-probability sampling methods: Judgment sampling- quota sampling- Convenience sampling- Merits and demerits of each method-Sampling and non-sampling errors.

UNIT - II: Correlation   **(10 Hours)**

Types of correlation : Simple, Partial and multiple correlation- Positive and negative correlation- Linear and non-linear correlation-Methods of studying correlation: Scatter diagram method – Graphic method –Karl Pearson's method- Spearman's rank correlation.

UNIT - III: Regression   **(13 Hours)**

Types of regression: Simple, Partial and multiple regression- Uses - Regression Equations of X on Y and Y on X- Differences between correlation and regression.

UNIT - IV: Index Numbers   **(12 Hours)**

Uses of Index Numbers –Problems in the construction of index numbers – Unweighted and Weighted Index Numbers – Simple Aggregative method- Merits and limitations- Simple average of price relatives method- merits and limitations -Chain index –Merits and demerits - Fixed base Index Numbers – Fisher's ideal index.

UNIT - V: Time Series Analysis   **(12 Hours)**

Definition– Components of time series- Measurement– Graphic Method - Methods of Semi Average, Moving Averages –Merits and demerits of graphic method and moving average method-Fitting a straight line trend by the Method of Least Squares – Uses of Time Series Analysis.

Total Lecture Hours - 60

COURSE OUTCOMES:
    Students will be able to
1. Identify the various Sampling Methods.
2. Calculate Correlation and estimate the relationship between economic variables.
3. Analyze the cause of functional relationship between economic variables.
4. Gain Knowledge on the Index Numbers.
5. Analyze the importance of Time Series Data and its measurement.

TEXT BOOKS:
1. S.P Gupta, (2017) "Statistical Methods", Sultan Chand & Sons.
2. Anderson, Sweeney and Williams(2012), "Statistics for Business and Economics Cengage,2012.
3. Pillai R.S.N. &BagavathiV (2012) "Statistics :Theory and Practice" S.Chand&CompanyLtd. New Delhi.
4. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.
5. Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.

REFERENCE BOOKS:
1. Anderson, David Ray, "Statistics for Business and Economics", South-Western Pub,2001.
2. Sancheti and Kapoor, Statistics, (2015) Sultan & Sons New Delhi.
3. Gupta S.C. Statistical Methods (2015) Sultan & sons New Delhi.
4. Monga G.S. "Mathematics and Statistics for Economics" (2001), Vikas Publishing House Pvt.Ltd New Delhi.
5. Dominick Salvatore and Derrick Reagle,theory and problems of statistics and econometrics, Mc Graw Hill, (2002).

E RESOURCES:
1. https://stattrek.com/statistics/resources
2. https://www.cuemath.com/data/f-test/
3. https://www.statistics.com/
4. https://thisisstatistics.org/students/
5. https://oli.cmu.edu/courses/probability-statistics-open-free/

Semester: II – AC-II (A) : HISTORY OF ECONOMICS THOUGHT

Ins. Hrs. /Week : 4   : Credit: 3   : Code : U23AEC2A

UNIT - I: Pre-Classical Thought   (10 Hours)

Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism- Main Principles – Important Mercantilists- Physiocracy - Main concepts - Important Physiocrats.

UNIT - II: Classical Economists and Karl Marx   (13 Hours)

Adam Smith- Division of Labour- Theory of Value- Laissez Faire- Canons of Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of Trade- Malthus-Theory of Population –Theory of Gluts –Karl Marx-Theory of Surplus Value -Breakdown of the Capitalist System.

UNIT - III: Neo-Classical and Institutionalist Thought   (13 Hours)

The Marginalist Revolution- Marshall: Value and Role of Time – Marginal Utility and Consumer's Surplus – Distribution – Marshallian Concepts – Representative Firm, Economies of Scale, Quasi-Rent-Institutional Economics – Veblen – Mitchell –J.R.Commons.

UNIT - IV: Keynesian Revolution and Modern Thought   (12 Hours)

Keynes – Psychological law of Consumption- Effective Demand-Theory of Employment--Schumpeter's Theory of Innovation - Hicks theory of Trade Cycle- New Keynesian Economics- New classical Economics –Rational Expectation Hypothesis.

UNIT - V: Nobel Laureates in Economics and Indian Economic Thought   (12 Hours)

Nobel Laureates in Economics – Paul A Samuelson – Kuznets – Hicks – Myrdal – Milton Friedman – Recent Nobel Laureates (Last Three Years)- Indian Economic Thought – DadabhaiNaoroji- Mahatma Gandhi-B.R. Ambedkar – Amartya Sen – Sen's Capability Approach –Poverty and Inequality.

Total Lecture Hours - 60

COURSE OUTCOMES:
    Students will be able to
1. Acquire knowledge on the subject matter of History of Economic Thought.
2. Understand the contributions of the Classical Ideas of Economics.
3. Describe Neo Classical and Institutional Economic Ideas.
4. Examine the Keynesian School and Modern Economic Ideas.
5. Understand the contribution of Nobel Laureates and Indian Economic Ideas.

TEXT BOOKS:
1. Lokanathan, V, History of Economic Thought, S Chand & Co Ltd.
2. Bhatia, H.L. (2018), History of Economic Thought, S Chand & Co Ltd.
3. SrivastavaS.K (2002) History of Economic Thought, S.Chand Publication.
4. M.L Jhingan ,M.Girija , L.Sasikala "History of Economic Thought" 3rd Edition, Virnda

Publication 2014.
5. R.R.Paul "History of Economic Thought" ,Kalyani Publisher,2018.

REFERENCE BOOKS:
1. Amartya Sen (1982), Welfare and Measurement, Oxford University Press, New Delhi.
2. Gandhi, M.K. (1938), Economics of Village Industries, Navjivan Publishers, New Delhi.
3. T.N.Hajela, (2015), History of Economic Thought Ane Students Edition 18th Edition.
4. Gide and Rist,(2014) , A History of Economic Doctrines, Nabu Press.
5. V.Lokanathan (2009) "A History of Economic Thought: S.Chand& Co Limited.

E RESOURCES:
1. https://www.hetwebsite.net/het/
2. https://thoughteconomics.com/
3. https://www.nobelprize/economic-sciences/
4. https://www.aeaweb.org/resources/students
5. https://sites.google.com/site/maeconomicsku/home

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DEPARTMENT OF ECONOMICS
B.A. ECONOMICS

SEMESTER: II – AC-II (B) : INTRODUCTION TO E- COMMERCE

Ins. Hrs. /Week : 4   Credit: 3   Code : U23AEC2B

UNIT - I: Introduction   (10 Hours)

Meaning – Nature – Concepts – advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E-Commerce in India.

UNIT - II: Business Models for E-commerce   (13 Hours)

E-commerce Models - Business-to-Business (B2B) – Business– to- Consumer (B2C) - Consumer-to-Consumer (C2C) - Consumer-to-Business (C2B) - Direct to Customer (D2C) – Peer-to-Peer (P2P) - Brokerage Model - Aggregator Model.

UNIT - III: Online Business Transactions   (13 Hours)

E-Commerce Applications in Various Industries- Banking, Insurance, Payment Of Utility Bills - Online Marketing /E-Tailing (Popularity, Benefits, Problems and Features) -Online Services (Financial, Travel and Career) /Auctions, Online Portal, Online Learning - Publishing and Entertainment - Online Shopping.

UNIT - IV: E-Promotion and Consumer Protection   (12 Hours)

E-Advertising techniques: Banners, Sponsorships, Portals, and online coupons-Role of Influencers in Social Media- Marketing-Porters Value Chain Model-E- Commerce and consumers-Consumer Protection (E-Commerce) Rules 2020 and Latest Amendments.

UNIT - V: E- Payment System   (12 Hours)

Models and Methods of e–Payments (Debit Card, Credit Card, Smart Cards, e-money) - Digital Signatures (procedure, working and legal position) - Payment Gateways - Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer, UPI Transaction - Automated Clearing House - Automated Ledger posting - Risks involved in e-payments.

Total Lecture Hours - 60

COURSE OUTCOMES:
    Students will be able to
1. Understand the pros & cons of E-commerce.
2. Analyze the various models of E-commerce.
3. Understand the online business transaction and their impact on related service providers.
4. Understand the e-marketing mix and be familiar with consumer protection.
5. Know the mechanism of E- payment and its operations.

TEXT BOOKS:
1. Bajaj K.K and Debjani Nag (2017), E-commerce, McGraw Hill Educatio.
2. Chhabra T.N , Suri and Sanjiv Varma (2005) E-Commerce, Dhanpat Rai & Co.

3. Dr.K. Abirami Devi and Dr.M. Alagammal, "E- Commerce", Margaham Publication.
4. Amir Manzoor, "E- Commerce: An Introduction", Lambert Academic Pubishing,2010.
5. Dr. Shivani Arora, "E-Commerce", Taxmann Publishing, 2017.

REFERENCE BOOKS:

1. Pandey (2013) Ecommerce and its Applications , S.K. Kataria& Sons .
2. Kenneth C. Laudon and Carlo Guercio Traver(2020) , E-Commerce, Pearson Education.
3. Pralok Gupta (2020) E-commerce in India: Economic and Legal Perspectives, SAGE Publications India Pvt Ltd.
4. David Whitley (2017) E - Commerce: Strategy, Technologies and Applications.
5. Joseph P.T ., S.J (2019) "E-Commerce : An Indian Perspective" PHI Learning Pvt. Ltd.

E RESOURCES:

1. https://ecommerce-platforms.com/resources
2. https://ecommerceguide.com
3. https://www.bigcommerce.com/resources/
4. https://www.cloudways.com/blog/top-ecommerce-websites/
5. https://www.indiafilings.com/learn/how-to-start-an-ecommerce-business-in-india/

SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
(AUTONOMOUS)
SUNDARAKKOTTAI, MANNARGUDI - 614016.
(For the candidates admitted in the academic year 2023-2024)
DEPARTMENT OF ECONOMICS
B.A. ECONOMICS

SEMESTER: II – NME - II : ECONOMICS FOR INVESTORS

Ins. Hrs. /Week : 2 ‚ Credit: 2 ‚ Code : U23NMEEC22

UNIT - I: Introduction (6 Hours)

Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role.

UNIT - II: Investment Avenues (6 Hours)

Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds.

UNIT - III: Investment Markets (6 Hours)

Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options.

UNIT - IV: Economic fundamentals for Investors (7 Hours)

Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic. Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries.

UNIT - V: Investment Methods and Strategies (5 Hours)

Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management.

Total Lecture Hours - 30

COURSE OUTCOMES:
Students will be able to
1. Describe the types and importance of savings and investments.
2. Explain the available for investment avenues.
3. Understand the operations of different types of investment markets.
4. Evaluate the economic fundamentals and information.
5. Construct objective enabling investment plans, strategy, evaluate and restructure if required.

TEXT BOOKS:
1. Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA.
2. Esme Faerber (2013), All about Stocks ,TataMGraw Hill, New Delhi.
3. Christopher D. Piros, Jerald E. Pinto(2013), "Economics for Investment Decision Makers:Micro, Macro, and International Economics, Workbook", Wiley, 2013.

4. John Calverley, "The Investor's Guide to Economic Fundamentals", Wiley, 2003.
5. Howards Marks, Mastering The Market Cycle:Getting the Odds on Your Side", John Murray Press, 2018

REFERENCE BOOKS:
1. Robert T. Kyosaki,(2014) Guide To Investing Business Plus ISBN: 9780446589161.
2. BenjamineGraham(1949), The Intelligent Investor, Harper&Brothers.
3. Mary Buffett and David Clark(2002), The New Buffettology (Simon and Schuster).
4. John C Bogle(2017) The Little Book of Common Sense Investing:The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications.
5. William J. O' Neil (2009) How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition McGraw Hill Education.

E RESOURCES:
1. https://www.capitalmarket.com/
2. https://www.icmagroup.org/
3. https://www.nseindia.com
4. https://www.stockbrokers.com/guides/beginner-investors
5. https://www.nasdaq.com/articles/10-best-stock-trading-websites-for-beginners

EMESTER: II – SEC - I : EVENT MANAGEMENT (ENTREPRENEURIAL SKILLS)

Ins. Hrs. /Week : 2 ⁚ Credit: 2 ⁚ Code : U23SEEC21

UNIT - I: Introduction (6 Hours)

Event Management – Definition –objectives –Classification and Types of Events- Career Options.

UNIT - II: Event Management Strategy (6 Hours)

Process **-**Target Audience –Creativity - Purpose – Costs -Event Budget-Network with Suppliers-Creation of Social Media Accounts s.

UNIT - III: Committees in Managing Events (6 Hours)

Organising Committee- Event Scheduling -Venue Selection-Recruitment of Event Staff-Event Safety-Emergency Planning and Checklist.

UNIT - IV: Celebrity Management (6 Hours)

Issues and Challenges -Cost Management and Budget – Confidentiality- Crowd Management.

UNIT - V: Event Management Industry (6 Hours)

Event Management Industry in India- Leading Event Management Companies.

Total Lecture Hours - 30

COURSE OUTCOMES:

Students will be able to
1. Understand the growing importance of event industry.
2. Analyse the process involved in the event management industry and career Options.
3. Gain Knowledge on the various Committees involved.
4. Review how to manage celebrities.
5. Examine the Growth process of event Management industry in India.

TEXT BOOKS:
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

REFERENCE BOOKS:

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.

E 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/