

Sadakathullah Appa College

(Autonomous)

(Reaccredited by NAAC at an 'A' Grade. An ISO 9001:2015 Certified Institution)

Rahmath Nagar, Tirunelveli-11.

Tamil Nadu.

DEPARTMENT OF ECONOMICS



CBCS SYLLABUS

Learning Outcomes-based Curriculum Framework for ECONOMICS (B.A.)

**(Applicable for the students admitted from June 2021 as per
the Resolutions of the Academic Council Meeting held on 20.03.2021)**

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B. A. ECONOMICS

DISTRIBUTION OF HOURS, CREDITS, NO. OF PAPERS & MARKS (Applicable for students admitted in June 2021 and onwards)

Part	Course	Semester	Hours	Credits	Papers	Marks					
I	Tamil / Arabic	I to IV	24	12	4	400					
II	English	I to IV	24	12	4	400					
III	Discipline Specific Core (DSC) + Field work	I to VI	70	66	17	1700					
	Discipline Specific Elective (DSE) + Project	III & VI	16	16	4	400					
	Allied	I to IV	24	16	4	400					
IV	Non-Major Elective (NME)	III to IV	4	4	2	200					
	Skill Enhancement Course (SEC)	III to VI	12	12	6	600					
	Ability Enhancement Compulsory Course (AECC) Social Value Education (SVE)	I	2	2	1	100					
	Environmental Science (EVS)	II	2	2	1	100					
V	Extension Activities	IV	--	1+1	1	200					
	Library Reading Hour	III & IV	2								
TOTAL			180	144	44	4500					
SEMESTER WISE DISTRIBUTION OF HOURS											
Part	I	II	III				IV				Total
SEM	T/A	ENG	DSC	FW	DSE/PRO	AL	NME	SEC	VE/EVS	LRH	
I	6	6	10	-	-	6	-	-	2		30
II	6	6	10	-	-	6	-	-	2		30
III	6	6	5	-	-	6	2	4	-	1	30
IV	6	6	5	-	-	6	2	4	-	1	30
V	-	-	20	-	8	-	-	2	-		30
VI	-	-	20	-	8	-	-	2	-		30
Total	24	24	70	-	16	24	4	12	4	2	180

**Course Structure
B.A. ECONOMICS**

Sem	P	Course	TITLE OF THE PAPER	S. CODE	H/W	L*	T*	P*	C	MARKS		
										I	E	T
I	I	L-I	இக்காலத்தமிழ்	21ULTA11	6	6	-	-	3	25	75	100
			Grammar and Translation- I	21ULAR11								
	II	L-I	Communicative English -I	21ULEN11	6	6	-	-	3	25	75	100
		DSC-I	Micro Economics-I	21UCEC11	5	5	-	-	4	25	75	100
		DSC-II	Tamil Nadu Economy	21UCEC12	5	5	-	-	4	25	75	100
	III	A-I/1	Principles of Commerce	21UACO11	6	6	-	-	4	25	75	100
	IV	AECC-I	Value Education-I	21USVE1A	2	2	-	-	2	25	75	100
			Value Education-II	21USVE1B								
II	I	L-II	சமயத்தமிழ்	21ULTA21	6	6	-	-	3	25	75	100
			Basic Grammar And Translation-II	21ULAR21								
	II	L-II	Communicative English – II	21ULEN21	6	6	-	-	3	25	75	100
		DSC-III	Micro Economics – II	21UCEC21	5	5	-	-	4	25	75	100
		DSC-IV	Mathematical Methods	21UCEC22	5	5	-	-	4	25	75	100
		Allied-I/2	Marketing	21UACO21	6	6	-	-	4	25	75	100
	IV	AECC	Environmental Science	21UEVS21	2	2	-	-	2	25	75	100
III	I	L-III	பயன்பாட்டுத்தமிழ்	21ULTA31	6	6	-	-	3	25	75	100
			MODERN PROSE	21ULAR31								
	II	L-III	Communicative English III	21ULEN31	6	6	-	-	3	25	75	100
		DSC-V	Macro Economics – I	21UCEC31	5	5	-	-	4	25	75	100
	III	Allied-II/1	Statistical Methods – I	21UACO31	6	6	-	-	4	25	75	100
	IV	SEC-I	Fundamentals of Computing and Security	21USFC31	2	2	-	-	2	25	75	100
	IV	SEC-II	SWAYAM - NPTEL Online Course	21USOC32	2	2	-	-	2	-	-	-
			Principles of Management	21USEC32								
	IV	NME-I	Economics of Transportation	21UNEC31	2	2	-	-	2	25	75	100
			Library Hour		1	1	-	-	-			
IV	I	L-IV	சங்கத்தமிழ்	21ULTA41	6	6	-	-	3	25	75	100
			Classical Prose	21ULAR41								
	II	L-IV	Communicative English IV	21ULEN41	6	6	-	-	3	25	75	100
		DSC-VI	Macro Economics – II	21UCEC41	5	5	-	-	4	25	75	100
	III	Allied-II/2	Statistical Methods – II	21UACO41	6	6	-	-	4	25	75	100
	IV	SEC-III	Soft Skills	21USSS41	2	2	-	-	2	25	75	100
	IV	SEC-IV	Human Resource Management	21USEC42	2	2	-	-	2	25	75	100
	IV	NME-II	Economics For Competitive Examination	21UNEC41	2	2	-	-	2	25	75	100
	V	ECA	Extra Curricular Activities		--	--	-	-	1	-	-	100
		SOP	Sadakhth Outreach Programme		--	--	-	-	1	-	-	100
	III	FW/I	Field Work / Internship Trg	21UFEC41			-	-	2	-	-	100
		LRH	Library Reading Hour		1	1	-	-	-	-	-	-

V	III	DSC-VII	Indian Economy	21UCEC51	4	4	-	-	4			100
		DSC-VIII	Fiscal Economics	21UCEC52	4	4	-	-	4	25	75	100
		DSC-IX	Economics of Development and Planning	21UCEC53	4	4	-	-	4	25	75	100
		DSC-X	History of Economic Thought	21UCEC54	4	4	-	-	4	25	75	100
		DSC-XI	Health Economics	21UCEC55	4	4	-	-	4	25	75	100
		DSE -I	Insurance	21UEEC51A	4	4	-	-	4	25	75	100
			Capital Market	21UEEC51B								
			Business Organisation	21UEEC51C								
		DSE -II	Entrepreneurial Development	21UEEC52A	4	4	-	-	4	25	75	100
			Econometrics	21UEEC52B								
			Import And Export Procedure	21UEEC52C								
	IV	SEC-V	Managerial Economics	21USEC51	2	2	-	-	2	25	75	100
VI	III	DSC-XII	International Economics	21UCEC61	4	4	-	-	4	25	75	100
		DSC-XIII	Agricultural Economics	21UCEC62	4	4	-	-	4	25	75	100
		DSC-XIV	Monetary Economics	21UCEC63	4	4	-	-	4	25	75	100
		DSC-XV	Labour Economics	21UCEC64	4	4	-	-	4	25	75	100
		DSC-XVI	Environmental Economics	21UCEC65	4	4	-	-	4	25	75	100
		DSE -III	Advertising	21UEEC61A	4	4	-	-	4	25	75	100
			Business Communication	21UEEC61B								
			Salesmanship	21UEEC61C								
		DSE-IV	Project	21UEEC62	4		-	-	4	-	-	100*
	IV	SEC-VI	Women Empowerment in India	21USEC61	2	2	-	-	2	-	-	100
			Total		180				144			4500

* L – Lecture hours

* T – Tutorial hours

* P – Practical hours

* Project Report - 60 marks, Viva-Voce Examination - 40 marks

Fieldwork Report - 60 marks, Viva-Voce Examination - 40 marks

B.A. Economics COURSE STRUCTURE (CBCS)
(Applicable for students admitted in June 2018 and onwards)

TITLE OF THE PAPERS, CREDITS & MARKS

GROUP II COURSES (TWO -YEAR LANGUAGE COURSES)

(B.A. Arabic, B.A. Tamil, B.A. English, B.A. History, B.Sc. Mathematics,
B.Sc. Physics, B.Sc. Chemistry, B.Sc. Zoology, B.Sc. Microbiology and B.Sc.
Nutrition and Dietetics)

SEM	Title of the paper	S. CODE	H/W	C	I	E	T
PART I - TAMIL							
I	இக்காலத் தமிழ்	21ULTA11	6	3	25	75	100
II	சமயத் தமிழ்	21ULTA21	6	3	25	75	100
III	பயன்பாட்டுத் தமிழ்	21ULTA31	6	3	25	75	100
IV	சங்கத் தமிழ்	21ULTA41	6	3	25	75	100
TOTAL			24	12			400
PART I – ARABIC							
I	Applied Grammar and Translation – I	21ULAR11	6	3	25	75	100
II	Applied Grammar and Translation – II	21ULAR21	6	3	25	75	100
III	Applied Grammar and Translation – III	21ULAR31	6	3	25	75	100
IV	<i>Classical Prose</i>	21ULAR41	6	3	25	75	100
TOTAL			24	12		12	400
PART II – ENGLISH							
I	Prose, Poetry and Grammar-I	21ULEN11	6	3	25	75	100
II	Prose, Poetry and Grammar-II	21ULEN21	6	3	25	75	100
III	One – Act Plays and Writing Skill	21ULEN31	6	3	25	75	100
IV	A Practical Course in Spoken English	21ULEN41	6	3	25	75	100
TOTAL			24	12			400

PART III

Part III DSC, DSE, Field work and Project								
SEM	P	TITLE OF THE PAPER	S. CODE	H/W	C	MARKS		
						I	E	T
I	DSC-I	Micro Economics-I	21UCEC11	5	4	25	75	100
	DSC-II	Tamil Nadu Economy	21UCEC12	5	4	25	75	100
II	DSC-III	Micro Economics – II	21UCEC21	5	4	25	75	100
	DSC-IV	Mathematical Methods	21UCEC22	5	4	25	75	100
III	DSC-V	Macro Economics – I	21UCEC31	5	4	25	75	100
IV	DSC-VI	Macro Economics – II	21UCEC41	5	4	25	75	100
		Field Work / Internship	21UFEC41		2			100
V	DSC-VII	Indian Economy	21UCEC51	4	4	25	75	100
	DSC-VIII	Fiscal Economics	21UCEC52	4	4	25	75	100
	DSC- IX	Economics of Development and Planning	21UCEC53	4	4	25	75	100
	DSC- X	History of Economic Thought	21UCEC54	4	4	25	75	100
	DSC- XI	Health Economics	21UCEC55	4	4	25	75	100
	DSE –I	Insurance	21UEEC51A	4	4	25	75	100
		Capital Market	21UEEC51B					
		Business Organisation	21UEEC51C					
	DSE –II	Entrepreneurial Development	21UEEC52A	4	4	25	75	100
		Econometrics	21UEEC52B					
		Import And Export Procedure	21UEEC52C					
VI	DSC-XII	International Economics	21UCEC61	4	4	25	75	100
	DSC-XIII	Agricultural Economics	21UCEC62	4	4	25	75	100
	DSC-XIV	Monetary Economics	21UCEC63	4	4	25	75	100
	DSC-XV	Labour Economics	21UCEC64	4	4	25	75	100
	DSC-XVI	Environmental Economics	21UCEC65	4	4	25	75	100
	DSE-III	Advertising	21UEEC61A	4	4	25	75	100
		Business Communication	21UEEC61B					
		Salesmanship	21UEEC61C					
	DSE-IV	Project	21UEEC62	4	4			100
			TOTAL	86	80			2100

Part III - Allied								
SEM	P	TITLE OF THE PAPER	S. CODE	H/W	C	MARKS		
						I	E	T
I	AI-1	Principles of Commerce	21UACO11	6	4	25	75	100
II	AI-2	Marketing	21UACO21	6	4	25	75	100
III	AII-1	Statistical Methods – I	21UACO31	6	4	25	75	100
IV	AII-2	Statistical Methods – II	21UACO41	6	4	25	75	100
TOTAL				24	16			400
Part IV – NME								
III	NME1	Economics of Transportation	21UNEC31	2	2	25	75	100
IV	NME2	Economics For Competitive Examination	21UNEC41	2	2	25	75	100
TOTAL				4	4			200
Part IV – SEC								
III	SEC-1	Fundamentals of Computing and Security	21USFC31	2	2	25	75	100
	SEC-2	SWAYAM - NPTEL Online Course	21USOC32	2	2	25	75	100
		Principls of Management	21USEC32					
IV	SEC-3	Soft Skills	21USSS41	2	2	25	75	100
	SEC-4	Human Resource Management	21USEC42	2	2	25	75	100
V	SEC-5	Managerial Economics	21USEC51	2	2	25	75	100
VI	SEC-6	Women Empowerment in India	21USEC61	2	2	25	75	100
TOTAL				12	12			600
Part IV – AECC								
I	AECC-1	Value Education-I	21USVE1A	2	2	25	75	100
II	AECC-2	Value Education-II	21USVE1B	2	2	25	75	100
		Environmental Science	21UEVS21					
TOTAL				4	4			200

PART – V – Extension Activities

SEM	Extension Activities (Choose any one)	S. CODE	H/W	C	MARKS		
					I	E	T
I to IV	NCC	18UEXNCC		1			100
	NSS	18UEXNSS					
	Physical Education	18UEXPHE					
	Red Ribbon Club	18UEXRRC					
	Youth Red Cross	18UEXYRC					
	Youth Welfare	18UEXYWL					
	Yoga	18UEXYOG					
III to IV	Sadakath Outreach Programme (SOP)	18UEXSOP		1			100
	Total		-	2			200

Programme Learning Outcomes (PLO)
(Aligned with Graduate Attributes)
for
Bachelor of Arts (B.A.)
in
Economics

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The students graduating with the Degree B.A will be able to:

PLO 1: Disciplinary Knowledge

- Attain domain knowledge for understanding the origin and the developments in the respective disciplines.

PLO 2: Communication Skills / Digital Literacy / Self-Directed Learning / Lifelong Learning

- Acquire the essential language skills and job skills, to speak flawlessly, to write effectively and to create works of art/texts so as to get placed in lucrative positions.
- Get access to digital resources, to use them judiciously for updation of knowledge and also to engage in remote/ independent learning.
- Prepare them for personal and professional effectiveness and to practise it throughout the life to become law-abiding and productive citizens.

PLO 3: Critical Thinking /Analytical Reasoning / Problem Solving Skills

- Develop interpretation skill, analytical skill and research related skills to analyse socio-political, socio-religious and the economic conditions prevail through the ages globally and to adopt the solutions suggested to end up social / economic / political issues.

PLO 4: Moral and Ethical Values / Multicultural Competence

- Imbibe moral and ethical values for upholding uprightness, solidarity and sovereignty to live a dignified life.
- Comprehend the local, national and global principles / policies / perspectives dealt with in texts to foster global peace.

PLO 5: Environmental Conservation and Sustainability

- ✓ Realise that environment and humans are dependent on one another and to know about the responsible management of our ecosystem for survival and for the well-being of the future generation as well.

Programme Specific Outcomes

PSO	Upon completion of B.A Economics Degree Programme, the students will be able to:	PLOs Mapped
PSO-1	Describe the aspects of Economics, theories of utilities, production and firms' behaviour to know the concepts, problems and theories of income, employment, consumption, investment along with the general equilibrium of macro-	1, 2, 3
PSO-2	Understand the forms, functions and theories of money and its relation to the measures on economic growth in terms of public revenue and expenditure with ethical concerns.	1, 4
PSO-3	Apply knowledge of the concepts, indicators to economic development of Tamil Nadu and sectoral development of Indian economy by understanding the different schools of	1, 3, 4, 5
PSO-4	Explain the incidence, impact and measures of various environmental issues and health awareness concerning the development of modern economy.	1, 5
PSO-5	Analyse the theories and practices of international Economics and its relation to international economic developmental process using mathematical and statistical techniques through self-directed learning.	1, 2, 3, 4

SEMESTER – I

Course Title	இக்காலத் தமிழ் Ikkala Tamil (Modern Tamil)
Total Hrs.	90
Hrs./Week	6
Course Code	21ULTA11
Course Type	Part-I - Tamil
Credits	3
Marks	100

General Objective: To introduce literary history, the basics of grammar, and the genres such as poetry, short stories and essays.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the major literary forms such as poetry, short stories and essays and their characteristics.
CO-2	Apply their knowledge to learn the effective use of language and literature.
CO-3	Analyse the social / political / religious / economical issues dealt with in literary pieces.
CO-4	Differentiate the literary forms to know their nuances.
CO-5	Produce verses, short stories and essays.

அலகு 1 தமிழ்ச் செய்யுள்

1. தமிழ் - பாரதியார்
2. புதிய உலகு செய்வோம் - பாரதிதாசன்
3. மனிதனைத் தேடி - மு.மேத்தா
4. தொலைந்து போனவர்கள் - அப்துல் ரகுமான்
5. ஒவ்வொரு புல்லையும் பெயர் சொல்லி அழைப்பேன் - இன்குலாப்
6. சினேகிதனின் தாழ்வான வீடு - கலாப்ரியா
7. இடைவெளி - மனுஷ்ய புத்திரன்
8. சிறைச்சாலைக்காக - அறிவுமதி
9. விழித்தெழுக என் தேசம் - இரவிந்திரநாத் தாகூர் (ஜெயபாரதன் (மொ.பெ))
10. மறதி - ஈரோடு தமிழன்பன்
11. பெண்கவிகளின் கவிதைகள்
12. என்மேல் பரிவுகாட்டு என் ஆத்மாவே - கலீல் ஜிப்ரான்
13. அந்தி மனம் - கல்யாண்ஜி
14. நகைப்பா - மாமதயானை
15. பியானோ- பிரமிள்
16. அழிவு - ஆத்மாநாம்
17. உள் உலகங்கள் - ஞானக்கூத்தன்
18. கிளிக்குஞ்சு - ந.பிச்சமூர்த்தி
19. கடைசி விருந்து - சுகுமாரன்
20. தூர் - நா.முத்துக்குமார்
21. ஜென் கவிதைகள்
22. ஹைக்கூ கவிதைகள்

நீங்கள் பயின்ற புதுக்கவிதைகளின் அடிப்படையில் நவீனப் புதுக்கவிதைகள் மற்றும் ஹைக்கூக் கவிதைகள் தருக.

அலகு - 2 சிறுகதைகள்

1. மனித யந்திரம் - புதுமைப்பித்தன்
2. அனந்தசயனம் காலனி - தோப்பில் முகம்மது மீரான்
3. மிருகம் - வண்ணநிலவன்
4. செடிகளுக்கு - வண்ணதாசன்
5. கனவில் உதிர்ந்த பூ - நானும்பூநாதன்
6. சொர்க்கக் கண்ணிகை - கருணாமணாளன்
7. நீலம் பூக்கும் திருமடம் - ஜா.தீபா
8. குற்றமும் தண்டனையும் - லியோ டால்ஸ்டாய்

சிறுகதைகள் எழுதப் பயிற்சி அளித்து மாணவரின் சிறுகதையினைக் கல்லூரி ஆண்டு மலரில் இடம்பெறச்செய்தல்.

அலகு 3 அறிவுசார் கட்டுரைகள்

1. தொல்லியல் நோக்கில் உலகத் தமிழர் பண்பாடு
2. ஓங்கி ஒலித்த பெருங்குரல்; ஆத்மாநாம் கவிதைகள்
3. நகுலனின் தனிமை
4. கவிக்கோ அப்துல் ரகுமான் கவிதைகள்
5. இறைவனை நினைப்போம் அன்பினை வளர்ப்போம்
6. சுருக்கம் தேடும் விரிந்த கவிதைகள்
7. இலக்கியத்தில் சுற்றுச்சூழலியல்

நீங்கள் அண்மையில் பயணித்த ஓர் இடம் குறித்து இரசனையோடு எழுதுக.

அலகு 4 இலக்கிய வரலாறு

1. புதுக்கவிதை தோற்றமும் வளர்ச்சியும்
2. நவீனத் தமிழ்க் கவிதைகளின் புதிய போக்குகள்
3. தமிழ்ச் சிறுகதைகளின் தோற்றமும் வளர்ச்சியும்

அலகு 5 இலக்கணம் அறிமுகம்

1. முதலெழுத்துகள்
2. சார்பெழுத்துகள்
3. உயிர் எழுத்தின் வகைகள்
4. மெய் எழுத்தின் வகைகள்
5. சுட்டெழுத்துகள்
6. வினாவெழுத்துகள்
7. வல்லினம் மிகும் இடங்கள்
8. வல்லினம் மிகா இடங்கள்
9. பகுபத உறுப்புகள்
10. இலக்கணக் குறிப்புகள்

நீங்கள் வாசிக்கும் செய்தித்தாள்களில் இடம்பெறும் எழுத்துப் பிழைகளைச் சுட்டிக் காட்டுக.

பாடநூல்கள்

- இக்காலத்தமிழ், தமிழ்த்துறை வெளியீடு, சதக்கத்துல்லாஹ் அப்பா கல்லூரி, திருநெல்வேலி.

பார்வை நூல்கள்

தமிழ் இலக்கிய வரலாறு, முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம்,

Course Outcomes:

CO	Upon completion of this course, students will be able to	PSOs Addressed	Cognitive Level
CO-1	Understand the concepts behind modern poetry, short stories, essays, literary history and grammar.	1	Understanding
CO-2	Explain the methodologies for the effective use of language and literature.	1, 2	Applying
CO-3	Apply their knowledge to analyse the socio-political / economic / religious issues presented in the literary texts.	1,2,3,4	Applying
CO-4	Categorize the major literary forms according to their origin and development.	1,2,3	Analysing
CO-5	Assess the ways and means to develop the art of writing insisting on environmental conservation, social harmony and interconnectedness regionally, nationally and globally.	1,2,4,5	Evaluating

Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credit			
I	21ULTA11	Ikkala Tamil				90	3			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO-2	✓	✓	✓	✓	✓	✓	✓	✓		
CO-3	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-4	✓	✓	✓		✓	✓	✓	✓		
CO-5	✓	✓	✓	✓	✓	✓	✓		✓	✓
	Number of matches (✓) = 43 Relationship = High									

SEMESTER – I

Course Title	BASIC GRAMMAR AND TRANSLATION-I
Total Hrs.	90
Hrs./Week	6
Sub. Code	21ULAR11
Course Type	Part – II - Arabic
Credits	3
Marks	100

General Objective: To teach the basics of Arabic Phonetics, Grammar and Translation.

Course Objectives:

CO	The learners will be able to:
CO-1	Identify the Arabic Alphabet.
CO-2	Understand the speech sounds in Arabic.
CO-3	Explain the basic grammatical items and their uses.
CO-4	Evaluate the strategies for developing communicative competency.
CO-5	Experiment the art of speaking and writing.

Unit I: Arabic for Beginners

Lesson 1-4 (Page No. 1 to 19) The Alphabet, Vowels-Diphthong,
Nunation Doubled consonant, changing shapes of the Alphabet, Definite article

Unit II: Arabic for Beginners

Lesson-5 Parts of Speech Class room (Page No. 20,21)
Model sentences (Page No. 25)
Lesson-6 Noun-Qualified and Adjectives (Page No. 26 &27)
Model sentences (Page No. 32,33)
Lesson-7 Gender (Page No. 34&35)
Lesson-8 Singular, Dual and Plural (Page No. 36&37)
Lesson-9 The Nominal Sentence (Page No. 38&40)
Model sentences (Page No. 44,45)

Unit III: Arabic for Beginners

Lesson-10 The possessive (Page No. 46& 47), Model sentences (Page No.51)

Lesson-11 Personal pronouns, We work (Page No. 52,53 &54)

Model sentences (Page No.58 & 59)

Lesson-12 demonstrative and Relative pronouns, New York city (Page No. 60,61,62,& 67)

Lesson-13 Interrogatives, Conversation (Page No. 68,69 & 70)

Model sentences (Page No.74 & 75)

Unit IV: Al -Qirat –Al-Wazhiha Part –I

Lesson 1-7 from

Unit V: Al -Qirat –Al-Wazhiha Part –I

Lesson 8-14

Textbooks:

1. Syed Ali. *Arabic for Beginners*. UBS Publishers & Distributors Ltd. New Delhi:
(International Edition 2011)
- 2 Waheed Az-zaman Al-Keeranavi. *Al -Qira'ath –Al-Wazhiha Part –I*.

Course Outcomes:

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Summarize the Arabic alphabet and speech sounds in Arabic.	1,2	Understanding
CO-2	Apply the basic grammar rules of Arabic in their communication.	1,2,5	Applying
CO-3	Discover the functions of Nouns, Adjectives, Personal and Demonstrative Pronouns, Prepositions, Countable and Uncountable for effective usage.	1,2,3	Applying
CO-4	Analyze the methods in order to attain communication skills.	1,2,3,5	Analyzing
CO-5	Evaluate conversational patterns and write short passages in Arabic.	1,2,4	Evaluating

Relationship Matrix

Semester	Course Code		Title of the Course			Hours	Credits			
I	21ULAR 11		GRAMMAR AND TRANSLATION-I			90	3			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓			✓	✓	✓			
CO-2	✓	✓				✓	✓			✓
CO-3	✓	✓	✓	✓		✓	✓	✓		
CO-4	✓	✓		✓		✓	✓	✓		✓
CO-5	✓			✓	✓	✓	✓		✓	
	Number of matches (✓) = 30 Relationship = Medium									

SEMESTER – I

Course Title	COMMUNICATIVE ENGLISH - I
Total Hrs.	90
Hrs./Week	6
Course Code	21ULEN11
Course Type	Part – II - English
Credits	3
Marks	100

General Objective:

To teach the four skills viz. Listening, Speaking, Reading, and Writing to train the students the skills necessary for social and academic interactions.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the significance and the use of the four skills (LSRW).
CO-2	Apply the skills acquired to listen to English keenly, to understand the context clearly and to respond to others accordingly.
CO-3	Identify the strategies of language learning and use in real-life situations by means of reading extensively.
CO-4	Examine the correct and incorrect expressions in everyday English to take notes and write essays.
CO-5	Express their ideas without committing any grammatical errors.

Unit – I

1. Listening and Speaking

- a. Introducing self and others
- b. Listening for specific information
- c. Pronunciation (without phonetic symbols)
 - i. Essentials of pronunciation
 - ii. American and British pronunciation

2. Reading and Writing

- a. Reading short articles – newspaper reports / fact based articles
 - i. Skimming and scanning

- ii. Diction and tone
- iii. Identifying topic sentences
- b. Reading Aloud: Reading an article/report
- c. Journal (Diary) Writing

3. Study Skills - 1

Using dictionaries, encyclopedias, thesaurus
Grammar in Context:

Naming and Describing

- Nouns & Pronouns
- Adjectives

Unit – II

1. Listening and Speaking

- a. Listening with a purpose:
- b. Effective Listening:
- c. Tonal Variation:
- d. Listening for information
- e. Asking for Information
- f. Giving Information:

2. Reading and Writing

- a. Strategies of Reading:

Skimming and Scanning

- b. Types of Reading:

Extensive and Intensive Reading

- c. Reading a prose passage
- d. Reading a poem
- e. Reading a short story

2. Paragraphs: Structure and types

- a. What is a Paragraph?
- b. Paragraph structure
- c. Topic Sentence
- d. Unity
- e. Coherence.
- f. Connections between Ideas: Using Transitional words and expressions.
- g. Types of Paragraphs

3. Study Skills II:

Using the Internet as a Resource

- a. Online search:
- b. Know the keyword:
- c. Refine your search:
- d. Guidelines for using the Resources:
- e. e-learning resources of Government of India
- f. Terms to know

4. Grammar in Context

Involving Action-I

- a. Verbs
- b. Concord

Unit – III

1. Listening and Speaking

- a. Giving and following instructions
- b. Asking for and giving directions
- c. Continuing discussions with connecting ideas

2. Reading and writing

- a. Reading feature articles (from newspapers and magazines)
- b. Reading to identify point of view and perspective (opinion pieces, editorials etc.)
- c. Descriptive writing – writing a short descriptive essay of two to three paragraphs.

3. Grammar in Context:

Involving Action – II

- Verbals - Gerund, Participle, Infinitive
- Modals

Unit – IV

1. Listening and Speaking

- a. Giving and responding to opinions

2. Reading and writing

- a. Note taking
- b. Narrative writing – writing narrative essays of two to three paragraphs

3. Grammar in Context:

Tense

- Present

- Past
- Future

Unit - V

1. Listening and Speaking
 - a. Participating in a Group Discussion
2. Reading and writing
 - a. Reading diagrammatic information – interpretations maps, graphs and pie charts
 - b. Writing short essays using the language of comparison and contrast
3. Grammar in Context: Voice (showing the relationship between Tense and Voice)

Textbook:

Board of Editors. *COMMUNICATIVE ENGLISH* -1. Tamil Nadu State Council for Higher Education (TANSCH). Chennai: 2020.

References:

1. Radhakrishna Pillai.G,ed.Written English for You.Chennai:Emerald Publishers, 1990 (rpt2008).
2. Nihamathullah.A.et al. A Course in Spoken English.Tirunelveli: MSU, 2005. (rpt 2010).

Course Outcomes

CO No.	Upon completion of this course, students would have learned to:	PLO Addressed	Cognitive Level
CO-1	Understand the importance of language skills in order to communicate effectively.	1,2	Understanding
CO-2	Apply the listening skill to pronounce words better and to understand contextual meaning.	1,2,3	Applying
CO-3	Develop reading skill to learn vocabulary, use it appropriately, and acquire analytical skill and the like.	1,2,3,4	Applying
CO-4	Explain the nuances of common errors in English.	3,4,5	Analyzing
CO-5	Choose to use English language consciously without any errors.	1,2,4,5	Evaluating

Relationship Matrix

Semester	Course Code			Title of the Course			Hours	Credits		
I	21ULEN11			Communicative English - I			90	3		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓			✓	✓	✓		
CO-3	✓	✓	✓	✓		✓	✓	✓	✓	
CO-4	✓		✓	✓	✓	✓		✓	✓	✓
CO-5	✓	✓		✓	✓	✓	✓		✓	✓
	Number of matches (✓) = 34 Relationship = High									

I SEMESTER	
Course Title	MICRO ECONOMICS – 1
Total Hrs..	75
Hrs./Week	5
Course Code	21UCEC11
Course Type	DSC – I
Credits	4
Marks	100

General Objective:

To provide students with the theories of micro-economics and analysis of economic behaviors of individual and firm.

Course Objectives:

CO	The learners will be able to:
CO-1	Observe the basic concepts of micro-Economics.
CO-2	Explain the law of diminishing marginal utility analysis.
CO-3	Determine the properties of indifference curve analysis.
CO-4	Compare the concepts of land, labour, capital and organisation with production of goods and services.
CO-5	Compile various cost measures involved in production.

UNIT I DEFINITION AND SCOPE OF ECONOMICS

Definitions of Economics: Smith, Marshall and Robbins approaches –Division of Economics - Importance and Scope of Economics - Difference between Micro and Macro Economics – Inductive and Deductive methods –Positive Vs Normative study – Static and Dynamic concepts.

UNIT II CARDINAL UTILITY ANALYSIS

Cardinal Utility Analysis – Human Wants; Meaning and Types – Law of Diminishing Marginal utility – Law of Equi -marginal utility – Law of Demand –Elasticity of Demand – Meaning, Types and Measurement – Consumer Surplus.

UNIT III ORDINAL UTILITY ANALYSIS

Ordinal Utility Analysis – Indifference Curves – Properties – Diminishing Marginal Rate of Substitution – Consumer Equilibrium – Price Effect, Income Effect and Substitution Effect – ISO – Quant.

UNIT IV FACTORS OF PRODUCTION

Meaning: Land, Labour, Capital and Organisation – Division of Labour – Production Function: Law of Variable Proportions and Law of Returns to Scale – Economies and Diseconomies of Scale.

UNIT V COST ANALYSIS

Cost Concepts – Long Run and Short Run Cost Curves, Law of Supply; Concepts of Revenue – Relationship between Average Revenue, Marginal Revenue and Total Revenue.

TEXTBOOKS:

1. Jhingan, M.L, **Micro Economics**.
2. D.Bose, A.Marimuthu, An Introduction to Micro Economics, Himalaya Publishing House, Mumbai.

REFERENCES:

1. Sankaran.S **Micro Economics**.
2. Agarwal. H.S, **Advance Economic Theory**.
3. Chopra, **Micro Economics**.

4. Ahuja H.L, **Micro Economics**.
5. Cauvery.R., et.al, **Micro Economic Theory**.
6. Sundharam K.P.M and Sundharam E.N, **Micro Economics**.

Course Outcomes:

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Recognize the scope and methodology of micro-Economics.	1, 3	Remembering
CO-2	Classify the concepts of consumer behaviour such as cardinal and ordinal utility analysis.	1, 5	Understanding
CO-3	Interpret the indifference curves, consumer equilibrium and price effect.	1, 2, 5	Applying
CO-4	Estimate firm and industries' production function.	1, 3, 4, 5	Analyzing
CO-5	Assess different cost curve and revenue curve.	1, 2, 5	Evaluating

Relationship Matrix

Semester	Course Code		Title of the Course					Hours	Credits	
I	21UCEC11		MICRO ECONOMICS – I					75	4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓		✓		
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓	✓			✓
CO-4	✓	✓	✓	✓	✓	✓		✓	✓	✓
CO-5	✓	✓	✓	✓		✓	✓			✓
	Number of matches (✓) = 36 Relationship = High									

I SEMESTER	
Course Title	TAMILNADU ECONOMY
Total Hrs.	75
Hrs./Week	5
Course Code	21UCEC12
Course Type	DSC-II
Credits	4
Marks	100

General Objectives:

To understand the relevance of economy of State. Understand the sectoral contributions of Tamil Nadu.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the features of land area population, live stock, forest resources, health, transport and communication.
CO-2	Establish the Agricultural development of Tamilnadu such as, agricultural marketing and agricultural finance
CO-3	Compare the Knowledge of an industrial development and industrial financial institutions.
CO-4	Estimate the State finance and development programmes of Tamilnadu
CO-5	Develop the general performance in tourism sector, trade, commerce and environmental measures of Tamilnadu.

UNIT - I : A Profile of the Tamil Nadu Economy

Tamil Nadu – Salient Features- Land Area – Distribution of occupational structure in Tamil Nadu – population of Tamil Nadu – Land use – Livestock – Forest resources – Human Resources – Service Sectors in Tamil Nadu Economy.

UNIT -II : Agricultural Development

Agriculture – Land use – Cropping pattern – Principal Commodities – Irrigation – Green Revolution, Blue and White Revolution – Agricultural Marketing – Defects, remedial measures – Agricultural Finance – Needs – Sources.

UNIT - III : Industrial Development

Major Industries – Automobile, Cotton, Sugar, Cement, Software – MSME, Handloom industries – Tamil Nadu Government's role in industrial development – Industrial Financial Institutions – TIIC, SIDCO, SIPCOT, DIC.

UNIT - IV : State Finance & Development Programmes

State Finance – Revenue and Expenditure of the State – Tamil Nadu's Recent Budget – Poverty Alleviation Programmes in Tamil Nadu – Healthcare and other Government Schemes – Unemployment Problem – Women Development Programmes.

UNIT - V : General Performance of the State

Tourism Development in Tamil Nadu – Role of Local bodies – Industrial sector and its role – Science & Technology – Environmental Protective measures in Tamil Nadu.

Text Book

1. Leonard(2006), Tamil Nadu Economy, Macmillian, New Delhi.

References

1. Rajalakshmi, N.(1999), Tamil Nadu Economy, Business Publishers, Mumbai.
2. Perumalsamy, S.(1990), Economic Development of Tamil Nadu, S.Chand&Co. Ltd, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the geographical feature and natural resources of Tamil Nadu economy	3,4	Understanding
CO-2	Examine the various sources of agricultural finance	2,3	Applying
CO-3	Appraise the industrial development of Tamilnadu.	3,4	Analysing
CO-4	Evaluate the Concepts of Poverty alleviation programmes in Tamilnadu.	1,3	Evaluating
CO-5	Integrate the various Environmental Protective measures in Tamil Nadu.	3,4	Creating

Relationship Matrix

Semester	Course Code		Title of the Course			Hours	Credits			
I	21UCEC12		TAMILNADU ECONOMY			75	4			
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
	CO-1	✓		✓	✓	✓		✓	✓	
	CO-2	✓		✓	✓	✓	✓	✓		
	CO-3	✓		✓	✓	✓		✓	✓	
	CO-4	✓	✓	✓	✓	✓	✓	✓		
CO-5	✓		✓	✓	✓			✓	✓	
	Number of matches (✓) = 31 Relationship = Medium									

I SEMESTER	
Course Title	PRINCIPLES OF COMMERCE
Total Hrs.	90
Hrs./Week	6
Course Code	21UACO11
Course Type	ALLIED-I/1
Credits	4
Marks	100

General Objectives:

To acquaint and equip the students with the latest knowledge in the field of Commerce.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the fundamentals of commerce
CO-2	Choose the best form of business organization for their entrepreneurship
CO-3	Analyse the different methods of insurance
CO-4	Compare various sources of finance and decide the right source
CO-5	Create the venture

UNIT - I : Fundamentals of Commerce

Fundamentals of commerce – Forms of Business Organizations – Sole Proprietorship, partnership, company, cooperative, public and joint enterprises – Business combinations – Types – causes and control of Monopoly Concentration.

UNIT - II : Banking

Banks – kinds – RBI – Structure – Objectives – functions – management – evaluation – SBI – functions – Cooperative Banks – Commercial Banks – Other Banks

UNIT - III : Insurance

Life Insurance – Fire – Marine – Deposit Insurance – Insurance against theft and loss. The Insurance Market – Life and Non-Life Insurers – Reinsurers – Individual and Corporate Agents – Brokers – Surveyors – Medical Examiners – Third Party Administrators – Regulator IRDA.

UNIT - IV : Advertisement

Advertisement – importance – Media – Merits and demerits of media – wholesale and retail business – General and Special shops – Chain Stores – Multiple shops – Mail Order sales – Departmental Stores – super market – A to Z shops.

UNIT V : Finance

Finance - Functions of finance manager - Working Capital and Fixed Capital - methods and sources of raising finance - sources of short term and long term finance - critical appraisal of different securities and bonds as source of finance - equity shares - convertible and non-convertible debentures - preferred stock.

Textbooks:

1. Shukla,M.C.(2006), Business Organisation and Management, Sultan Chand & Company Ltd, New Delhi.
2. C.D.Balaji and Dr.G.Prasad, Principles of Commerce (2010), Margham Publications, Chennai.

References:

1. Bhushan, Y.K. (2010), Fundamentals of Business Combinations and Management, Sultan Chand & Sons, New Delhi.
2. Gupta, C.B. (2012), Business Organisation and Management, Sultan Chand & Sons, New Delhi.
3. Sivayya, K.V. and Das, V.B.M. (1990), Indian Industrial Economy, Sultan Chand & Company Ltd, New Delhi.
4. Yogendra Prasad Verma, (2008), Elements and Organisation of Commerce, Sultan Chand & Company Ltd, New Delhi.

Course Outcomes

CO No.	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the fundamentals of commerce.	1,2	Understanding
CO-2	Apply knowledge in the field of Banking and Insurance	1,2	Applying
CO-3	Analyse the various advertising media.	1,2,3,5	Analyzing
CO-4	Evaluate the sources of finance and methods of raising finance.	1,2,3,4	Evaluating
CO-5	Prepare our students to meet the business challenges.	1,2,4,5	Creating

Relationship Matrix

Semester	Course Code		Title of the Course					Hours	Credits	
I	21UACO11		PRINCIPLES OF COMMERCE					90	4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓	✓		✓	✓			
CO-3	✓	✓	✓		✓	✓	✓	✓		✓
CO-4	✓	✓	✓	✓		✓	✓	✓	✓	
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Number of matches (✓) = ...36 Relationship = High									

SEMESTER – I

Course Title	VALUE EDUCATION-1
Total Hrs.	30
Hrs./Week	2
Course Code	21USVE1A
Course Type	AECC-I
Credits	2
Marks	100

General Objective:

To make students inculcate moral values, leading to faith and righteous action in their life.

Unit – I:

Islam – Meaning – Importance – A complete Religion – The religion accepted by God – Five Pillars of Islam – Kalima – Prayers – Fasting – Zakat – Haj.

Iman – Monotheism – Angels – Books – Prophets – Dooms Day – Life after death – Heaven and Hell.

Unit – II:

Quran – The Book of Allah – Wahi – Revelation to Prophet Muhammad(sal) – Compilation – Preservance – Structure – Content – Purpose – Source of Islamic Law– SuraFathiha, Kafirun, Iqlas, Falakh and Nas.

Unit – III:

Hadith – Siha Sitha – Buhari – Muslim – Tirmithi – Abu Dawood – Nasai – Ibn Maja
– Collection of Hadith – Meaning of 40 Hadith.

Unit – IV:

Life History of Prophet Muhammad (sal) – AiamulJahiliya – Prophet’s Childhood and
Marriage – Prophethood – Life at Mecca – Life at Medinah – Farewell Address – Seal of
Prophethood.

Unit – V:

Good character – Etiquettes – Halal and Haram – Duties towards Allah – Duties towards
fellow beings – MasnoonDuas.

Textbooks:

Publication of SadakathullahAppa College

Reference Books:

1. V.A. Moahmed Ashrof – Islamic Dimensions – Reflection and Review on Quranic Themes.
2. The Presidency of Islamic Researchers – Revised & Edited – The Holy Quran.
3. M. Manzoor Nomani – Islamic Faith & Practice.
4. Ali Nadawi, Abul Hasan– Muhammad Rasulullah.,Muassasathus Sahafawa Nashr
publication Lucknow, India,1999.
5. K. Ali – A Study of Islamic History.
6. Abdul Rahuman Abdulla
h – Islamic Dress code for Women.
7. Dr. MunirAhamed Mughal – Code For Believers.
8. Abdul Malik Mujahid – Gems and Jewels.

SEMESTER – I

Course Title	VALUE EDUCATION-II
Total Hrs.	30
Hrs./Week	2
Course Code	21USVE1B
Course Type	AECC-I
Credits	2
Marks	100

UNIT I

Individual Morality – Objective of Moral life – Living in accordance with the code of Morality – the goodness of Morality – Morality and *Thirukural*- The need for faith.

UNIT II

Adherence to higher code of Morality – Fear of God – Good Moral Values – Duty to Parents – Teacher, respecting elders – Moral Etiquettes – Right-minded Principle – High Principles for Proper conduct.

UNIT III

Inculcating good attitudes – Open mindedness – Morale – analysing the pros and cons of good and bad – Service to others – Mind Power, tolerance, respecting others, showing love to others, patience – tranquility – Modesty, kindness and forgiveness.

UNIT IV

Quotations and moral Stories expressing Good characters of Great personalities – Life History of Great people: Mahatma Gandhi, Abraham Lincoln, Dr. A.P.J. Abdul Kalam.

UNIT V

Truth, the importance of uprightness, integrity, friendship – Health awareness on Alcohol and drug abuse – inculcating reading habit – reading good books – Hygiene – Dowry – Corruption.

TEXTBOOK:

Publication of Sadakathullah Appa College.

SEMESTER – II

Course Title	சமயத்தமிழ் Religious Tamil or Tamil and Religion
Total Hrs.	90
Hrs./Week	6
Course Code	21ULTA21
Course Type	Part – II - Tamil
Credits	3
Marks	100

General Objective: To expose students to the tenets of all the religions.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand religions and their objectives by means of the literary texts prescribed.
CO-2	Classify the tenets, concepts and rituals of various religions.
CO-3	Choose to know about the concept of virtues necessary for society through literature of ethics.
CO-4	Revised strategies to get through competitive exams.
CO-5	Consider focussing on their skill development by gaining confidence.

அலகு – 1

சைவம்

1. அ. திருஞானசம்பந்தர்
 - தோடுடைய செவியன்...
 - என்ன புண்ணியம் செய்தனை (2.106.1)
 - ஊனத் திருள்நீங் கிட ... (1.38.3)
- ஆ. திருநாவுக்கரசர்
 - மாசில் வீணையும்
 - குனித்த புருவமும் கொவ்வைச் ...
 - புழுவாய்ப் பிறக்கினும்
- இ. சுந்தரமூர்த்தி நாயனார்
 - பித்தா பிறைகுடி
 - பொன்னார் மேனியனே ...
2. மாணிக்கவாசகர்-திருவாசகம்
 - வானாகி மண்ணாகி
 - முன்னைப் பழம்பொருட்கும்
3. திருமூலர்-திருமந்திரம்
 - உள்ளம் பெருங்கோயில்

வைணவம்

4. அ. பொய்கையாழ்வார் - பாலன் தனதுருவாய் ஏழுலகுண்டு
ஆ) பூதத்தாழ்வார் - சென்ற திலங்கைமேல்
இ) பேயாழ்வார் - அடைந்த தரவணைமேல் ஐவர்க்காய்...
ஈ) நம்மாழ்வார் - உண்ணும் சோறு...
உ) மதுரகவியாழ்வார் - கண்ணி நுண்சிறுத்...
5. ஆண்டாள்-திருப்பாவை - மார்கழித் திங்கள்...

சமணம்

6. யசோதர காவியம் (கடவுள் வாழ்த்து) - நல்லார் வணங்கப் படுவான்..
நீலகேசி (கடவுள் வாழ்த்து)

பௌத்தம்

7. மணிமேகலை (பாத்திரம் பெற்ற காதை) - மாரனை வெல்லும் வீரநின் (59-72)

கிறித்தவம்

8. இரட்சணிய யாத்திரிகம் (கடவுள் வாழ்த்து) - 1. மூல காரண முதற்பொருள் ...
- 2. ஆதி மெய்த்திரு...
- 3. வானமும், பூமியும்...

இஸ்லாம்

9. உமறுப்புலவர் - அல்லாஹ்
10. சதாவதானி செய்குதம்பிப் பாவலர் - மாண்டசவம் ஒன்றெடுத்து...
(நபிகள் நாயக மான்மிய மஞ்சரி) - ஒன்று தெய்வம் ஒன்று மதம்....

இரகுமான் கண்ணி

11. குணங்குடி மஸ்தான் சாகிபு 1) ஈறும் முதலுமற்றே இயங்குகின்ற முச்சுடராய்க்
காணிக்கை வைத்தேனென் கண்ணே றகுமானே-2
2) ஏகப் பெருவெளியில் இருட்கடலிற் கம்பமற்ற
காகமது வானேன் கண்ணே றகுமானே - 7
3) வேட்டை பெரிதென்றே வெறிநாயைக் கைப்பிடித்து
காட்டிற் புகலாமோ கண்ணே றகுமானே - 22
4) இன்றுள்ளோர் நாளைக் கிருப்பதுபொய்
யென்பதையான் கண்டுகொண்டேன் ஐயாவென்
கண்ணே றகுமானே - 37
5) எட்டிப் பிடிக்கும் இதமறிந்தா லுன்பதத்தைக்
கட்டிப் பிடித்திடுவேன் கண்ணே றகுமானே - 49
12. ஞானமாமேதை தக்கலை பீர்முகம்மது அப்பா - அலைகடலும் அம்புலியும்....
- பொல்லாக்குபிரர்களும் வருங்....

13. இறையருட்கவிமணி பேராசிரியர்

கா.அப்துல்கபூர்

- அலகிலா அருளும் அளிவிலா..

நீதி இலக்கியம்

14. திருக்குறள்

- உழவு (1031-1040)

15. நாலடியார்

- கல்வி கரையில் கற்பவர் நாள்சில... 135

16. நான்மணிக்கடிகை

- நாற்றம் உரைக்கும் மலர்.... 45

அலகு – 2

புதினம்

வாடிவாசல் - சி.சு. செல்லப்பா, காலச்சுவடு, நாகர்கோவில்

அலகு – 3

உரைநடை

(போட்டித் தேர்வுகளுக்குக் கட்டுரை எழுதும் பயிற்சி)

1. நபிகள் நாயகம் (ஸல்) அன்பின் தாயகம்
2. சதக்கத்துல்லாஹ் அப்பா அவர்களின் வாழ்வும் பணியும்
3. பண்பெனப்படுவது பாடறிந்து ஒழுகுதல்
4. நம்பிக்கையோடிருப்போம்
5. தமிழின் தொன்மையும் சிறப்பும்
6. தடம் பதித்த தமிழ் நாவலாசிரியர்கள்

அலகு – 4

இலக்கிய வரலாறு

(போட்டித் தேர்வுத் தயாரிப்பு)

1. சைவம், வைணவம், கிறித்தவம், இசுலாம், வளர்த்த தமிழ்
2. புகழ்பெற்ற தமிழ் நூல்கள், நூலாசிரியர்கள்
3. சாகித்ய அகாதெமி விருது பெற்ற படைப்புகள்

அலகு – 5

தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையம் நடத்தும் போட்டித் தேர்வுக்குரிய

பொதுத்தமிழ் இலக்கணப் பகுதி ஓர் அறிமுகம்

1. வேர்ச்சொல்லைக் கண்டறிதல்
2. பெயரெச்சம், வினையெச்சம், முற்றெச்சம் பற்றி அறிதல்
3. வினைமுற்று, ஏவல் வினைமுற்று அறிதல்
4. வியங்கோள் வினைமுற்று, வினையாலணையும் பெயர்
5. வினைத்தொகை, பண்புத்தொகை அறிதல்

6. உவமைத்தொகை, உம்மைத் தொகை அறிதல்
7. வேற்றுமைத் தொகையைக் கண்டறிதல்
8. அன்மொழித் தொகையைக் கண்டறிதல்
9. இரட்டைக்கிளவி, அடுக்குத்தொடர் அறிதல்

பாடநூல்:

சமயத்தமிழ், சதக்கத்துல்லாஹ் அப்பா கல்லூரித் தமிழ்த்துறை வெளியீடு.

பார்வை நூல்

சமயம் வளர்த்த தமிழ், வேங்கடசாமி நாட்டார், பாவைப் பதிப்பகம், சென்னை

Course Outcomes:

CO	Upon completion of this course, students will be able to	PSOs Addressed	Cognitive Level
CO-1	Understand the doctrines, divine thoughts and virtues of the various religions.	1,3,4,5	Understanding
CO-2	Develop impeccable spoken and written language ability.	1,4,5	Applying
CO-3	Choose to improve their confidence and the nuances of governance by reading the history of great personalities.	1,4	Applying
CO-4	Explain the ancient Tamil people's life history.	3,4,5	Analyzing
CO-5	Summarize great literary works and to get substance from them to attract employment opportunities.	1,2	Evaluating

Relationship Matrix

Semester	Course Code		Title of the Course			Hours		Credit			
II	21ULTA21		சமயத்தமிழ்			90		3			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
	CO-1	✓	✓	✓	✓		✓		✓	✓	✓
	CO-2	✓	✓	✓			✓			✓	✓
	CO-3	✓	✓	✓	✓	✓				✓	
	CO-4	✓	✓	✓					✓	✓	✓
	CO-5	✓	✓				✓	✓			
	Number of matches (✓) = 31 Relationship = Medium										

SEMESTER – II

Course Title	BASIC GRAMMAR AND TRANSLATION-II
Total Hrs.	90
Hrs./Week	6
Sub. Code	21ULAR21
Course Type	Part – I - Arabic
Credits	3
Marks	100

General Objective: To make the students develop the intermediate Arabic Grammar and Translation skills.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the parts of speech of Arabic to comprehend text books in terms of the sentences given.
CO-2	Differentiate the conjugations of verbs in Arabic.
CO-3	Explain the various predicates in Arabic sentences.
CO-4	Illustrate the morphology in Arabic grammar.
CO-5	Analyze nominal sentences in Arabic.

Unit I: Arabic for Beginners

Lesson-14 Prepositions, The village (Page No. 76& 77)

Lesson-15 Verbal sentence – The past tense (Page No. 82 to 87)

Lesson-16 The Imperfect tense- The River Nile (Page No. 93 to 97)

Lesson-17 The Imperative and Negative command (Page No. 102 to 104)

Unit II: Al -Qirat –Al-Wazhiha Part –I

Lesson 15-21

Unit III: Arabic for Beginners

Lesson-20 The verbs of Incomplete predicate (Page No. 126 to 130)

Lesson-21 Inna and its categories, the banks (Page No. 136,137)

Lesson-22 the Numerals, Days and months (Page No. 144 to 148)

Lesson-24 اسم التفضيل (Page No. 151)

Unit IV: Al -Qirat –Al-Wazhiha Part –I

Lesson 22-28

Unit V: Al -Qirat –Al-Wazhiha Part –I

Lesson 29-35

Text and Reference books

1) Arabic for Beginners (selected topics only)

By Dr. Syed Ali (Former HOD of Arabic, The New College, Chennai.

(UBS Publishers & Distributors Ltd) 5, Ansari Road, New Delhi -110 002.

2) Al -Qirat –Al-Wazhiha Part –I, From Lesson 15 to 35 only.

by Waheed Az-zaman Al-Keeranavi.

Available at: Al-Manar Book Depot, Mannarpuram, Trichy-20.

Course Outcomes

CO	Upon completion of the course, the students will be able to	PSOs Addressed	Cognitive Level
CO-1	Understand the intermediate Arabic grammar.	1,2,3	Understanding
CO-2	Apply the functions of verbs such as the past tense, the imperfect tense etc. in sentences.	1,2,4	Applying
CO-3	Produce sentences in Arabic with the grammar rules.	1,4,5	Applying
CO-4	Categorize the different particles in Arabic.	1,2,3	Analyzing
CO-5	Find errors in Arabic sentences with the rules of grammar and translate Arabic texts.	1,4,5	Evaluating

Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
II	21ULAR 21	BASIC GRAMMAR AND TRANSLATION-II				90	3			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓		✓	✓		✓	
CO-3	✓	✓	✓			✓			✓	✓
CO-4	✓		✓	✓	✓	✓	✓	✓		
CO-5		✓			✓	✓			✓	✓
	Number of matches = 33 Relationship = Medium									

SEMESTER – II

Course Title	COMMUNICATIVE ENGLISH - II
Total Hrs.	90
Hrs./Week	6
Course Code	21ULEN21
Course Type	Part – II - English
Credits	3
Marks	100

General Objective:

To teach students the four skills viz. Listening, Speaking, Reading, and Writing and to impart language skills through basic grammatical categories.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the importance of real-life situations, as responding to complaints and to use language effectively.
CO-2	Generalize the nuances and methods of giving short speeches, proposing welcome address and vote of thanks and the like.
CO-3	Associate themselves with learning to give short presentations, formal presentations and writing e-mails.
CO-4	Apply their knowledge in writing sentences with grammatical order, writing brochure and understanding texts in context.
CO-5	Develop their knowledge and skills to use clauses and collocations appropriately in spoken and written contexts.

Unit – I

Listening and Speaking

- Listening and Responding to Complaints (formal situation)
- Listening to Problems and Offering Solutions (informal)

Reading and Writing

- Reading Aloud (brief motivational anecdotes)
- Writing a Paragraph on a Proverbial Expression / Motivational Idea

Word Power / Vocabulary

- Synonyms and Antonyms

Grammar in Context

- Adverbs
- Prepositions

Unit – II

Listening and Speaking

a. Listening to Famous Speeches and Poems

b. Making Short Speeches – Formal:

Welcome Speech and Vote of Thanks.

Informal Occasions – Farewell Party, Graduation Speech

Reading and Writing

a. Writing Opinion Pieces (could be on travel, food, film / book reviews

or on any contemporary topic)

b. Reading Poetry

i. Reading Aloud: (Intonation and Voice Modulation)

ii. Identifying and using figures of speech-simile, metaphor, personification etc.

Word Power

a. Idioms and Phrases

Grammar in Context

Conjunctions and interjections

Unit – III

Listening and Speaking

a. Listening to Ted Talks

b. Making Short Presentations – Formal Presentation with PPT,

Analytical Presentation of Graphs and Reports of Multiple Kinds

c. Interactions during and after the Presentations

Reading and Writing

a. Writing Emails of Complaint

b. Reading Aloud Famous Speeches

Word Power

- a. One word Substitution

Grammar in Context:

- Sentence Patterns

Unit – IV**Listening and Speaking**

- a. Participating in a Meeting: face to face and online
- b. Listening with Courtesy and adding ideas and giving opinions during the meeting and making concluding remarks

Reading and Writing

- a. Reading Visual Texts - Advertisements
- b. Writing a Brochure

Word Power

- a. Denotation and Connotation

Grammar in Context:

- Sentence Types

Unit - V**Listening and Speaking**

- a. Informal Interview for Feature Writing
- b. Listening and Responding to Questions at a Formal Interview

Reading and Writing

- a. Writing Letters of Application
- b. Reader's Theatre (Script Reading)
- c. Dramatizing Everyday Situations / Social issues through Skits. (writing scripts and performing)

Word Power

- a. Collocation

Grammar in Context:

- Working with Clause

Textbook:

COMMUNICATIVE ENGLISH-II. Tamil Nadu State Council for Higher Education (TANSCH).2020.

References:

1. Radhakrishna Pillai.G,ed.Written English for You.Chennai: Emerald Publishers,1990 (rpt2008).
2. Nihamathullah.A.et al. A Course in Spoken English, Tirunelveli: MSU,2005. (rpt 2010).

Course Outcomes

CO No.	Upon completion of this course, students will be able to:	PLO Addressed	Cognitive Level
CO-1	Distinguish the various real life situations to use language accordingly.	1,2	Understanding
CO-2	Experiment giving short speeches, welcome address, vote of thanks in programmes and functions organised.	1,2,3	Applying
CO-3	Write e-mails and give short presentations, formal presentations using the English language.	1,2,3,4	Applying
CO-4	Order sentences with its basic units and to prepare brochures etc.	1,2,3,4	Analyzing
CO-5	Find errors in the correct use of collocations and clauses in everyday spoken and written communication.	1,2,3,4,5	Evaluating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
II	21ULEN21	COMMUNICATIVE ENGLISH - II					90	3		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓			✓	✓	✓		
CO-3	✓	✓	✓	✓		✓		✓	✓	
CO-4	✓	✓	✓	✓		✓		✓	✓	
CO-5	✓	✓	✓	✓	✓	✓		✓	✓	✓
	Number of matches (✓) = ...36.... Relationship = High									

II SEMESTER	
Course Title	MICRO ECONOMICS – II
Total Hrs.	75
Hrs./Week	5
Course Code	21UCEC21
Course Type	DSC-III
Credits	4
Marks	100

General Objectives:

To equip the students with the micro economic concepts and theories with graphical illustrations. Familiarize students to use the concepts which they are introduced to analysis the functioning of the micro economy.

Course Objectives:

CO	The learners will be able to:
CO-1	Understanding the Concepts of Market structure.
CO-2	Apply price determination under monopoly.
CO-3	Analyze the Concepts of Monopolistic Competition and Oligopoly.
CO-4	Evaluate the different theories of rent and wages
CO-5	Construct the theories of interest and profits.

UNIT - I : Price Determination under Perfect Competition and Monopoly

Market Structure – Classification of Markets – Perfect Competition – Meaning- Features – Short run & Long run – Price and Output Determination under Perfect Competition – Monopoly – Meaning – Features – Price and Output Determination under Monopoly – Price Discrimination – Meaning – Price Discrimination under Monopoly.

UNIT- II : Monopolistic Competition and Oligopoly

Monopolistic Competition – Features – Price and Output Determination under Monopolistic Competition – Selling Cost and Excess Capacity – Oligopoly – Meaning-Features-Kinked Demand Curve – Monopolistic Competition vs Joan Robinson's Imperfect Competition.

UNIT – III : Bilateral Monopoly, Monopsony and Duopoly

Meaning and Definition – valuation of Bilateral Monopoly – Monopsony – Meaning – Price Discrimination – Duopoly – Meaning – Features – Pricing under Duopoly.

UNIT - IV : Theories of Rent and Wages

Theories of Rent – Ricardian Theory of Rent – Modern Theory of Rent – Quasi-rent –Theories of Wages – The Subsistence Theory of Wages – Wage Fund Theory-Marginal Productivity Theory of Wages.

UNIT - V : Theories of Interest and Profit

Theories of Interest – Classical Theory of Interest – Neo-Classical's Loanable Funds Theory – Modern Theory of Interest – Theories of Profit – Schumpeter's Innovation Theory – Knight's Uncertainty Bearing Theory.

Textbook:

Micro Economics – M.L. Jhingan, Vrinda Publications (P) Ltd, New Delhi-110091.

References:

1. Advanced Economic Theory, H.L. Ahuja (2003), S.Chand&Co.Ltd, New Delhi.
2. Principles of Economics, M.L. Seth (2001), Lakshmi Narain Agarwal , Agra.
3. An Introduction to Micro Economics, D.Bose, A.Marimuthu (2016) Himalaya

- Publishing House, Chennai.
4. Micro Economics, S. Sankaran, (2000), Margham Publications, Chennai.
5. Micro Economics, Dutt & Sundaram (1990), S. Chand & Co Ltd, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Associate the performance of firms under different market structure.	1,2	Understanding
CO-2	Establish the difference between perfect competition and Monopoly and their implications on industrial behaviour.	1,4,5	Applying
CO-3	Analyze the price determination of firms under different market structures like Bilateral monopoly, monopsony and duopoly	1,2	Analyzing
CO-4	Compare the different theories of rent and wages	1,2	Evaluating
CO-5	Integrate the different theories of interest and profit.	1,2	Creating

Relationship Matrix

Semester	Course Code			Title of the Course				Hours		Credits			
II	21UCEC21			MICRO ECONOMICS - II				75		4			
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)						
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	
CO-1	✓	✓	✓	✓			✓	✓					
CO-2	✓	✓	✓	✓	✓		✓	✓		✓	✓		
CO-3	✓	✓	✓	✓			✓	✓					
CO-4	✓	✓	✓	✓			✓	✓					
CO-5	✓	✓	✓	✓			✓	✓					
	Number of matches (✓) = 32 Relationship = Medium												

II SEMESTER	
Course Title	MATHEMATICAL METHODS
Total Hrs.	75
Hrs./Week	5
Course Code	21UCEC22
Course Type	DSC-IV
Credits	4
Marks	100

General Objectives:

To have a proper understanding of mathematical applications in the field of Economics.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the basic concepts of mathematics'
CO-2	Interpret and draw Venn diagrams of set relations and operations.
CO-3	Analyze the different types of equations.
CO-4	Measure the slope of the line, parallel line perpendicular line etc.
CO-5	Originate simple and compound interest to do business calculations

Unit - I Number System

Number System – Real – Imaginary and Complex Numbers, Rational and Irrational Numbers – Graphs – Application of Graphs in Economics.

Unit - II Set Theory

Meaning – Types of sets – Set operations – Venn diagram – Cartesian Products – Functional Relations and Functions.

Unit - III Functions And Equations

Functions – Types and application of functions in Economics – Equations – Types of equations (Linear, Simultaneous Quadratic and Polynomial) Solving linear and Quadratic Equations – Application of equations in Economics.

Unit - IV Analytical Geometry

Distance between two Point in a Plane – Slope of Straight line. Different types of equations of a Straight line – Intersection of two lines – Perpendicular lines, Parallel – Application of Straight lines in Economics.

Unit – V Commercial Arithmetics

Percentage – Ratio and Proportion – Simple Interest – Compound Interest – Annuities – Depreciation – Discounts – Banker's Discount – True Discount.

Textbooks:

1. Mathematics for Economics – Dr. M. Wilson
2. Mathematical Methods- Dr.Peer Mohamed

References:

1. Mathematical Methods- Dr.Bose
2. Mathematics for Economics – Metha – Madnani
3. Mathematics for Economics and Business – R.s.Bharathwaj
4. Mathematical Analysis for Economics - RGD.Allen

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the numerical information that forms the basis of decision making in economic applications.	1,2,5	Understanding
CO-2	Determine when set theory is applicable to real life situations, solve real life problems.	1,2	Applying
CO-3	Analyze the formula, equations and mathematical expression to solving business	1,2,5	Analyzing
CO-4	Appraise the different graphical lines in the field of economics	2,5	Evaluating
CO-5	Solve problems in the areas of simple and compound interest, depreciation and discount.	1,2,5	Creating

Relationship Matrix

Semester	Course Code	Title of the Course						Hours		Credits		
II	21UCEC22	MATHEMATICAL METHODS						75		4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO-1	✓	✓	✓	✓			✓	✓			✓	
CO-2	✓	✓	✓	✓			✓	✓				
CO-3	✓	✓	✓	✓			✓	✓			✓	
CO-4	✓	✓	✓	✓				✓			✓	
CO-5	✓	✓	✓	✓			✓	✓				
CO-6												
	Number of matches (✓) =32 Relationship = Medium											

II SEMESTER	
Course Title	MARKETING
Total Hrs.	90
Hrs./Week	6
Course Code	21UACO21
Course Type	Allied-I/2
Credits	4
Marks	100

General Objectives:

Students will be familiar with the basic principles of marketing and shall be able to practice the skills of marketing.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the various concepts of marketing.
CO-2	Examine the functions of marketing
CO-3	Focus the marketing processes for different types of products.
CO-4	Grade the factors affecting pricing decisions and the procedures for price determination.
CO-5	Invent new products, methods and technology for production fit to market

UNIT I INTRODUCTION

Marketing – Meaning and Definition – Features – Objectives – Importance of Marketing – Modern Marketing Concept – Global Marketing – Role of Marketing in Economic Development.

UNIT II FUNCTIONS OF MARKETING

Functions of Marketing – Functions of Exchange – Functions of Physical Supply – Facilitating Function- Marketing Mix – Concept.

UNIT III PRODUCT

Meaning - Definition - Features – Classification of the Product – Product Planning and Development – Product Life Cycle – Stages – Branding – Types – Functions – Packaging – Kinds – Functions.

UNIT IV PRICING

Meaning – Objectives – Kinds - Factors affecting Pricing Decisions – Procedure for Price Determination.

UNIT V MARKET SEGMENTATION

Meaning and Definition – Importance – Requisites for successful Segmentation – Phases for Market Segmentation – E – Marketing – Characteristics.

TEXTBOOK:

1 Pillai & Bhagavathi R. S. N., - Modern Marketing

REFERENCES:

1. Philip Kotler- Principles of Marketing
2. Rajam Nair N & Sanjith R. Nair -Marketing
3. Ramasamy and Namana Kumari. - Principles of Marketing

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the various concepts of marketing	1,2	Understanding
CO-2	Explain the functions of marketing	1,2,3,4	Applying
CO-3	Plan the product and its development	1,2,3,4	Analyzing
CO-4	Choose the pricing policy	1,2,3,4	Evaluating
CO-5	Create a product fit for the market	1,2,4,5	Creating

Relationship Matrix

Semester	Course Code		Title of the Course					Hours	Credits	
II	21UACO21		MARKETING					90	4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓	✓		✓	✓	✓	✓	
CO-3	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-4	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-5	✓	✓	✓	✓	✓	✓	✓			✓
	Number of matches (✓) = ...38.... Relationship = High									

SEMESTER – II

Course Title	ENVIRONMENTAL SCIENCE
Total Hrs.	30
Hrs./Week	2
Course Code	21UEVS21
Course Type	AECC-II
Credits	2
Marks	100

UNIT - I: Nature of Environmental Studies

Goals, Objectives and guiding principles of environmental studies.
Towards sustainable development - Environmental segments-
Atmosphere, Hydrosphere, Lithosphere, Biosphere – definition. Pollution
episodes -- Hiroshima – Nagasaki, - Bhopal gas Tragedy, Fukushima.
Stone leprosy in Taj Mahal, Minamata disease.

UNIT - II: Natural Resources

Renewable and Non-Renewable resources - classification.

- Forest resources: Use and over - exploitation, Afforestation and deforestation.
- Water resources: Use and over - utilization and conservation of surface and ground water – Rain harvesting.
- Marine Resources: Fisheries and Coral reefs.
- Mineral resources: Use and exploitation - environmental impacts of extracting and using mineral resources.
- Food resources: Effects of modern agriculture fertilizers - pesticide problem.
- Energy resources: Growing energy needs - use of alternate energy source - Solar cells & wind mills.
- Land resources: Land degradation

UNIT - III: Ecosystem

- Concept of Eco-systems - Tropic level, food chains, food web and Ecological pyramids, Living conditions on other planets (Brief account). Types, structure & Functions, prevention and control of pollution of the following:

- a) Aquatic ecosystem
- b) Terrestrial ecosystem – Grassland, Forest and Desert ecosystem

UNIT - IV: Biodiversity & Its Conservation

Introduction - Definition: ecosystem diversity, species diversity and Genetic diversity. Hot spots of biodiversity - Western Ghats, Eastern Himalayas and Gulf of Mannar. Threats to biodiversity - Habitat Loss, Poaching of wildlife and Man - wildlife conflicts. Nature reserves. Conservation of biodiversity: In-situ and Ex-situ, Environmental movements – Green peace and Chipco movement. Biodiversity law.

UNIT - V: Environmental protection, Policies and practices

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

Prevention, Control of Pollution and Environmental Laws:

- Water, Air and Noise (prevention & Control of Pollution) Act.
- Environmental Protection Act.
- Wildlife production Act, Forest Conservation Act, International agreements, Monstreal and Kyoto protocols and conservation on biological Diversity. The Chemical Weapons Convention (CWC)
- Role of Central & State Pollution Control Boards.

Field work : 5 marks

Visit to an area to document environmental assets: river/ forest / fauna.

or

Visit to a local polluted site-urban/rural/Industrial / Agricultural

or

Study of common plants, insects, birds and basic principles of identification

REFERENCE BOOKS:

1. Basic of Environmental Science. Vijayalakhmi, Murugesan and Sukumaran – Manonmaniam Sundaranar University publications.
2. Environmental Studies. John de Brito, Victor, Narayanan and Patric Raja - published by St. Xavier's College, Palayamkottai, 2008.
3. Environmental Science and Biotechnology. A.G. Murugesan and C. Raja Kumar - MJP Publishers.
4. Fundamental of Environmental pollution - Krishnan Kannan - Chand & Company Ltd., New Delhi, 1997.
5. Environmental Studies. S. Muthiah, Ramalakshmi publications, Tirunelveli.
6. EnRole of central and state pollution control boards. Environmental Studies. V.M. Selvaraj, Bavani Publications, Tirunelveli.

SEMESTER – III

Course Title	பயன்பாட்டுத் தமிழ் (Payanpattu Tamil)
Total Hrs.	90
Hrs./Week	6
Course Code	21ULTA31
Course Type	Part – I - Tamil
Credits	3
Marks	100

General Objective: To teach the Sangam literature.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand Sangam Tamil through the texts prescribed.
CO-2	Describe the speciality of love, valour, charity in Tamil tradition.
CO-3	Choose life's rules and regulations through literature.
CO-4	Determine to increase self confidence.
CO-5	Prioritize to learn modern skills such computer operation.

அலகு 1

- | | |
|------------------|----------------------------------|
| 1. சிலப்பதிகாரம் | - வழக்குரை காதை |
| 2. மணிமேகலை | - பாத்திரம் பெற்ற காதை |
| 3. சீவகசிந்தாமணி | - சீவகனுக்கு விசயை கூறிய அறிவுரை |
| 4. பெரிய புராணம் | - சிறுத்தொண்டர் நாயனார் புராணம் |
| 5. கம்பராமாயணம் | - கங்கை காண் படலம் |
| 6. இயேசு காவியம் | - பார்ச்சிலுவை |
| 7. சீறாப்புராணம் | - விட மீட்ட படலம் |

சிறுநிலக்கியங்கள்

- | | |
|-----------------------------|----------------------------|
| 1. முக்கூடற்பள்ளு | - ஆற்று வளமும் மீன் வளமும் |
| 2. திருக்குற்றாலக் குறவஞ்சி | - மலை வருணனை |

இக்காலக் காப்பியம்

- | | |
|-----------------------|--|
| 1. நாயகம் ஒரு காவியம் | - பாம்பின் நேசமும் தோழரின் பாசமும் மு.மேத்தா |
|-----------------------|--|

அலகு - 2

(இந்திய ஆட்சிப்பணிக்குத் ஆயத்தப்படுத்தும் நோக்கில் அமைந்த பயன்பாட்டுக் கட்டுரை நூல்) ஐஏஎஸ் தேர்வும் அணுகுமுறையும் இறையன்பு இ.ஆ.ப.

அலகு 3

ஊடகப் படைப்பாக்கம்

தகவல் தொடர்பு அறிமுகம் - உலகப் புகழ்பெற்ற பத்திரிகைகளும் பத்திரிகையாளர்களும் - இதழ்களுக்குச் சிறப்புக் கட்டுரைகள் எழுதுதல் - காணாமல் போன கடித இலக்கிய கட்டுரை - (இந்து தமிழ்) கலை இலக்கியப் பக்கம் - நூற்றாண்டு கடந்த இஸ்லாமியக் கர்னாடக இசை நூல் கீர்த்தனா ரஞ்சிதம் - தமிழ் இதழ்கள் பற்றிய அறிமுகம் - புகழ்பெற்ற இதழ்கள் - புகழ்பெற்ற பத்திரிகையாளர்கள் - தமிழே எங்கள் அடையாளம்

அலகு 4

தமிழ் இலக்கிய வரலாறு, ஐம்பெரும் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சிற்றிலக்கியங்கள் (உலா, தூது, பிள்ளைத் தமிழ், பரணி)

அலகு 5

தமிழ்நாடு அரசுப்பணியாளர் தேர்வாணையத்தின் பொதுத்தமிழ் தாளில் இடம்பெறும் இலக்கணப் பகுதி.

பிழைத்திருத்தம், வல்லினம் மிகும் இடங்கள், மிகா இடங்கள், ஒருமை-பன்மை திருத்தம், மரபுப்பிழைகள், வழுஉச்சொற்கள், பிறமொழிச் சொற்கள், வேர்ச்சொல் உள்ளிட்ட பகுதிகள்.

பாடநூல்

பயன்பாட்டுத் தமிழ், சதக்கத்துல்லாஹ் அப்பா கல்லூரித் தமிழ்த்துறை வெளியீடு - 2022

பார்வை நூல்கள்

1. தமிழ் இலக்கிய வரலாறு, முனைவர் சு.ஆனந்தன், கண்மணி பதிப்பகம், திருச்சி-620002
2. இதழியல் நுணுக்கங்கள், செண்பகா பதிப்பகம், 24/28, கிருஷ்ணா பதிப்பகம்,

சென்னை-600 017.

Course Outcomes

CO	Upon completion of the course, the students will be able to	PSOs Addressed	Cognitive Level
CO-1	Associate themselves to regulate life by means of the messages from old Tamils' politics, tradition and to increase belief in God besides knowing about natural resources.	1,2,3,5	Understanding
CO-2	Observe to grow characters related to discipline, high thoughts and to develop a good personality with confidence, further knowing about modern skills to develop creative skills.	1,5,3	Understanding
CO-3	Choose to create media persons, to enhance language skill, to inform historical news, and to know news related to valour and war.	1,2,4	Applying
CO-4	Explain concepts of justice and live with Nature and animals.	4,5,	Analyzing
CO-5	Summarize about arts and the mixing of other languages.	1	Evaluating

Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
III	21ULTA31	பயன்பாட்டுத் தமிழ்				90	3			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		✓
CO-2	✓	✓		✓		✓		✓		✓
CO-3	✓	✓	✓			✓	✓		✓	
CO-4				✓	✓				✓	✓
CO-5	✓	✓				✓				
	Number of matches (✓) = 28 Relationship = Medium									

SEMESTER – III

Course Title	MODERN PROSE
Total Hrs.	90
Hrs./Week	6
Course Code	21ULAR31
Course Type	Part – I - Arabic
Credits	3
Marks	100

General Objective: To teach the history of the Prophet Muhammad (PBUH).

Course Objectives:

CO No	The learners will be able to:
1	Understand the life and history of the Prophet Muhammad (Pbuh).
2	Describe the process of the Prophethood of the Prophet Muhammad (Pbuh).
3	Explain the origins of the first Muslim convert followed by the opposition to the Prophet Muhammad (Pbuh).
4	Illustrate the incidents of Quraish indicted violence.
5	Summarise the migration of the Companions of the Prophet (Pbuh) to Ethiopia.

Unit I: page No. 27 to 38

عبد الله وآمنة – ولادته الكريمة ونسبه الزكي – رضاعته ﷺ – وفاة آمنة وعبد المطلب – مع عمه أبي طالب – التربية الإلهية – زواجه ﷺ من خديجة – قصة بنيان الكعبة ودرء فتنة عظيمة –

Unit II: 38 to 49

حلف الفضول – بعد البعثة وتبشير الصبح وطلائع السعادة – في غار الحراء – مبعثه ﷺ – في بيت خديجة – بين يدي ورقة بن نوفل – إسلام خديجة وأخلاقها – إسلام علي بن أبي طالب وزيد بن حارثة

Unit III: 50 to 62

إسلام أبي بكر بن أبي قحافة وفضله في الدعوة إلى الإسلام – إسلام أشرف من قريش – الدعوة جهارا على جبل الصفا – إظهار قومه العداوة له وحذب أبي طالب عليه – بين رسول الله ﷺ وأبي طالب – لو وضعوا الشمس في يميني والقمر في يساري – تعذيب قريش للمسلمين

Unit IV: 62 to 74

محاربة قريش لرسول الله ﷺ وتفننهم في الإيذاء – ما فعل كفار قريش بأبي بكر؟! – احتيار قريش في وصف رسول الله ﷺ – قسوة قريش في إيذاء رسول الله ﷺ ومبالغتهم في ذلك – إسلام حمزة بن عبد المطلب – ما دار بين عتبة وبين رسول الله ﷺ –

Unit V: 74 to 88

هجرة المسلمين إلى الحبشة – تعقب قريش للمسلمين – تصوير جعفر بن أبي طالب للجاهلية وتعريفه بالإسلام – خيبة وفد قريش – إسلام عمر بن الخطاب

Textbook: Ali Nadawi, Abul Hasan, QasasunNabiyeen Part - V MuassasathusSahafa wa Nashr publication Lucknow, India,1999.

Reference Books:

1. Mohammed Mus'yid Hussain, *Qasas Al Anbiya Lil Atfaal*, 2010, Dar Al Kunooz, Jordan, 2010.
2. M.R.M. Abdur Raheem, NabimargalVaralaru, Universal Publishers, Chennai, 2015.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
1	Associate themselves with the art of writing simple sentences.	1,2	Understanding
2	Construct sentences in Arabic using common words flawlessly.	1,5	Applying
3	Interpret the history of the leader of Prophets in Islam.	1,2,3,4	Applying
4	Prioritize to live a life learned from the biography of the Prophet Muhammad (PBUH).	1,4,5	Analyzing
5	Summarize the style of classical prose.	1,2,3	Evaluating

Relationship Matrix

Relationship Matrix										
Semester	Course Code		Title of the Course			Hours		Credits		
III	21ULAR31		MODERN PROSE			90		3		
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO2	PSO3	PSO4	PSO 5
1	✓	✓				✓	✓			
2	✓			✓	✓	✓				✓
3	✓	✓	✓	✓		✓	✓	✓	✓	
4	✓	✓		✓	✓	✓			✓	✓
5	✓	✓	✓			✓	✓	✓		
	Number of matches = 30 Relationship = Medium									

SEMESTER – III

Course Title	ONE-ACT PLAYS AND WRITING SKILL
Total Hrs.	90
Hrs./Week	6
Course Code	21ULEN31
Course Type	Part – II - English
Credits	3
Marks	100

General Objective:

To expose students the conversational patterns and help them learn written English in given practical situations.

Course Objectives:

CO	The learners will be able to:
CO-1	Identify and learn the conversational patterns in written communication.
CO-2	Distinguish the patterns of writing in formal and informal situations.
CO-3	Observe the conversational patterns in real-life situations.
CO-4	Examine various possible methods to learn the writing skill through the prescribed texts.
CO-5	Practise writing messages, essays, and reports.

UNIT I – ONE-ACT PLAYS

- | | |
|------------------------------|--------------------|
| 1. The Bishop's Candlesticks | - Norman McKinnell |
| 2. The Proposal | - Anton Chekov |
| 3. The Hour of Truth | - Percival Wilde |

UNIT II – ONE-ACT PLAYS

- | | |
|-------------------------------|---------------------|
| 4. Aladdin and his Magic Lamp | - Y. Sayed Mohammed |
| 5. Tippu Sultan | - Y. Sayed Mohammed |

UNIT III – WRITING SKILL

1. **Messages** (Pages 1-9 of *Written English for You* to be taught and the tasks given to be accomplished in the *Record of Writing*)

- i) What is a message?
- ii) When do we write messages?
- iii) Why do we write messages?
- iv) How do we write messages?

2. **Letters – 1** (Pages 10-19 *Written English for You* to be taught and the tasks given in pages 17 and 19 should be accomplished in the *Record of Writing*)

- i) Letters for Ordering Supply of Goods
- ii) Letters of Apology
- iii) Letters of Complaint
- iv) Letters of Applications

3. **Letters – 2** (Pages 36-40 of *Written English for You* to be taught and the tasks given in the pages 38 and 40 should be accomplished in the *Record of Writing*)

- i) Letters to inform your plan of visit
- ii) Letters of Request
- iii) Letters of Apology

UNIT IV – WRITING SKILL

4. **Essays** (Pages 66-79 to be taught and only the tasks 1-3 from pages 79 and 80 should be accomplished in the *Record of Writing*)

- i) What is an Essay?
- ii) Types of Essays.
- iii) The Structure of an Essay.
- iv) Introductory Paragraph.
- v) Supporting Paragraph.
- vi) What can be the length of an Essay?
- vii) Why am I writing this Essay?
- viii) Who am I writing for?
- ix) How to begin an Essay?

x) How to organize an Essay?

xi) What to avoid in writing an Essay?

5. **Narrating** (Pages 109-116 of *Written English for You* to be taught only the tasks 1 and 2 from pages 115 to 116 to be accomplished in the *Record of Writing*)

i) Describing events in a chronological order.

ii) Narrating events from different points of view

iii) Narrating events from different view point in time

UNIT V – WRITING SKILL

6. **Reporting** (Pages 127-136 be taught. The tasks given in pages 129- 134 and 136-137 must be accomplished in the *Record of Writing*)

i) News Reports

ii) Reporting Events or Developments.

iii) Reporting Interviews and Press Conferences

iv) Reports of Meetings.

7. **Summarizing** (Pages 164-172 of *Written English for You* be taught and the tasks 1-3 in pages 172-178 to be accomplished in the *Record of Writing*)

i) What is a Summary?

ii) How to write a Summary?

iii) How long should a Summary be?

iv) Should the Summary be in a Paragraph?

v) Analysis of the Process of Summarizing.

NOTE: Questions for Units III, IV and V should be framed from the tasks given in the prescribed textbook ***Written English for You***.

Textbooks:

1. Compiled by a Board of Editors. *Plays for Pleasure*, Chennai: Paavai Publications, 2009
2. Sayed Mohammed.Y, ed. *Three One - Act Plays*. Tirunelveli. Mohammed Taahaa Publications, 2011.
3. Radhakrishna Pillai. G, ed. *Written English for You* Chennai. Emerald Publishers, 1990 (rpt. 2008)

Course Outcomes:

CO	Upon completion of this course, students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the nuances of English conversational patterns.	1,3,4,6	Understanding
CO-2	Explain the patterns required for conversing in formal and informal situations.	1,3,4,6	Applying
CO-3	Choose to write English sentences by means of applying their skills learned.	1,2,3	Applying
CO-4	Focus on language activities to master the writing skill.	3	Analysing
CO-5	Summarize the uses and methods of writing messages, essays, reports and pamphlets.	1,3,4	Evaluating

Relationship Matrix

Semester	Course Code		Title of the Course				Hours		Credits			
III	21ULEN31		One-Act Plays and Writing Skill				90		3			
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO-1	✓	✓	✓				✓		✓	✓		✓
CO-2		✓	✓	✓			✓		✓	✓		✓
CO-3		✓	✓				✓	✓	✓			✓
CO-4		✓	✓	✓			✓		✓	✓	✓	✓
CO-5		✓	✓	✓			✓		✓	✓		✓
CO-6												
	Number of matches (✓) = 35 Relationship = High											

III SEMESTER	
Course Title	MACRO ECONOMICS – I
Total Hrs.	75
Hrs./Week	5
Course Code	21UCEC31
Course Type	DSC-V
Credits	4
Marks	100

General Objectives:

Understand the functioning of economy at the macro level.

Course Objectives:

CO	The learners will be able to:
CO-1	Observe the basic concepts of macroeconomics.
CO-2	Establish the concepts, methods and measurement of National Income.
CO-3	Connect the Classical theory of employment.
CO-4	Estimate clear ideas about Keynesian theory of income and employment
CO-5	Develop the Significance of psychological law of consumption and absolute income hypothesis.

UNIT - I : The Nature and Scope of Macro Economics

Introduction - Nature and Scope of Macro Economics- Limitations- Macro Statics – Macro Dynamics –Comparative Statics - Stock and Flow Concepts.

UNIT - II : National Income

National Income – Concepts – Measurement –Importance –Limitations – Circular Flow of Income – Social Accounting - Meaning – Component – Importance – Limitation.

UNIT - III : The Classical Theory Employment

Introduction – Classical Theory of Employment –Keynes’s criticism of Classical Theory- Say’s Law of Markets- Meaning, Propositions and Implications of the Law – Criticism.

UNIT - IV : The Principles of Effective Demand

Effective Demand –Meaning – Aggregate Demand Price – Aggregate Supply Price – Determination of Effective Demand – Importance of Effective Demand – Keynesian Theory of Income, Output and Employment.

UNIT - V : Consumption Function

Meaning- Significance of MPC, Keynes’ Psychological Law of Consumption- Determinants of Consumption Function – Theories of Consumption Function- The Absolute Income Hypothesis – The Relative Income Hypothesis – Permanent Income Hypothesis.

Textbook:

1. Macro Economic Theory, M.L. Jhingan (2005), Vrinda Publications (P) Ltd, New Delhi.

References:

1. Macro Economics, S.Sankaran, (2006), Margham Publications Chennai.
2. Macro Economics Theory and Policy – Advanced Analysis, H.L. Ahuja, (2007), S. Chand & Company Ltd, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the macroeconomic theories in the economy.	1,2,3	Understanding
CO-2	Compute the national income accounting	1,5	Applying
CO-3	Analyse the classical theory of employment	1,2	Analyzing
CO-4	Compare the Keynesian theory of income and employment.	1,3	Evaluating
CO-5	Formulate the Keynesian psychological law of consumption.	1,3,5	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
III	21UCEC31	MACRO ECONOMICS – I					75	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓	✓			
CO-4	✓	✓	✓	✓	✓	✓		✓	✓	
CO-5	✓	✓	✓	✓		✓		✓		✓
	Number of matches (✓) =35 Relationship = High									

III SEMESTER	
Course Title	STATISTICAL METHODS – I
Total Hrs.	90
Hrs./Week	6
Course Code	21UACO31
Course Type	ALLIED – II/ 1
Credits	4
Marks	100

General Objectives:

To impart the basis in Statistics to help students acquire new skills on the application of statistical tools and techniques to research in Economics.

Course Objectives:

CO	The learners will be able to:
CO-1	Discover the concepts of Statistics.
CO-2	Establish the basic concepts of sampling theory.
CO-3	Calculate the mean, median and mode of grouped and ungrouped data.
CO-4	Assess statistical data using the measures of dispersion.
CO-5	Infer the complementary relationship of skewness with measures of central tendency and dispersion in the data.

UNIT - I Introduction:

Meaning and Definition - Functions- Scope – Importance - Limitations - Collection of data-Primary- Method - Secondary Data – Sources – Classification and Tabulation of Data – Objectives and Types – Diagram and Graphs – Types.

UNIT – II Sampling:

Meaning and Definition – Role of Sampling in Statistics – Methods of Samplings – Limitations – Sampling and Non- Sampling Errors – Differences – Types – Measurement.

UNIT - III Measures of Central Tendency:

Average Meaning and Definition - Characteristics of a Good Average- Types of Averages - Arithmetic mean- Median-Mode- Harmonic Mean- Geometric Mean- Simple problems.

UNIT- IV Measures of Dispersion:

Meaning of Dispersion Objectives Methods of Dispersion – Range - Quartile Deviation- Mean Deviation- Standard Deviation- Coefficient of Variation- Simple problems- Lorenz curve.

UNIT - V Skewness, Moments and Kurtosis:

Skewness – Meaning and Definition - Karl Pearson, Bowley and Kelly's Measures of Skewness- -Simple Problems- Measures of Skewness based on Moment – Kurtosis – Meaning – Types.

Textbook:

1. Statistical Methods, Gupta, S.P. (2002), Sultan Chand Sons & Co, New Delhi

References:

1. Statistical Methods , Dr. M. Wilson
2. Statistics-Theory and Practice, R.S.N.Pillai&Bagavathi (2007) S.Chand& Company Ltd, New Delhi -110055.
3. Elements of Statistical Methods, P.N. Arora, Sumeet Arora and Amit Arora (2009), Sultan Chand Sons && Company Limited, Ram Nagar, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the nature and scope of statistics	1,5	Understanding
CO-2	Apply random and non random sampling methods.	1,5	Applying
CO-3	Analyze the measures of central tendency	1,5	Analyzing
CO-4	Estimate the quartile, mean and standard deviation.	3,5	Evaluating
CO-5	Prepare simple problems, Measures of Skewness based on Moment	3,5	Creating

Relationship Matrix

Semester	Course Code	Title of the Course							Hours	Credits
III	21UACO31	STATISTICAL METHODS – I							90	4
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓				✓
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓				✓
CO-4	✓	✓	✓	✓	✓			✓		✓
CO-5	✓	✓	✓	✓	✓			✓		✓
	Number of matches (✓) = ...32 Relationship = Medium									

SEMESTER – III

Course Title	FUNDAMENTALS OF COMPUTING AND SECURITY
Total Hrs.	30
Hrs./Week	2
Course Code	21USFC31
Course Type	SEC-I
Credits	2
Marks	100

General Objectives:

Introduce the fundamentals of computing devices and particularly with respect to personal use of computer hardware and software, the Internet, Cyber Crime and Cyber Security.

UNIT I Fundamental of Computers

The Role of Computers in Modern Society - Block Diagram of Digital Computer - Working Principle of Computer - Hardware-Software- Types of Software - Operating system-Definition-Single user and multi-user operating system-Time sharing-multitasking-multiprogramming-Batch Processing-on-line processing-spooling.

UNIT II Microsoft Office Package

Basics of Office Automation Tools - Microsoft Word: Create Documents – Edit and Format Documents - Microsoft Excel: Create Worksheet – Edit and Filter - Microsoft PowerPoint: Create Presentation – Edit and format Presentation – Microsoft Access: Create Database and Table – Designing database.

UNIT III Networks

Components of a Communication System - Types of Networks : Local Area Network - Metropolitan Area Network - Wide Area Network - Wireless and Wired Network – Network Topologies - World Wide Web (WWW) - Client - Server Computing.

UNIT –IV Cyber Security for ICT

Information and Communication Technology: Introduction-Basics of ICT-
Ethical & Social Issues in ICT -Digital Citizenship-Elements of Digital
Citizenship- Need for Cyber Security

UNIT –V Cyber Crime & Cyber Security

Cyber Crime: Introduction--Types of Cyber Crime-Security Issues:
Threats-Attacks-Vulnerabilities - Cyber Space-Security Services - Cyber
Security: Definition, Key Concepts, Fundamentals, Cyber Challenges and
Ethics.

Textbooks:

1. Cyber Crime & Cyber Security – “Unit IV and V , Dr. S. Shajun
Nisha,PG and Research Department of Computer Science “.

Reference Book:

1. Fundamentals of Computers, by V.Rajaraman, PHI, Fifth Edition,
April 2010.
2. Microsoft Office – Complete Reference – BPB Publication
3. “Introduction to Data communication and networking” – Behrouz
Forouzan- Tata McGraw Hill 2nd Edition, 2006.

SEMESTER- III

Course Title	SWAYAM-NPTEL Online Certification Course
Total Hrs.	30
Hrs./Week	2
Course Code	21USOC32
Course Type	SEC-II
Credits	2
Marks	100

SWAYAM NPTEL ONLINE CERTIFICATION COURSES

GUIDELINES AND INSTRUCTIONS

1. National Programme on Technology Enhanced Learning (NPTEL) provides e-learning through online web and video courses in Engineering, Science and Humanities streams through its portal
<https://swayam.gov.in/ncdetails/NPTEL>.
2. Enrollment to all the courses is FREE.
3. Enrollment to courses and Examination Registration can be done ONLINE only. The link is available on NPTEL Website <http://npTEL.ac.in/>
4. SWAYAM – NPTEL Online Certification Courses are made optional for the students in the UG Programmes from the Academic year 2021-2022.
5. Any Eight – Week, Two-Credit Course in any discipline be chosen by the respective Departments in the Third Semester of the Undergraduate Programmes.
6. The SWAYAM–NPTEL Online Certification Courses offered during the December – April Semester be chosen by the Departments. The courses may be handled by the Department Mentor or by any teacher in the respective Departments.

7. Candidates must have completed Examination Registration and submitted assignments successfully within the prescribed time to receive hall tickets and to write examinations.
8. The allocation of marks for the online examination conducted by the respective IITs is 25:75 for each course.
9. A candidate should obtain a minimum of 40 marks on 100 marks (a minimum of 10 marks for Assignment and 30 marks in the final examination) to pass the Online Courses.
10. If a student fails in the Online Examination conducted by the respective IITs he/she would be permitted to write a Supplementary Examination for 75 marks by the Controller of Examinations of our College.
11. Those who registered for the Online Courses, obtained Assignment marks, appeared for the Online Examination and failed in the courses alone are eligible to apply for the Supplementary Examinations conducted by the College.
12. If a candidate fails in the Supplementary Examinations or does not appear for the Supplementary Examinations conducted by the College, the norms followed for taking an Arrear Examination will be adopted.
13. Course Completion Certificate will not be issued by the respective IITs for the candidates who clear the Online Courses through the Supplementary Examinations conducted by the College. The two credits the candidate earns, if passed in the Supplementary Examinations would be added in the Consolidated Statement of Marks issued by the Controller of Examinations.

SEMESTER - III

Course Title	PRINCIPLES OF MANAGEMENT
Total Hrs.	30
Hrs./Week	2
Sub.Code	21USEC32
Course Type	SEC-II
Credits	2
Marks	100

General Objective:

To help students acquire the requisite knowledge, skills and abilities needed to successfully manage the organization.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the concepts of principles of Management
CO-2	Explain the types of planning
CO-3	Classify the different forms of organization
CO-4	Assess the techniques of staffing
CO-5	Create clear idea about the requirements of effective co-ordination

UNITI:Management

Meaning - Definition -Nature - Importance and features of Management - Important Principles of Management-Management: Art or Science - Management as a Profession-Functions of Management-Management and Administration

UNITII:Planning and Decision Making

Planning - Meaning - Definition - Features - Importance- Steps - Types of planning - Merits and Demerits - Decision making - process - steps in Decision making process

UNITIII:Organising

Meaning - Definition - Nature and Characteristics of Organising - Principles of organising - Different forms of organisation - Organization charts and manuals - Committee form of organisation

UNITIV:Staffing and Directing

Staffing- Meaning - General Principles - Importance-Techniques - Directing - Meaning - Definition - Nature and scope of direction - Delegation - Centralization-Decentralization.

UNITV:Co-ordination and Control

Coordination - meaning - definition - scope - importance-requirements of effective coordination; Control - meaning-definitions -

nature – types of controlling – elements of control.

Textbook:

1. Principles and Practice of Management-L.M.Prasad

References:

1. Principles of Management-T.Ramasamy
2. Principles of Management-P.C.Tripathy & P.N.Reddy

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the functions of Management	1, 3	Understanding
CO-2	Interpret the decision-making process	1, 5	Applying
CO-3	Analyze the organization charts and manuals	2, 3	Analysing
CO-4	Evaluate the Nature and scope of direction	3, 5	Evaluating
CO-5	Describe the types and elements of control	3, 4, 5	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
III	21USEC32	PRINCIPLES OF MANAGEMENT					30	2		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓		✓		
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓		✓	✓	✓		✓	✓		
CO-4	✓	✓	✓	✓	✓			✓		✓
CO-5	✓	✓	✓	✓	✓			✓	✓	✓
	Number of matches (✓) = 34 Relationship = High									

III SEMESTER	
Course Title	ECONOMICS OF TRANSPORTATION
Total Hrs.	30
Hrs./Week	2
Course Code	21UNEC31
Course Type	NME-I
Credits	2
Marks	100

General Objectives:

To give broad insight into the different facets of transportation systems.

Course Objectives:

CO	The learners will be able to:
Co-1	Associate their knowledge with the economic, social, cultural significance of transport system.
CO-2	Determine the importance of safety in railways by understanding the concepts of track maintenance, points and crossing and signals.
CO-3	Explain the uniqueness of road transportation, when compared with other transportation modes.
CO-4	Defend many transport issues involved in handling passengers, freight of water transportation.
CO-5	Adapt knowledge and skills in the field of Air transportation.

UNIT - I : Meaning and Classification of Transport

Meaning and Classification of Transport - Land –Water- Air and other modes of transports - Economic, Political, Social, Cultural Significances and drawbacks.

UNIT -II : Railways

Railways – Features- Monopoly- Public Utility-Large Scale Operation- Railway Development in Five Year Plans - Route Length – Goods Traffic – Productivity – Railway Finance- Administration- Railway Research – Training of Staff- Consultancy- Rates and Fares- Administrative Control – Problems of railways.

UNIT - III : Road Transport

Road Transport- Roads – Vehicles – Significance- Characteristics- Competition –Monopoly – Nationalisation- Road Development during Plans- Road Finance – Regulation – Taxation – Current problems of motor transport – National Highways Authority of India.

UNIT -IV : Water Transport

Water Transport- Advantages- Limitations- Problems and Prospects – Features of Shipping policy- Competition- Ports and Harbors- Current Problems- Inland water transport.

UNIT - V : Air Transportation

Air Transportation - Nature and Significance- Revenue and Expenditure- Rates and Fares - Competition and Monopoly - State Regulation- Recent developments – Transport Policy- Transport competition and Coordination - Methods of Coordination- Coordination in India.

Textbook:

1. Indian Economy, S.Sankaran, Margham Publications, Chennai.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the issues and challenges in the transportation sector.	1,2,3	Understanding
CO-2	Explain the Characteristics and performance of railways.	1,3	Applying
CO-3	Compare the Air transportation in India with other countries.	1,3	Analyzing
CO-4	Assess the impact of current challenges and practical aspects in water transportation.	1,3	Evaluating
CO-5	Create an in-depth knowledge in road transport.	1,3	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
III	21UNEC31	ECONOMICS OF TRANSPORTATION					30	2		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)				Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓	✓	✓		✓		
CO-3	✓	✓	✓	✓	✓	✓		✓		
CO-4	✓	✓	✓	✓	✓	✓		✓		
CO-5	✓	✓	✓	✓	✓	✓		✓		
	Number of matches (✓) = ...36 Relationship = High									

SEMESTER – IV

Course Title	சங்கத்தமிழ் (Sangam Tamil)
Total Hrs.	90
Hrs./Week	6
Course Code	21ULTA41
Course Type	Part – I - Tamil
Credits	3
Marks	100

Course Objectives:

CO	The learners will be able to:
CO-1	Distinguish Sangam Tamil from other literature and language.
CO-2	Give examples about love, valour and charity in Tamil tradition.
CO-3	Determine to follow life protocols through literature.
CO-4	Focus on improving their self confidence.
CO-5	Choose to instruct about modern skills like computer.

அலகு – 1 சங்கச் செய்யுள்கள்

1. நற்றிணை - நின்ற சொல்லர், நீடு தோன்று இனியர் (1:1-9)
அம்ம வாழி தோழி நன்னுதற்கு (388:1-10)
2. குறுந்தொகை - ஆம்பற்பூவின் சாம்பலன்ன (46: 1-7)
வேரல் வேலி வேர் கோட்பலவின் (18:1-5)
3. புறநானூறு - ஈன்று புறந்தருதல் எந்தலைக் கடனே (312: 1-6)
நின் நயந்து உறைநர்க்கும் நீநயத்து உரை நற்கும் (163: 1-9)
4. ஐங்குறுநூறு - களவன் பத்து – முள்ளிவீர்
அளைக் களவன் ஆட்டி (23: 1-4)
புலவிப் பத்து – அம்சில் ஓதி அசிநடைப் பாண்மகள் (49: 1-4)
5. கலித்தொகை - வறியவன் இளமைபோல், வாடிய சினையவாய்ச் (10:1-23)
6. அகநானூறு - நாம் நகையுடையம் நெஞ்சே! – கருந்தேறல் (121:1-15)
7. பதிற்றுப்பத்து - இழையர் குழையர் நறுந்தண்மாலையர் (46:1-14)
8. பரிபாடல் - வைகையில் பெரு வெள்ளம்-நிறை கடல் முகந்து உராய் (1-24)
9. முல்லைப்பாட்டு - முழுவதும்

அலகு – 2

சுயமுன்னேற்றக் கட்டுரைகள்

அலகு – 3

இணையப் பயன்பாட்டில் தமிழ்

அலகு – 4

இலக்கிய வரலாறு – சங்க இலக்கியம் ஓர் அறிமுகம் - திணைக்கோட்பாடு
– எட்டுத்தொகை நூல்கள் - நற்றிணை, குறுந்தொகை, ஐங்குறுநூறு, பதிற்றுப்பத்து, பரிபாடல், கலித்தொகை, அகநானூறு, புறநானூறு – பத்துப்பாட்டு நூல்கள் - திருமுருகாற்றுப்படை, பொருநராற்றுப்படை, சிறுபாணாற்றுப்படை,

பெரும்பாணாற்றுப்படை, நெடுநல்வாடை, குறிஞ்சிப்பாட்டு, முல்லைப்பாட்டு, மதுரைக்காஞ்சி, பட்டினப்பாலை, மலைப்படுகடாம்

அலகு – 5

தமிழர் வாழ்வில் அகமும் புறமும் திணைக்கோட்பாடு

பாடநூல்: சங்கத் தமிழ்

பார்வைநூல் : தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாதெமி வெளியீடு.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Associate themselves to learn about disciplines related to internal and external lives besides knowing about the growth of Tamil by the establishment of Sangam.	1,4,5	Understanding
CO-2	Develop their knowledge about the regulated life, charity, administration and habits of Sangam Tamils.	1,4,5	Applying
CO-3	Classify kings and lords in line with the historical information.	1,2,3,4	Analyzing
CO-4	Differentiate the honest life, high thoughts, barter system and modern skills of the courtesans.	4, 5	Analyzing
CO-5	Summarize about water, air and land resources.	5	Evaluating

Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
IV	21ULTA41	சங்கத்தமிழ்				90	3			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓			✓	✓
CO-2	✓	✓	✓	✓	✓	✓			✓	✓
CO-3	✓	✓	✓	✓		✓		✓	✓	✓
CO-4	✓	✓		✓					✓	✓
CO-5	✓				✓					✓
Number of matches (✓) = 32 Relationship = High										

Semester – IV

Course Title	CLASSICAL PROSE
Total Hrs.	90
Hrs./Week	6
Course Code	21ULAR41
Course Type	Part –I - Arabic
Credits	3
Marks	100

General Objective: To impart moral values to students and build their personality to make them better citizens.

Course Objectives:

CO	The learners will be able to:
1	Observe the etiquettes to be followed with the Prophet (PBUH) discussed in Surah Al-Hujuraath.
2	Associate themselves with the good characters in day today life.
3	Illustrate the life histories of Imams of the Quran, Hadeeth and Islamic jurisprudence.
4	Examine the style of Classical Arabic i.e. the language of the Quran and Hadeeth.
5	Explain the moral values mentioned in Hadeeth.

Unit I: Verses from 1 to 12 from (Sura – al – Hujraat)

" من الآية "يا أيها الذين آمنوا لا تقدموا" إلى الآية "يا أيها الذين آمنوا اجتنبوا

Unit II: Verses from 10 to 18 from (Sura–al–Hujraat) & verses from Surah Luqman (12 to 19)

"من الآية "يا أيها الناس إنا خلقناكم" إلى الآية "إن الله يعلم غيب السموات
"من الآية "ولقد آتينا لقمان الحكمة" إلى الآية "واقصد في مشيك

Unit III: Collection and compilation of Quran and Hadeeth, History of Ibn Abbas (Ral), Imam Ibn-Khathir, History of Imam Abu Hanifa, Ash-shafi, History of Imam Bukhari, Muslim, Abu Dawood, At-Tirmidi, An-Nasaee and Ibn-Majah

Unit IV: Hadeeth 1 to 10

"من الحديث "لا تأكلوا بالشمال" - إلى الحديث "خيركم من تعلم القرآن

Unit V:- Hadeeth 11 to 20

"من الحديث " لا تمنعوا نساءكم " - إلى الحديث "حق المسلم على المسلم خمس

TEXT BOOK

1. A study material on "Tafseer Surah Al Hujuraath and from Suraah Luqman and Biographies of selected Islamic Scholars" prepared by Dr. J. Ubaiyathulla and Dr. S.A. Mohamed Rafeek.
2. Shaykh Dr. V. Abdur-Raheem, Ahadeeth Sahlah, Islaamic Foundation Trust, 1994

Course Outcomes

CO	Upon completion of the course, the students will be able to	PSOs Addressed	Cognitive Level
1	Understand the core essence of the Qur'anic verses.	1,2	Understanding
2	Develop refined manners based on the clear understanding of the values as preached in the Holy Qur'an.	1,2,4	Applying
3	Analyze the life history of the eminent scholars and their remarkable contributions to the Quran and Hadeeth literature.	1,2,3	Analyzing
4	Evaluate the immaculate virtues and inspiring value systems of the Prophet.	1,2,3,4	Evaluating
5	Select a healthy environment to practise abiding by the teachings of the Prophet (PBUH).	1,2,3,5	Evaluating

Relationship Matrix

Semester	Course Code		Title of the Course			Hours		Credits		
IV	21ULAR41		CLASSICAL PROSE			90		3		
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
1	✓	✓				✓	✓			
2	✓	✓		✓		✓	✓		✓	
3	✓	✓	✓			✓	✓	✓		
4	✓	✓	✓	✓		✓	✓	✓	✓	
5	✓	✓	✓	✓	✓	✓	✓	✓		✓
	Number of matches = 33 Relationship = Medium									

SEMESTER – IV

Course Title	A PRACTICAL COURSE IN SPOKEN ENGLISH
Total Hrs.	90
Hrs./Week	6
Course Code	21ULEN41
Course Type	Part – II - English
Credits	3
Marks	100

General Objective:

To introduce students to the interactive expressions and pronunciation practice to help themselves become competent in spoken mode of communication.

Course Objectives:

CO	The learners will be able to:
CO-1	Associate themselves with the interactional and transactional modes of language.
CO-2	Classify words based on the register and usage to use them contextually.
CO-3	Distinguish sound patterns in English phonetically.
CO-4	Illustrate sound patterns in English with relevant examples.
CO-5	Practise to master competency in description, narration, argumentation and continuous speech.

UNIT I

Interactive Expressions and Pronunciation Practice: Consonants
(Chapters 1 - 3 of *A Course in Spoken English*)

UNIT II

Introducing oneself / others, patterns for greeting, requesting, expressing and responding to thanks and etc., & Pronunciation Practice: Vowels
(Chapters 4 – 8 of *A Course in Spoken English*)

UNIT III

Developing descriptive competency, narrative competency, arguing competency, compering competency and Pronunciation Practice: Diphthongs (Chapters 9 – 13 of *A Course in Spoken English*)

UNIT IV

Practising continuous speech, group discussion and pronunciation practice: Word Accent and Intonation (Chapters 14 – 19 of *A Course in Spoken English*)


UNIT V

Listening Practice : Students will listen to audio and video materials for 10 – 12 hours.

Textbooks, Workbook, Record Note:

1. Nihamathullah. A. et al. *A Course in Spoken English*, Tirunelveli: MSU, 2005. (rpt. 2010).
2. Board of Editors, Department of English, Sadakathullah Appa College, *A Workbook for A Course in Spoken English*, 2011.
3. Spoken English Practical Record.

Evaluation Scheme:

I Internal Oral Test	: 15 Marks		The best two of the three CIA test marks will be added up
II Internal Oral Test	: 15 Marks		
III Internal Oral Test	: 15 Marks		

Distribution of Marks

The best two of the three CIA test marks	: 30 Marks
Loud Reading	: 05 Marks
Listening Test	: 05 Marks
Internal Marks	: 40 Marks
External Oral Test	: 50 Marks
Record Note	: 05 Marks
Workbook	: 05 Marks
External Marks	: 60 Marks

Course Outcomes

CO	Upon completion of this course, students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand and describe the nuances of language used in general communication.	1,2,4	Understanding
CO-2	Give examples of words with different register suiting the context.	1,2	Understanding
CO-3	Apply their knowledge of Phonetics and vocabulary to learn to speak distinctly.	1,2,3	Applying
CO-4	Prioritize learning vocabulary and pronounce them phonetically so as to help themselves attain the flow of speech.	1,2,3	Analysing
CO-5	Find errors in the usage and pronunciation of English words committed by their peers.	1,2,3,4	Evaluating

Relationship Matrix

Semester	Course Code	Title of the Course				Hours	Credits			
IV	21ULEN41	A PRACTICAL COURSE IN SPOKEN ENGLISH				90	3			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓		✓		✓	✓		✓	
CO-2	✓	✓				✓	✓			
CO-3	✓	✓	✓			✓	✓	✓		
CO-4	✓	✓	✓			✓	✓	✓		
CO-5	✓	✓	✓		✓	✓	✓	✓		✓
	Number of matches (✓) = 30 Relationship = Medium									

IV SEMESTER	
Course Title	MACRO ECONOMICS – II
Total Hrs.	75
Hrs./Week	5
Course Code	21UCEC41
Course Type	DSC-VI
Credits	4
Marks	100

General Objectives:

To enable the students to understand the concepts of investment, multiplier, accelerator and General Equilibrium.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the basic concepts of investment function.
CO-2	Illustrate their knowledge on the working of Multiplier, Accelerator and Super Multiplier.
CO-3	Categorize the meaning of inflation, types, causes, effects, of inflation and measures to control.
CO-4	Test the various phases of trade cycle.
CO-5	Develop the macroeconomic policies and liquidity theory of money.

UNIT -I: The Investment Function

Meaning of Capital and Investment – Types of Investment (Induced vs Autonomous), Determinants of Investment – Marginal Efficiency of Capital (MEC)- Relation between MEC and MEI – Factors other than the interest rate affecting inducement to invest.

UNIT- II: The Concept of Multiplier

The Investment Multiplier – Working of the Multiplier – Assumptions of Multiplier- Leakages of Multiplier – Criticism of Multiplier – The Dynamic Multiplier- The Employment Multiplier.

UNIT - III: Balanced Budget Multiplier and Foreign Trade Multiplier

Balanced Budget Multiplier – Assumptions - Criticism- Foreign Trade Multiplier and Criticism of the Foreign Trade Multiplier.

UNIT - IV: The Principles of Acceleration and Super Multiplier

Acceleration – Meaning- The principles of Acceleration – Operation of the Acceleration principle – Assumptions-Criticism- The Super Multiplier or the Multiplier and Accelerator Interaction – Use of Multiplier and Acceleration interaction in Business Cycles.

UNIT - V: General Equilibrium

General Equilibrium – Money Market Equilibrium – Derivation of IS - LM Curves – IS-LM Equilibrium –Objectives of Macro Economic Policy – Monetary and Fiscal Policy Measures.

Textbook:

1. Macro Economic Theory, M.L. Jhingan (2005), Vrinda Publications (P) Ltd, New Delhi-110091.

References:

1. Macro Economics: Theory and Policy, Dwivedi, D.N., (2005), Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Macro Economics, Sankaran, S. (2006), Margham Publications Chennai.
3. Macro Economics Theory and Policy – Advanced Analysis, Ahuja, H.L.(2007), S. Chand & Company Ltd, New Delhi.
4. Macro Economics, K.R.Gupta, Mandal, R.K.and Anitha Gupta(2008), Atlantic Publishers, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the knowledge about the various types of investment function.	1,3,5	Understanding
CO-2	Calculate the different types of Multipliers.	1,5	Applying
CO-3	Differentiate between the balanced budget and foreign trade multiplier	1,2,5	Analyzing
CO-4	Assess the structure and consequences of business cycles.	1,2,3,5	Evaluating
CO-5	Write the Monetary and Fiscal Policy measures	1,2,3	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
IV	21UCEC41	MACRO ECONOMICS – II					75	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓		✓		✓
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓	✓			✓
CO-4	✓	✓	✓	✓	✓	✓	✓	✓		✓
CO-5	✓	✓	✓	✓	✓	✓	✓	✓		
	Number of matches (✓) = ...38 Relationship = High									

IV SEMESTER	
Course Title	STATISTICAL METHODS – II
Total Hrs.	90
Hrs./Week	6
Course Code	21UACO41
Course Type	ALLIED – II/2
Credits	4
Marks	100

General Objectives:

To provide students with an understanding of the data and its relevance in business and develop an understanding of the quantitative techniques from statistics.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the Correlation Analysis.
CO-2	Interpret the confidence interval for the slope of the regression line.
CO-3	Calculate various types of Index Numbers.
CO-4	Evaluate the different components of Time series.
CO-5	Develop the basic concept and theorems of probability.

UNIT I Correlation:

Meaning and Definition – Types of correlation – Uses – Methods of Measuring correlation – Scatter Diagram Merits and Demerits – Karl Pearson's Co-efficient of Correlation– Spearman's Rank correlation- Concurrent Deviation method – Probable error and Standard error.

UNIT II Regression:

Meaning and Definition – Importance – Regressions Lines – Difference between Correlation and Regression – Regression Equation.

UNIT III Index Number:

Meaning and Definition - Characteristics – Uses – Types Problems - Methods of constructing Index Numbers - Laspeyre's, Paache's, Bowley's IFisher's, Marshall-Edgeworth's Index Numbers – Factor Reversal Test and Time Reversal Test - Cost of living Index Number.

UNIT IV Time Series:

Meaning and Definition – Importance - Components of Time Series- Trend Analysis – Graphical Method – Semi- average Method – Moving average Method – Method of Least Square.

UNIT V Probability:

Meaning and Definition - Theory of probability – Probability as a concept – The three approaches to defining probability – Additions and Multiplication - Laws of probability – Conditional probability.

Textbook:

1.Statistical methods – Dr.S.P.Gupta Sultan chand& sons, New Delhi

References:

1. Statistics, Theory and Practice – R.S.N.Pillai&Baghavathy – S.Chand& Company Ltd. New Delhi
2. Business Statistics – G.C.BeriTataMcgraw–Hill Edition
3. Statistical Methods Sanchetti Kapoor

4. Business Statistics – M.Wilson, Himalaya Publishing House, Mumbai

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	To practice practical exposure on calculation of measures of correlation.	1,2	Understanding
CO-2	Explain the regression and correlation.	2,3	Applying
CO-3	Analyze the basic structure of the cost of living index and perform various calculations involving its use.	2,3,4	Analyzing
CO-4	Assess the probability theory and probability distributions in relation to general statistical analysis.	4,5	Evaluating
CO-5	Create the knowledge in various components of Time series.	1,2,5	Creating

Relationship Matrix

Semester	Course Code	Title of the Course						Hours	Credits	
IV	21UACO41	STATISTICAL METHODS – II						90	4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓				✓
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓				✓
CO-4	✓	✓	✓	✓		✓				✓
CO-5	✓	✓	✓	✓		✓	✓			✓
Number of matches (✓) = 31 Relationship = High										

SEMESTER – IV

Course Title	SOFT SKILLS
Total Hrs.	30
Hrs./Week	2
Course Code	21USSS41
Course Type	SEC-III
Credits	2
Marks	100

Unit – I - Introduction to Soft skills:

Soft skills – Meaning and definition – Importance of soft skills – Soft Skills Vs Hard Skills – Components of Soft skills – Life skills, Communication Skills , Employability Skills and Corporate Skills – Ways to develop soft skills – Applications of Soft skills.

Unit – II - Life Skills:

Life Skills – Meaning and Significance – Elements of Life skills – **Attitude** – Types of Attitude – Developing positive attitude – **Self development** – self awareness – benefits – Motivation – Types – Intrinsic and Extrinsic - Self Assessment through SWOT – **Emotional Intelligence** – Need of E.I - Goleman's EQ model – Methods of EI Development.

Unit – III - Communication skills

Communication skills - Types of communication - Barriers of communication - Overcoming barriers of communication – **Listening Skills** – Process of listening – Types of listening – Barriers to effective listening – Effective listening Strategies - **Reading Skills** – Essential of Reading - Methods of Reading – **Speaking Skills** - benefits of speaking - Self development through speaking skills - **Writing skills** - purpose - Importance of styles in writing skills - **Non verbal Communication** – Importance – Types.

Unit – IV - Employability Skills:

Internet Skills – Job web portals – Roles and Significance of Job portals – Registration process in Job Portals – **Resume Building** – Resume Content – Resume designs and Layouts – Job Application letter – Format and writing Tips of Application Letter – **Interview Skills** – Types of Job Interview – Interview preparation techniques – Group Discussion – Roles to play in Group discussion.

Unit – V - Corporate Skills:

Leadership skills - Manager Vs Leader – Mintzberg's Managerial roles – Traits of Good leader – **Time Management** – Major Blocks to Time Management – Covey's Time Management Matrix – Time Management tips – **Negotiation Skills** – Approaches of Negotiation – **Avoid , Compete, Accommodate, Compromise and Collaborate** – **Stages of Negotiation** – **Stress Management** – **Causes and Consequences of stress** – **Stress Coping Strategies.**

Reference books:

1. Suresh, K. E. (2010). *Communication Skills and Soft Skills: An Integrated Approach (With Cd)*. Pearson Education India.
2. S. Hariharan, S. Sundararajan and SP. Shanmughapriya, *Soft skills*, MJP publishers, Chennai, 2010.

IV SEMESTER	
Course Title	HUMAN RESOURCE MANAGEMENT
Total Hrs.	30
Hrs./Week	2
Course Code	21USEC42
Course Type	SEC-IV
Credits	2
Marks	100

General Objectives:

To understand the concepts of human resource management and use them in their career

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the concepts of human resource management.
CO-2	Practice their knowledge on human resource planning
CO-3	Compare recruitment and selection processes
CO-4	Measure the employee welfare and safety activities in an organisation.
CO-5	Develop a human resource professional

UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Meaning, definition, Objectives and functions – Scope – HRM Environment – HRM Policies- Challenges in Human Resource Management -- Approaches to Human Resource Management.

UNIT II HUMAN RESOURCE PLANNING

Need-Scope and Importance – Factors affecting Human Resource Planning – Process – Job Analysis – Job Description – Job Specification – Job Evaluation –Succession planning.

UNIT III RECRUITMENT AND SELECTION PROCESS

Sources of Recruitment- Internal Vs. External: Domestic Vs. Global sources- Selection Process- Placement and Induction – Training and Development: Need Assessment- Training methods.

UNIT IV EMPLOYEE COMPENSATION AND RETENTION

Wages and Salary Administration – Bonus – Incentives – Fringe Benefits – Sweat Equity- Job Evaluation Systems –Promotion – Demotions – Transfers- Employee Retention.

UNIT V EMPLOYEE WELFARE MEASURES

Welfare and Safety measures – Accident Prevention – Employee Grievance Handling procedure and their Redressal – Industrial Relations – Trade Unions – Objectives - Functions – Workers Participation in Management- Separation: Need and Methods.

Textbooks:

1. Aswathappa.K. Human Resource and Personal Management -
2. Sundar & Srinivasan K. Human Resource Development

References:

1. Memoria C.B. – Dynamics of Personnel Management
2. Venkataraman & Srivastava -Personal Management & Human Resources .
3. Edwin B. Flippo.- Personal Management

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the concepts and functions of human resource management.	1,2	Understanding
CO-2	Examine the steps in human resource planning	1,2	Applying
CO-3	Plan recruitment and selection processes in an organisation	1,2,3	Analysing
CO-4	Appraise the performance of employees through different methods and assess their wage and salary system in an organization.	1,2,3,4	Evaluating
CO-5	Create a human resource professional	1,2,4,5	Creating

Relationship Matrix

Semester	Course Code			Title of the Course				Hours	Credits	
IV	21USEC42			HUMAN RESOURCE MANAGEMENT				30	2	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			
CO-2	✓	✓	✓	✓		✓	✓			
CO-3	✓	✓			✓	✓	✓	✓		
CO-4	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-5	✓	✓	✓	✓	✓	✓	✓		✓	✓
	Number of matches (✓) = 36 Relationship = High									

IV SEMESTER	
Course Title	ECONOMICS FOR COMPETITIVE EXAMINATION
Total Hrs.	30
Hrs./Week	2
Course Code	21UNEC41
Course Type	NME-II
Credits	2
Marks	100

General Objectives:

Gain the knowledge of the indicators of Economic development, Recent Budget, Calculation of National Income, Issue related to Inflation and also understand the origin and functioning of international Trade.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the Basic Concepts of Economics.
CO-2	Apply the concept of microeconomics
CO-3	Analyze the functioning of Economy at the Macro Level.
CO-4	Evaluate the product pricing.
CO-5	Develop the investment opportunities.

UNIT- I Introduction to Economics

Meaning and scope of economics – basic concepts in Economics – Human wants – Goods - Utility – Value – Price – Income – Wealth – welfare – Market – Supply – Demand – Cost – Revenue – Capital.

UNIT – II Consumption

Meaning of the terms – consumer – consumption – utility maximization – Law of diminishing Marginal utility – Law of Demand – Law of Equi-marginal Utility – The concept of Consumer's Surplus.

UNIT – III Production and Distribution

Meaning of the terms – producer – production – Factors of production – law of returns – Meaning of the Rent, wages, interest, profit.

UNIT – IV Product pricing

Perfect competition – Imperfect Competition – Monopoly – Oligopoly.

UNIT-V Investment

Meaning of the term investment – Investment opportunities in shares, Bank Deposits, Real estates, Small savings schemes. insurance schemes, investment in companies and investment in gold.

Textbooks:

1. Micro Economics – S.Sankaran, Margham Publications Chennai.
2. Micro Economics – Dr.N.Srinivasan

References:

1. Micro Economics - M.L.Seth
2. Principles of Economics - K.P.M.Sundaram
3. Advanced Economic Theory- M.L.Jhingan (2005), Vrinda Publications (P) Ltd, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the basic concept and Scope of Economics.	1,2	Understanding
CO-2	Explain the Law of demand	1,2,5	Applying
CO-3	Focus on basic Macro Economic Concepts.	1,2,5	Analyzing
CO-4	Distinguish between the perfect and imperfect competition.	1,2,5	Evaluating
CO-5	Write the Investment opportunities in various sectors.	1,2	Creating

Relationship Matrix

Semester	Course Code	Title of the Course							Hours	Credits
IV	21UNEC41	ECONOMICS FOR COMPETITIVE EXAMINATION							30	2
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			
CO-2	✓	✓	✓	✓		✓	✓			✓
CO-3	✓	✓	✓	✓		✓	✓			✓
CO-4	✓	✓	✓	✓		✓	✓			✓
CO-5	✓	✓	✓	✓		✓	✓			
	Number of matches (✓) = 33 Relationship = High									

SEMESTER – IV

Course Title	FIELDWORK / INTERNSHIP
Course Code	21UFEC41
Course Type	FW/I
Credits	2
Marks	100

The following guidelines have been framed for the courses titled Fieldwork and Internship for all the U.G. Programmes.

- Fieldwork/Internship shall be in the fourth semester of each programme.
- A Department can opt for either Fieldwork or Internship.
- Fieldwork may be done individually or in groups not exceeding five per group.
- The minimum length of the Fieldwork report should be 15 to 20 pages in A4 size.
- Marks for the Fieldwork Report will be 100 divided as 60% for the Fieldwork and 40% for Viva-Voce Examination. 2 Credits will be awarded to the students who complete Internships and produce Internship Completion Certificate duly signed by the authority concerned.
- Fieldwork / Internship shall be allotted outside the working hours for a maximum of six days.

Scheme of Evaluation:

Fieldwork	Internal	External
Word of title / Topic	5	5
Objectives / Formulation including Hypothesis	5	5
Methodology / Techniques / Procedures adopted	15	15
Chapterization of the Fieldwork Report	15	15
Summary / Findings / Summation	5	5
Works Cited / Work Consulted / References / Annexures / Footnotes	10	10
Relevance of the Fieldwork to social needs	5	5
	60	60

V SEMESTER	
Course Title	INDIAN ECONOMY
Total Hrs.	60
Hrs./Week	4
Course Code	21UCEC51
Course Type	DSC-VII
Credits	4
Marks	100

General Objectives:

To analyse the features of Indian Economy and to have a clear understanding of the problems related to the Agriculture, Industry and other sectors of Indian Economy.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the features of Indian Economy, Planning and New Economic Reforms.
CO-2	Examine the demographic Trends in India
CO-3	Explain the concept of Agricultural productivity and marketing.
CO-4	Choose the various types of Industries and its policies.
CO-5	Create clear idea about Infrastructure and External Environment of India.

UNIT I: Introduction:

Features of Indian Economy – Factors Determining Economic Development – Planning – Types – Objectives – Achievements and Failures – NITI Aayog – Functions - Liberalization, Privatization and Globalization.

UNIT II: Demographic Profile (Population, Poverty, Unemployment):

Population: – Population Growth – Causes – Effects – Remedial Measures
Population Policy, Poverty: Meaning – Poverty line – causes – Effects – Measures,
Unemployment: Meaning – Types – Causes – Remedial measures – Inequality of
Incomes: Meaning – causes – Effects – Measures.

UNIT III: Agriculture:

Agricultural productivity – Concept – Causes of Low Productivity, Green Revolution : Features – Consequences, Agricultural Finance: Needs – Sources, Agricultural Marketing: Concept – Objectives – Significance – Problems.

UNIT IV: Industries:

Role of Industries in Economic Development – Large Scale Industries -Cotton and Textile - Sugar, Iron &Steel – Importance – Problems – MSME's – Importance – Problems, Industrial Finance Institutions (IFCI,ICICI,IDBI) – New Industrial Policy 1991.

UNIT V: Infrastructure and External Environment of India:

Transport Services – Railways– Roadways – Waterways – Airways – Foreign Direct Investment; International Monetary Fund – Objectives – Functions; World Trade Organisation – Objectives – Functions – World Bank – Objectives – Functions.

Textbook:

1. Dr.S.Sankaran (2017), Indian Economy, Margham Publications, Chennai.

References:

1. Agarwal.A.N. (2004) Indian Economy, WishwaPrakashan, New Delhi
2. Dhingra.C (2003), The Indian Economy, Sultan & Chand, New Delhi.
3. Alagh.Y.K. (1995), Indian Development Planning and Policy, Vikas, New Delhi.

Course Outcomes:

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the various measures of Economic Reforms.	1, 2, 3	Understanding
CO-2	Interpret the control measures on population, poverty and unemployment.	3, 4	Applying
CO-3	Analyze the Significance of Indian Agriculture.	3, 4	Analyzing
CO-4	Evaluate the industry wise development, problems and policies.	3, 5	Evaluating
CO-5	Develop the inter linkages between Infrastructure and Economic Development.	2, 4, 5	Creating

Relationship Matrix

Semester	Course Code		Title of the Course				Hours		Credits		
V	21UCEC51		INDIAN ECONOMY				60Hrs		4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	✓	✓	✓	✓	✓	✓	✓	✓			
CO-2	✓		✓	✓	✓			✓	✓		
CO-3	✓		✓	✓	✓			✓	✓		
CO-4	✓	✓	✓	✓	✓			✓		✓	
CO-5	✓	✓	✓	✓	✓		✓		✓	✓	
	Number of matches (✓) = ...35 Relationship = High										

V SEMESTER	
Course Title	FISCAL ECONOMICS
Total Hrs.	60
Hrs./Week	4
Course Code	21UCEC52
Course Type	DSC-VIII
Credits	4
Marks	100

General Objectives:

To develop students analytical and consulting skills in the area of Public Finance.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the role of public finance in Indian economy.
CO-2	Collect the various sources of public revenue.
CO-3	Explain the concept of public expenditure.
CO-4	Estimate the need for public debt.
CO-5	Combine the federal finance and budget.

UNIT - I : Public Finance

Meaning and Scope – Uses and Role of Public Finance in the economy – Public finance and private finance – The principle of maximum social advantage.

UNIT - II : Public Revenue

Sources of revenue of the centre and states – Recent trends – Tax Revenues – Non-tax Revenues – Role of Direct taxes – Income Tax – Corporate Tax – Excise duty and customs duty – Wealth Tax – Capital gains Tax – gift Tax – Public Expenditure – general growth of public expenditure – causes, effects and control of expenditure – GST and Educational Cess.

UNIT - III : Public Expenditure

Principles of taxation – The cost of Service – The benefit – The ability to pay – The progressive and proportional Taxation – Direct and Indirect Taxes – Merits and demerits – shifting and incidence of taxation – effects of Taxation.

UNIT - IV : Public Debt

Need for Public debt – Public debt and private debt – causes and effects of public debt – public debt redemption – recent trends – Public debt of the State Governments.

UNIT - V : Federal Finance and Budget

Evolution – Principles – Central – State Financial Relationship – Finance Commission – functions – The Recent Finance Commission and its report – Local Finance – Its trend in India – Fiscal policy – Objectives, uses and limitations – Fiscal policy in India – Union Budget – basic structure.

Textbook:

1. Dr.S.Sankaran(1985) Fiscal Economics-Shree Karthikeyan Publishing Company- Chennai.

References :

1. Public Finance, Dr.B.P.Tyagi(2003-04), Jai Prakash Nath & Company-Meerut
2. Public Finance, John Kennedy, (2012), PHI Learning Pvt Ltd, New Delhi.
3. Public Finance Theory & Practice, K.P.M.Sundharam&K.K.Andley (1998), Sultan & Sons Company Ltd , New Delhi.

Course Outcomes:

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the Scope of Public Finance.	1, 2	Understanding
CO-2	Collect the source of Public Revenue	2, 3	Applying
CO-3	Analyse the effects of Public Expenditure on the overall economy.	2, 5	Analyzing
CO-4	Evaluate the causes and Effects of Public Debt.	2, 3	Evaluating
CO-5	Prepare the budget and its impact on the Economy	2, 5	Creating

Relationship Matrix

Semester	Course Code		Title of the Course			Hours		Credits		
V	21UCEC52		FISCAL ECONOMICS			60		4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			
CO-2	✓		✓	✓	✓		✓	✓		
CO-3	✓	✓	✓	✓			✓			✓
CO-4	✓		✓	✓	✓		✓	✓		
CO-5	✓	✓	✓	✓			✓			✓
	Number of matches (✓) = ...30.... Relationship = Medium									

V SEMESTER	
Course Title	ECONOMICS OF DEVELOPMENT AND PLANNING
Total Hrs.	60
Hrs./Week	4
Course Code	21UCEC53
Course Type	DSC-IX
Credits	4
Marks	100

General Objectives:

To understand the change in the economy from a theoretical framework and study the various economic growth models.

Course Objectives:

CO	The learners will be able to:
CO-1	Describe the basic problems of economic development.
CO-2	Experiment with various theories of economic development.
CO-3	Explain the domestic measures for economic development.
CO-4	Appraise the international financial institutions for economic development.
CO-5	Solve the problems of development and planning.

UNIT - I: Basic Problems

Economics of Development : Concepts and Approaches – Characteristics of an Underdeveloped Country – Obstacles to Economic Development

UNIT- II : Theories of Economic Development

Adam smith's Theory – The Ricardian Theory – The Classical Theory – Marx' Stages of Growth – Rostow's Stages of Economic Growth.

UNIT- III : Domestic Measures for Economic Development

Capital Formation and Economic Development – Role of Agriculture and Industry in Economic Development – Population Growth and Economic Development – Migration - Urbanisation

Unit - IV: International Measures for Economic Development

The Debt Problem of LDCs – New International Economic order (NIEO) - WTO and Developing Countries – Foreign Capital and Aid in Economic development – Millennium Development Goals (MDGs)

Unit - V : Problems of Development Planning

Economic Planning - Shadow Prices – The choice of Techniques – Transfer of Technology – Economic Planning and Price Mechanism.

Textbooks:

1. M.L. Ghingan ,The Economics of Development and Planning.Vrinda Publications (P) Ltd.

References:

1. Barrell, R.G Mason and M.O Mahoney (2000) Productivity, Innovation and Economic Performance, Cambridge University Press Cambridge
2. Mehrota S and J. Richard (1998) Development with a Human Face, Oxford University press, New Delhi
3. Hayami, Y (1997) Development Economics, Oxford University Press, New York

Course Outcomes:

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Identify the characteristics of under developed country.	2, 3	Understanding
CO-2	Develop the various theories of economic growth.	1, 2, 3	Applying
CO-3	Analyze the role of agriculture and industry in economic development.	3, 4	Analyzing
CO-4	Evaluate the debt problem of LDCs.	2, 3	Evaluating
CO-5	Develop the economic planning and price mechanism.	1, 3	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
V	21UCEC53	ECONOMICS OF DEVELOPMENT AND PLANNING					60	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)			
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓	✓		✓	✓		
CO-2	✓	✓	✓	✓	✓	✓	✓	✓		
CO-3	✓		✓	✓	✓		✓	✓		
CO-4	✓		✓	✓	✓		✓	✓		
CO-5	✓	✓	✓	✓	✓	✓		✓		
Number of matches (✓) = ...33 Relationship = High										

V SEMESTER	
Course Title	HISTORY OF ECONOMIC THOUGHT
Total Hrs.	60
Hrs./Week	4
Course Code	21UCEC54
Course Type	DSC-X
Credits	4
Marks	100

General Objectives:

To enlighten the students' contributions of various schools of economic thought.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand mercantilism pre-classical and classical Thoughts.
CO-2	Develop the Austrian and Institutional school.
CO-3	Explain the concepts of socialistic thoughts.
CO-4	Assess about Historical, Keynesian and Welfare School of Thoughts.
CO-5	Compile Indian Economic Thought related with Thiruvalluvar, Nehru, Mahatma Gandhi and Amartya sen.

UNIT - I: Pre-classical and Classical Thought

Mercantalism – Physiocracy – Classical school – Adam Smith, J.B.Say, Bentham, Ricardo, Malthus and J.S.Mill – Neo classical school – Alfred Marshall, J.R.Hicks and Allen.

Module II : Austrian and Institutional School

Austrian school – Marginalism – Gossen, Jevons, Walras, Karl Menger and Von Wieser – Institutional school – Veblen, Commons, Mitchell.

Module III: Socialistic Thought

State Socialism – Saint Simon – Sismondi – Utopian Socialism – Robert Owen – Scientific socialism – Karl Marx and Engels.

Module IV: Historical, Keynesian and welfare schools

Historical school – Roscher, Hildebrand Schomoller – Keynesian school – J.M.Keynes – Welfare School – Pigou, Hobson and Pareto.

Module V : Indian Economic Thought

Thiruvalluvar – Gokale – Naoroji – Ranade – Jawaharlal Nehru – Mahatma Gandhi – E.V.Ramasamy – Amartya Sen.

Textbook:

1. Sankaran S. (2000), A History of Economic Thought, Margham Publications, Madras.

References:

1. Hagela, (2000) History of Economic Thought, Konark Publications, New Delhi.
2. Srivastava S.K. (2002), History of Economic Thought, Shultan Chand & Sons, New Delhi.
3. Bhatia H.L.(2006), History of Economic Thought, Vikas Publishing House Pvt Ltd, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Distinguish the similarities and differences among different economy schools.	2, 3, 5	Understanding
CO-2	Discover the knowledge about Austrian and Institutional School.	2, 5	Applying
CO-3	Analyze the Ideas of Saint Simon, Sismondi and Utopian Socialism.	2, 4	Analyzing
CO-4	Justify the students to the theories of Roscher, Hilderbrand, J.M.Keynes, Pigou and Pareto.	2, 4	Evaluating
CO-5	Develop the concepts of Indian Economic Thought.	2, 4, 5	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
V	21UCEC54	HISTORY OF ECONOMIC THOUGHT					60	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓		✓	✓		✓
CO-2	✓	✓	✓	✓			✓			✓
CO-3	✓			✓	✓		✓		✓	
CO-4	✓			✓	✓		✓		✓	
CO-5	✓	✓	✓	✓	✓		✓		✓	✓
	Number of matches (✓) = ...32.... Relationship = Medium									

V SEMESTER	
Course Title	HEALTH ECONOMICS
Total Hrs.	60
Hrs./Week	4
Course Code	21UCEC55
Course Type	DSC-XI
Credits	4
Marks	100

General Objectives:

To learn about the principles relating to economic value of human resources besides introducing concepts of health indicators,

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the nature and significance of Health and Health care.
CO-2	Explain health issues and medical technology.
CO-3	Explain the concepts of Health care and Theoretical approach.
CO-4	Estimate the Morbidity measures.
CO-5	Create clear idea about the health deliver system.

UNIT-I Introduction

Definition of Health Economics – Nature and Significance of Health Economics – Demand and Supply of health care – Characteristics of Demand and supply of health care – Health indicators – Criteria of health equity.

UNIT-II General Health Issues

Health status of the people in India – Health care services in Urban and Rural areas – Health inequalities in rural – Urban areas – Health infrastructure in India and Tamil Nadu – Evaluation of Health programmes since independence – Improvement in Medical Technology.

UNIT-III Economics Of Health Care

Scarcity A theoretical approach – Opportunity Cost – Market in Health Care – Buyers and Sellers in Health Market – Cost of Health Service – Markets and Price Mechanism – Concept of Economic Efficiency – Production and Health Sector.

UNIT-IV Measurement Status

Morbidity Measures – Mortality measures – Resource allocation – Clinical Validity – Measuring Health care Resource in Physical terms - Measuring Health care Resource in Monetary terms – Return to Scale.

UNIT-V Health Delivery System

The Constitutional Role of India's Central Ministry of Health – Management of Maternal Health Services – Health Programmer – Health Plans – National Health Programme – Medical Relief and Supplies - Hospital and Dispensaries – Medical Education and Indian Council of Medical Research – India and WHO –Universal Immunization Programme.

Textbook:

1. Health Economics and Health Care Management, Dr.I.Sundar (2012) Serials Publications – New Delhi – 110 002.

References:

1. Prevention of Diseases in India, Dr.C.Dhandapani (2013) Global Research Publications, New Delhi.
2. Health Issues and Challenges, Dr.C.Dhandapani (2012) Global Research Publications, New Delhi.
3. The Directory of Health Economics, A.J Culyr (2010) Edward Elgas Publications, Holland.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Interpret the economic concepts and models to the fields of demand and supply for health care.	1, 2, 4	Understanding
CO-2	Examine the health status of the people in India.	3, 4	Applying
CO-3	Analyze the in-depth Knowledge of Health Market.	1, 4, 5	Analyzing
CO-4	Distinguish between morbidity measures and mortality measures.	3, 4	Evaluating
CO-5	Develop the concepts of Health plans and Health Programmes.	1, 4, 5	Creating

Relationship Matrix

Semester	Course Code			Title of the Course			Hours		Credits		
V	21UCEC55			HEALTH ECONOMICS			60 Hrs		4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	✓	✓	✓	✓	✓	✓	✓		✓		
CO-2	✓		✓	✓	✓			✓	✓		
CO-3	✓	✓	✓	✓	✓	✓			✓	✓	
CO-4	✓		✓	✓	✓			✓	✓		
CO-5	✓	✓	✓	✓	✓	✓			✓	✓	
	Number of matches (✓) = ...36 Relationship = High										

V SEMESTER	
Course Title	INSURANCE
Total Hrs.	60
Hrs./Week	4
Course Code	21UEEC51A
Course Type	DSE-I-A
Credits	4
Marks	100

General Objective:

To gain in- depth understanding about Insurance rules and policies and also to ensure knowledge about risk management.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the principles of insurance and its importance.
CO-2	Apply the principles of life insurance and the procedures.
CO-3	Classify the types of general insurance.
CO-4	Compare the different types of general insurance.
CO-5	Develop the risk management concept.

UNIT I: INSURANCE

Meaning - Nature of Insurance Contract – Principle of Utmost Good Faith – Insurable interest – Proximity cause – Contribution and Subrogation – Indemnity – Legal Aspects of Insurance contract – Concept of Insurance – Need for Insurance – Globalization of Insurance Sector – Reinsurance – Co-insurance – Assignment Endowment – Types of Insurance Life insurance – General Insurance.

UNIT II: LIFE INSURANCE

Features-classification of policies - Surrender Value-Introduction to Actuarial science-bonus- Policy - Application and acceptance-prospectus proposal forms and other related documents-Age proof, Special reports - Assignments- Nomination - Loans-surrender-Fore closure-Policy-Maturity claims-survival benefit-Payments death claims - Waiver of evidence of title-Early claims-Claim concession Presumption of death-Accident and disability benefits - Settlement options.

UNIT III: GENERAL INSURANCE

Types of general insurance- Fire and Motor insurance - Health insurance-marine insurance – Automobile insurance (Burglary and personal accident Insurance in India)- Urban non-traditional insurance.

UNIT IV: REGULATION OF INSURANCE IN INDIA

Control of malpractices, Negligence - Loss Assessment and Loss Control, Exclusion of Perils- Computation of Insurance Premium - Regulatory Framework of Insurance: Role, Power and Functions of IRDA – Composition of IRDA , IRDA Act 1999.

UNIT V: CONCEPT OF RISK

Risk – meaning – Types of Risk - Managing Risk, Sources and Measurement of Risk - Risk Evaluation and Prediction - Disaster Risk Management.

Textbooks:

1. Dr. Gupta P.K. - Essentials of Insurance and Risk Management; Himalaya Publications
2. Tripathi and Paul - Insurance Theory and Practice

References:

1. Mishra M.N., Mishra S.P Principles and practice: SChand Publishing
2. Moorthy A. Principles and Practice of Insurance: Marham Publications

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the basics of Insurance.	1,2,	Understanding
CO-2	Apply the principles of life insurance and its types	1,2	Applying
CO-3	Analyse the various types of general insurance.	1,2,3, 4	Analyzing
CO-4	Evaluate the current status and scope of Indian Insurance Industry and the regulatory framework of insurance under IRDA	1,2,3,4	Evaluating
CO-5	Develop the various aspects of risk, its sources, and measurements of risk	1,3,4,5	Creating

Relationship Matrix

Semester	Course Code		Title of the Course				Hours	Credits		
V	21UEEC51A		INSURANCE				60	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)			
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓		✓	✓	✓			
CO-3	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-4	✓	✓		✓	✓	✓	✓	✓	✓	
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Number of matches (✓) = 37 Relationship = High									

V SEMESTER	
Course Title	CAPITAL MARKET
Total Hrs.	60
Hrs./Week	4
Course Code	21UEEC51B
Course Type	DSE-I-B
Credits	4
Marks	100

General Objective:

Enable the students to understand the concept of capital market and the sources of finance

Course Objectives:

CO	The learners will be able to:
CO-1	Identify the concepts and functional structure of capital market
CO-2	Apply their knowledge to mobilize the fund from various sources
CO-3	Analyse the various types of share capital and loan capital
CO-4	Evaluate the role of SEBI in regulating capital market
CO-5	Create different components of a financial system and trading mechanism

UNIT - I Definition and Growth of Capital Market

Capital Market – Definition – Growth- Concepts- Functions- Structure.

UNIT - II Sources of Finance

Long Term Finance- Sources- Financial Institution- LIC- UTI- IDBI- ICICI- Public Deposit- Mutual Funds.

UNIT - III Corporate Securities

Corporate Securities - Equity Shares- Preference Shares – Debentures and Bonds- Convertible and Non- Convertible debentures- Full and Partly Convertible debentures- Global Depositary Receipts.

UNIT - IV Stock Exchange

Stock Exchange – Functions- Listing of Certificate- Dealers in Stock Exchanges – Role of Securities and Exchange Board of India (SEBI) in the Regulation of share market.

UNIT - V Public Issues of Shares

Public Issues of Shares – Primary Market – Secondary Market- Issues of shares at par and at premium- Right issues of shares – Issues of Bonus shares – Underwriting of shares- Merchant Banks- Foreign Institutional Investors.

References:

1. Avadhani, V.A.(2001), Capital Market Management, Himalaya Publishing House, Mumbai.
2. Gopalsamy,N.(2009), Capital Market, Macmillan Publishers India Ltd, Delhi.
3. Satya Prasad, B.G., Satish Bhat Udaya Chandra(2000), Industrial Finance, Himalaya Publishing House, Mumbai.

Course Outcomes:

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the various functions of capital market	1, 2, 3	Understanding
CO-2	Apply their knowledge for the fund mobilization from various financial institutions	1,2, 3	Applying
CO-3	Analyse the current structure and regulation of the Indian financial services sector.	1, 3, 4	Analyzing
CO-4	Evaluate the Indian Financial System and Financial Institutions	1, 4	Evaluating
CO-5	Create strategies to promote financial products and services.	1,2,3,4,5	Creating

Relationship Matrix

Semester	Course Code		Title of the Course				Hours		Credits		
V	21UEEC51B		CAPITAL MARKET				60		4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	✓	✓	✓	✓		✓	✓	✓			
CO-2	✓	✓	✓			✓	✓	✓			
CO-3	✓	✓	✓	✓		✓		✓	✓		
CO-4	✓		✓	✓	✓	✓			✓		
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Number of matches (✓) = 36 Relationship = High										

SEMESTER-V

CourseTitle	BUSINESS ORGANISATION
TotalHrs.	60
Hrs./Week	4
Sub.Code	21UEEC51C
CourseType	DSE -1C
Credits	4
Marks	100

GeneralObjective:

To enable the students to understand about the concepts of business and to facilitate them to become a successful entrepreneur.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the basic topics of Business organization
CO-2	Examine the various forms of business organization
CO-3	Understand with the factors of location and to Learn the types of plant layout.
CO-4	Explain the causes of combinations.
CO-5	Create clear idea about the objectives of departmental organizations.

UNIT I : Concept of Business Organisation

Economics and Non-Economics activities - Profession and Employment - Meaning of Business - Characteristics of Business - Business - Distinguished from Profession and Employment - Scope, Objectives and Importance of Business - Social Responsibilities of Business.

UNIT II :Forms of Business Organisation

Forms of Business Organization - Sole Proprietorship -Joint Hindu Family Business - Partnership - Joint Stock Company - Public and Private Company - Co-operative Organization -Meaning - Definition - Factors influencing the selection of suitable forms of organization - Relative Characteristics - Differences between the above forms - Merits and Demerits.

UNIT III : Plant Location

Plant location - Factors of Location - Selection of a site -plant layout - Types of plant layout - Advantages.

UNIT IV : Combination

Meaning of combination - Causes of combinations - Types of combinations - Forms of combinations - Rationalization of - Meaning - Causes and Stages.

UNIT V: Public Enterprises

Public Enterprises and Public Utilities - objectives - forms - Departmental organizations - Public Corporations - Government companies - Merits and Demerits of each forms.

Textbook:

Business Organisation and Management - M.C.Shukla

References:

1. Fundamentals of Business Organization and Management -Y.K.Bushan
Sultan Chand & Sons, NewDelhi.

2. Business Organisation and Management – P.C.TulsianVishalPandey
3. Business organization – C.D.Balaji and Dr.G.Prasad –Margham Publications.
4. Principles of Management – Dr.J.Jayasankar–MarghamPublications

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the basic concepts of business organization	1, 3	Understanding
CO-2	Interpret the various forms of business organization	2, 3, 4	Applying
CO-3	Learnt about the selection of a site-plant layout.	1, 2, 4	Analyzing
CO-4	Evaluate the forms of combinations.	2, 3, 4	Evaluating
CO-5	Describe the forms of departmental organizations	2, 4	Applying/ Creating

Relationship Matrix

Relationship Matrix										
Semester	Course Code	Title of the Course				Hours		Credits		
V	21UEEC51C	BUSINESS ORGANISATION				60		4		
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes(PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓			✓		✓		
CO-2	✓	✓	✓	✓			✓	✓	✓	
CO-3	✓	✓	✓	✓		✓	✓		✓	
CO-4	✓	✓	✓	✓			✓	✓	✓	
CO-5	✓	✓	✓	✓			✓		✓	
	Numberofmatches(✓)=31 Relationship=High									

V SEMESTER	
Course Title	ENTREPRENEURIAL DEVELOPMENT
Total Hrs.	60
Hrs./Week	4
Course Code	21UEEC52A
Course Type	DSE-II-A
Credits	4
Marks	100

General Objectives:

To motivate the students for entrepreneurial career and to make them capable of perceiving and exploiting successfully opportunities for enterprises.

Course Objectives:

CO	The learners will be able to:
CO-1	Describe the role of Entrepreneurship in Economic Development.
CO-2	Explain the types of Industries.
CO-3	Analyze the concept of industrial centers and promotional agencies.
CO-4	Compare methods of cost estimation and cost – control.
CO-5	Compose the preparation of project

UNIT- I Definition and Scope of Entrepreneurship

Meaning and Definition – Significance - Scope of Entrepreneurs- Functions of an Entrepreneur – Characteristics- Types- Role of Entrepreneurship in Economic Development

UNIT -II Micro, Small, Medium and Large Scale Industries

Micro, Small, Medium and Large Scale Industries and their Significance – Problems – Industrial Policy on Small Scale Industries- Women Entrepreneurship – Concept – Growth- Problems- Prospects and Development Scheme – SHGs and Micro Finance.

UNIT - III Promotional Agencies

Promotional Agencies – NSIC, TIIC, SIDCO, SIPCOT, District Industrial Centres- Industrial Estates – Industrial Service Institute.

UNIT - IV Cost and Price

Cost and Price – Methods of Cost Estimation – Cost Control- Pricing Methods –Price Policy- Full Cost Pricing- Legislative Control over prices- Packed Commodities Regulation Act.

UNIT- V Project Preparation and Evaluation

Project Preparation and Evaluation- Break Even Analysis: Concept- Features- Assumptions- Graphical Analysis – Importance and Limitations.

Textbook:

Khanaka, S.S. (2009), Entrepreneurial Development, Sultan Chand & Sons –New Delhi.

References:

1. Sangram Keshari Mohanty(2006), Fundamentals of Entrepreneurship, Prentice, Hall of India Pvt Ltd, New Delhi.
2. R.Vasanthagopal, &S.Santha, (2008), Women Entrepreneurship in India, New Century Publications, New Delhi.
3. Dr. C.B.Gupta& Dr. N.P.Srinivasan (2010), Entrepreneurial Development in India, Sultan Chand & Sons, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the role of an entrepreneur in economic Development.	2, 3	Understanding
CO-2	Discover the problems and development Schemes of Women Entrepreneurs.	3, 5	Applying
CO-3	Categorize State and National Entrepreneurial Promotional Agencies and their functions.	2, 5	Analyzing
CO-4	Choose the pricing Strategies and Legislative control over prices of our Product.	1, 2	Evaluating
CO-5	Develop the identification and preparation of Projects.	2, 5	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours		Credits	
V	21UEEC52A	ENTREPRENEURIAL DEVELOPMENT					60		4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓	✓		✓	✓		
CO-2	✓	✓	✓	✓	✓			✓		✓
CO-3	✓	✓	✓	✓			✓			✓
CO-4	✓	✓	✓	✓		✓	✓			
CO-5	✓	✓	✓	✓			✓			✓
	Number of matches (✓) = ...31.... Relationship = Medium									

V SEMESTER	
Course Title	ECONOMETRICS
Total Hrs.	60
Hrs./Week	4
Course Code	21UEEC52B
Course Type	DSE-II-B
Credits	4
Marks	100

General Objectives:

Understanding the tools of econometrics and also to help the student to develop a way of thinking in quantitative terms.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the scope and methodology of econometric research.
CO-2	Explain the test of significance approach
CO-3	Classify the multiple regression analysis.
CO-4	Estimate the presence of multicollinearity.
CO-5	Create clear idea about the heteroscedasticity.

UNIT-I Introduction

Nature, Meaning, Definition and Scope of Econometrics - Methodology of Econometric Research - Simple Linear Regression Model - Method of OLS - Assumptions underlying the Method of Least Squares - Standard Errors of Least Squares Estimators - Properties of Least Squares Estimators

UNIT-II Interval Estimation

Interval Estimation - Confidence Intervals for Regression Coefficients b_1 and b_2 - Hypothesis Testing: Confidence Interval Approach and Test of Significance Approach - The 't' test - Meaning of accepting or rejecting a hypothesis.

UNIT-III Multiple Regression

Multiple Regression Analysis: Assumptions - The two and three variable model - Statistical Properties of Least Square Estimates - Interpretation of Multiple Linear Regression Model - Goodness of fit.

UNIT-IV Multicollinearity

Nature of Multicollinearity - Estimation in the presence of Multicollinearity - Theoretical and Practical Consequences of Multicollinearity - Detection of Multicollinearity - Remedial Measures.

UNIT-V Heteroscedasticity

Definition - Consequences - tests, Spearman Rank Correlation test - Goldfeld and Quandt test - Park Test. Regression with Qualitative Independent Variable- Regression Models with Dummy Variable - Logit Model.

Textbook:

1. A. Koutsoyiannis, (1992) "Theory of Econometrics: An Introductory Exposition of Econometric Methods', Educational Low-Prices Books Scheme, McMillan Education Ltd.

References:

1. Damodar Gujarathi, (1999), "Basic Econometrics", Tata MC Graw Hill Ltd., 4th Ed.
2. Goldberger, (1998), "Introductory Econometrics", A.S. Oxford University Press, Cambridge, Mass.
3. K. Ghose, "Econometrics" Suresh Prentice Hall of India Private Limited, New Delhi.

Course Outcomes:

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the method of least square.	1, 5	Understanding
CO-2	Apply the 't' test and to know the accepting and rejecting a hypothesis.	5	Applying
CO-3	Analyze the multiple linear regression model.	1, 5	Analyzing
CO-4	Evaluate the remedial measure of multicollinearity.	3, 4	Evaluating
CO-5	Develop the concept of regression model with dummy variable.	3, 5	Creating

Relationship Matrix

Semester	Course Code		Title of the Course			Hours		Credits		
V	21UCEC52B		ECONOMETRICS			60 Hrs		4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓				✓
CO-2	✓	✓	✓	✓						✓
CO-3	✓	✓	✓	✓		✓				✓
CO-4	✓	✓	✓	✓				✓	✓	
CO-5	✓	✓	✓	✓	✓			✓		✓
	Number of matches (✓) = ...30.... Relationship = Medium									

V - SEMESTER

Course Title	IMPORT AND EXPORT PROCEDURE
Total Hrs.	60
Hrs./Week	4
Course Code	21UEEC52C
Course Type	DSE -II-C
Credits	4
Marks	100

General Objective:

To identify the procedures regarding import and export business and to motivate the students to involved business activities

Course Objectives:

CO	The learners will be able to:
CO-1	To describe the features of international trade.
CO-2	To explain the Methods of Exchange control.
CO-3	To examine the procedure for export.
CO-4	To discuss the steps taken for import procedure
CO-5	To stimulate the Export promotion activity

UNIT 1: Internal and International Trade

Internal trade – International trade – Difference between internal and international trade – Features of international trade – Advantages and Disadvantages.

UNIT 2: Balance of Trade

Balance of trade – Difference between balance of trade and balance of payment – Components of balance of payment – Equilibrium and Disequilibrium in balance of payment – Measures for connecting disequilibrium exchange control – Exchange control – Objectives – Methods of exchange control.

UNIT 3: Export procedure

Export procedures – Steps – Processing of an export order – Export document related to shipment – documents related to payments.

UNIT 4: Import Procedure

Import procedures – Obtaining I.E.C No. – Rights- Register cum – Membership certificate – Steps taken import procedure.

UNIT 5: Export Promotion

Export Promotion – Objectives – Organizational Setup – Ministry of Commerce – Autonomous bodies – Export Incentives – Marketing assistance – Import facilities for Exporters – Duty – Exemption scheme – Major problems of India's Export section.

Textbook:

International Trade and Export Management - by Francis Cherunilam-Himalaya Publishing House, New Delhi.

References:

1. Export Import Procedures & Documentation, Dr. Swapna Pillaim Sahitya Bhawan Publications.

2. Money, Banking, International Trade and Public Finance - by D.M.Mithani-Himalaya Publishing House, New Delhi
3. Export Management -by P.K. Khurana - Galgotia Publishing Company, New Delhi
4. D.K. Jurara, Export Management, Galgotia Publishing Company – New Delhi
5. Export and Import Procedures, Export and Import Procedures, Educreation Publishing.
6. IBO-4 Export Import Procedures and Documentation, Sudhir Kochhar, Gullybaba Publishing House (P) Ltd.

Course Outcomes:

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Distinguish the differences between the Domestic and International Trades.	1	Remembering
CO-2	Understand the factors that influence the Balance of Trade and Balance of Payment in Import and Export Enterprises.	1	Understanding
CO-3	Be informed about the Export procedures.	1,3	Analysing
CO-4	Study more on Import procedures		Evaluating
CO-5	Gather insights into the Export promotion measures in India.	3,5	Analysing

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
V	21UEEC52C	IMPORT AND EXPORT PROCEDURE					60	4		
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO 2	PLO3	PLO 4	PLO 5	PSO 1	PSO2	PSO 3	PSO4	PSO 5
CO-1	✓		✓	✓	✓	✓		✓		
CO-2	✓			✓	✓	✓		✓	✓	
CO-3	✓	✓	✓	✓	✓	✓	✓	✓		
CO-4	✓				✓	✓			✓	✓
CO-5	✓			✓	✓					
	Number of matches (✓) =28 Relationship = Medium									

V SEMESTER

Course Title	MANAGERIAL ECONOMICS
Total Hrs.	30
Hrs./Week	2
Course Code	21USEC51
Course Type	SEC-V
Credits	2
Marks	100

General Objectives:

To develop the ability to apply the concepts, tools and techniques of economics in analysing and interpreting business decisions

Course Objectives:

CO	The learners will be able to:
CO-1	Discuss the nature and scope of managerial economics.
CO-2	Interpret the concept of demand forecasting and forecasting methods
CO-3	Explain the elasticity of supply and production decision.
CO-4	Analyze the different pricing method
CO-5	Compile Profit and Capital Management.

UNIT - I Nature and Scope of Managerial Economics

Managerial Economics: Meaning, nature-chief characteristics-significance and scope - managerial economist: Role and Responsibilities.

UNIT - II Demand Forecasting

Demand Forecasting: purpose, steps -determining scope of Forecasting exercise - determinants of demand Forecasting - Methods of demand Forecasting - criteria for the choice at a good Forecasting method.

UNIT - III Supply and Production Decision

Law of supply – determinants of supply – elasticity of supply – methods of measuring elasticity of supply – theory of production and meaning – production function – three stages of production – PERT - CPM

UNIT - IV Pricing Methods

Peak load pricing- pricing over the life cycle of a product-pioneer pricing-skimming pricing, penetration pricing -multi-product pricing-transfer pricing-product line pricing-Dual pricing.

UNIT - V Profit And Capital Management

Profit policy-planning-control and forecasting-capital budgeting – evaluator investment proposals-cost of capital-investment decision under risk.

Textbook:

S.Sankaran, (2015) Managerial Economics , Margham Publications, Chennai.

References:

1. Joel Dean (2009), Managerial Economics, PHI Learning Private Limited, New Delhi.

2. H.L.Ahuja (2012), Managerial Economics Analysis of Managerial Decision Making, S.Chand & Company., New Delhi.

Course Outcomes:

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the Significance and scope of Managerial Economics and assess the role of Managerial Economist	1, 2	Understanding
CO-2	Develop the theory of Demand and its application and familiar with the demand forecasting methods.	1, 2, 5	Applying
CO-3	Analyze various methods of measuring elasticity of Supply.	1,2	Analyzing
CO-4	Estimate Skimming pricing, Penetration pricing, Dual pricing.	1,5	Evaluating
CO-5	Formulate the Methods of profit planning and forecasting and able to know cost control.	1, 5	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours			Credits
V	21USEC51	MANAGERIAL ECONOMICS					30 Hrs			2
Course Outcomes (COS)	Programme (PLOs)		Learning		Outcomes		Programme Specific Outcomes (PSOs)			
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			
CO-2	✓	✓	✓	✓		✓	✓			✓
CO-3	✓	✓	✓	✓		✓	✓			
CO-4	✓	✓	✓	✓		✓				✓
CO-5	✓	✓	✓	✓		✓				✓
	Number of matches (✓) = ...31.... Relationship = Medium									

VI SEMESTER	
Course Title	INTERNATIONAL ECONOMICS
Total Hrs.	60
Hrs./Week	4
Course Code	21UCEC61
Course Type	DSC-XII
Credits	4
Marks	100

General Objectives:

To provide the students theoretical background to understand the functioning of the global economy.

Course Objectives

CO	The learners will be able to:
CO-1	Understand the Theories of International trade.
CO-2	Explain the conceptual idea of Free Trade and Dumping
CO-3	Differentiate between balance of trade and balance of Payments.
CO-4	Estimate the stable and flexible foreign exchange rate.
CO-5	Develop an objective of IMF and IBRD.

UNIT - I : Theories of International Trade

Meaning – Nature and Scope – Distinction between internal and international trade – Classical Theory – Adam Smith's Absolute Cost Theory – David Ricardo's Comparative Cost Theory.

UNIT - II : Free Trade Versus Protection

Case for and against free trade and protection – Tariffs – Meaning – Types – Effects – Import Quotas – Meaning – Types – Effects – Dumping – Price Determinations under dumping – effects – anti-dumping measures.

UNIT - III : Balance of Payments

Meaning – importance – structure – difference between balance of trade and balance of payments – Disequilibrium in the balance of payments – Causes – Measures for removal of disequilibrium.

UNIT -IV : Rate of Exchange

Meaning – Elasticity of Demand and Supply of Foreign exchange – Mint Parity Theory – Purchasing Power Parity Theory – Fixed and Flexible Foreign Exchange Rate.

UNIT -V: International Monetary System

International Liquidity - IMF and IBRD – Objectives and Functions – Asian Development Bank – SAARC – WTO and India.

Textbook:

1. M.L. Jhingan, (2013), International Economics, Vrinda Publications(P) Ltd, Delhi.

References

1. D. M. Mithani, (2003), International Economics, Himalaya Publishing House, Mumbai.
2. S.S.Desai, & Nirmal Bhalerao,(2003), International Economics, Himalaya Publishing House, Mumbai.
3. Cherunilam (2006), International Economics, Tata McGraw, Hill Publishing Company, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the features and Scope of International Trade.	1, 5	Understanding
CO-2	Interpret the free trade verses Protection.	1, 2	Applying
CO-3	Analyze the importance and structure of Balance of Payment.	1, 2, 5	Analyzing
CO-4	Evaluate the functions of Foreign Exchange Market and Foreign Exchange Rates.	1, 2, 5	Evaluating
CO-5	Express the functions of International Monetary System.	2, 5	Creating

Relationship Matrix

Semester	Course Code			Title of the Course			Hours		Credits	
VI	21UCEC61			INTERNATIONAL ECONOMICS			60		4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)			
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓				✓
CO-2	✓	✓	✓	✓		✓	✓			
CO-3	✓	✓	✓	✓	✓	✓	✓			✓
CO-4	✓	✓	✓	✓	✓	✓	✓			✓
CO-5	✓	✓	✓	✓			✓			✓
	Number of matches (✓) = ...34.... Relationship = High									

VI SEMESTER	
Course Title	AGRICULTURAL ECONOMICS
Total Hrs.	60
Hrs./Week	4
Course Code	21UCEC62
Course Type	DSC-XIII
Credits	4
Marks	100

General Objectives:

Understand the significance of agriculture in economic development and to provide information to students about various modern technology and ideas adopted in the agriculture sector.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the role of agriculture in Indian Economy
CO-2	Explain the structural and institutional changes in agriculture
CO-3	Classify the agricultural finance and agencies
CO-4	Appraise the role and functions of agricultural marketing.
CO-5	Write the Problems of agricultural labour

UNIT - I : Agricultural Development

Agricultural Development – Role of Agriculture in Indian Economy-
Agricultural Development under Five Year Plans- Productivity in Agriculture
– Causes for Low Productivity- Measures to improve Productivity.

UNIT - II : Structural and Institutional Changes in Agriculture

New Agricultural Strategy – New Economic Policy and Agriculture –
Mechanisation – Advantages and Limitations- Farm Size and Efficiency –
Land Reforms – Measures – Progress- Suggestions for improvement.

UNIT- III : Agricultural Finance and Agencies

Capital formation in Agriculture – Sources of Agricultural Finance- Rural
Indebtedness – Causes- Debt relief activities – Role of Rural Credits
Institutions.

UNIT - IV: Agricultural Marketing

Recent State of Agricultural Marketing- Role and Functions of efficient
marketing system – Marketable surplus - Agricultural Price Policy -
Regulated Markets - Co-operative Marketing – Procurement and Public
Distribution.

UNIT - V : Agricultural Labour

Problem of Agricultural Labour –Causes for poor conditions of agricultural
labour – Problem of Unemployment and Under - employment – Government
measures.

Textbook:

C.B. Memoria, & Badri Bishal Tripathi (2003), Agricultural Problems of India,),
Kitab Mahal Agencies, Patna.

References:

1. S.Sankaran, (2010), Indian Economy, Margham Publications, Chennai.
2. Deepashree, (2011), Indian Economy, Ane Books Pvt Ltd, New Delhi.
3. K. Sethuraman, (2000), Agricultural Marketing, Margham Publications, Chennai

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Describe the causes for low productivity in agriculture.	1, 3	Understanding
CO-2	Apply the new agricultural strategy.	3, 4	Applying
CO-3	Analyze the sources of agricultural finance.	2, 3	Analyzing
CO-4	Evaluate the agricultural pricing policy	1, 3	Evaluating
CO-5	Create Government policies for agricultural labour.	1, 3, 4	Creating

Relationship Matrix

Semester	Course Code		Title of the Course				Hours		Credits	
VI	21UCEC62		AGRICULTURAL ECONOMICS				60		4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)			
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓		✓		
CO-2	✓		✓	✓	✓			✓	✓	
CO-3	✓		✓	✓	✓		✓	✓		
CO-4	✓	✓	✓	✓	✓	✓		✓		
CO-5	✓	✓	✓	✓	✓	✓		✓	✓	
	Number of matches (✓) = ...34.... Relationship = High									

VI SEMESTER	
Course Title	MONETARY ECONOMICS
Total Hrs.	60
Hrs./Week	4
Course Code	21UCEC63
Course Type	DSC-XIV
Credits	4
Marks	100

General Objectives:

To give a thorough understanding of money, its functions and of the Monetary system and its control for the better administration of the economy

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the functions of Money Supply and its unique position in the economy.
CO-2	Develop the modern theories of Demand for Money.
CO-3	Explain the nationalization of banks.
CO-4	Assess the concept of trade cycle.
CO-5	Combine the types of inflation.

UNIT - I : Evolution of Money

Evolution and Functions of Money – Forms of Money – Money and Near Money – Supply of Money (M1, M2, M3 and M4) – Value of Money – Quantity Theory of Money – Fisher’s version – Cambridge version.

UNIT - II : Demand for Money

Demand for Money – Keynes’s theory of Demand for money – Friedman’s Restatement of the quantity theory of money – Patinkin’s Real Balance Effect – Tobin’s portfolio balance theory.

UNIT -III: Banking

Commercial and Central Banking – Functions – Balance Sheet – Credits Creation – Nationalization of Banks – Performance of Public Sector Banks in India – RBI Functions.

UNIT - IV: Trade Cycle

Trade Cycle – Causes and control - Phases of Trade Cycle – Theories of Trade Cycle – Schumpeter – Hawtrey – Hicks and Samuelson.

UNIT - V : Inflation

Economics of Inflation – Meaning – Types – Causes and Measures – Theories: Demand Pull, Cost-Push and Structural Inflation – Phillips Curve – Stagflation.

Textbooks:

1. Jhingan, M.L., Monetary Economics, Virnda Publications (P) Ltd, Delhi.
2. Sankaran S, Indian Economy, Margham Publications, Chennai.

References:

1. D.M. Mithani, (1997), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, New Delhi.

2. M.L. Seth, (2001), Monetary Economics, Lakshmi Varain Agarwal – Agra.
 4. D.N. Dwivedi, (2005), Macro Economics: Theory and Policy, Tata McGraw Hill Publishing Company Ltd, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Describe the quantity theory of money	1, 2, 5	Understanding
CO-2	Explain the real balance effect	1, 2	Applying
CO-3	Analyze the public sector banks in India	1, 2, 5	Analyzing
CO-4	Evaluate the theories of trade cycle	1, 2	Evaluating
CO-5	Compose demand pull and cost push inflation	2, 3, 5	Creating

Relationship Matrix

Semester	Course Code		Title of the Course				Hours		Credits	
VI	21UCEC63		MONETARY ECONOMICS				60 Hrs		4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			✓
CO-2	✓	✓	✓	✓		✓	✓			
CO-3	✓	✓	✓	✓	✓	✓	✓			✓
CO-4	✓	✓	✓	✓		✓	✓			
CO-5	✓		✓	✓	✓		✓	✓		✓
	Number of matches (✓) = ...34.... Relationship = High									

VI SEMESTER	
Course Title	LABOUR ECONOMICS
Total Hrs.	60
Hrs./Week	4
Course Code	21UCEC64
Course Type	DSC-XV
Credits	4
Marks	100

General Objectives:

To develop the students, get an economic perspective of labour and make them well versed with the behaviour of labour market.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the meaning and characteristics of Labour as factors of production.
CO-2	Determine the important causes & impact of industrial disputes
CO-3	Compare workers participation management and workers education.
CO-4	Estimate the salient features of welfare
CO-5	Plan the laws relating to social security measures in India.

UNIT – I Labour as factor of production

Meaning of Labour – Characteristics of Indian labour, Migratory Character – Causes of Migration – effects of Migration – Absenteeism – Meaning and Causes.

UNIT – II Trade Unions and Industrial Disputes

Types of Trade union – objectives – Functions – Industrial Disputes – Causes – Methods of Settling Industrial disputes Collective Bargaining – objectives – Process of Collective bargaining – Industrial Sickness – Meaning and Causes – Retrenchment and Lay-off, Strikes and Lockouts.

UNIT – III Workers Participation in Management and Workers Education

Works Committee – Joint Management Council – Workers Participation in Management – in India – Workers education – objectives – Functions – Central Board of Workers education (CBWE).

UNIT – IV Labour Welfare

Meaning and Scope of labour Welfare – objectives – principles of labour welfare ILO – Aims and Functions – India and ILO.

UNIT – V Social Security

Meaning - Objectives – Social Security Measures in India – Social Insurance – Social Assistance.

Textbooks:

1. Labour Economics - S.R.Saxena
2. Labour Economics - B.P.Tyagi

References:

1. Labour Economics – N. Kumar
2. Labour Economics - C.B,Memoria
3. Labour Economics - Stephen Smith

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Describe the core concepts and causes and effects of labour Economics.	1, 3, 4	Understanding
CO-2	Interpret the objectives, functions and issues connected with trade unions, collective bargaining, industrial sickness, and dispute resolution.	2, 3, 4	Applying
CO-3	Analyze the employees mental and psychological satisfaction and thereby increase their involvement in the affairs of the organization.	3, 4	Analyzing
CO-4	Evaluate the labour welfare measures, aims and functions.	1, 4	Evaluating
CO-5	Develop the important provisions of social security measures in India.	3, 4	Creating

Relationship Matrix

Semester	Course Code			Title of the Course				Hours	Credits	
VI	21UCEC64			LABOUR ECONOMICS				60	4	
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓		✓	✓	
CO-2	✓		✓	✓	✓		✓	✓	✓	
CO-3	✓		✓	✓	✓			✓	✓	
CO-4	✓	✓	✓		✓	✓			✓	
CO-5	✓		✓	✓	✓			✓	✓	
	Number of matches (✓) = ...33.... Relationship = High									

VI SEMESTER	
Course Title	ENVIRONMNETAL ECONOMICS
Total Hrs.	60
Hrs./Week	4
Course Code	21UCEC65
Course Type	DSC-XVI
Credits	4
Marks	100

General Objectives:

To make the students familiar with the concepts of environmental economics and to understand the theoretical and applied frameworks of national and global environmental problems, analytical tools, institutional and regulatory mechanisms etc.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the concepts of Environomics.
CO-2	Choose the concepts of degradation of quality, Urbanization, Air and Noise Pollution.
CO-3	Analyze the of quality of environment and Economic development.
CO-4	Appraise Cost-Benefit related with economic growth and pollution cost distribution.
CO-5	Adapt measures of pollution control, role of Government and voluntary and consumer organization.

UNIT -I : Definition and Scope of Environomics

Definition and Scope of Environomics –Concepts and other Theories – Relationship with other sciences – Problems in Pollution – Approaches in Environomics- Environment and Economics - Natural Resources- Conservation of Natural Resources – Green House Effect – Ozone Depletion- Acid Rain- Tragedy of Commons.

Module II : Welfare Economics and Environomics

Welfare Economics and Environomics – Pareto Theory – Other effects- Environment quality as public good- Optimum Theory – Private and Social cost- Problem of Second cost- Population Menace and Degradation of Environment quality – Urbanisation-Land Use – Air and Water pollution- Noise Pollution.

Module III : Economic Development and Quality of Environment

Economic Development and Quality of Environment- Environmental Issues in Developed and Developing Countries – Uses of Resources – Environmental Protection Laws- Environmental Education in Curriculum.

Module IV : Cost Benefit Analysis

Cost Benefit Analysis – Environmental cost of Economic growth – Limits to growth –Pollution cost distribution- Effects- Plans – Total and Marginal Benefits of Pollution Control – Efficiency in Pollution- Pollution Control Boards.

Module V: Measures of Pollution Control

Measures of Pollution Control – Fiscal and Direct control measures – Taxes and Subsidies- Pollution Control Methods – Government Investment Programmes- Pollution Permits- Global Issues in Environmental Quality- Pole of Government Voluntary and Consumer organization – Treaties and Agreements at Global Level.

Textbook:

1. Sankaran, S. Environmental Economics, Margham Publications, Chennai.

Reference:

Karpagam,M.(2001), Environmental Economics, Sterling Publications Pvt Ltd, New Delhi

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the linkage between Natural Environment and Green House Effect.	1, 4	Understanding
CO-2	Explain the linkages between Environmental Degradation and Economic Development.	4, 5	Applying
CO-3	Identify the Environmental issues and enhancing Environmental quality.	2, 3	Analyzing
CO-4	Appraise the analytic tools and techniques of cost-benefit analysis and assessment of real-world policies.	1, 2, 5	Evaluating
CO-5	Plan and investigate how empirical evidence supports to refute or to control the environmental problems especially disasters.	3, 4	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
VI	21UCEC65	ENVIRONMNETAL ECONOMICS					60	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓		✓	✓			✓	
CO-2	✓	✓	✓	✓	✓				✓	✓
CO-3	✓		✓	✓	✓		✓	✓		
CO-4	✓	✓	✓	✓		✓	✓			✓
CO-5	✓		✓	✓	✓			✓	✓	
	Number of matches (✓) = ...32.... Relationship = Medium									

VI SEMESTER	
Course Title	ADVERTISING
Total Hrs.	60
Hrs./Week	4
Course Code	21UEEC61A
Course Type	DSE-III-A
Credits	4
Marks	100

General Objectives:

Understanding of the overall role advertising plays in the business world.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the meaning and importance of advertising.
CO-2	Explain the classification of newspaper advertising.
CO-3	Analyze the media advertising.
CO-4	Assess the selling objectives and importance.
CO-5	Compose the personal selling and qualities.

Unit -I

Meaning-Definition-Features and importance of advertising-Objectives and functions of advertising -Media meaning -Factors influencing selection of media advertising.

Unit-II

Press advertising meaning-Newspapers -Classification of newspapers - Features of newspapers advertising-Foreign papers- Magazine circulation - Outdoor advertising -Features-Forms of outdoor advertising -Merits and Demerits of advertising.

Unit-III

Electronic media -Radio advertising -Types-Merits and Demerits of Radio advertising -Television advertising-Film advertising- Internet-Audio-Visual-Cassettes-Screen slides-Electronic Signs -Adv meaning-features-Importance of advertising budget.

Unit-IV

Sales Promotion -Meaning and Definition-Sales Promotion and Selling-Objectives and Importance of & Sales promotion-Promotional Mix -Legal Restrictions on Sales promotion Advertising in India.

Unit-V

Personal Selling-Qualities & Objectives of Personal Selling-Difference between Personal Selling, Advertising and sales Promotion-Salesmanship-Meaning-Definition-Uses of Salesmanship.

References:

R.S.N.Pillai & Bagavathi, Modern Marketing, S. Chand & Company Ltd, New Delhi.
Philip Kotler, Principles of Marketing

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Describe the functions of advertising.	1, 2	Understanding
CO-2	Interpret the indoor and outdoor advertising.	3, 5	Applying
CO-3	Differentiate between radio advertising and television advertising.	1, 2, 5	Analyzing
CO-4	Evaluate the sales promotion advertising in India.	3, 5	Evaluating
CO-5	Develop the linkages between advertising and sales promotion.	4, 5	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
VI	21UEEC61A	ADVERTISING					60	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			
CO-2	✓	✓	✓	✓	✓			✓		✓
CO-3	✓	✓	✓	✓		✓	✓			✓
CO-4	✓	✓	✓	✓	✓			✓		✓
CO-5	✓	✓	✓	✓	✓				✓	✓
	Number of matches (✓) = ...34.... Relationship = High									

VI SEMESTER

Course Title	BUSINESS COMMUNICATION
Total Hrs..	60
Hrs./Week	4
Course Code	21UEEC61B
Course Type	DSE-III-B
Credits	4
Marks	100

General Objective:

To understand the fundamental principles of business communications and provides the opportunity to develop and practice communication skills; both written and oral.

Course Objectives:

CO	The learners will be able to:
CO-1	Identify the importance of communication
CO-2	Apply the essential and the character of writing in the business correspondence
CO-3	Focus the value of business offer and acceptance of the business communication
CO-4	Evaluate the types of letters and report writing.
CO-5	Develop the skills to write letter for banking, insurance and compose mail correspondence

UNIT I

Introduction - Importance - Definition - Process of communication - Media for communication - Types of communication - Barriers to communication

UNIT II

Business Letter - Need - Characteristics of a good letter - Functions -Kinds - Essentials of a good business letter – Layout.

UNIT III

Letters of Offer and Quotation - Enquiry and Reply - Orders and their Execution - Credits and Status Enquiry

UNIT IV

Complaints and adjustments - Collection letters - Circular letters - Sales letters - Application for situation - Resume Writing - Report writing

UNIT V

Banking correspondence - Insurance correspondence - Agency correspondence - Communication Network - E-mail correspondence

TEXTBOOK:

Essentials of Business Communication - Rajendra Pal & S.Korlahalli - Sultan Chand & Sons - New Delhi.

REFERENCE BOOKS:

1. Effective Business Communication – Asha Kaul - Prentice Hall
2. Business Communication - AshaKaul - Prentice Hall
3. Business Communication-RSN Pillai and Bagavathi

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Distinguish the concept of business communication	1,3	Understanding
CO-2	Apply their creativity and innovation in new business.	5	Applying
CO-3	Classify the process of preparing a business letter and report	2	Analyzing
CO-4	Appraise the role of communication with sales letter. Insurance letter Enquiry and trade letters in business	4,5	Evaluating
CO-5	Develop the various forms of modern communication	1,3,5	Creating

Relationship Matrix

Semester	Course Code		Title of the Course			Hours	Credits			
VI	21UEEC61B		BUSINESS COMMUNICATION			60	4			
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓		✓		✓	✓		✓	
CO-2	✓		✓	✓		✓	✓		✓	
CO-3	✓		✓		✓	✓		✓		✓
CO-4	✓	✓		✓		✓	✓	✓		✓
CO-5	✓		✓		✓	✓	✓			✓
	Number of matches (✓) = ...31 Relationship = Medium									

VI - SEMESTER

Course Title	SALESMANSHIP
Total Hrs..	60
Hrs./Week	4
Course Code	21UEEC61C
Course Type	DSE -IIIC
Credits	4
Marks	100

General Objective:

To familiarize the students with the fundamentals of salesmanship and to make the students to understand efforts to be taken while assuming selling as a carrier

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the concepts of salesmanship and duties of salesman.
CO-2	Know about the types of sales report.
CO-3	Identify the Maslow's theory of motivation.
CO-4	Explain the concept of selling process.
CO-5	Classify the various types of sales report.

UNIT I

Salesmanship meaning - Types of salesman - Characteristics of a good salesman - Duties of sales manager - control of salesmen - methods of controlling salesmen -

Unit II

Salesmen report and its uses - types of report forms - types of selling situations - Career opportunities in selling, Measures for making selling an attractive career.

UNIT III

Buying Motives: Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling.

UNIT IV

Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.

UNIT V

Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling.

Textbook:

Salesmanship and publicity - J.S.K Patel - Sultan Chand & Sons, New Delhi

References:

1. Dr.Rusdom S. Davar, Hohrab, R.Davar and Nusli R. Davar and Nusli R. Davar - Salesmanship and Publicity - Vikas Publishing Pvt., Ltd, New Delhi.
2. Salesmanship - C.A. kirkpatric - South wster Publishing - Indian Reprint by J.Taraporewal, Bombay.
3. Kapoor Neru, Advertising and personal selling, Pinnacle, New Delhi.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Know about the concept of salesmanship.	1, 4	Understanding
CO-2	Know about the carrier opportunities in selling.	1, 4	Analysing/ Evaluating
CO-3	Understand the concept of motivation and buying motives and their uses in personal selling.	2	Understanding
CO-4	Ensure identification prospective buyers facilitate buying process and maintain a good relationship.	4	Applying/ Creating
CO-5	To implementation of sales policy and prepare effective sales report and notes of implementation of sale.	1	Applying/ Evaluating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours			Credits	
VI	21UEEC61C	SALESMANSHIP					60			4	
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	✓	✓				✓	✓	✓			
CO-2	✓	✓	✓				✓	✓			
CO-3		✓	✓			✓	✓	✓	✓		
CO-4	✓	✓					✓	✓	✓		
CO-5	✓	✓	✓		✓	✓	✓	✓			
	Number of matches (✓) = 27 Relationship = Medium										

VI-SEMESTER

Course Title	PROJECT
Total Hrs..	60
Hrs./Week	4
Sub.Code	21UEEC62
Course Type	DSE-IV
Credits	4
Marks	100

GUIDELINES:

1. The project may be done individually or in groups not exceeding five per group.
2. The minimum length of the project should be 30 pages in A4 size.
3. Marks for the project report will be 100 divided as 60% for the project and 40% for Viva-Voce Examination.

EVALUATION SCHEME:

The Project will be evaluated by both the Internal and External Examiners. Each Examiner will evaluate for 100 marks. The average mark obtained by the candidate is considered marks for the Project Report. The allocation of marks for Project is as follows:

Scheme of Evaluation:

Project	Internal	External
Word of title / Topic	5	5
Objectives / Formulation including Hypothesis	5	5
Review of Literature	10	10
Methodology / Techniques / Procedures adopted	15	15
Summary / Findings / Summation	10	10
Works Cited / Work Consulted / References / Annexures / Footnotes	10	10
Relevance of project to social needs	5	5
	60	60

VI SEMESTER

Course Title	WOMEN EMPOWERMENT IN INDIA
Total Hrs..	30
Hrs./Week	2
Course Code	21USEC61
Course Type	SEC-VI
Credits	2
Marks	100

General Objective:

To understand the basic concepts of women empowerment in India.

Course Objectives:

CO	The learners will be able to:
CO-1	Understand the concept, need and role of women empowerment
CO-2	Discover the knowledge on Gender Socialization, Gender Inequality and Gender injustice.
CO-3	Analyze the challenges of women empowerment in India
CO-4	Evaluate the law relating to women empowerment in India
CO-5	Create the institutional framework for women empowerment

UNIT - I Introduction

Concept of Empowerment- Process and Determination of Women Empowerment-Need for Women Empowerment in India-Status of women in Modern India – Role of Women Empowerment and Social Justice.

UNIT - II Conceptual Framework

Gender-Meaning and Role of Gender- Gender Stratification in Historical Perspective – Gender Socialization - Gender Inequality and Gender injustice.

UNIT - III Women Empowerment In India Problems And Challenges

Women and Education-Women and Health-Women and Economy-Women and Polity.

UNIT -IV Laws Related To Women Empowerment In India

Fundamental Rights for Women –Constitutional Provisions-Personal laws-Need for Uniform Civil code-Special laws-Labour laws-Laws related to Crimes Against Women.

UNIT - V Institutional Framework For Women Empowerment

Role of International Bodies-National and State commission for women-Role of UGC in Women Empowerment -Role of NGO's in Women Empowerment.

References :

1. Kumar.K, Women Empowerment and Social Change.
2. Gandhi, Anjali, Womens work, health and empowerment.
3. Goel, Aruna, Education and socio-economic perspectives of women and empowerment.
4. Kumar, C. Raj and Chockalingam, K. ed.Human rights, justice, and constitutional Empowerment.
5. Mitra, Joyati, ed. Women and society: equality and empowerment.
6. Rathnaswamy, P. Empowerment for sustainable development.

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSOs Addressed	Cognitive Level
CO-1	Understand the concept of women empowerment.	1, 4	Understanding
CO-2	Examine the gender inequality and gender justice.	2,4,	Applying
CO-3	Analyse the women and health.	2, 4,5	Analyzing
CO-4	Appraise the fundamental rights for women.	1, 2,	Evaluating
CO-5	Create the knowledge about role of NGOs in women empowerment	3, 4,5	Creating,

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits		
VI	21USEC61	WOMEN EMPOWERMENT IN INDIA					30	2		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓		✓	✓			✓	
CO-2	✓			✓			✓		✓	
CO-3	✓	✓	✓	✓	✓		✓		✓	✓
CO-4	✓	✓	✓	✓		✓	✓			
CO-5	✓	✓	✓	✓	✓			✓	✓	✓
	Number of matches (✓) = ...32 Relationship = Medium									

THE SCHEME OF EXAMINATIONS UNDER CHOICE BASED CREDIT SYSTEM

- The medium of instruction in all the UG and PG Programmes is English and Students shall write the CIA Tests and the Semester Examinations in English. Three CIA Tests for one hour each will be conducted. For the calculation of CIA Tests marks the average of the best two tests will be taken. The portion for each test can be 1.5 units of the unitized syllabi.
- Two assignments for the Undergraduate Programmes and one assignment and one seminar for the Postgraduate Programmes are compulsory.
- Two Practical Examinations will be conducted for CIA at the end of the semester and the average will be taken.

Distribution of Marks for the Students admitted into the UG and PG Programmes from the academic year 2021-2022

CIA Tests and Semester Examinations

Undergraduate, Certificate, Diploma and Advanced Diploma Programmes						
Course Type	TOTAL MARKS	CIA TESTS MAX.MARKS	SEMESTER EXAMINATION Max. Marks	PASSING MINIMUM		
				CIA	SEM. EXAM	OVERALL
Theory	100	25	75	Nil	30	40
Practical (2Hrs.)	50	20	30	Nil	12	20
Practical (4Hrs.)	100	40	60	Nil	24	40
Project	100	Nil	Report- 60 Marks Viva-Voce- 40 Marks	Nil	Nil	100

Postgraduate Programmes						
Course Type	TOTAL MARKS	CIA MARKS	SEMESTER EXAM	PASSING MINIMUM		
				CIA	SEM. EXAM	OVERALL
Theory	100	40	60	Nil	30	50
Practical	50	20	30	Nil	15	25
Practical (for PG Maths only)	100	40	60	Nil	30	50
Project Report	150	Nil	Project Report- 90 Marks Viva-Voce Examination - 60 Marks	Nil	Nil	150

CIA TESTS

Distribution of Marks

Components	Tests (A)			Assignment (B)	Seminar (C)	Record Note (D)	Total (A+B+C+D)
	I	II	III				
UG-Theory	20	20	20	5	-	-	25
	The Average of the Best Two Tests:20						
PG-Theory	30	30	30	5	5	-	40
	The Average of the Best Two Tests:30						
UG- Practical (2 hrs)	15	15		-	-	5	20
	The Average of the Tests: 15						
UG- Practical (4 hrs)	30		30	-	-	10	40
	The Average of the Tests: 30						
PG- Practical	15	15		-	-	5	20
	The Average of the Tests: 15						
PG- Practical (Maths only)	30	30		-	-	10	40
	The Average of the Tests: 30						

Question Pattern for CIA Test (Theory)

Programme	Question Paper Pattern			Total (A+B+C)
	Part-A	Part-B	Part-C	
UG	MCQs- 8x0.5=4 marks	Internal Choice (Either or type). 2x4=8 marks Answer should not exceed 250 words	Internal Choice (Either or type) 1x8=8 marks Answer should not exceed 500 words	20
PG	MCQs- 20x0.5=10 marks	Internal Choice (Either or type) 3x4=12 marks Answer should not exceed 250 words	Internal Choice (Either or type) 1x8=8 marks Answer should not exceed 500 words	30

End Semester Examination (ESE)

The students who have put in the required number of days of attendance are eligible to appear for the End Semester Examinations irrespective of whether they have passed in the CIA Tests or not. They have to pay the examination fees for all the current courses and the arrear courses, if any, and submit the application form before the due date specified for the purpose. For any reason, the

dates will not be extended. Hall tickets will be issued only for those who have paid the fees. The question papers for the End Semester Examinations for all the theory courses of the UG and the PG Programmes will be set for 75 marks.

Question Pattern for End Semester Examinations (Theory)

Programme	Question Paper Pattern			Total (A+B+C)
	Part-A	Part-B	Part-C	
UG	MCQs- 30x0.5=15 marks	Internal Choice (Either or type) 5x4=20 marks Answer should not exceed 250 words	Internal Choice (Either or type) 5x8=40 marks Answer should not exceed 500 words	75
PG	MCQs- 30x0.5=15 marks	Internal Choice (Either or type) 5x4=20 marks Answer should not exceed 250 words	Internal Choice (Either or type) 5x8=40 marks Answer should not exceed 500 words	($\frac{x}{75} \times 60$) 60

The Question Paper Pattern for the End Semester Examinations (Practical)

The Question Paper Pattern is designed by the respective departments.