



THIRUVALLUVAR UNIVERSITY

SERKKADU, VELLORE-632115

B.A. CORPORATE ECONOMICS

SYLLABUS

FROM THE ACADEMIC YEAR

2023 - 2024

**TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION,
CHENNAI – 600 005**

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

	effectiveness of economic policies.
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	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

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

Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.

- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

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

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

Credit Distribution for UG Programmes

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course – \CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	6	2..3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	5	4.3 Core Course – CC VII Core Industry Module	5	5	5. 3.Core Course CC -XI	4	5	6.3 Core Course – CC XV	4	6
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course –/ Project with viva-voce CC -XII	4	5	6.4 Elective -VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	5	2.5 Elective II Generic/ Discipline Specific	3	6	3.5 Elective III Generic/ Discipline Specific	3	5	4.5 Elective IV Generic/ Discipline Specific	3	6	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	2	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
						3.8 E.V.S.	2	2				5.8 Summer Internship /Industrial Training	2				
	23	32		23	32		22	32		25	32		26	30		21	30
Total – 140 Credits																	

**Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System
for all UG courses including Lab Hours**

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		23	30

COURSE PROFILE

Semester	Part	Code	Offered by	Name of the Subject	Instructional Hours	Credits	CIA	ESE	Total	Pg. No.
I	A	*ILT(7)	Language	Language	6	3	25	75	100	
I	B	DIFE(7)	English	English	6	3	25	75	100	
I	C	CIC1(7)	Economics	C1- Micro Economics	6	5	25	75	100	
I	C	CIC2(7)	Economics	C2 - Monetary Economics	5	4	25	75	100	
I	C	CIA1(7)	Economics	A1- Basic Statistics	5	4	25	75	100	
	D	DSEC1	Economics	Business Communication	2	2	25	75	100	
I	D	SEFC	Economics	Personality Development	2	2	25	75	100	
					32	23				

SEMESTER - I

**B.A. CORPORATE ECONOMICS
SEMESTER I
CORE THEORY (1)**

COURSE NAME: MICRO ECONOMICS

CREDITS:5

COURSE CODE: CIC1(7)

INSTRUCTIONAL HRS:75

COURSE OBJECTIVES:

The main objectives of this course are to:

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

Unit- 1

(10 Hrs)

Adam Smith's definition of economics – Alfred Marshall's definition of economics – Lionel Robin's definition of economics – Paul Samuelson's definition of economics- Methods of Economic Analysis-Deductive method- Inductive method- Positive science- normative science.

Unit- 2

(15 Hrs)

Demand – Meaning and Definition – Law of demand – Demand Schedule – Market demand schedule – Types of demand – Price, Income and Cross demand - Causes for the downward sloping of the demand curve – Exceptions to law of demand – Factors determining demand – Supply – Meaning – Law of Supply.

Unit-3

(20 Hrs)

Elasticity of demand – Meaning – Definition – Types of elasticity of demand – Price elasticity of demand – Degrees of price elasticity of demand – Methods of measuring price elasticity of demand – Income elasticity of demand – Types of Income elasticity of demand - Cross elasticity of demand – Factors influencing elasticity of demand.

Unit- 4

(15 Hrs)

Meaning – Cardinal utility – Ordinal utility – Total utility and marginal utility – Law of Diminishing Marginal Utility (Gossen's first law of consumption) – Assumptions. Indifference Curve Analysis-Meaning-Assumptions of Indifference Curve- Properties of Indifference Curve.

Unit- 5

(15 Hrs)

Meaning – Laws of returns – Modern Approach to law of variable proportions – Increasing returns - diminishing returns - negative returns– Production function – Meaning – Assumptions. Returns to Scale – Constant returns to scale – Increasing returns to scale – Decreasing returns to scale.

SELF STUDY/ EXPERENTIAL LEARNING

1. “The object of economic analysis is not merely to discover the truth but also to assist in the solution of concrete problems.” Comment.

- Analyze the circumstances in which a fall in price of a commodity leads to a fall in its demand.
- “The concept of elasticity is a versatile tool of economic analysis.” Discuss the validity of this statement with appropriate instances.
- Examine the conditions under which a consumer derives maximum satisfaction from his expenditure.
- Distinguish between returns to factor and returns to scale. What will be the return to a factor if the returns to scale are increasing, constant and diminishing?

TEXTBOOKS:

- M.L.Jhingan, 2016 Micro Economics, VIII Edition, Vrindha Publications(P) Ltd., Reprint.
- S.Sankaran, 2015, Micro Economics, VII Edition, Margham Publications.

REFERENCE BOOKS:

- Koutsayiannis, 2016, Modern Micro Economics, 2nd Edition, Palgrave (Macmilan Publishers)
- Robert Pindyck, Daniel Rubinfeld, Microeconomics, 8th Edition, Pearson Education India.
- Gregory Mankiw, Principles of Microeconomics, 2016, Cengage Learning India Pvt. Ltd.

ONLINE RESOURCES:

- <https://pressbooks.bccampus.ca/uvicecon103/chapter/introduction/>
- <https://courses.lumenlearning.com/boundless-economics/chapter/the-study-of-economics/>
- <https://www.youtube.com/watch?v=1UxA6JzoT-4>

COURSE OUTCOMES:

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

CO No.	Course Outcome	Knowledge Level
CO1	Describe the definitions on economics as given by noble economic thinkers and identify the role of ethical values in economic decisions.	K1, K2
CO2	Explain the behavior of consumers and producers and analyze the demand for and supply of goods through graphs and schedule.	K2, K3, K4
CO3	Explain price, income and cross elasticities and calculate the elasticities of demand using common economic variables.	K2, K3
CO4	Demonstrate how consumer behavior shapes the demand curve using the utility maximizing rule and graph the utility-	K2, K3

	maximizing consumption bundles.	
CO5	Analyze the functional relationship between physical inputs and physical outputs of a firm with long run and short run proportions to scale.	K2, K3, K4
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Average	3	3	2.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

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

UNIT -4 (15 Hrs)

Supply of Money -Constituents of Money Supply – Traditional view, Modern view – Currency Money – Factors influencing currency money – Bank Money - Components of money supply in India (M1, M2, M3, M4) – High Powered Money – Sources of change in Money Supply in India – Supply of Money – Approaches of money supply - Demonetization – meaning, merits & demerits.

UNIT 5

(15 Hrs)

Inflation -Inflation - Meaning – Definition, Types, Causes, - Demand- Pull inflation – Keynesian Theory, Cost-Push Theory – Causes of Cost – Push Inflation - Control – Deflation – Meaning, Stagflation – Meaning, Inflationary Gap.

SELF STUDY / EXPERENTIAL LEARNING

1. Intrinsic value of Indian Coins
2. Statement of Money Supply as per RBI data.
3. Impact of Inflation on Savings and Investment.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

1. <https://courses.lumenlearning.com/boundless-economics/chapter/introducing-money/>
2. <https://www.yourarticlelibrary.com/economics/money/the-monetarism-and-friedmans-modern-quantity-theory-of-money-with-diagrams/37968>
3. https://rbi.org.in/Scripts/Data_MSsupply.aspx

COURSE OUTCOMES:

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

COs	Course Outcomes	Knowledge Level
CO1	Discussed why people hold money and why it is used in the trading process	K2
CO2	Describes Monetary Standards of Money.	K1
CO3	Explains the Classical to Modern version of quantity theory of Money.	K2
CO4	Articulates Money Supply in the economy	K3,
CO5	Explains the types of Inflation and it analyses the causes of inflation.	K3, K4
K1- Remember, K2- Understand, K3- Apply, K4- Analyze		

COs-PSOs MATRIX:

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

METHODOLOGY OF TEACHING:

Chalk and board, Assignment, Lecturing and Text, E-content Development – PPT, LMS–Google Classroom, Virtual Classroom – Google Meet, Classroom Discussion and PDF Files.

B.A. CORPORATE ECONOMICS
SEMESTER – I
ALLIED 1

COURSE NAME: BASIC STATISTICS

CREDITS: 6

COURSE CODE: CIA1(7)

INSTRUCTIONAL HOURS: 90

COURSE OBJECTIVES:

The main objectives of this course are to:

1. This paper aims to provide an understanding on various statistical concepts for the economics
2. Impart knowledge on graphs and diagrams.
3. Equip students with knowledge about measures of central tendency and dispersion,

UNIT 1- STATISTICS

(10 Hrs)

Statistics – Meaning – Definition – Nature and Scope of statistics – Importance – Functions – Limitations – Sources of data – Primary and Secondary.

UNIT 2 - DIAGRAM AND GRAPHIC PRESENTATION

(20 Hrs)

Diagram – Meaning – Definition – Advantages – Limitations – Rules – Types of Diagram – Graph – Histogram – Frequency Curve – Frequency Polygon – Ogives – Difference between diagram and graph.

UNIT 3 - MEASURES OF CENTRAL TENDENCY

(20 Hrs)

Meaning – Definition – Functions of an Average – Types of Averages – Features of good Average – Arithmetic Mean – Meaning – Merits – Demerits – Properties of Arithmetic Mean – Sums – Direct method – Median – Meaning – Merits – Demerits – Sums – Direct method – Quartiles – Deciles – Percentiles – Mode – Meaning – Merits – Demerits – Sums.

UNIT 4 - MEASURES OF DISPERSION

(20 Hrs)

Meaning – Definition – Methods of measuring Dispersion – Range – Merits – Demerits – Inter-Quartile Range – Merits – Demerits – Sums – Direct Method – Standard Deviation – Meaning – Definition – Steps – Merits – Demerits – Sums – Direct method

UNIT 5 - SKEWNESS

(20 Hrs)

Skewness – Meaning – Test of skewness – Difference between of Dispersion and Skewness – Objectives of Skewness.- Pearsonian measure of Skewness –Bowley's Measure of Skewness

SELF STUDY / EXPERIENTIAL LEARNING

1. Importance of Statistics in different field of study
2. Uses of Diagrams.
3. Purpose of central tendency
4. Types of measures of dispersion
5. Skewness and its types

TEXT BOOKS:

1. R S N Pillai & Bagavathi : Statistics theory and practice, S.Chand Publications Edition 8th 2019.
2. S.P.Gupta : Statistical Methods, Sultan Chand and Sons, 41st Edition, 2011.

REFERENCE BOOKS:

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

ONLINE RESOURCES:

1. <https://www.statisticshowto.com/probability-and-statistics/descriptive-statistics/pie-chart/>
2. <https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode-median.php>
3. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion>

COURSE OUTCOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Define the basic concepts of statistics	K1
CO2	Construct the graphs and diagrams	K3
CO3	Explain and to calculate the various types of measures of central tendency	K2, K3
CO4	Classify and to calculate the measures of dispersion	K3, K4
CO5	Distinguish between Dispersion and Skewness and to calculate the Skewness	K4
K1 – Knowledge, K2 – Understand, K3 – Apply, K4 – Analyze		

CO-PSO Mapping Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	1	2
CO2	3	2	3	1	2
CO3	3	2	3	1	2
CO4	3	3	3	1	1
CO5	3	3	3	1	1
Average	3	2.6	2.6	1	1.6
3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation					

METHODOLOGY OF TEACHING:

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

**B.A. CORPORATE ECONOMICS
SEMESTER – I
SKILL ENHANCEMENT**

COURSE NAME: BUSINESS COMMUNICATION

CREDITS:2

COURSE CODE: DSEC1

INSTRUCTIONAL HRS:30

COURSE OBJECTIVES:

The main objectives of this course are to:

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

Course Out Comes

1. After studied unit-1, To understand the distinct Features of Business Communication
2. After studied unit-2, To understand the Analysis of Business Letters.
3. After studied unit-3, To understand the Various types of Business Letters.

Unit-1:

Teaching Hours: 15 hrs

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

Unit-2:

Teaching Hours: 16 hrs

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

Unit-3:

Teaching Hours: 15 hrs

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

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

CO No.	Course Outcome	Knowledge Level
CO1	Discribe the distinct Features of Business Communication	K1, K2
CO2	Explain and Analysis of Business Letters	K2, K3, K4
CO3	Explain Various types of Business Letters	K2, K3
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
Average	3	3	2.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

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

B.A. CORPORATE ECONOMICS

SEMESTER – I

FOUNDATION COURSE

COURSE NAME: PERSONALITY DEVELOPMENT CREDITS: 2

COURSE CODE: SEFC INSTRUCTIONAL HOURS: 30

Course Objectives

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

Course Out Comes

1. After studied unit-1, To understand the distinct Features Self Awareness & Self Development.
2. After studied unit-2, To understand the Personal Success Factors
3. After studied unit-3, To understand the Managing self.

Unit-1:

Teaching Hours: 15 hrs

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

Unit-2:

Teaching Hours: 16 hrs

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

Unit-3:

Teaching Hours: 15 hrs

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

TEXT BOOKS:

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

REFERENCE BOOKS:

1. Ethics in Engineering Practice and Research by Caroline & Whitbeck, Cambridge University Press.

2. NASSCOM-Global Business Foundation Skills: Accenture, Convergys, Dell et.al. Foundation Books: Cambridge University Press.

3. Thinks and Grow Rich by Napoleon Hill, Ebury Publishing, ISBN 9781407029252. 4. Awaken the Giant Within by Tony Robbins HarperCollins Publishers, ISBN139780743409384.

COURSE OUTCOMES:

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

CO No.	Course Outcome	Knowledge Level
CO1	Discribe the distinct Features Self Awareness & Self Development.	K1, K2
CO2	Explain and Analysis the Personal Success Factors	K2, K3, K4
CO3	Explain Managing self	K2, K3
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
Average	3	3	2.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

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

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		23	30

COURSE PROFILE

Semester	Part	Code	Offered by	Name of the Subject	Instructional Hours	Credits	CIA	ESE	Total	Pg. No.
II	A		Language	Language	6	3	25	75	100	
II	B		English	English	6	3	25	75	100	
II	C	CCIII	Economics	- Pricing Theory	5	5	25	75	100	
II	C	CCIV	Economics	Economics of Money & Banking	5	5	25	75	100	
II	C	ELECTIVE I	Economics	Statistics for Economics	6	3	25	75	100	
II	D	SEC II	Economics	Economics of Corporate Sector	2	2	25	75	100	
II	D	SEC III	Economics	Insurance Economics	2	2	25	75	100	
					32					

SEMESTER - II

**B.A. CORPORATE ECONOMICS
SEMESTER II**

COURSE NAME: PRICING THEORY

CREDITS:5

COURSE CODE:CCIII

INSTRUCTIONAL HRS:75

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Elaborate the students on perfect and imperfect market condition, oligopoly markets and determination of price and output under various markets.
2. Enable the student to develop ways and means by which various cost concepts and the relationship between cost and revenue can be assessed.
3. Highlight and explain theory of rent, wages and profit.

Unit-1

(10 Hrs)

Cost - Meaning – Definition – Money Cost – Real Cost – Opportunity cost – Short –run cost concepts – Average cost and Marginal cost – Relationship between AC and MC- Long-run cost curves – Revenue – Meaning - Total, Average and Marginal revenue – Relationship between total , average and marginal revenue.

Unit-2

(15 Hrs)

Market-Meaning – Definition - Perfect Competition – Meaning – Features of perfect competition – Short-run equilibrium of firm and industry under perfect competition – shut-down point – Long-run equilibrium of the firm and industry under perfect competition.

Unit-3

(20 Hrs)

Monopoly –Meaning – Definition - Features of Monopoly – Price and Output determination under monopoly – Price discrimination - Meaning – Types of Price discrimination - Degrees of price discrimination (1st degree, 2nd degree, 3rd degree) – Dumping – Meaning - Price Discrimination under ‘Dumping’.

Unit-4

(15 Hrs)

Monopolistic Competition –Meaning – Features of Monopolistic Competition – Price and Output determination under monopolistic competition, Equilibrium of the individual firm, Group Equilibrium in the long period - Oligopoly – Meaning – Characteristics of Oligopoly – Pricing under Oligopoly - Sweezy’s model of oligopoly (Kinked demand curve).

Unit-5

(15 Hrs)

Rent – Meaning – Ricardian Theory of rent - Assumptions – Graphical Illustration – Criticisms – Quasi Rent- Meaning– Wages – meaning - The wage fund theory- The Residual claimant theory - Profit – meaning- Knight’s Uncertainty Bearing theory- Schumpeter’s Innovation theory- Marginal Productivity Theory of Profit.

SELF STUDY / EXPERIENTIAL LEARNING

1. Discuss the nature of the short-run and long-run average cost curves. Why is the long-run cost curve flatter than the short-run cost curve?
2. Explain with the help of a diagram how price is determined in a Perfectly competitive market.
3. Explain discriminatory pricing under monopoly. Is price discrimination economically justifiable?
4. Can pure profits exist in the long-run under conditions of monopolistic competition?
5. Describe the effects of economic growth on rent.

TEXT BOOKS:

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

BOOK FOR REFERENCE:

1. A. Koutsayiannis , 2016, Modern Micro Economics, 2nd Edition, Palgrave (Macmilan Publishers).
2. Gregory Mankiw, Principles of Microeconomics, 2016, Cengage Learning India Pvt. Ltd
3. Robert Frank, Ben Bernanke, Principles of Microeconomics, 4th Edition, McGraw Hill.

ONLINE RESOURCES

1. <https://courses.lumenlearning.com/boundless-economics/chapter/production-cost/>
2. <https://courses.lumenlearning.com/microeconomics/>
3. https://www.youtube.com/watch?v=cBpHD3q3g_8

COURSE OUTCOMES:

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

CO No.	Course Outcome	Knowledge Level
CO1	Explain the concepts of cost incurred in the production of a commodity and differentiate between short run cost and long run cost curves.	K1, K2, K3
CO2	Illustrate the equilibrium of firm and Industry under Perfect Competition.	K2. K3
CO3	Demonstrate Price – output determination under Monopoly and giving knowledge on various pricing behavior of Producer.	K2, K3
CO4	Distinguish Pricing behaviour of Producer under Monopolistic	K2, K3, K4

	Competition and Oligopoly.	
CO5	Analyse the various theories of price paid to the factors of Production	K2, K3, K4
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

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

METHODOLOGY OF TEACHING:

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

**B.A CORPORATE ECONOMICS
SEMESTER 2**

COURSE NAME: ECONOMICS OF MONEY & BANKING

CREDITS: 5

COURSE CODE: CCIVINSTRUCTIONAL HRS: 75

COURSE OBJECTIVES:

The main objectives of this course are to:

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

UNIT - 1

(15Hrs)

Financial Markets - Money market – meaning, functions, constituents of money market. Capital market – meaning, structure, functions, Introduction to Stock Exchange – SEBI

UNIT - 2

(15Hrs)

Commercial Banks - Definition- Functions of Commercial Banks (Accepting Deposit, advancing of loan, Credit creation, Promoting cheque system, Agency and General function) – Structure of Commercial Banks (Branch banking, Unit banking, Group Banking and Chain Banking) – Credit Creation.

UNIT - 3

(15Hrs)

Central Bank - Definition – Functions of Central Banks – Reserve Bank as Central Bank of India - Methods of Credit Control – Quantitative Method (Bank rate, Open market operation, Cash Reserve Ratio) -Qualitative methods (Marginal Requirements, Regulation of consumer Credits, Rationing of Credit, Moral suasion, Publicity and Direct action).

UNIT -4

(15Hrs)

Non-Banking Financial Institution - NBFCs – Meaning, Role of NBFCs, Distinguish between Banks and NBFCs, Regulation of NBFCs, Regulation over accepting Deposit other deposit.

UNIT 5

(15Hrs)

Recent Trends in Banking Sector :Internet Banking – Debit card & Credit card - meaning, difference – Phone banking, Digital Banking, Green Banking- meaning, Crypto currency.

SELF STUDY / EXPERIENTIAL LEARNING

- 1.Administration of Reserve Bank India
- 2.Development of Banking system in India
- 3.Impact of cashless economy.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

1. <https://www.sebi.gov.in/about-sebi.html>
2. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/financial-markets/>
3. <https://www.economicdiscussion.net/banks/central-bank/role-of-central-bank-in-developing-economy-countries/26117>
4. <https://www.rbi.org.in/Scripts/FAQView.aspx?Id=92>

COURSE OUTCOMES:

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

COs	Course Outcomes	Knowledge Level
CO1	Describe the financial market and explains with its functions	K1, K2
CO2	Explains the functions and structures of commercial bank and articulates the credit creation	K2, K3
CO3	Completely reveals the functions of Central banking system and its quantitative and qualitative methods of credit creations.	K2, K3
CO4	Explains the Non-Banking Financial Institution and it distinguish the between Bank and NBFI	K2, K4
CO5	Identifies the recent trends in monetary system.	K2
K1- Remember, K2- Understand, K3- Apply, K4- Analyze		

COs-PSOs MATRIX:

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

METHODOLOGY OF TEACHING:

Chalk and board, Assignment, Lecturing and Text, E-content Development – PPT, LMS– Google Classroom, Virtual Classroom – Google Meet, Classroom Discussion, PDF Files.

TEXT BOOKS:

1. R S N Pillai & Bagavathi: Statistics theory and practice, S.Chand Publications Edition 8th 2019.
2. S.P.Gupta : Statistical Methods, Sultan Chand and Sons, 41st Edition, 2011.

REFERENCE BOOKS:

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

ONLINE RESOURCES:

1. <https://www.statisticshowto.com/probability-and-statistics/correlation-coefficient-formula/>
2. <https://www.mygreatlearning.com/blog/what-is-regression/>
3. <http://dcac.du.ac.in/documents/E-Resource/2020/Metrial/23EthiJain2.pdf>

COURSE COUTOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Explain and classify the sampling and its methods	K1,K2
CO2	Calculate the Karl Pearson and Rank Correlation Coefficient	K3
CO3	Illustrate and point out the cause and effect impact between variables	K3,K4
CO4	Classify and construct the index numbers	K3
CO5	Explain the time series and to calculate the trend analysis	K3
K1 – Knowledge, K2 – Understand, K3 – Apply, K4 – Analyze		

CO-PSO Mapping Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
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C01	3	3	1	1	1
C02	3	1	3	1	2
C03	3	1	3	1	1
C04	3	3	3	1	2
C05	3	3	3	1	2
Average	3	2.2	2.6	1	1.6
3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation					

METHODOLOGY OF TEACHING:

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

B.A. CORPORATE ECONOMICS
SEMESTER – II
SKILL ENHANCEMENT COURSEII

COURSE NAME: ECONOMICS OF CORPORATE SECTOR CREDITS:2
COURSE CODE: SEC2 INSTRUCTIONAL HRS:30

COURSE OBJECTIVES:

The main objectives of this course are to:

1. The objective of this paper is to introduce students to the different areas which enable the students to analyze the corporate environment.
2. This will enable them to take the rational decision in Corporate Sector.

UNIT-1:

(10hrs)

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

UNIT-2:

(10hrs)

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

UNIT-3:

(10hrs)

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

Mapping with Programme Outcomes

COURSE OUTCOMES:

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

CO No.	Course Outcome	Knowledge Level
CO1	DiscribeTypes of Business and Profession	K1, K2
CO2	Explain and Analysis of Business Ethics and Values in Business	K2, K3, K4
CO3	Explain Corporate strategies	K2, K3
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
Average	3	3	2.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

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

B.A. CORPORATE ECONOMICS

SEMESTER – II

SKILL ENHANCEMENT COURSE III

COURSE NAME: INSURANCE ECONOMICS CREDITS: 2

COURSE CODE: SEC3 INSTRUCTIONAL HOURS: 30

Course Objectives

- 1.Agricultural Finance addresses economics in insurance.
2. The course discusses sources of quest for Economic Security, Life Insurance contract and Insurance in Economic Development

Unit-1: (10 hrs)

The quest for Economic Security - Classification of Risks - Demand for Insurance. Definition and Nature - Evolution and Importance of Insurance.

Unit-2: (10 hrs)

Life Insurance contract: Nature and classification of Policies - selection of Risk - Calculation of Premium - Investment of funds - surrender value.

Unit-3: (10hrs)

Insurance in Economic Development: Insurance and mobilization of savings - Insurance Institutions as Investment Institutions and their role in capital market.

Text Books:

- 1.Black ,K and Skipper,H.D - Life and Health Insurance-prentice Hall.
- 2.Bodla ,Gary &K.P.singh - Insurance: Fundamentals, Environment and procedure.Tamil Nadu BookHouse.
- 3.Dionne& Harington - Foundations of Insurance Economics-Kluwer Academic Publishers-Boston.
- 4.Insurance Institute of India - General Insurance Ic – 340 mumbai

Reference Books:

1. Mishra, M.N.-Insurance: Principles and practice – s.chand&co.
2. Mishra, M.N Modern concepts of Insurance – S.chand&co. 7. IRD - AInsurance Development Authority - Regulations and Develop-New Delhi-Report.
3. Govt of India : Report on oldage and Income securtiy (Deva Committee Report)

COURSE OUTCOMES:

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

CO No.	Course Outcome	Knowledge Level
CO1	DiscribeClassification of Risks.	K1, K2

CO2	Explain and Analysis Life Insurance contract	K2, K3, K4
CO3	Explain Insurance in Economic Development	K2, K3
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
Average	3	3	2.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

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

Second Year – Semester-III

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

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

SEMESTER - III

B.A. CORPORATE ECONOMICS

SEMESTER III

CORE THEORY (5)

COURSE NAME: INDICATORS OF ECONOMIC DEVELOPMENT

CREDITS:

5 COURSE CODE: CCV

INSTRUCTIONAL HRS: 75

COURSE OBJECTIVES:

The main objectives of this course are to:

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

UNIT - 1 ECONOMIC GROWTH AND DEVELOPMENT(10 Hrs)

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

UNIT - 2 NATIONAL INCOME(15Hrs)

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

UNIT - 3 ECONOMIC PROBLEMS OF INDIA

(20 Hrs)

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

UNIT - 4 CAPITAL FORMATION(20Hrs)

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

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

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

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

SELF STUDY/EXPERENTIAL LEARNING

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES

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

COURSE OUTCOMES

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

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

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

CO-PSO Mapping Matrix

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

METHODOLOGY OF TEACHING:

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

B.A. CORPORATE ECONOMICS

SEMESTER III

COURSE NAME: ENVIRONMENTAL ECONOMICS CREDITS: 5

COURSE CODE:CCVI INSTRUCTIONAL HRS: 75

COURSE OBJECTIVES:

The main objectives of this course are to:

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

UNIT - 1MEANING AND DEFINITION

(15 Hrs)

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

UNIT - 2 THE ENVIRONMENT AND THE ECONOMY

(15 Hrs)

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

UNIT - 3 COST - BENEFIT ANALYSIS (10 Hrs)

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

UNIT - 4 NATURAL RESOURCES

(15Hrs)

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

UNIT - 5ENVIRONMENTAL ETHICS

(20 Hrs)

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

SELF STUDY

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

TEXT BOOKS

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

REFERENCE BOOKS

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

ONLINE RESOURCES

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

COURSE OUTCOMES

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

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

MAPPING OF COs WITH PSOs

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

B.A. CORPORATE ECONOMICS
SEMESTER III

COURSE NAME: PRINCIPLES OF MARKETING CREDITS:3
COURSE CODE:ELECTIVE INSTRUCTIONAL HRS:60

COURSE OBJECTIVES:

The main objectives of this course are to:

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

Unit- I **(15 Hrs)**

Marketing-Definition-Features-Objectives– Importance of Marketing–Innovations in modern marketing (Social marketing, Meta marketing, De-marketing, Re-marketing, Overmarketing)

Unit- II **(10 Hrs)**

Marketing Functions-Meaning-Functions of Exchange-Buying- Meaning-Kinds of Buying-Assembling-Meaning-Need for assembly-Selling-Meaning-Kinds of Selling-Storage and Warehousing-Meaning-Functions of warehousing – Types of Warehousing (Private, Public, Bonded, Duty paid, Special commodity, Refrigerated, General Merchandise)

Unit- III **(15 Hrs)**

Facilitating Functions-Meaning-Marketing Risk-Meaning-Causes-Methods of handling risk (Preventive risk, Reduction of Risk, Shifting Risk)

Unit- IV **(10 Hrs)**

Product Planning and development-Definition of a Product – Features of a Product – Scope of Product and planning development – Product Life cycle– Product Development – Meaning of New Product – Need for new product-Stages in product development.

Unit- V **(10 Hrs)**

Marketing of Agricultural Products-Characteristics of Agricultural Goods- Problems in the marketing of Agricultural Goods – Remedial Measures – Regulated Market – Meaning –Merits.

SELF STUDY/ EXPERIENTIAL LEARNING:

1. Functions of Physical Distribution
2. Challenges in Managing Product Life Cycle.
3. Agriculture marketing with reference to Tamil Nadu.

TEXTBOOKS:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

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

COURSE OUTCOMES:

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

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

CO-PSO MATRIX:

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

METHODOLOGY OF TEACHING:

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

B.A. CORPORATE ECONOMICS

SEMESTER –III

SKILL ENHANCEMENT COURSE4

COURSE NAME: WOMEN AND THE ECONOMY CREDITS:1

COURSE CODE:SECIV

INSTRUCTIONAL HOURS:15

COURSE OBJECTIVES:

The main objectives of this course are to

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

Unit I: ROLE OF WOMEN (7Hrs)

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

Unit II: DEMOGRAPHIC ISSUES OF WOMEN (5Hrs)

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

Unit III: EMPOWERMENT OF WOMEN (3Hrs)

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

TEXT BOOKS:

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

REFERENCE BOOKS

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

ONLINE RESOURCES

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

COURSE OUTCOMES

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

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

COs PSOs Matrix

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

METHODOLOGY OF TEACHING:

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

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

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

COURSE OBJECTIVES:

The main objectives of this course are to:

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

UNIT 1- INTRODUCTION TO RETAILING **(10 Hrs)**

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

UNIT 2 -TYPES OF RETAIL MARKETING **(10 Hrs)**

Functions of Retailing – Characteristics of Retailing – Types of Retailer

UNIT 3 – RETAIL LOCATION STRATEGIES **(10Hrs)**

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

SELF STUDY / EXPERENTIAL LEARNING:

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

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

COURSE COUTOMES

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

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

COs PSOs Matrix

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

METHODOLOGY OF TEACHING:

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

Semester-IV

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

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

SEMESTER - IV

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

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

CREDITS: 5

COURSE OBJECTIVES:

The main objectives of this course are to:

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

UNIT – 1 SIGNIFICANCE OF AGRICULTURE

(20 Hrs)

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

UNIT – 2 INDUSTRIES IN INDIA

(15Hrs)

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

UNIT – 3 SECTORAL DEVELOPMENT

(15Hrs)

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

UNIT – 4 PLANNING AND NITI AAYOG

(15Hrs)

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

UNIT – 5 INDIA’S FOREIGN TRADE

(10Hrs)

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

SELF STUDY/EXPERENTIAL LEARNING

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

TEXT BOOKS

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

REFERENCE BOOKS

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

ONLINE RESOURCES

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

COURSE OUTCOMES

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

CO	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Integrate agricultural problems and policy measures for the development of agricultural sector and state the	K1, K4

	revolutions made in allied activities.	
CO2	Comment on the new industrial policy and sketch out the problems of small scale industries and connect problems with government policies and industrial credit institutions.	K2, K3, K4
CO3	Name the different types of sectors in India and appraise the development of service sector.	K1, K4
CO4	Describe the various types of plans and interpret the objectives and functions of NITI Aayog.	K2, K3
CO5	Examine the significance and composition of foreign trade and explain the foreign trade policy for development.	K3, K4
K1 – Knowledge, K2 – Understanding, K3 – Apply, K4 – Analyze		

CO-PSO Mapping Matrix

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

METHODOLOGY OF TEACHING:

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

B.A CORPORATE ECONOMICS

SEMESTER-IV

COURSE NAME: PRINCIPLES OF BUSINESS ORGANIZATION CREDITS: 5

COURSE CODE: CIVC8

INSTRUCTIONAL HOURS: 75

COURSE OBJECTIVES:

The main objectives of the course are to:

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

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

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

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

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

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

SELF STUDY/ EXPERIENTIAL LEARNING

1. Differentiate Partnership from Joint Stock Company.

2. Role of Co-operative enterprises in economic development.
3. Highlighting the functions of public utilities to the society.

TEXT BOOK:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

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

COURSE OUTCOMES

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

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

COS-POS MAPPING MATRIX

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

METODOLOGY OF TEACHING:

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

B.A. CORPORATE ECONOMICS

SEMESTER IV

COURSE NAME: MARKETING STRATEGIES

CREDITS:3

COURSE CODE: ELECTIVE IV

INSTRUCTIONAL HRS:45

COURSE OBJECTIVES:

The main objectives of this course are to

1. provide knowledge on the importance of consumerism and its evolution.
2. Discuss the various channels of distribution, pricing strategies, the types of advertising and the process of personal selling.
3. Explain e-marketing, and marketing research to meet consumer needs.

Unit I

(10Hrs)

Consumerism- Definition of consumerism – Reasons for Consumerism – Consumer Movement –Consumer Movement and its evolution in India-Rights of the producers and consumers.

Unit II

(20 Hrs)

Channels of distribution-Definition of channels of distribution-Wholesalers-Meaning of wholesalers-Services of Wholesalers to the Manufacturer and to the Retailer – Retailers – Meaning of retailers– Services of the Retailers

Unit III

(15 Hrs)

Pricing-Meaning of pricing- Objectives of pricing – Kinds of Pricing (Odd pricing, psychological pricing, prestige pricing, dual pricing, skimming pricing, penetration pricing, markup pricing, mark down pricing, geographical Pricing).

SELF STUDY/ EXPERENTIAL LEARNING:

1. Consumer Protection in India.
2. Effects of advertising.
3. Recent trends in E-Marketing.

TEXTBOOKS:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

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

COURSE OUTCOMES:

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

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

CO-PSO MATRIX:

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

METHODOLOGY OF TEACHING:

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

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

COURSE NAME: ADVERTISING AND SALES PROMOTION CREDITS: 2

COURSE CODE: SECVI INSTRUCTIONAL HOURS: 30

COURSE OBJECTIVES:

The main objectives of this course are to:

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

UNIT 1 : FUNDAMENTALS OF ADVERTISING (10Hrs)

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

UNIT 2 ADVERTISING AGENCY (10Hrs)

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

UNIT 3 – ADVERTISING MEDIA (10Hrs)

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

SELF STUDY / EXPERIENTIAL LEARNING:

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

1. <https://www.marketing91.com/objectives-of-advertising/>

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

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

COURSE OUTOMES

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

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

CO-PSO MATRIX:

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

METHODOLOGY OF TEACHING:

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

B.A. CORPORATE ECONOMICS

SKILL ENHANCEMENT COURSE

COURSE NAME: MATHEMATICAL ECONOMICS CREDITS: 2

COURSE CODE: SEC VII INSTRUCTIONAL HOURS: 30

COURSE OBJECTIVES:

The main objectives of this course are to:

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

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

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

UNIT – III Differentiation (Problem) (10 Hrs)

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

SELF STUDY / EXPERIENTIAL LEARNING:

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

TEXT BOOK

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

Reference Books

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

COURSE OUTCOMES

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

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

CO-PSO MATRIX:

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

METHODOLOGY OF TEACHING:

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

B.A. CORPORATE ECONOMICS

SEMESTER – V

COURSE NAME: MACRO ECONOMICS

CREDITS:4

COURSE CODE :CCIX INSTRUCTIONAL HOURS: 75

COURSE OBJECTIVES:

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

Unit-1 MACRO ECONOMICS– INTRODUCTION

(15Hrs)

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

Unit-2 SOCIAL ACCOUNTING

(15 Hrs)

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

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

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

Unit-4 IS – LM FRAMEWORK

(15Hrs)

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

Unit- 5 MACRO ECONOMIC POLICY

(15 Hrs)

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

SELF STUDY

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

TEXT BOOKS

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

REFERENCE BOOKS

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

ONLINE RESOURCES

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

COURSE OUTCOMES:

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

CO	Course Outcome	Level
CO1	Define macro economics distinction between micro and macro economics and elaborate the study of aggregates or averages covering the entire economy with economic actions and	K1, K4
CO2	Examining statistically the economic activities of the different sectors of the economy with Illustration of the circular flow of income.	K3, K4
CO3	Analyze the determination of output and employment through classical model and appraise the implications of Say’s Law.	K4
CO4	Explain the derivation of IS – LM functions and their slopes for the understanding of the effectiveness of monetary and	K2, K3

	fiscal policies.	
CO5	Demonstrate the credit control measures adopted by the Central bank of the country by Monetary Policy and the use of taxation and public expenditure for growth of the economy.	K2, K3, K4

CO-PSO MATRIX:

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

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

METHODOLOGY OF TEACHING:

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

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

COURSE NAME: HUMAN RESOURCE DEVELOPMENT CREDITS:4

COURSE CODE: CCX

INSTRUCTIONAL HRS:75

COURSE OBJECTIVES

The main objectives of this course are to:

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

Unit-1

(15Hrs)

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

Unit-2

(15Hrs)

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

Unit-3

(15Hrs)

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

Unit-4

(10Hrs)

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

Unit -5

(20 Hrs)

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

SELF STUDY/ EXPERENTIAL LEARNING:

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

TEXTBOOKS:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

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

COURSE OUTCOMES:

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

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

CO-PSO MATRIX:

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

METHODOLOGY OF TEACHING

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

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

COURSE NAME: FISCAL ECONOMICS
COURSE CODE: CCXI

CREDITS: 4
INSTRUCTIONAL HRS: 75

COURSE OBJECTIVES:

The main objectives of this course are to:

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

UNIT- 1PUBLIC FINANCE (15Hrs)

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

UNIT- 2PUBLIC EXPENDITURE(15Hrs)

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

UNIT- 3PUBLIC REVENUE(15Hrs)

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

UNIT- 4INDIVIDUAL TAXES IN INDIA

(20Hrs)

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

UNIT- 5TAXABLE CAPACITY(10 Hrs)

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

SELF STUDY/ EXPERENTIAL LEARNING:

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

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

COURSE OUTCOMES:

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

COs	Course Outcomes	Knowledge Level
CO1	Describe the concepts of public finance and distinguish between private and public finance.	K1, K2, K4
CO2	Explain the reasons for the growth of public expenditure in India.	K2, K4
CO3	Classify the various sources of public revenue and differentiate between direct and indirect taxes.	K2, K4
CO4	Categorize the various taxes of India.	K3, K4
CO5	Point out the factors and limits to taxable capacity in India.	K4
K1- Knowledge, K2- Understand, K3- Apply, K4- Analyze		

COs-PSOs MATRIX:

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

METHODOLOGY OF TEACHING:

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

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

COURSE NAME: Project with Viva Voce CREDITS: 4
COURSE CODE: CCXII INSTRUCTIONAL HOURS: 75

COURSE OBJECTIVES:

The main objectives of the course are to:

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

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

This project will be assessed on the submission of the soft copy of project report as well as presentation and the viva. The project work will carry **100 marks**. The minimum for passing will be **40 per cent** for the project work. The number of pages in any project work should be restricted to **25 pages only**.

The structure of project report as follows:

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

COURSE OUTCOMES

On completion of the course, students will be able to

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

CO-PSO Mapping Matrix

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

B.A CORPORATE ECONOMICS SEMESTER V

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

COURSE OBJECTIVES:

The main objectives of this course are to

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

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

UNIT 2:Sampling and its kinds (10Hrs)

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

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

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

Books for Reference:

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

SELF STUDY/ EXPERIENTIAL LEARNING

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

ONLINE RESOURCES

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

COURSE OUTCOMES:

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

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

CO – PSO MAPPING MATRIX

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

METHODOLOGY OF TEACHING

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

B.A. CORPORATE ECONOMICS SEMESTER V

COURSE NAME: RESEARCH METHODOLOGY

CREDITS: 3

COURSE CODE: ELECTIVE VI INSTRUCTIONAL HOURS: 60

COURSE OBJECTIVES:

The main objectives of this course are to:

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

INTRODUCTION TO RESEARCH METHODOLOGY

UNIT –I

(15Hrs)

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

UNIT - II

(15Hrs)

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

UNIT –III

(10Hrs)

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

UNIT - IV

(10Hrs)

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

UNIT –V

(10Hrs)

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

Reference Books:

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

SELF STUDY

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

TEXT BOOKS

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

REFERENCE BOOKS

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

ONLINE RESOURCES:

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

COURSE COUTOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Define about Meaning and Scope of Research	K2, K3
CO2	Construct a Research Process.	K2, K3
CO3	Explain about Sampling	K2, K3
CO4	Interpret the Hypothesis	K1, K3
CO5	Report writing	K2, K4
K1 – Knowledge, K2 – Understand, K3 – Apply, K4 – Analyze		

CO-PSO Mapping Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	2
CO2	3	2	2	3	2
CO3	3	2	3	3	2
CO4	3	2	2	3	2
CO5	3	2	3	3	2
Average	3	1.6	2.7	3	2

3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation

METHODOLOGY OF TEACHING:

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

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

COURSE NAME:SUMMAR INTERNSHIPCREDITS: 2

COURSE CODE:**COURSE OBJECTIVES:**

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

Semester-VI

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

COURSE PROFILE

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

SEMESTER - VI

B.A. CORPORATE ECONOMICS

SEMESTER – VI

COURSE NAME: KEYNESIAN ECONOMICS

CREDITS:4

COURSE CODE: CCXIII INSTRUCTIONAL HOURS: 90 Hrs.

COURSE OBJECTIVES:

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

Unit- 1 INVESTMENT FUNCTION

(15Hrs)

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

Unit- 2 CONSUMPTION FUNCTION

(15 Hrs)

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

Unit- 3 PRINCIPLE OF EFFECTIVE DEMAND

(15 Hrs)

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

Unit- 4 MULTIPLIER AND ACCELARATOR

(15Hrs)

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

Unit- 5 TRADE CYCLE

(15 Hrs)

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

SELF STUDY

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

BOOKS FOR STUDY

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

BOOKS FOR REFERENCE

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

WEBSITE

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

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

COURSE OUTCOMES:

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

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

CO-PSO MATRIX:

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

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

METHODOLOGY OF TEACHING:

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

B.A. CORPORATE ECONOMICS

SEMESTER – VI

COURSE NAME: INTERNATIONAL ECONOMICS

CREDITS: 4

COURSE CODE: CCXIVINSTRUCTIONAL HRS: 90

COURSE OBJECTIVES:

The main objectives of this course are to:

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

UNIT -1 INTERNATIONAL TRADE (15 Hrs)

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

UNIT -2BALANCE OF TRADE AND BALANCE OF PAYMENTS (15 Hrs)

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

UNIT-3 RATE OF EXCHANGE

(10 Hrs)

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

UNIT-4 INTERNATIONAL MONETARY AND FINANCIAL INSTITUTIONS (20 Hrs)

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

UNIT-5 INTERNATIONAL ECONOMIC RELATIONS (15 Hrs)

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

SELF STUDY:

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

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

COURSE OUTCOMES:

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

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

CO-PSO MATRIX

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

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

METHODOLOGY OF TEACHING:

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

B.A. CORPORATE ECONOMICS

SEMESTER – VI

COURSE NAME: INDUSTRIAL ECONOMICS

CREDITS: 4

COURSE CODE: CCXVINSTRUCTIONAL HRS: 90

COURSE OBJECTIVES:

The main objectives of this course are to:

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

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

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

Books for References

1. Ahluwalia, I.J. (1985), Industrial Growth in India, Oxford University Press, New Delhi.
2. Barthwal, R.R. (1985), Industrial Economics, Wiley Eastern Ltd. New Delhi.
3. Cherunilam, F. (1994), Industrial Economics: Indian Perspective (3rd Edition), Himalaya Publishing House, Mumbai.
4. Desai, B. (1999), Industrial Economy in India (3rd Edition), Himalaya Publishing House, Mumbai

5. Divine, P.J. and R.M. Jones et. al. (1976), An Introduction to Industrial Economics, George Allen and Unwin Ltd., London.
6. Government of India, Economic Survey (Annual).
7. Hay, D. and D.J. Moris (1979), Industrial Economics: Theory and Evidence, Oxford University Press, New Delhi.

COURSE OUTCOMES:

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

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

COs-PSOs MATRIX:

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

METHODOLOGY OF TEACHING:

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

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

COURSE NAME: PRINCIPLES OF MANAGEMENT

CREDITS: 5

COURSE CODE: ELECTIVE VII

INSTRUCTIONAL HOURS: 75

COURSE OBJECTIVES:

The main objectives of the course are to:

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

UNIT 1 MANAGEMENT

(15 Hrs)

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

UNIT 2 PLANNING

(15Hrs)

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

UNIT 3 ORGANIZING

(15 Hrs)

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

UNIT 4 MOTIVATION

(15Hrs)

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

UNIT 5 DIRECTION

(15Hrs)

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

SELF STUDY/ EXPERENTIAL LEARNING

1. Differentiating Administration from Management.

2. Effects of good Communications in the Business Management.
3. Presenting the leadership styles.

TEXT BOOK:

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

REFERENCE BOOKS:

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

ONLINE RESOURCES:

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

COURSE OUTCOMES

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

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

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

COS-POS MAPPING MATRIX

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

METODOLOGY OF TEACHING:

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

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

COURSE NAME: PRACTICAL: COMPUTER APPLICATION FOR ECONOMISTS

CREDITS: 5

COURSE CODE: ELECTIVE VIII

INSTRUCTIONAL HOURS: 75

COURSE OBJECTIVES:

The main objectives of the course are to:

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

MS - WORD

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

MS - EXCEL

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

MS - POWER POINT

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

(Internal Marks 25 and Practical Marks 75)

COURSE OUTCOMES

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

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

COS-POS MAPPING MATRIX

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

METODOLOGY OF TEACHING:

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

SEMESTER-VI

COURSE NAME: ENTERPRENEURIAL DEVELOPMENT

CREDITS: 5

COURSE CODE: Professional Competency Skill INSTRUCTIONAL HOURS: 30

COURSE OBJECTIVES:

The main objectives of the course are to:

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

UNIT - I

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

UNIT - II

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

UNIT - III

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

BOOKS FOR REFERENCE:

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

COURSE OUTCOMES

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

COS	COURSE OUTCOMES	KNOWLDGE LEVEL
CO1	Describe the primary functions , Types of entrepreneurs	K1,K2,K3
CO2	Examine about Women Entrepreneurs, Concepts, Problems, Prospects and Empowerment	K1,K3, K4

CO3	Examine the Role Played by Government and Non-Government agencies	K1, K2
K1 – Knowledge, K2- Understand, K3-Apply, K4-Analyze		

COS-POS MAPPING MATRIX

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

METODOLOGY OF TEACHING:

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