



VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)

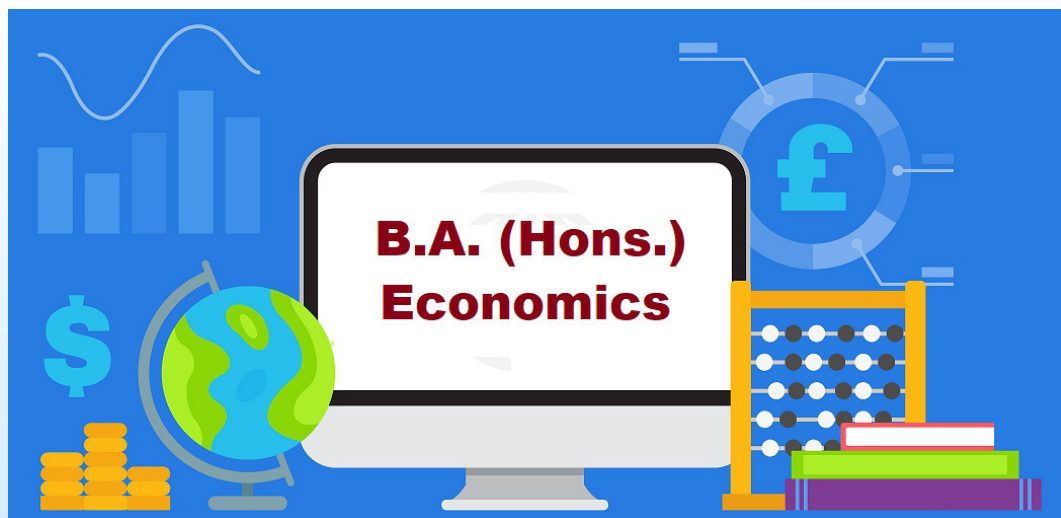
PALLAVARAM - CHENNAI

ACCREDITED BY NAAC WITH 'A' GRADE

Marching Beyond 30 Years Successfully

INSTITUTION WITH UGC 12B STATUS

PROGRAMME PROJECT REPORT (PPR)



CENTRE FOR DISTANCE AND ONLINE EDUCATION

Vels Institute of Science, Technology & Advanced Studies (VISTAS)

Centre for Distance and Online Education (CDOE)

School of Management Studies and Commerce

Department of Economics

B.A.(Hons)-Economics

Under Semester Pattern

(From Calendar Year 2024 onwards)



Programme Project Report (PPR)& Regulations with Detailed Syllabus (ODL Mode)

B.A.(Hons)-Economics

Under Semester Pattern

Programme Project Report (PPR) (From Calendar Year 2024 onwards)

I. Programme's Mission & Objectives

The B.A. (Hons) Economics, is an undergraduate degree in Economics and related subjects. The Programme is designed to provide students with holistic education in Economics and understanding in streams like Public Finance, Financial Markets, Mathematical concepts and Management skills. Vela Institute of Science, Technology and Advanced Studies (VISTAS) started the Department of Economics with the vision of providing the opportunity for quality education in Economics to all realms of society. Since the beginning, hundreds of students have availed themselves of this opportunity for higher education in field of Economics to a great extent throughout Tamilnadu and other part of India. Many students outside the State had also benefited from this. Now it is the new endeavor of the Institute, offering different types of Conventional Graduate and Post Graduate Programmes in addition to Value Added Programmes which are very relevant to contemporary society. This is being done with the academic and infrastructural support of the eminent schools and interdisciplinary inter University centers of the Institute.

The Department of Economics provides students with the B.A. (Hons) Economics degree, with a substantial amount of specialization in the fields of Economics. This Programme is especially suitable for those who wish to pursue a career in Economics, most commonly, aspiring IES, IAS, UPSC, TNPSC students. This is mainly due to the course content, where greater emphasis is laid on such subjects that would help develop a career in these fields, to enable the students to obtain a good understanding of economic concepts, to create nurture economists and financial professionals who possess a high level of knowledge and competence to effectively contribute to society with commitment and integrity.

II. Relevance of the Programme with HEI's Mission and Goals

B.A.(Hons) Economics Programme of the VISTAS is familiarizing the candidate about the various economic concepts and applications of the concepts in business operations. The Programme makes the candidates to recognize the dynamics and complexities of business organizations. The career related degree Programme in Economics is designed with the objective of equipping students to cope with the emerging trends and challenges in the industrial and business world. In congruence with goals of the VISTAS the Programme also envisages to provide skilled manpower to the professional, industrial and service sectors in the country so as to meet the global demands. The Programme is designed with three major subjects, so that a successful candidate can go for higher studies in any one of the major subjects of his/ her choice. The Programme also aims at making the students fit for taking up various jobs and to initiate and run self- employment ventures.

III. Nature of Prospective Target Group of Learners

In the digital era, skill enhancement and knowledge acquisition are the gears that help working professional to sustain in the job and propel to greater heights in the careers. Working professionals and the person who are not able to continue his/her education through regular mode

and would like to update themselves being at home can grab this opportunity and benefit immensely from the distance and online mode. In this Programme the candidates will learn about various managerial and operative functions of various functional areas of Economics discipline.

Acquiring B.A.(Hons) Economics will ensure that the student successfully find a proper job or advance and improve in their current job. B.A.(Hons) Economics Programme is offered for those who aspire to acquire the knowledge and skills of various managerial aspects and those who wish to get entry level jobs in the sectors of finance industry, banking and stockmarket etc. Hence, the learners for this Programme is those who are employed and who find struggle to spend time on regular classes and would like to enhance competency and skill sets by learning the domain expertise in economic concepts, banking, finance and mathematical economics.

IV.Appropriateness of Programme to be conducted in Open and Distance Learning and / or Online mode to acquire specific skills and competence

The Learning Outcomes with respect to the B.A.(Hons) Economics Programme is as follows:

- Study of this Programme will provide knowledge in the various areas of economics, economic theories and mathematical economics.
- Programme includes various accounting courses, enables the students to gain theoretical and problem solving ability of the students.
- Study of this Programme will be valued in all areas of public and private spending, including roles within pricing and risk analysis, financial consultancy and economic planning.
- Students will acquire and demonstrate analytical and problem solving skills.
- Study of this Programme will be helpful in attaining common economics careers and roles include auditor, stockbroker, insurer, business manager and retail, merchandizer, pricing analyst, statistician, financial consultant and salesperson.
- This Programme consists of both theoretical as well as good practical exposures to the students in the relevant areas to meet the industries expectations.

V. Instructional Design

The Curriculum and the Syllabus for B.A.(Hons) Economics Programme have been designed covering all the aspects of Economic Concepts, Micro Economics, Macro Economics, Fiscal Economics, Health Economics, Human Resource and Banking. The minimum duration of the Programme is three years and the medium of instruction is English.

The B.A.(Hons) Economics Programme is offered through the Institution in Conventional Mode also. The faculty members will be deputed to deliver the lectures and Personal Contact Programmes for the B.A.(Hons) in Economics. The credit systems suggested as per UGC-DEB ODL & OL Regulations 2020 have been assigned to B.A.(Hons) in Economics. The self-learning materials in print, e-content, and audio/video materials, wherever required, have also been developed for the Programme.

VI. Procedure for Admissions, Curriculum Transaction and Evaluation

The admission for B.A.(Hons) in Economics Programme will be conducted online by VISTAS-

CDOE, and the Counselling classes will be conducted at VISTAS-CDOE. The evaluation will be carried out by VISTAS and consists of Continuous Internal Assessment (CIA) through Assignment and External Assessment through End Semester Examination (ESE).

(a).Eligibility: Candidates who have passed the 12th Standard Examinations or its equivalent.

(b).Fee Structure: Rs.2500/- per Semester (Six Semesters) plus Registration Charges plus Registration Charges.

(c).Age: Minimum 17 Years and above

(d).Duration of Programme: Minimum 3 Years and a Maximum of 6 Years

(e).Examination System: Examination to the B.A. (Hons) in Economics Programme is designed to maintain quality of standard. The Examination for the B.A. (Hons) in Economics Programme shall consist of only theory courses. Theory Examinations will be conducted by the Institute.

(1). Theory Examinations: The Theory Examinations shall be of three hours duration to each Course and conducted at the end of the year. The candidates who fail in any Course(s) will be permitted to reappear for each failed Course(s) in the subsequent examinations, which have a 70% weightage.

(2).Assignments: The Scheme of Evaluation includes the Continuous Internal Assessment through Assignments, which carries 30 % weightage.

(3).Question Pattern for Theory Examinations

Max. Marks: 70 -Time: 3 hours

PART - A (2 Marks) 5X2=10 Marks

Answer any FIVE questions out of EIGHT questions

[All questions carry equal marks]

1. From Block - I
2. From Block – II
3. From Block - III
4. From Block - IV
5. From Block -V

PART - B (5 Marks) 4X5= 20 Marks

Answer any FOUR questions out of SEVEN questions

[All questions carry equal marks]

1. From Block - I
2. From Block – II
3. From Block - III
4. From Block - IV
5. From Block -V

PART - C (10 Marks) 4X10= 40 Marks
Answer any FOUR questions out of SEVEN questions
[All questions carry equal marks]

1. From Block - I
2. From Block – II
3. From Block - III
4. From Block - IV
5. From Block -V

(4).Passing Minimum for Theory Examination

The Candidate shall be declared to have passed the examination if the candidate secures not less than 25 marks in the End Semester Examination (ESE) in each theory paper and secures not less than 10 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 40 marks in both external and internal taken together.

Continuous Internal Assessment (CIA)		End Semester Examination (ESE)		Overall Aggregated Marks	
Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark
10	30	25	70	40	100

Note: In case, if a learner failed to secure 40 per cent of aggregate marks, he/she may have to re-appear in term end examination or re-do the assignments for securing passing minimum.

(5). Classification of Successful Candidate: Candidates who pass all the Courses and who secure 60 per cent and above in the aggregate of marks will be placed in the First Class. Those securing 50 per cent and above but below 60 per cent in the aggregate will be placed in the Second Class. Those securing 40 per cent and above but below 50 per cent in the aggregate will be placed in the Third Class.

(f).Delivery of Programme

B.A. (Hons) in Economics Programme will be offered through VISTAS-CDOE. The Assistant Professors/Associate Professors/ Professors of relevant faculty employed in VISTAS and other HEIs are eligible to handle Academic Counselling/Personal Contact Programme (PCP) in VISTAS-CDOE for B.A. (Hons) in Economics Programme.

(g).Financial Assistance

Scholarships for SC/ST category are available as per the norms of the State Government of Tamil Nadu. Complete Admission fee waiver for the Physically Challenged/ Differently abled persons.

(h).Policy of Programme Delivery

The Academic Calendar for the Programme will be available for the learners to track down the chronological events/ happenings. The Academic Counselling/PCP schedule will be uploaded in the Institute website and the same will be intimated to the students through SMS.

(i).Ranking

The Institute Rank shall be offered for the toppers (First Rankers) in the Institute Examination having passed their examinations in the first appearance within the prescribed duration of the respective Programme. Absence from an examination shall not be taken as an attempt. The top scorers in the Institute Rank Examination would be declared as Institute Rank Holders, irrespective of their grades/marks in their respective Institute End Semester Examination (ESE). Rank Certificate will be issued for a Programme as follows:

- There is no Rank if the learner strength of concerned Programme is below fifty.
- The learners' strength of the Programme concerned will be indicated in the Rank Certificate.
- The first Rank holder (gold medalist) will be eligible to get the rank certificate in the Institute convocation ceremony.

(j).Cancellation of Admission

Admission is liable to be cancelled at any stage on the following grounds.

- A candidate admitted to a Programme provisionally without verifying and ascertaining his / her eligibility for admission and found ineligible later through scrutiny of the filled-in admission form.
- Suppression of facts, furnishing incomplete, wrong or false information in filled-in Admission Form.
- Misconduct, Indiscipline and Violation of Institute Norms, Rules & Regulations.

(k).Refund

If found ineligible later on, admission will be cancelled and claim for refund of such fees will be considered by the Institute after deduction of service charges, as applicable from time to time as per prevailing norms of the institute.

VII. Requirement of the laboratory support and Library Resources

There is no Lab facilities required for B.A. (Hons) in Economics Programme Library Books are available at VISTAS main Library and Department Library.

VIII. Cost Estimate of the Programme and the Provisions

The cost estimate for development, delivery and maintenance of the B.A. (Hons) in Economics Programme English Medium is provided in the following Table.

S.No	Details	Amount in (Rs.)
1	Programme Development, Delivery and Maintenance (Expenditure)	Rs.24,47,480/-
2	Programme Fee Charged for 1 Semester (Income)	Rs.2,500/-
3	Examination Fee Charged for 1 Semester (Income)	Rs.1,250/-
4	Examination Expenses Per Student for 1 Semester (Expenditure)	Rs.1,150/-

IX. Quality Assurance Mechanism and expected Programme Outcomes

VISTAS-CDOE, Centre for Internal Quality Assurance (CIQA) will monitor the delivering aspect of B.A. (Hons) in Economics Programme for maintaining quality. Feedback will be collected from the Learners and success story if any will also be shared with learners.

Programme Outcomes (POs)

- **PO1: Logical / Analytical reasoning:** Learners will effectively visualize, conceptualize, articulate, and solve complex problems or address problems that do not have a clear answer, with available information, through experimentation and observation, using microeconomic and macroeconomic theories as well as calculus and statistical tools.
- **PO2: Conceptualizing:** Learners are capable to apply economic analysis for day to day problems by helping them to understand events, identify proposals to solve the issues, evaluate specific policy proposals and implement the policies in an effective manner.
- **PO3: Integrative Knowledge:** Students will broaden their global and disciplinary knowledge, enhancing their understanding of the world around them both within economy and beyond.
- **PO4: Applicability:** Students are provided with opportunity to focus on applied and policy issues in Economics by emphasizing quantitative and theoretical aspects of Economics.
- **PO5: Superintendence:** Students are equipped with skills to work as part of a team and lead others, ensuring them to prepare and navigate diverse audiences and situations.
- **PO6: Specialization:** Learners to understand the economic functioning and conditions of our country in the context of past, present and future.
- **PO7: The Teacher and Society:** Application of reasoning for the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional teaching practice.

Programme Specific Outcomes (PSO)

- **PSO1:** Demonstrate competency across economic disciplines, specifically apply the essential elements of core economics principles to analyse and evaluate problems and to construct and implement solutions in the economic environment.
- **PSO2:** As the Under Graduate Course contains the fields like statistics, mathematics and economics principles, it enhances them to compute and assess the real situation of the economy including the size and changes of population, income pattern, nature of an extend of employment, rate of development with pattern of investments and savings, policies in relation to other countries, and social security measures adopted in the country.
- **PSO3:** Demonstrate ability to recognize and identify Economic planning, capital market, monetary and fiscal policies and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- **PSO4:** To facilitate the students to go for economic decision making with mathematical and statistical concepts.
- **PSO5:** To motivate the students to know about new trends in National Economy.

B.A.(Hons)-Economics- ODL Mode Semester Pattern

B.A.(Hons)-Economics Programme Structure (Total Credits: 140)

First Year-First Semester

S.No	Course Code	Course Title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks
						*CIA	*ESE	
1	DLTAM-11	Tamil - I	Language- I	4	3	30	70	100
2	DLENG-11	English - I	Language- II	4	3	30	70	100
3	DCECN-11	Financial Economics-I	CORE	4	3	30	70	100
4	DCBBA-12	Business Management	CORE	4	3	30	70	100
5	DCBEC-13	Managerial Economics	CORE	4	3	30	70	100
Total First Semester Credits				20				

First Year-Second Semester

6	DLTAM-21	Tamil - II	Language-III	4	3	30	70	100
7	DLENG-21	English - II	Language-IV	4	3	30	70	100
8	DCECN-21	Financial Economics - II	CORE	4	3	30	70	100
9	DCECN-22	Micro Economics - I	CORE	4	3	30	70	100
10	DCECN-23	Monetary Economics-I	CORE	4	3	30	70	100
Total Second Semester Credits				20				

Second Year- Third Semester

11	DLTAM-31	Tamil-III	Language- V	4	3	30	70	100
12	DLENG-31	English - III	Language- VI	4	3	30	70	100
13	DCECN-31	Fiscal Economics-I	CORE	4	3	30	70	100
14	DCBMS-31	Business Statistics	CORE	4	3	30	70	100
15	DCECN-32	Micro Economics-II	CORE	4	3	30	70	100
16	DEVS-031	Environmental Studies	AECC	2	3	30	70	100
17		Optional-1		4	3	30	70	100
Total Third Semester Credits				26				

Second Year- Fourth Semester

18	DLTAM-41	Tamil - IV	Language- VII	4	3	30	70	100
19	DLENG-41	English - IV	Language- VIII	4	3	30	70	100
20	DCECN-41	Monetary Economics-II	CORE	4	3	30	70	100
21	DCECN-42	Service Marketing	CORE	4	3	30	70	100
22	DDBBA-42	Business Communication	CORE	4	3	30	70	100
23		Optional-2		4	3	30	70	100
Total Fourth Semester Credits				24				

Third Year- Fifth Semester

24	DCECN-51	Fiscal Economics-II	CORE	4	3	30	70	100
25	DCECN-52	Macro Economics-I	CORE	4	3	30	70	100
26	DCBEC-53	Indian Economy-I	CORE	4	3	30	70	100
27	DCECN-52	Health Economics	CORE	4	3	30	70	100
28		Optional-3		4	3	30	70	100
29		Optional-3		4	3	30	70	100
Total Fifth Semester Credits				24				

Third Year- Sixth Semester

30	DCECN-61	Macro Economics-II	CORE	4	3	30	70	100
31	DCECN-62	Indian Economy-II	CORE	4	3	30	70	100
32	DCECN-63	History of Economics Thought	CORE	4	3	30	70	100
33	DCECN-64	International Economics	CORE	4	3	30	70	100
34		Optional-4		4	3	30	70	100
35		Optional-4		4	3	30	70	100
Total Sixth Semester Credits				26				
Total Credits = 140								

*CIA- Continuous Internal Assessment /*ESE- End Semester Examination

Optional Courses Available

The following Discipline Specific Elective (DSE) Courses and Ability Enhancement Courses (AEC) are also available for the learners to choose from 3rd Semester onwards from the following Courses:

S. No	Course Code	Course Title	Category	No.of. Credits
Semester-III: Optional-1				
1	DAENG-31	English for Competitive Exam	AEC	4
2	DABGL-33	Universal Human Values	AEC	4
Semester-IV: Optional-2				
3	DDBBA-41	Capital Market	DSE	4
4	DDECN-42	Mathematics for Economists	DSE	4
Semester-V: Optional-3				
5	DAENG-51	Business Taxation	AEC	4
6	DAENG-51	Counselling and Negotiation Skills	AEC	4
7	DDBBA-52	E-Business	DSE	4
8	DCBBA-52	Statistics for Economists	DSE	4
Semester-VI: Optional-4				
9	DAENG-61	Soft Skills	AEC	4
10	DDBBA-62	International Finance	DSE	4
11	DDBBA-63	Brand Management	DSE	4
Total Credit of Optional Courses				44

Language Optional Papers Available

The following Language Optional Courses are also available to the learners who could not study Tamil as Language from 1st Semester to 3rd Semester. Learners has to choose any one from the following Courses semester wise.

S. No	Course Code	Course Title	Category	No.of. Credits
Semester- I:Optional				
1	DLENG-10	English-V	Language	4
2	DLHND-10	Hindi-I	Language	4
Semester - II: Optional				
3	DLENG-20	English-VI	Language	4
4	DLHND-20	Hindi-II	Language	4
Semester- III: Optional				
5	DLENG-30	English-VII	Language	4
6	DLHND-30	Hindi-III	Language	4
Semester- IV: Optional				
7	DLENG-40	English-VIII	Language	4
8	DLHND-40	Hindi-IV	Language	4

Name of the B.A.(Hons)-Economics' Programme Coordinator and Faculties

S.No	Name
1	Dr.S.Chandrachud , Professor, Programme Coordinator for B.A.(Hons)-Economics Programme
2	Dr.S.Jansi Rani , Professor, Regular Faculty for B.A.(Hons)-Economics Programme
3	Dr.V.Bala Ruby , Assistant Professor- Regular Faculty for B.A.(Hons)-Economics Programme

B.A. (Hons)-Economics

Detailed Syllabus

Programme	: B.A(Hons)-Economics
Year/Semester	: First Year / First Semester
Course Title	: Tamil - I
Course Code	: DLTAM-11
No.of Credits	: 4

Course Objectives

CO1 : தமிழ் மொழித் திறத்தினை மாணவர்களிடையே எல்லா நிலைகளிலும் மேம்படுத்தி வளர்த்தல். செம்மொழித் தமிழின் இலக்கிய இலக்கண வளமைகளை அறிமுகம் செய்தல்

CO2 : நல்ல தமிழ் எழுதும் பயன்பாட்டு மொழியாற்றலை வளர்த்தல்

CO3 : எழுத்தாற்றலையும் பேச்சாற்றலையும் வளர்த்தெடுப்பதின்வழி தகவல் தொடர்பியல் மற்றும் ஊடகத்தமிழுக்கு தகுதிப்படுத்துதல்

CO4 : மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்கப் பயிற்சியளித்தல்

CO5 : தமிழில் படைபிலக்கியத் திறத்தினை வளர்த்தெடுத்தல்

பாடக் குறியீட்டு எண்: DLTAM11

பருவம்-1, தமிழ்மொழிப்பாடம்-1, பகுதி-1, தகுதிப்புள்ளி: 4,

தாள்-1- இக்காலக் கவிதைகள் – உரைநடை - பண்பாடு – மொழித்திறன்

தொகுதி 1 - சங்க இலக்கியம்

குறுந்தொகை (மூன்று பாடல்கள் - 3, 40, 135) - புறநானூறு (மூன்று பாடல்கள் - 183, 184, 192) - பட்டினப்பாலை (காவிரியின் சிறப்பு 01-07, சோழ நாட்டு 20-28, பல்பொருள் வளம் 183-193) - மதுரைக் காஞ்சி (பாண்டியர் பரம்பரை 01-23, மன்னர்க்கு மன்னன் 64-74, பாண்டியன் புகழ் 197-209).

தொகுதி 2 - இக்கால இலக்கியம்

பாரதியார் - பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள். (பாடல்எண்கள் 1, 6, 7, 9, 12, 13) - பாரதிதாசன் - தமிழுக்கும் அமுதென்று பேர் என்னும் தலைப்பிலான கவிதை - தேசிக விநாயகம் பிள்ளை - உடல் நலம் பேணல் என்னும் தலைப்பிலான கவிதை - அப்துல் ரகுமான் - ஆலாபனை தொகுப்பில் போட்டி என்னும் தலைப்பிலான கவிதை.

தொகுதி 3- உரைநடை

மாணாக்கரும் தாய்மொழியும் - திரு.வி.க., - மன வலிமை வேண்டும் - மு.வரதராசனார் - செம்மொழித் தமிழின் சிறப்புகள் - பண்டைத் தமிழரின் சாதனைச் சுவடுகள்.

தொகுதி 4-தமிழர் வாழ்வும் பண்பாடும்

பண்பாடு - வாழ்வியல் முறை - அகம், புறம் - உணவு முறை - விருந்தோம்பல் - நம்பிக்கைகள் - விழாவும் வழிபாடும் - கலைகள் - கட்டடம் - சிற்பம் - ஓவியம் - இசை - கூத்து - தொழிலும் வணிகமும் - அறிவியல் நோக்கு.

தொகுதி 5- மொழித்திறன், இலக்கிய வரலாறு, இலக்கணம்

மொழித்திறன், இலக்கிய வரலாறு, இலக்கணம் - எழுத்துப் பிழை, தொடர்பு பிழைகள் - வேற்றுமை இலக்கணம் - செய்யுள் நலம் பாராட்டல் - பாடம் தழுவிய இலக்கிய வரலாறு மரபுக் கவிதை - புதுக்கவிதை - உரைநடை.

பார்வை நூல்கள்

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணா மூர்த்தி, ஐந்திணைப் பதிப்பகம், 1973
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 2006
3. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2005
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காடெமி, 1972
5. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2013
6. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
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Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / First Semester
Course Title	:	Hindi - I
Course Code	:	DLHND-10
No.of Credits	:	4

Hindi-I: Prose, Official Letter Writing and Technical words

Course Objectives

- **CO1:**To enable the students to develop communication skills
- **CO2:**To train students in official language
- **CO3:**To enrich their knowledge in Hindi literature
- **CO4:**To teach them human values & create awareness towards exploitation

Block-1: ‘ Ek atuut kadi’ by shri Rajkishore - letter writing (application), Technical words (prashasanik vakyanish:1-50).

Block-2: ‘Devi singh’ by agyeya , letter writing (bank A/C opening & closing), Technical words (prashasanik vakyanish:51-100).

Block-3:‘ Kabiraa ki kaashi ’by Kumar Ravindra.

Block-4:‘ Bharathiya vigyan ki kahaani - ‘hamne diyaa ,hamne liyaa’ by Gunakar mule, letter writing (shikayath pathra, gyapan), Technical words: takniki shabd-25.

Block-5: Letter writing (sarkari pathra, ardha sarkari pathra, kaaryalaya aadesh), Technical words: takniki shabd-25.

Text /Reference Books

1. Agyeya ki sampoorna kahaniyaa - Rajpal &sons, year 2017,
2. Yatrave our bhi ,Kumar Ravindra Rashmi prakashan ,Lucknow
3. Bharathiya vigyan ki kahani, Hindi book centre , NewDelhi
4. Gadya Khosh

Web links

1. <http://www.hindisamay.com/content/1321/1/%E0%A4%B0%E0%A4%BE%E0%A4>
2. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
3. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
4. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>

Course Outcomes

At the end of this course Students:

- **COC1:** will be familiar with official letter writing
- **COC2:** will understand their responsibility in the society
- **COC3:** will be moulded with good character understand human values
- **COC4:** will gain knowledge about ancient &,rich culture of India
- **COC5:** will know the equivalent Hindi words for scientific terms

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / First Semester
Course Title	:	English - V
Course Code	:	DLENG-10
No.of Credits	:	4

Course Objectives

- **CO1:** To provide opportunities for students to read and respond to representations of current issues.
- **CO2:** To prepare the students to effectively communicate by applying reflective thinking practices.
- **CO3:** To provide an opportunity to the students to improve their vocabulary.
- **CO4:** To build on vocabulary and improve writing skills.

Block-1: Listening for specific information

Self-Introduction- Self-Introduction in Interview- Dialogue Writing- Rules for Writing Dialogue- Creative Writing: Dialogue and Grammar and Style in Dialogue-Situational English- Reading Comprehension Strategies, Kinds of Sentences and Personal and Impersonal Passive- Sentences and Tenses - Kinds of Sentences and Tenses and also the Personal and Impersonal Passive -Four English Sentences Types- Simple Compound Complex Sentences, Homographs, Homonyms, Homophones and Paragraph Writing.

Block-2: Sentence structure

English for Workplace- Discourse Markers, Transcoding and Employer Support by Age Group- General Essay Writing - General Essay Writing Introduction, the Five Paragraph Essay and More tips to make your essay shine Planning Pays- Note making-How to Start Note Making and also various aspect of Note Making.

Block-3: Listening to telephonic talk to fill blanks

Reading Text Skimming- introductory aspects Reading Text Skimming, Simple Sentences, Compound Sentences and Complex Sentences and also WH-Questions (Open Questions)- Collocations - Introductory details of Collocations - details about Idioms and Phrases- Letter writing- Various aspects of Letter Writing.

Block-4: Reported speech

Phrasal Verbs and Punctuation - important aspects of Phrasal Verbs - main concepts of Punctuation Reported Speech- Various aspects of Reported Speech.

Block-5: Listening to Reviews

Accepting and Declining Offers - Introduction , various aspects of Accepting a Job Offer and Declining a Job Offer -writing a Formal E-mail important aspects of writing a Formal Email.

Reference Books

1. Creative Writing. Second edition, John Wiley & Sons 2023.
2. Open Textbook Library, Elements of Creative Writing. University of Northern Iowa 2023.
3. Cooper Helen, *Interview Skills*. Trotman 2011.
4. Corfield Rebecca, *Successful Interview Skills: How to Prepare Answer Tough Questions and Get Your Ideal Job*. Fifth Edition. Kogan Page 2009.
5. Take My Word for It : A Dictionary of English Idioms. University of Minnesota Press 2022.
6. The Oxford Dictionary of Idioms. Fourth edition Fourth edition. Oxford University Press 2020.
7. Lemaster A. James, *Note making Super write : Alphabetic Writing System*. Second Edition. South-Western Educational Pub 1996.
8. Somervell D. C., *Hints on Note making in English Subjects*. G. Bell & Sons 1925.
9. *Essay Do's & Don'ts : A Practical Guide to Essay Writing*. Third edition. Oxford University Press 2023.
10. Fuggle Sophie, *Essay Writing*. Trotman 2011.
11. Ehrlich Eugene. *English Grammar*, Third edition, McGraw-Hill 2011.
12. *English Grammar: A Complete Introduction*. Teach Yourself 2019.
13. *Painless Reading Comprehension*, Fourth edition. Kaplan Inc. d/b/a Barron's Educational Series 2021.
14. Rollins Brenda Vance, *Reading Comprehension*. Classroom Complete Press 2010.

Course Outcomes

After the completion of the course English -I, the student will be able to:

- **COC1:** Read and respond to representations of current issues.
- **COC2:** Effectively communicate by applying reflective thinking practices.
- **COC3:** Improve their vocabulary.
- **COC4:** Build on vocabulary and improve writing skills.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / First Semester
Course Title	:	English - I
Course Code	:	DLENG-11
No.of Credits	:	4

Course Objectives

- **CO1:** To enable students to develop their communication skills effectively.
- **CO2:** To make students familiar with usage skills in English Language.
- **CO3:** To enrich their vocabulary in English.
- **CO4:** To develop communicative competency.

Block-1: Prose

Introduction to Prose -Descriptive and Expository - Dangers of Drug Abuse - Hardin B Jones - Profession for Women -Virginia Wolf, Tight Corners – E.V.Lucas.

Block-2: Poetry

Introduction to Poetry - Stopping by woods on a snowy evening – Robert Frost - Ecology – A K Ramanujan - The Unknown Citizen – W.H.Auden.

Block-3: Short Stories

Introduction - Fortune Teller – Karel Capek- The Model Millionaire – Oscar Wilde -The Lion and the Lamb– Leonard Clarke.

Block-4: Plays

Introduction to Play - George Bernard Shaw: Life and Work – Arms and the Man: Summary and Explanation - Character Analysis and Critical Perspective.

Block-5: Grammar

Introduction– Subject verb agreement and Noun Pronoun agreement. – Article and Preposition – Tense.

Reference Books

1. History of English Language by F.T.Wood, Trinity Press, Revised Edition, 2010.
2. Balasubramanian, Text Book of English Phonetics for Indian Students, Macmillan Publishers, New Delhi, 2nd Edition, 2013.
3. Wren and Martin, English Grammar and Composition, S. Chand& Co, New Delhi, 4th Edition, 2012.
4. W.H. Hudson, an Introduction to the Study of Literature, Atlantic Publishers, Chennai.2012
5. Peter Childs, Roger Fowler, The Routledge Dictionary of Literary Terms, Routledge Taylor and Francis group, London.2015.

6. Declerck, Renaat, Sequence of tenses in English. Fac. van de Letteren en de Wijsbegeerte, Univ. Campus, 1988.
7. Aitken, Rosemary, Teaching tenses. Intrinsic Books Ltd, 2021.
8. Lindstromberg. Seth, English prepositions explained. Amsterdam and Philadelphia: John
9. Zwicky, Arnold M. "French prepositions: no pe eking." Phonology 4 (1987): 211- 7.
10. Van Riemsdijk, Henk, "Functional prepositions." Unity in Diversity, edited by H. Pinkster and I. Gene (1990): 229- 241.
11. Reichenbach, Hans, "The tenses of verbs." Meinster, J.; Schernus, W. Time from concept to narrative construct: a reader. Berlin (1947): 1-12.
12. Rumelhart, David E., and James L. McClelland. "On learning the past tenses of English verbs." (1986): 216-271.

Web Links

- <https://www.gradesaver.com/>
- <https://www.enotes.com/>
- <https://www.jstor.org/>
- <https://www.sparknotes.com/>
- <https://www.cliffsnotes.com/>

Course Outcomes

After the completion of the course English -I, the student will be able to:

- **COC1:** Analyze and appreciate the literariness found in them given texts
- **COC2:** Develop the overall comprehending and writing skills.
- **COC3:** Analyze and interpret the given short story and drama with close reading.
- **COC4:** Use language for speaking and writing with confidence in an intelligible and acceptable manner.
- **COC5:** Write simple sentences without committing error of spelling or grammar.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / First Semester
Course Title	:	Financial Economics-I
Course Code	:	DCECN-12
No.of Credits	:	4

Course Objectives

- **CO1:** To remember the basic concepts of financial institutions and markets.
- **CO2:** To understand the role of the central bank and the commercial banks.
- **CO3:** To analyse capital market operation and money market.
- **CO4:** To apply the difference between primary and secondary market.
- **CO5:** To evaluate the need for insurance and financial derivatives.

Block-1: Introduction to Financial Economics

Introduction of Money Market- Meaning and Scope Components of Money Supply, BankRate-Monetary Policy Banking System in India

Block-2: Banking and Financial System

Introduction of Banking and Financial System-Types of Banks-RBI'S Regulations and Functions of Commercial Banks – Credit creation-Modern Functions of Banks

Block-3: Capital Market

Introduction of Capital Market-SEBI and its regulations-Non -banking Institutions in India-Stock Exchange- Meaning and Scope

Block-4: Share market

Share market – Primary and Secondary market-Type of Equities and Bonds-Types of Investments-Share Market Indices.

Block-5: Insurance

Types and Need of Insurance- Life and General-Role of IRDA-Financial Derivative-Types-Health Insurance – meaning and significance

Reference Books

1. Bhole, L. M (2017), Financial Institutions and Markets, 6 th Edition, Mc Graw Hill Education publishers, New Delhi.
2. Frank Fabozzi (2019), Financial Economics, Mc Graw Hill, New Delhi.
3. Frederic S Mishkin and Stanley Eakins (2017) “Financial Markets and Institutions” Pearson Education Publishers, 8 th Edition, New Delhi.
4. Khan. M.Y (2015) Indian Financial System, Tata McGraw Hill, New Delhi,
5. Vinod Kumar (2021), “Financial Markets and Institutions, Taxman’s Publications, Delhi.

Web Links

- https://onlinecourses.nptel.ac.in/noc20_mg10/preview.
- <https://www.mheducation.co.in/financial-institutions-and-markets-9789352605415-india>.
- <https://www.classcentral.com/course/edx-financial-institutions-and-markets-6260>.
- <https://link.springer.com/book/10.1007/978-1-137-08599-3>.
- <https://books.google.co.in/books>

Course Outcomes

After the completion of the course Financial Economics-I - , the student will be able to

- **COC1:** remember the basic concepts of financial institutions and markets
- **COC2:** understand the role of the central bank and the commercial banks
- **COC3:** analyse capital market operation and money market
- **COC4:** apply the difference between primary and secondary market
- **COC5:** evaluate the need for insurance and financial derivatives

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / First Semester
Course Title	:	Business Management
Course Code	:	DCBBA-12
No.of Credits	:	4

Course Objectives

- **CO1:** To help the students gain understanding of the functions and responsibilities of managers.
- **CO2:** To provide them tools and techniques to be used in the performance of the managerial job.
- **CO3:** To enable them to analyze and understand the environment of the organization.
- **CO4:** To help the students to develop cognizance of the importance of management principles.

Block-1: Management Thought and Evolution

Management – Meaning – Definition – Importance – Nature and Scope – Process – Functions of Management – Role of Manager – Levels of Management – Development of Scientific Management – Authors Contribution to Management.

Block-2: Planning and Decision Making

Planning – Nature - Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedure – Management by Objectives (MBO) - Methods of Decision Making – Process of decision making – Types of Decision.

Block-3: Organisation Structure

Organisation – Types of Organisation – Concepts of Organisation – Formal and Informal Organisation – Organisation Structure – Span of Control – Departmentation – Delegation of Authority.

Block-4: Recruitment, Selection, Training and Development

Recruitment – Sources - Selection – Stages in Selection – Training – Benefits of – Methods of Training - Training and Development.

Block-5: Controlling

Motivation – Need and Importance – Communication – Importance – Elements -Channels – Types – Barriers to Communication – Guide lines for ensuring Effective Communication -Co-ordination – Need - Principles of Co-ordination – Types of Co-ordination –Controlling Importance – Steps in Controlling.

Reference Books

1. A. R.Appannaiah, G Dinakar, Sandeep, 2020, Organizational Management, ISBN: 9789350977262.
2. Hardcover, Eichhorn Peter, 2012, Principles of Management, Springer International Publishing AG, ISBN: 9783319709017, 9783319709017.
3. Hardcover, S.K. Kapur, 2012, Principles and Practice of Management, ISBN 9788185701042.
4. Heinz Weihrich, Harold Koontz, Mark V Cannice, 2019, Management: A Global, Innovative Perspective, McGraw Hill India, ISBN: 9788194244608, 8194244609.
5. Koontz, Harold and Weihrich, Heinz (2008), Essentials of management- An International Perspective. New Delhi: McGraw Publishing, Eighth Edition.
6. Koontz, Harold and O' Donell, (2016), Principles of management- An Analysis of Managerial Functions. London: Cambridge University Press.
7. Mitch Mc.Crimmon, (2010). Leadership and Management Reinvented, Ivey Business Journal Online.
8. Stephen. P. Robbins, Mary Coulter and Agna Fernandez, (2015), Management. New Delhi: Pearson, 14th Edition.
9. Skorepa Michal, 2007, Decision making the behavioral business and economic approach, Bloomsbury Publishing PLC, ISBN: 9780230248250, 9780230248250.
10. Thomas A Bateman and Scott A. Snell, (2008), Management-Leading and Collaborating in the Competitive World. New Delhi: McGraw Publishing, Eighth Edition.

Journals

1. Abbas Toloie Eshlaghy, (2009), investigating the Impact of Leaders' Responsibilities in Reaching Organizational Excellence in the EFQM through the Systems Dynamic Approach, International Journal of Business and Management, volume 4, No 9, June 2009.
2. Manisha Yadav, (2010), the Internationalization Process -The Study of Strategic Change, International Journal of Advances in Engineering and Management (IJAEM) Volume 2, Issue 1, PP: 12- 16 .www.ijaem.net ISSN: 2395-5252. <https://www.studyadda.com/notes/teaching/business-studies/emerging-trends-in-management/notes-emerging-trends-in-management>.
3. Fred C. Lunenburg, (2010), The Decision Making Process, National forum of 154 Educational Administration and Supervision Journal. Volume 27, No: 4.
4. Rahman, S, (2018) Evaluation of definitions: ten dimensions of corporate social Responsibility. World Review of Business Research, 1(1), 166-176, 2011 International journal of management, Canadian center of science and education, Vol:13,No:8.

5. Sabitu Adeniran, Lucky, Solomon, (2020) Introduction to Business Management, International Journal of Management Science and Engineering Management, ISBN: 978-978-57673-1-5, Volume 17, Issue 1.

Web Links

- <https://books.google.com/books?hl=en&lr=&id=dZ90AgAAQBAJ&oi=fnd&pg=PT6&dq=business+management+&ots=43lzWagI7a&sig=bFMnI7vH0AvIL2oaLBT6hcSzetA>
- <http://www.sietmanagement.fr/wp-content/uploads/2016/04/nonaka-1996.pdf>
- <https://youtu.be/mtvTqpfvc2Y>
- <https://nptel.ac.in/courses/110107150> and <https://www.tandfonline.com/>

Course Outcomes

After the completion of the course Business Management, the student will be able to:

- **COC1:** Make use of Management techniques, theories, and Policies
- **COC2:** Construct a Plan successfully in every walk of life
- **COC3:** Organize structure and its types
- **COC4:** Authority and Responsibility and stages in selection and training benefits
- **COC5:** Summarise Motivation, Communication, co-ordination and control

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / First Semester
Course Title	:	Managerial Economics
Course Code	:	DCBEC-13
No.of Credits	:	4

Course Objectives

- **CO1:** To understand the fundamental of Managerial Economics.
- **CO2:** To understand the concepts of Demand, Cost, Production and Markets.
- **CO3:** To analyses the Cost function and Production function.
- **CO4:** To examine the profit position of the firm through Break Even Analysis.
- **CO5:** Critically evaluate the business practices existing in the market.

Block-1: Introduction to Managerial Economics

Managerial Economics- Meaning – Characteristics and Subject Matter - Nature and Scope of Managerial Economics - Fundamental Principles of Managerial Economics - Risk and Uncertainty.

Block-2: Demand and Supply Analysis

Law of Demand – Exceptions to Law of Demand – Elasticity of Demand -Factors Influencing Elasticity of Demand - Law of Supply – Elasticity of Supply – Factors Influencing Elasticity of Supply - Demand Forecasting – Objectives – Methods –Criteria of Good Forecasting Methods - Pricing Policy and Cost.

Block-3: Production and Cost Analysis

Production – Meaning – Factors of Production –Production Function – Cobb Douglas – CES – Leontief - Economies and Diseconomies Of Scale - Theory of Production – Law of Variable Proportion –Law of Return to Scale - Cost of Production – Money Cost- Real Cost – Explicit Cost – Implicit Cost –TC, TFC,TVC, AC, AFC, AVC-Cost Output Relationship – Short Run and Long Run.

Block-4: Price and Output Determination in Market

Perfect Competition – Features – Price and Output Determination in Short Run and Long Run - Monopoly – Price Discrimination – Simple Monopoly and Discrimination Monopoly - Monopolistic Competition – Features – Price and Output Determination in Short Run and Long Run - Oligopoly Competition – Features f Oligopoly – Types and Sweezy’ Model of Kinked Demand Curve.

Block-5: Factor Pricing

Marginal Productivity Theory of Distribution - Recardian Theory of Rent – Quasi Rent –Wage Theory - Classical Theory of Interest - Liquidity Preference Theory - Profit Concepts & Analysis.

Reference Books

1. Milton H Spencer and Louis Siegelman, Managerial Economics, Irwin, Illinois, 1969.
2. E.F. Brigham and J.L. Pappas, Managerial Economics, The Dryden press, Illinois, 1972.
3. Christopher T Thomas, Managerial Economics 12th edition, Publisher Richard. Irwin 2017
4. Paul G. Farnham, Economics for Manager, Pearson publisher, 2014
5. Dean Joel, Managerial Economics, PHI, New Delhi, 1976, First Edition
6. Douglas Evan J, Managerial Economics, Theory, Practice & Problems; PHF, New Delhi; 1983, First Edition
8. Leontief, Wassily. [1966] Input-Output Economics. New York, NY: Oxford University Press, 1986.
9. S.Chandrachud, Chud's Series of Managerial Economics, 9444441107 ISBN No. 978164713930-8, Primedia eLauch LLC, Wise lab publications, Chennai 2021.
10. R.L.Varshney, K.L. Maheshwari, Managerial Economics, Sultan & Chand, 2018.
11. Dominick Salvatore, Managerial Economics in a Global Economy, 8th edition, Oxford University Press, 2015
12. William F Samuelson and Stephen G Marks, Managerial Economics, 7th edition, John Wiley and Sons, 2012
13. Christopher Thomas and S Charles Maurice, Managerial Economics, 9th edition, McGraw-Hill Education, 2007
14. E.Case Karl and C Fair Ray and E Oster Sharon, Principles of Economics, Pearson 2017
15. Keat Paul, K Young Philip and C Dickinson, Managerial Economics, Pearson, 2017
16. Deepakshi Gupta, Managerial Economics, Wiley, 2019
17. Ivan Png, Managerial Economics, Routledge, London, 2015
18. Luke M. Froeb, Brian T McCann, Mikhael Shor and Michael Robert Ward, Managerial Economics, Cengage Learning Asia Pvt. Limited, 2019.
19. Suma Damodaran, Managerial Economics, Oxford University Press, 2010.
20. Amit Ahuja, Managerial Economics, S.Chand Limited 2017.
21. Marshirschey, Fundamentals of Managerial Economics, South Western Publications 2008.

Journals

1. Arpana F.Gawade, A Study on Breakeven Analysis with reference to Sadashivrao Mandlik kagal Taluka sahakari sakhar kardhana Ltd, International Journal of Science and Technology and Management, Vol.No.5, Issue No.3, 2016.

2. Mico Apostolov, Cobb- Douglas production function on FDI in Southeast Europe, 'Journal of Economic Structures, Volume 5 article no. 10, 2016.
3. John C. Panzar and Robe D. Willig, Economies of Scale in Multi-Output Production, 'The Quarterly Journal of Economics, oxford university press, Vol.91, No.3 1977

Web Links

- <https://gargicollege.in/wp-content/uploads/2020/03/Karl-E.-Case-Ray-C.-FairSharon-M.-Oster-Principles-of-Economics-10th-Edition-The-Pearson-Series-inEconomics-.pdf>
- https://books.google.co.in/books/about/Managerial_Economics.html?id=CxK7A AAAIAAJ&redir_esc=y

Course Outcomes

After the completion of the course Managerial Economics, the student will be able to:

- **COC1:** Understand the basic elements of managerial economics aspects nature and decision making.
- **COC2:** Explain the law of demand, supply forecasting, consumer durable.
- **COC3:** Understand theories of profit, profit maximization and analysis of Break Even Point.
- **COC4:** Know law of diminishing proportion, product function, Economies of scale.
- **COC5:** Understand Pricing policy under Perfect Competition Monopoly, Monopolistic Competition and Oligopoly.

Programme	: B.A(Hons)-Economics
Year/Semester	: First Year / Second Semester
Course Title	: Tamil-II
Course Code	: DLTAM-21
No.of Credits	: 4

Course Objectives

CO1:தமிழ் மொழித் திறத்தினை மாணவர்களிடையே எல்லா நிலைகளிலும் மேம்படுத்தி வளர்த்தல். செம்மொழித் தமிழின் இலக்கிய இலக்கண வளமைகளை அறிமுகம் செய்தல்

CO2: நல்ல தமிழ் எழுதும் பயன்பாட்டு மொழியாற்றலை வளர்த்தல்

CO3:எழுத்தாற்றலையும் பேச்சாற்றலையும் வளர்த்தெடுப்பதின்வழி தகவல் தொடர்பியல் மற்றும் ஊடகத்தமிழுக்கு தகுதிப்படுத்துதல்

CO4: மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்கப் பயிற்சியளித்தல்

CO5 :தமிழில் படைபிலக்கியத் திறத்தினை வளர்த்தெடுத்தல்

பாடக் குறியீட்டு எண்: DLTAM13

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 4

தாள்-2:அற இலக்கியம் – சிற்றிலக்கியம் – சிறுகதை – பயன்பாட்டுத் தமிழ்

தொகுதி 1 -அற இலக்கியங்கள்

திருக்குறள் - வான் சிறப்பு (அறம்) - ஊக்கமுடைமை (பொருள்) -குறிப்பறிதல் (இன்பம்) - மூன்று அதிகாரங்கள் முழுமையும் - நாலடியார் - மூன்று பாடல்கள். (2, 3, 5) - பழமொழி நானூறு - மூன்று பாடல்கள் (74, 75, 78) - திரிகடுகம் - மூன்று பாடல்கள் (10, 12, 22) - இனியவை நாற்பது - மூன்று பாடல்கள் (1, 12, 16)

தொகுதி 2-சிற்றிலக்கியம்

முத்தொள்ளாயிரம் - சேரன் - வீரம் 14, 15 பாடல்கள் - சோழன் - காதல் 23, 24 பாடல்கள் - பாண்டியன் - 87, 88 பாடல்கள் - தமிழ்விடு தூது - முதல் 20 கண்ணிகள் - திருக்குற்றாலக் குறவஞ்சி -மலைவளம் கூறுதல் - முதல் 5 பாடல்கள்- முக்கூடற்பள்ளு - மூத்த பள்ளி நாட்டு வளம் 2 பாடல்கள், இளைய பள்ளி நாட்டு வளம் 2 பாடல்கள் - கலிங்கத்துப் பரணி – பாலை நிலம் பற்றிய 5 பாடல்கள்

தொகுதி 3- சிறுகதை

பேரறிஞர் அண்ணா - செவ்வாழை – புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப் பிள்ளையும் - ஜெயகாந்தன் – யுகசந்தி - கி.ராஜநாராயணன் - கதவு - அம்பை - காட்டில் ஒரு மான்

தொகுதி 4- பேச்சுத் தமிழ்

பேச்சுத் திறன் - விளக்கம் - பேச்சுத்திறனின் அடிப்படைகள் - வகைகள் - மேடைப்பேச்சு - உடையாடல் - பயிற்சிகள்

தொகுதி 5 - எழுத்துத் தமிழ், இலக்கிய வரலாறு, இலக்கணம்

கலைச் சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின் பண்புகள் - அறிவியல் கலைச் சொற்கள் - கடிதம் - வகைகள் - அலுவலகக் கடிதங்கள் - உறவுமுறைக் கடிதங்கள் - விண்ணப்பக் கடிதம் எழுதுதல்

பார்வை நூல்கள்

1. சங்க இலக்கியங்கள் மூலமும் உரையும் /அ மாணிக்கம், வர்த்தமானன் பதிப்பகம், 2000
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 2006
3. முத்தொள்ளாயிரம் மூலமும் உரையும், பத்மதேவன், ஸ்ரீ செண்பகா பதிப்பகம், 2007
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காடெமி, 1972
5. குற்றாலக் குறவஞ்சி, மணிமேகலைப் பிரசுரம். ஆசிரியர் குழு, லேனா தமிழ்வாணன், 1986
6. பாடநூல் தேடலுக்கான இணையம்

<https://archive.org/>

https://www.youtube.com/watch?v=qzKnca_wse8

<http://www.tamilvu.org/>

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / Second Semester
Course Title	:	Hindi-II
Course Code	:	DLHND-20
No.of Credits	:	4

DLHND-20-Hindi-II:Kahani , Natak and Translation

Course Objectives

- **CO1:**To train students in translation
- **CO2:**To develop reading & writing skills
- **CO3:**To create interest towards reading different types of literature

Block-1: ‘ idgah’ by Premchand’ (kahani), Translation- Definition, Types.

Block-2: ‘pitha ‘ by gyanranjan (kahani), Translation - Anuvadak ke gun.

Block-3: jamun ka ped by Krishna chander ‘ (kahani) , Translation Practice.

Block-4: adhi rath ke baad by Shankar shesh (naatak), Translation Practice.

Block-5: adhi rath ke baad by Shankar shesh (naatak), Translation Practice.

Text/Reference book

1. Adhi rath ke baad ,by Shankar shah ,kitabghar prakashan ,2000.
2. Idgah by Premchand,Bharathiya gyan peeth ,NewDelhi.
3. Jamun ka ped by Krishna Chandra, Deepak publishers, November, 2019.
4. Pitha by gyan ranjan,Rajkamal publication, January, 2018.
5. Glossary of Administrative terms ,Commission for scientific terms & Technical
6. Terminology, 2007.
7. Patralekhan kala by Dr.Shivshankar Pandey, 2018.
8. Gadya khosh

Web links

1. <https://premchandstories.in/aidgaah-story-munshi-premchand-pdf/>
2. <https://www.google.com/search?q=pitha+by+gyan+ranjan&aq=chrome.1.69i57j0i13j0i22i30.10387j0j4&sourceid=chrome&ie=UTF-8>
3. <http://db.44books.com/2020/04/%E0%A4%86%E0%A4%a7%E0%A5%80%E0%A4%b0%E0%A4%be%E0%A4%a4-%E0%A4%95%E0%A5%87>
4. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9/_/_%E0%A4%85%E0%A4%9C

Course Outcomes

At the end of this course Students will:

- **COC1:** know the importance & process of translation.
- **COC2:** understand the values of elders in a family & extend their support.
- **COC3:** know the different writing skills of authors.
- **COC4:** gain knowledge in Hindi literature.
- **COC5:** acquire knowledge in Hindi Sahithya.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / Second Semester
Course Title	:	English-VI
Course Code	:	DLENG-20
No.of Credits	:	4

Course Objectives

- **CO1:**To improve the ability in Poetry and Short Stories
- **CO2:**To develop the Writing Comprehension
- **CO3:**To create interest towards Vocabulary and reading Grammar

Block-1: Poetry

La Belle Dame sans Merci: A Ballad by John Keats- "Television" by Roald Dahl- "If" by Rudyard Kipling- "The Stolen Boat Ride" by Wordsworth.

Block-2: Short Story

"The Mysterious Stranger" by Mark Twain-"A Lesson in Friendship" by Katherine Mansfield- "The Gift of the Magi" by O. Henry

Block-3: Writing Comprehension

Precis Writing-E-mail Writing- Report Writing

Block-4: Vocabulary

Synonyms and Antonyms-Idioms and Phrases-Homophones and Homographs.

Block-5: Grammar

Modal Verbs-Subject-Verb Agreement-Clauses and Phrases

References:

1. English Grammar And Composition: An Aid For School, College And Competitive Examinations by Dr Vedmani Balraj
2. "The Gift of the Magi" Short Story by O. Henry." IvyPanda, 4 Oct. 2022, ivy panda.com/essays/the-gift-of-the-magi-short-story-by-o-henry/.
3. High School English Grammar and Composition Book by Wren & Martin
4. Martinet and Thomson – A Practical English Grammar
5. David Green: Contemporary English Grammar Structure and Usage
6. M L Tickoo and Subramanian: Intermediate Grammar, Usage and Composition

Course Outcomes

At the end of this course Students:

- **COC1:** Improve the ability in Poetry and Short Stories.
- **COC2:** Can develop the Writing Comprehension
- **COC3:** Can create interest towards Vocabulary and reading Grammar.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / Second Semester
Course Title	:	English-II
Course Code	:	DLENG-21
No.of Credits	:	4

Course Objectives

- **CO1:**To improve the speaking ability in English both in terms of fluency and comprehensibility
- **CO2:**To enhance students Reading, Writing, Listening and Speaking skills
- **CO3:**To enrich their vocabulary in English

Block-1: Prose

Introduction to prose The Unexpected – Robert Lynd My Greatest Olympic Prize-Jesse Owens- If You Are Wrong, Admit It- Dale Carnegie.

Block-2: Poetry

Introduction to forms of Poetry Pulley or The Gift of God – George Herbert The Daffodils – William Wordsworth Night of the Scorpion- Nissim Ezekiel.

Block-3: Short Story

Introduction -The Gift of Magi- O Henry Three Questions- Leo Tolstoy-The Selfish Giant-Oscar Wilde.

Block-4: Comprehension

Introductions -Reading Comprehension -Hints Developing- Note Making.

Block-5: Grammar

Introduction-Degrees of Comparison -Active and Passive Voice-Direct and Indirect Speech.

Reference Books

1. A.J. Thomson, Practical English Grammar, Oxford Publications, 1997.
2. Bas Aarts, Oxford Modern English Grammar, Oxford University Press, 2011.
3. Confluence - Anu Chitra Publications, 2018.
4. English Conversation Practice by D. H. Spencer, Oxford University Press, 2012.
5. Martin Hewings, Advanced English Grammar with Answers, Cambridge University Press, 1999.
6. Murphy Ramond, Essential English Grammar with Answers. Generic Publications, 2015.
7. Quirk, A University grammar of English, Pearson Education, 2005.
8. Wordsworth, William, and Randy Miller. Daffodils. SC Company, 1910.

9. Wren and Martin, English Grammar and Composition, S. Chand & Co, New Delhi, 4th Edition, 2012.
10. Payne, Thomas E., and Thomas Edward Payne. Understanding English grammar: A linguistic introduction. Cambridge University Press, 2011.

Journals

1. Afzal, Muhammad, Asim Mahmood, and Umar Hayat. "An Analysis of Grammatical Cohesion Used in the English Essays of English Grammar and Composition for Intermediate Level." *International Bulletin of Linguistics and Literature (IBLL)* 4.4 (December (2021): 68-99.
2. Kolczynski, Richard G. "The Role of Grammar in Composition." *Reading Improvement*, 12.3 (1975): 141.
3. Longacre, Robert E. "Sentences as combinations of clauses." *Language typology and syntactic description 2* (1985): 235-286.
4. Lyman, R. L. "Language, Grammar, and Composition." *Review of Educational Research* 2.1 (1932): 35-42.
5. Meyer, Charles. "Functional Grammar and Its Application in the composition Classroom." *Journal of Teaching Writing* 8.2 (1989): 147-168.
6. Munro, Pamela. "From parts of speech to the grammar." *Studies in Language, International Journal sponsored by the Foundation "Foundations of Language"* 30.2 (2006): 307-349.

Web Links

- <https://www.cambridgeenglish.org/learning-english/parents-and-children/activities-for%20children/pre-a1-level/>
- <https://learnenglish.britishcouncil.org/vocabulary>
- <https://learnenglish.britishcouncil.org/grammar/english-grammar-reference>
- <https://learnenglish.britishcouncil.org/grammar/english-grammar-reference>
- <http://www.bchmsg.yolasite.com/skills.php>

Course Outcomes

After the completion of the course English II, the student will be able to

- **COC1:** Analyze and appreciate the literariness found in the given text
- **COC2:** Develop the overall comprehending and writing skills
- **COC3:** Analyze and interpret the given short story and drama with close reading
- **COC4:** Use language for speaking and writing with confidence in an intelligible and acceptable manner
- **COC5:** Write simple sentences without committing error of spelling or grammar

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / Second Semester
Course Title	:	Financial Economics-II
Course Code	:	DCECN-21
No.of Credits	:	4

Course Objectives

- **CO1:** To know more about the financial part of economic issues through capital budgeting,
- **CO2:** To know more about SEBI and other financial factors.
- **CO3:** to do projects on Financial information system

Block-1: Introduction to Capital Budgeting

Introduction of Capital Budgeting- Definition-Features of Capital Budgeting Need and Objectives of Banks-Regulation of Working Capital and Finance

Block-2: Negotiable Institutions

Structure of Negotiable Institutions Characteristics of Negotiable Institutions Primary and Secondary functions of Stock Brokers, Underwriters-Primary and Secondary Functions of Depositories Credit Rating Agencies

Block-3:Stock Market System

Trading, Listing, Regulation of Stock Market- Market Efficiency– NSE BSE – Online Trading System- SEBI – Guidelines for Capital Issues Pricing- Insider Trading – Investor protection.

Block-4: Derivative Markets

Derivative markets – Options and Futures Trading System Consumer Finance- Factoring – Leasing - Hire Purchase

Block-5: An overview of Financial Market

An overview of Financial Market- Legal and Regulatory framework-Financial Sector Reforms – SCRA- Various segments of Financial Markets -Venture Capital Financing, Mutual Funds- Financial Information System (FIS).

Reference Books

1. Bhole, L. M (2017), Financial Institutions and Markets, 6 th Edition, Mc Graw Hill Education publishers, New Delhi.
2. Frank Fabozzi (2019), Financial Economics, Mc Graw Hill, New Delhi.
3. Frederic S Mishkin and Stanley Eakins (2017) “Financial Markets and Institutions” Pearson Education Publishers, 8th Edition, New Delhi.
4. Khan. M.Y (2015) Indian Financial System, Tata McGraw Hill, New Delhi,
5. Vinod Kumar (2021), “Financial Markets and Institutions, Taxman’s Publications, Delhi.

Web Links

- https://onlinecourses.nptel.ac.in/noc20_mg10/preview.
- <https://www.mheducation.co.in/financial-institutions-and-markets-9789352605415-india>.
- <https://www.classcentral.com/course/edx-financial-institutions-and-markets-6260>.
- <https://link.springer.com/book/10.1007/978-1-137-08599-3>.
- <https://books.google.co.in/books>

Course Outcomes

After the completion of the course Financial Economics - II, the student will be able to:

- **COC1:** Aware of objectives of different types of financial institutions
- **COC2:** Knowledge about the linkage of primary and secondary market.
- **COC3:** Knowledge on provisions on investors protections
- **COC4:** Able to distinguish factoring, leasing and HP
- **COC5:** Able to do projects on Financial information system

Programme	: B.A(Hons)-Economics
Year/Semester	: First Year / Second Semester
Course Title	: Monetary Economics-I
Course Code	: DCECN-22
No.of Credits	: 4

Course Objectives

- **CO1:** To understand different concepts of national income and recent issues like LPG,IMF, IBRD and WTO.
- **CO2:** To understand the Knowledge on Supply of money

Block-1: Money

Money – Kinds of money-Functions of money- Role of money- Qualities of good money

Block-2: Demand Theories of Money

Classical quantity theory of money- Cambridge version of quantity theory of money- Classical vs Cambridge version-Keynesian theory of demand for money.

Block-3: Supply of Money

Supply of money – Sources- Measures of money supply- Theory of money supply-Money multiplier

Block -4: Business Cycle

Business cycle – Characteristics- Phases of business cycle- Types of business cycle- Control measures of business cycle

Block -5: Inflation

Meaning and measures of inflation- Types of inflation- Causes and effects of inflation- Inflationary gap – Stagflation.

Reference Books

1. Benjamin F and Friedman (2010), the handbook of Monetary economics, ElsevierPublications.
2. David Currie (2021), Advances in monetary economics, December 1, RoutledgePublications.
3. Jagdish Handa (2009), Monetary Economics, 2nd Edition, Routledge 2 Park Square,Milton Park, Abingdon, Oxon OX14 4RN ISBN 0-203-89240-2.
4. Jhingan M L (2009), Monetary Economics, Vrinda Publications, New Delhi.
5. Laffont (1989): The Economics of Uncertainty and Information, Himalaya, Mumbai.
6. Magill and Quinzii (1996): Theory of Incomplete Markets, S.Chand, New Delhi.
7. Mervyn Lewis, Paul Mizen (2000), monetary economics, Oxford University Press.

8. Mithani D N (2008), Money Banking & International Trade, Himalaya, Mumbai.
9. Sethi T (1996), Monetary Economic Theory, S. Chand & Co, New Delhi.
10. Suraj B. Gupta (1982), Monetary Economics (institutions, Theory and Policy), S. Chand Limited.

Journals

1. Alesina, A., and Summers, L.H. (1993), "Central Bank Independence and Macroeconomic Performance: Some Comparative Evidence," Journal of Money, Credit and Banking, 25(2).
2. Barro, R.B., and Gordon, D.B. (1983), "A Positive Theory of Monetary Policy In a Natural Rate Model," Journal of Political Economy 91(4).
3. Barro, R.B. and Gordon, D.B. (1983), "Rules, Discretion and Reputation in a Model of Monetary Policy," Journal of Monetary Economics, 12(1).
4. Benigno, G., and Benigno, P. (2003), "Price Stability in Open Economies," Review of Economic Studies, 70(4).
5. Benigno, P., and Woodford, M. (2012), "Linear-Quadratic Approximation of Optimal Policy Problems," Journal of Economic Theory, 147(1).

Web Links

- http://bibliotheque.pssfp.net/livres/Monetary_Economics.pdf
- <https://books.google.co.in/books>
- https://books.google.co.in/books/about/Global_Monetary_Economics
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- <http://link.springer.com/book/10.1007/978-1-137-08599-3>
- https://perhuaman.files.wordpress.com/2014/06/gali_polc3adtica_monetaria.pdf
- <http://www.amazon.in/Introduction-Monetary-Economics>
- <https://www.routledge.com/Advances-in-MonetaryEconomics>

Course Outcomes

After the completion of the course Monetary Economics- I, the student will be able to:

- **COC1:** Aware of functions and classifications of money
- **COC2:** Knowledge on classical theory of demand for money
- **COC3:** Knowledge on Supply of money
- **COC4:** Aware of Characteristics and effects of trade cycle
- **COC5:** Knowledge on causes and Types of inflation.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / Second Semester
Course Title	:	Micro Economics-I
Course Code	:	DCECN-23
No.of Credits	:	4

Course Objectives

- **CO1:** To understand fundamental elements of Economics and other theoretical background of economic concepts.
- **CO2:** To understand the theory of Rent, wage, Interest and profit
- **CO3:** To understand the framework of the consumer behavior theories
- **CO4:** To understand the theory of Rent, wage, Interest and profit

Block -1: Introduction to Micro Economics

Introduction of Economics-Nature and Scope of Economics-Demand and Law of Demand-Supply and Law of Supply

Block-2:Elasticity of Demand

Elasticity of Demand-Concept of Price Elasticity of Demand-Concept of Consumer 's Surplus- Concept of Producer's Surplus

Block-3: Utility Analysis

Utility – Types of Utility-Law of Diminishing Marginal Utility-Indifference Curve Theory-Indifference Curves – Consumer's Equilibrium

Block-4: Production Theory

Factors of production-Production Functions-Laws of Production Function- Iso- Quant Approach

Block-5: Markets

Market Structures-Equilibrium of Firm and Industry under Perfect Competition Pricing under Perfect Competition In Short Run Pricing Under Perfect Competition in Long Run

Text Books

1. Koutsoyiannis, Modern Micro Economics, Palgrave Macmillan Publications, 1979.
2. Dwivedi D.N., Principles of Economics, Vikas Publications, New Delhi, 2005.

Reference Books

1. Ahuja H.L, Principle of Economics, S.Chand & Company, New Delhi, 2008.
2. Jhingan M.L, Micro Economic Theory, Vrinda Publications, New Delhi, 2002.
3. Alfred Stonier W, Douglas Hague C, A Textbook of Economic Theory, Easter Book Company, 5th Edition, 2008.

Course Outcomes

After completion of this Course, students can able to:

- **COC1:** know about fundamental elements of Economics and other theoretical background of economic concepts.
- **COC2:** understand the theory of Rent, wage, Interest and profit
- **COC3:** explain the framework of the consumer behavior theories
- **COC4:** explain the theory of Rent, wage, Interest and profit

Programme	: B.A(Hons)-Economics
Year/Semester	: Second Year / Third Semester
Course Title	: Tamil-III
Course Code	: DLTAM-31
No.of Credits	: 4

Course Objectives

CO1: தமிழ் மொழித் திறத்தினை மாணவர்களிடையே எல்லா நிலைகளிலும் மேம்படுத்தி வளர்த்தல். செம்மொழித் தமிழின் இலக்கிய இலக்கண வளமைகளை அறிமுகம் செய்தல்

CO2: நல்ல தமிழ் எழுதும் பயன்பாட்டு மொழியாற்றலை வளர்த்தல்

CO3: எழுத்தாற்றலையும் பேச்சாற்றலையும் வளர்த்தெடுப்பதின்வழி தகவல் தொடர்பியல் மற்றும் ஊடகத்தமிழுக்கு தகுதிப்படுத்துதல்

CO4: மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்கப் பயிற்சியளித்தல்

CO5: தமிழில் படைபிலக்கியத் திறத்தினை வளர்த்தெடுத்தல்

பாடக் குறியீட்டு எண்: DLTAM31

பருவம்-3, தமிழ்மொழிப்பாடம்-3, பகுதி-1, தகுதிப்புள்ளி: 4

தாள்-3-பக்தி இலக்கியம் – காப்பியம் – புதினம் - மொழிபெயர்ப்பு

தொகுதி 1-பக்தி இலக்கியம்

மாணிக்கவாசகர் - திருவாசகம் - மூன்று பாடல்கள் - புல்லாகி பூடாகி (சிவபுராணம்) - எல்லாப் பிறப்பும் (சிவபுராணம்) - உற்றாரை யான் வேண்டேன் (திருப்பலம்பல்) - ஆண்டாள் - திருப்பாவை - மூன்று பாடல்கள் (1, 3, 4) - மார்கழித் திங்கள் ... (பாசுரம் 1) - ஓங்கி உலகளந்த... (பாசுரம் 3) - ஆழிமழைக் கண்ணா... (பாசுரம் 4) - வீரமாமுனிவர் - தேம்பாவணி - மூன்று பாடல்கள் - நீ ஒரு தாய்; ஒரு தாதையும் நீ (698 - சூசை இறைவனின்தாயைப்போற்றுதல்) - அணிக் கலத்து அழகு அழுந்திய (1089 - வானவர் இயேசு நாமத்தைப் போற்றி வணங்கிய செய்தி) - வான் புறத்து இலகும் செஞ் சுடர் காண (3510 - இறைவன் சூசை முனிவர்க்கு ஏழு மணிகள் புறத்தில் ஒளிவிடும் முடியைச் சூட்டுதல்) - குணங்குடி மஸ்தான் சாகிபு - பராபரக் கண்ணி 1-10 கண்ணிகள் - திருமூலர் - திருமந்திரம் - மூன்று பாடல்கள் - உடம்பார் அழியின் உயிரார் அழிவர் (திருமந்திரம்: 724) - படமாடக் கோயில் பகவற்கு ஒன்று ஈயில் (திருமந்திரம்: 1857) - மரத்தை மறைத்தது மாமத யானை (திருமந்திரம்: 2290) - இராமலிங்க அடிகள் - திருவருட்பா - மூன்று பாடல்கள் - எத்துணையும் பேதமுறா... (5297) - ஒருமையுடன் நினது திருமலரடி நினைக்கின்ற (2938) - கோடையிலே... (4091)

தொகுதி 2-காப்பியம்-1

சிலப்பதிகாரம் - அடைக்கலக் காதை - (தெரிவுசெய்யப்பட்ட பாடல் அடிகள் 120-199) - சீவக சிந்தாமணி - விமலையார் இலம்பகம்

தொகுதி 3-காப்பியம்-2

கம்பராமாயணம் - மந்தரை சூழ்ச்சிப் படலம் - பெரியபுராணம் பூசலார் நாயனார் புராணம்

தொகுதி 4- புதினம்

கல்மரம் - கோ. திலகவதி

தொகுதி 5- மொழிபெயர்ப்பு, இலக்கணம், இலக்கிய வரலாறு

அலுவல்சார் மொழிபெயர்ப்பு - இலக்கணக் குறிப்பு - பாடம் தழுவிய இலக்கிய வரலாறு - பக்தி இலக்கியம் - காப்பியம் - புதினம்

பார்வை நூல்கள்

1. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., சாகித்திய அக்காதெமி , புது தில்லி
2. தமிழ் நடைக் கையேடு, மொழி அறக்கட்டளை
3. பயன்பாட்டுத் தமிழ், முனைவர் அரங்க இராமலிங்கம் முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007
4. மொழிபெயர்ப்பியல் அடிப்படைகள், கா. பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை
- 5 பாடநூல் தேடலுக்கான இணையம்
 - <http://www.tamilvu.org/library>
 - <https://www.tamildigitallibrary.in/book>

Programme	: B.A(Hons)-Economics
Year/Semester	: Second Year / Third Semester
Course Title	: Hindi-III
Course Code	: DLHND-30
No.of Credits	: 4

DLHND-31-Hindi-III: Ancient and Medieval Poetry, Hindi Sahitya ka Ithihas

Course Objectives

- **CO1:**To enrich the knowledge of students through Tamil literature.
- **CO2:**To enable them to learn ancient poems.
- **CO3:**To develop interest in learning history of hindi literature.

Block-1: ‘Thirukkural’, Hindi Sahitya ka ithihas (aadikal).

Block-2: ‘Kabir ke pad’, Hindi Sahitya ka ithihas (aadikal).

Block-3: ‘Sur ke pad’, Hindi Sahitya ka ithihas (bhakthi kal).

Block-4: Thulsi ke pad,Hindi Sahitya ka ithihas (bhakthi kal).

Block-5: Rahim ke dohe , Hindi Sahitya ka ithihas (Rithikal).

Text / Reference books

1. Thirukkural translation by Venkata Krishnan.
2. Ramcharitha manas,Githa press ,Gorakhpur by Sri Hanuman Prasad.
3. Sur Sanchayitha by Rajkamal prakashan ,New Delhi.
4. Padya khosh.
5. Hindi Sahitya ka Ithihas by Dr.Nagendra,Dr.Hardayal , Noida.

Web links

1. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9_/_%E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF
2. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9_/_%E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF

Course Outcomes

At the end of this course Students:

- **COC1:** will know the valuable messages in Thirukkural.
- **COC2:** will be interested in knowing ancient poems.
- **COC3:** gain knowledge in Hindi literature.
- **COC4:** will know the difference between Hindi and the languages used by ancient poets.
- **COC5:** will be familiar with different styles of poetry writing.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	First Year / Second Semester
Course Title	:	English-VII
Course Code	:	DLENG-30
No.of Credits	:	4

Course Objectives

- **CO1:**To improve the ability in Poetry and Short Stories
- **CO2:**To develop the Writing Comprehension
- **CO3:**To create interest towards reading Vocabulary and Grammar

Block-1: Poetry

“Ecology” by A K Ramanujan-“Television” by Roald Dahl-“If” by Rudyard Kipling-“The Stolen Boat Ride” by Wordsworth.

Block-2: Short Story

“The Mysterious Stranger” by Mark Twain-“A Lesson in Friendship” by Katherine Mansfield-“The Gift of the Magi by” by O. Henry.

Block-3: Writing Comprehension

Precis Writing -E-mail Writing- Report Writing.

Block-4: Vocabulary

Synonyms and Antonyms- Idioms and Phrases- Homophones and Homographs.

Block-5: Grammar

Modal Verbs- Subject-Verb Agreement- Clauses and Phrases.

References:

1. English Grammar and Composition: An Aid for School, College and Competitive Examinations by Dr Vedmani Balraj .
2. "The Gift of the Magi" Short Story by O. Henry." Ivy Panda, 4 Oct. 2022, ivypanda.com/essays/the-gift-of-the-magi-short-story-by-o-henry/.
3. High School English Grammar and Composition Book by Wren & Martin.
4. Martinet and Thomson – A Practical English Grammar.
5. David Green: Contemporary English Grammar Structure and Usage.
6. M L Tickoo and Subramanian: Intermediate Grammar, Usage and Composition.

Course Outcomes

At the end of this course Students will:

- **COC1:** Improve the ability in Poetry and Short Stories.
- **COC2:** Develop the Writing Comprehension.
- **COC3:** Create interest towards reading Vocabulary and Grammar.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Third Semester
Course Title	:	Fiscal Economics-I
Course Code	:	DCECN-31
No.of Credits	:	4

Course Objectives

- **CO1:** To Aware of nature and scope of fiscal economics
- **CO2:** To understand fundamental elements of theories of taxation, public expenditure and revenues
- **CO3:** To apply the Aware of theories of taxation

Block-1: Introduction to Fiscal Economics

Introduction of Public Finance-Nature and Scope of Public Finance-Need for Government Activity-Distinction between Private and Public Finance

Block-2: Public Expenditure

Meaning and Definition of Public Expenditure Classifications of Public Expenditure-Causes and Effects of Public Expenditure with reference to India Relationship of Public Finance with other subjects.

Block-3: Public Revenue

Main Sources of Public Revenue Classification of Public Revenue Public Receipts of Government of India Revenue Receipts and Capital Receipts

Block-4: Taxation

Definition and Characteristics of Taxation Classification of a Tax-Direct and Indirect-Taxes Canons of Taxation

Block-5: Income Tax

Personal Income Tax, Categories of Income Taxed-Taxable Income of an Individual, Capital Gains Tax, Excess Profit Tax-Expenditure Tax, Wealth Tax, Property Tax-Estate Duty, Sales Tax, Value Added Tax.

Reference Books

1. Basu, Kaushik (1997), *Analytical Development Economics: The Less Developed Economy Revisited* , The MIT Press.
2. Bird, Graham (2004), *International Finance and the Developing Economies* , Palgrave Macmillan.
3. Bell, Crive (2003), *Development Policy as Public Finance* , Oxford University Press
4. Gale, Douglas (1994), "The Efficient Design of Public Debt," in Franklin Allen and D. Gale, *Financial Innovation and Risk Sharing* , The MIT Press.

5. Gibson, Heather D. (1996), *International Finance: Exchange Rates and Financial Flaws in the International System* , Longman.
6. Krugman, Paul (1988), “Financing vs. Forgiving a Debt Overhang,” *Journal of Development Economics* , No. 29, pp. 253-268, North Holland.

Course Outcomes

After the completion of the course Fiscal Economics-I, the student will be able to:

- **COC1:** Aware of nature and scope of fiscal economics
- **COC2:** Know about causes and effects of public expenditure
- **COC3:** Knowledge on classification of public revenue
- **COC4:** Apply the Aware of theories of taxation

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Third Semester
Course Title	:	Business Statistics
Course Code	:	DCBMS-31
No.of Credits	:	4

Course Objectives

- **CO1:** To develop the student's ability to deal with numerical and quantitative issues in business
- **CO2:** To Enable the use of statistical, graphical and algebraic techniques wherever relevant.
- **CO3:** To understand the Statistical applications in Business and Management.

Block-1: Diagrammatic and Graphical Representation of Data

Introduction – Scope and Limitations of Statistical methods- Collection of data-Classification of data-Tabulation- Diagrammatic representation of data- Simple bar diagram, Multiple bar diagram, Percentage bar diagram and Pie diagram- Graphical representation of data- Histogram, Frequency polygon and curves- Ogives.

Block-2: Measure of Central Tendency

Introduction-Types of Averages- Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Standard Deviation and Coefficient of variation.

Block-3: Measure of Dispersion

Introduction-Types of Averages- Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Standard Deviation and Coefficient of variation.

Block-4: Index Numbers and Time Series Analysis

Time Series analysis: Component of Time Series-Measurement of trend-Method of Semi-Averages, Moving averages method, Index numbers: Types of index number, Laspeyre's method, Paasche's method, Fisher's method-Test of adequacy of index number formulae: Time reversal test and Factor reversal test– Simple problems.

Block-5: Correlations and Regression Analysis

Correlation: Types of Correlation-Methods of studying correlation- Scatter diagram method, Karl Pearson's Coefficient of correlation, Spearman's Rank Correlation Coefficient. Regression: Regression Lines and Regression equations - simple problems.

Reference Books

1. Berenson M., Levine D., Szabat K.A. and Krehbiel T.C. Basic Business Statistics: Concepts and Applications, Pearson Higher Education AU (2012).
2. Bernsen M.L. and Levine D.M. Basic Business Statistics, Prentice-Hall Englewood Cliffs New jersey (1996).
3. Elhance, D.N. Fundamentals of Statistics. Allahabad: Kitab Mahal, (2007).

4. Groebner D.F., Shannon P.W., Fry P.C. and Smith K.D. Business Statistics, Pearson Education (2008).
5. Gupta, S.P. and M.P. Gupta, Business Statistics, Sultan Chand & Sons: New Delhi (2000).
6. McEvoy, David M. A Guide to Business Statistics, John Wiley and Sons (2018).
7. Richard I. Levin and David S. Rubin, Statistics for Management. Prentice Hall of India Pvt. Ltd., New Delhi (1996).
8. Sharpe N.R., De Veaux R.D., Velleman P.F., Wright D. and Bock D.E. Business Statistics, Boston, MA: Addison Wesley (2010).
9. Vittal.P.R ‘Mathematical Statistics’, Margham Publications, Chennai (2002).
10. Webster, An Applied Statistics for Business and Economics, Homewood, IL: Irwin (1992).

Journals

1. Bell, James A. "Statistics anxiety and business statistics: The international student." Education 129.2 (2008): 282- 287.
2. Dancer, Diane, Kellie Morrison, and Garth Tarr, "Measuring the effects of peer learning on students' academic achievement in first-year business statistics." Studies in Higher Education 40.10 (2015): 1808-1828.
3. Dutton, John, and Marilyn Dutton. "Characteristics and performance of students in an online section of business statistics." Journal of Statistics Education 13.3 (2005).
4. Hillmer, Steven C. "A problem-solving approach to teaching business statistics." The American Statistician 50.3 (1996): 249-256.
5. Shanker, Melissa Carey, and Joseph H. Astrachan, "Myths and realities: Family businesses' contribution to the US Economy-A framework for assessing family business statistics." Family business review 9.2 (1996): 107-123.

Web Links:

- <http://kamarajcollege.ac.in/Department/Commerce/II%20Year/002%20Core%206%20-%20Business%20Statistics%20-%20III%20Sem.pdf>
- <https://www.khanacademy.org/math/statistics-probability/describing-relationshipsquantitative-data/more-on-regression/v/regression-line-example>
- <https://www.khanacademy.org/math/probability/xa88397b6:scatterplots/estimatingtrend-lines/v/correlation-and-causality>

Course Outcomes

After the completion of the course Business Statistics, the student will be able to:

- **COC1:** Understand the key terminology, concepts tools and techniques used in Statistical analysis.
- **COC2:** Evaluate the underlying assumptions of analysis tools of measures of central tendency and dispersion.
- **COC3:** Understand and critically discuss the issues surrounding of correlation and Regression.
- **COC4:** Evaluate range of problems using the techniques by time series and index numbers of data.
- **COC5:** Analyze the uses and limitations of Testing of hypothesis.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Third Semester
Course Title	:	Micro Economics-II
Course Code	:	DCBMS-31
No.of Credits	:	4

Course Objectives

- **CO1:**To provide basic and fundamental concepts of cost and revenue concepts
- **CO2:**To understand different types of cost and structure of market and theories of four factors of productions
- **CO3:** To familiarize the students about the cost and production
- **CO4:** To apply the technique of the theories of rent and wages and evaluate the theories of interest and profit.

Block-1: Concept of Cost and Revenue

Cost – Types of cost- Cost curves-Revenue – Types of revenue-Revenue curves

Block-2: Market Structure - Monopoly

Types of market structure-Monopoly – Types of monopoly-Price determination under monopoly-Price discrimination under Monopoly

Block3: Market Structure – Monopolistic Competition, Oligopoly

Monopolistic competition – Features price determination under Monopolistic Competition - Oligopoly – type's price determination under Oligopoly

Block-4: Factor Pricing: Rent, Wage

Rent – Types of rent- Theories of rent wages – Types of wages theories of wages

Block V – Factor Pricing: Interest and Profit

Introduction to interest theories of interest profit – Theories of profit- Break-Even Analysis.

Text Books

1. Koutsoyiannis, Modern Micro Economics, Palgrave Macmillan Publications, 1979.
2. Dwivedi D.N., Principles of Economics, Vikas Publications, New Delhi, 2005.

Reference Books

1. Ahuja H.L, Principle of Economics, S.Chand & Company, New Delhi, 2008.
2. Jhingan M.L, Micro Economic Theory, Vrinda Publications, New Delhi, 2002.
3. Alfred Stonier W, Douglas Hague C, A Textbook of Economic Theory, Eastern Book Company, 5th Edition, 2008.

Web Links

- https://www.mooclist.com/tags/microeconomics?cf_chl_jschl_tk=30aa3c1ecf71d6effab0ac8a74db34de89825401-1623169933-0- —
- <https://www.edx.org/micro%20economics>

Course Outcomes

After the completion of the course Micro Economics - II, the student will be able to:

- **COC1:** provide basic and fundamental concepts of cost and revenue concepts
- **COC2:** Familiarize the students about the cost and production
- **COC3:** understand different types of cost and structure of market and theories of four factors of productions
- **COC4:** analyse various market structure
- **COC5:** apply the technique of the theories of rent and wages
- **COC6:** evaluate the theories of interest and profit

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Third Semester
Course Title	:	Environmental Studies
Course Code	:	DEVS-031
No.of Credits	:	2

Course Objectives

- **CO1:** To inculcate the importance of environmental pollution preservation of nature and environmental management for human welfare.
- **CO2:** To make the students to learn about environment and the pollutants.

Block-1: Introduction of Environmental Studies

Renewable and non-renewable resources - Natural resources and associated problems- Forest resources: Use and over-exploitation, deforestation- Case studies, Timber extraction, mining, dams and their effects on forest and tribal people- Water resources: Use and overutilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources- Case studies- Food resources: World Food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer- pesticide problems, water logging, salinity, case studies-Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources- Case studies- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification - Role of an individual in conservation of natural resources- Equitable use of resources for sustainable lifestyles.

Block-2: Eco System & Biodiversity

Concept of an ecosystem. - Structure and function of an ecosystem Producers, consumers and decomposers. -Energy flow in the ecosystem. Ecological succession. - Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the ecosystem- Forest ecosystem - Grassland ecosystem - Desert ecosystem - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)- Introduction–Definition, genetic, species and ecosystem diversity- Biogeographical classification of India-Value of biodiversity: consumptive use- productive use, social, ethical, aesthetic and option values - Biodiversity at global, National and local levels- India as a mega diversity nation- Hot-spots of biodiversity- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Block-3:Environmental Pollution, Human Population and the Environment

Definition- Cause- effects and control measures- Air pollution -Water pollution - Soil pollution - Marine pollution -Noise pollution - Thermal pollution - Nuclear hazards- Solid waste Management- Causes, effects and control measures of urban and industrial wastes- Role of an individual in prevention of pollution- Pollution case studies- Disaster management- floods, earthquake, cyclone and landslides-Population growth, variation among nations- Population explosion – Family Welfare Programme- Environment and human health. Human Rights- Value

Education- HIV/AIDS- Women and Child Welfare-Role of Information Technology in Environment and human health-Case Studies.

Block-4: Social issues and the Environment

From Unsustainable to Sustainable development, urban problems related to energy - Water conservation, rain water harvesting, watershed management- Resettlement and rehabilitation of people; its problems and concerns- Case Studies - Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust- Case Studies- Wasteland reclamation. Consumerism and waste products. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act - Issues involved in enforcement of environmental legislation- Public awareness.

Block V Green Business Concept and Evolution of Green Business, Field Work Visit

Green Business Concept and evaluation of Green Business - Field work - Visit to a local area to document environmental assets river/forest/grassland/hill/mountain- Visit to a local Polluted site- Urban/Rural/Industrial/Agricultural- Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

Reference Books

1. Brusseau, M.L., Pepper, I.L., and Gerba, C.P. (2019). Environmental and Pollution Science, 3rd Edition. Academic Press, USA. (pp. 1-520).
2. Gadgil, M., and Guha, R. (1993). This Fissured Land: An Ecological History of India. University of California Press, Berkeley, USA. (pp. 1-245).
3. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). Environment, 8th Edition. Wiley Publishing, USA. (pp. 1-472).
4. Carson, Rachel. 1962. Silent Spring (Boston: Houghton Mifflin, 1962), Mariner Books, 2002.
5. Economy, Elizabeth. 2010. The River Runs Black: The Environmental Challenge to China's Future.
6. Gadgil, M. & Ramachandra, G. 1993. This fissured land: an ecological history of India. Unity of California Press.
7. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
8. Rao MN and Datta AK, 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd. 13. Raven, P.H., Hassenzahl, D.M. & Berg, and L.R. 2012. Environment. 8 the edition.
9. John Wiley & Sons Ricklefs, R. E., & Miller, G.L. 2000. Ecology. W. H. Freeman, New York.
10. Gleick, H., 1993, Water in crisis, Pacific Institute for studies in Dev., Environment & Security, Stockholm Environment Institute. Oxford Univ. Press 473p —published by

Springer and the flagship journal of the Association of Environmental Studies and Sciences.

Journals

1. Virender Singh Phogat, Anupam Singhal, Ravi Kant Mittal & Ajit Pratap Singh, The impact of construction of hill roads on the environment, assessed using the multi-criteria approach, International Journal of Environmental Studies, Volume 79, Issue 1, P.no.1- 18, DOI: 10.1080/00207233.2021.1905298, 30th march 2021.<https://doi.org/10.1080/00207233.2021.1905298>.
2. Nicolas Schneider (2022) Population growth, electricity demand and environmental sustainability in Nigeria: insights from a vector auto-regressive approach, International Journal of Environmental Studies, Volume79, Issue 1, P.no. 149-176, DOI: 10.1080/00207233.2021.1905317, 13th April 2021.<https://doi.org/10.1080/00207233.2021.1905317>
3. Sutee Chowrong, Lertsak Suemram, Bundit Tengjaroenkul, Manop Sriuttha, Isara Patawang & Lamyai Neeratanaphan Chromosomal aberration and genetic differentiation of *Oreochromis niloticus* affected by heavy metals from an iron ore mine area, International Journal of Environmental Studies, DOI: 10.1080/00207233.2022.2050573, 14th March 2022 <https://doi.org/10.1080/00207233.2022.2050573>.

Web Links:

- <https://easyengineering.net/ge6351-environmental-science-and>
- <https://learnengineering.in/ge8291-environmental-science-and-engineering>

Course Outcomes

After the completion of the course environmental studies, the student will be able to:

- **COC1:** Understand the nature and facts about environment and the key concepts from environment studies.
- **COC2:** Implement scientific, technological, economic solutions to environmental problems and appreciate concepts and methods from renewable and non-renewable sources.
- **COC3:** Know about the interrelationship between living organisms and environment and Food Chains, and historical context to environmental issues and the links between human and natural systems.
- **COC4:** Understand the integrated sand biodiversity, natural resources, pollution control and waste management and Consumers and environmental actors in a complex, inter connected world.
- **COC5:** Understand how various financial services like banking services and Insurance Services operate in the Indian context.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Third Semester
Course Title	:	English for Competitive Examinations
Course Code	:	DAENF-31
No.of Credits	:	4

Course Objectives

- **CO1:** To infuse confidence in students to face competitive examinations pertaining to English Skills.
- **CO2:** To recall what has been learnt so far under English and Communication Skills.
- **CO3:** To posit learners in comparatively advantageous position in the job market.

Block-1: Detecting Usage Errors

Nouns Pronouns - Articles and Preposition Adverbs - Homonyms Punctuation linking words.

Block-2: Detecting Usage Errors

Phrases and Clauses- Subject- Verb agreement - Tag Questions - Tense - Reported Speech Active and Passive - Sentence Completion.

Block-3: Business Letter - Dialogue Writing (Situational)

Block-4: Expansion of Proverbs -Idiomatic Expressions- Essay Writing

Block-5: General Knowledge : UNO, Countries and Capitals-Currencies and Current Affairs .

Books Prescribed

1. J.K.Gangal : Competitive English for Professional Courses, S.Chand Publications.

Course Outcomes

At the end of this course the students will be able to:

- **COC1:** Distinguish the intricacies of English in order to develop language skills.
- **COC2:** Explain the ways how to face competitive examination
- **COC3:** Construct correct structure of sentence
- **COC4:** Develop synonyms and antonyms and idiomatic expressions.
- **COC5:** Prove their skills of reconstructing passages, report writing and essay writing.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Third Semester
Course Title	:	Universal Human Values
Course Code	:	DABGL-33
No.of Credits	:	4

Course Objectives

- **CO1:** To create an awareness on Engineering Ethics and Human Values.
- **CO2:** To understand social responsibility of an engineer.
- **CO3:** To appreciate ethical dilemma while discharging duties in professional life.

Block-1: Concept of Human values, Value Education Towards personal Development

Aim of education and value education- Evolution of value oriented education-Concept of Human value- type of values- Components of value education- Personal Development: Self-analysis and introspection- sensitization towards gender equality-physically challenged- intellectually challenged- Respect to – age, experience, maturity, family members, neighbors, co-workers- Character Formation Towards-Positive Personality-Truthfulness, constructivity, Sacrifice, sincerity, self-Control, Altruism, Tolerance, Scientific Vision.

Block-2: Value Education towards National and Global Development National and International values

Constitutional or national values – Democracy- Socialism-secularism- equality- justice, liberty-freedom and fraternity- Social Values – Pity and probity- self-control- universal brotherhood. Professional Values- Knowledge thirst, sincerity in professional, regularity, punctuality and faith- Religious Values – Tolerance, wisdom, character- Aesthetic Value – Love and appreciation of literature and fine arts and respect for the same- National Integration and international understanding.

Block-3 : Impact of Global Development on Ethics and Value

Conflict of cross-cultural influence, mass media, cross-border education, materialistic values, professional challenges and compromise- Modern Challenge of Adolescent Emotions and behavior- Sex and spirituality-Comparison and competition- positive and negative thoughts- Adolescent Emotions- arrogance- anger- sexual instability, selfishness- defiance.

Block-4: Therapeutic Measures

Control of the mind through -Simplified physical exercise-Meditation – Objective, types, effect on body, mind and soul-Yoga – Objectives, Types, Asanas-Activities: Moralization of Desires, Neutralization of Anger, Eradication of Worries-Benefits of Blessings.

Block-5 : Human Rights

Concept of Human Rights – Indian and International Perspectives -Evolution of Human Rights - Definitions under Indian and International documents -Broad classification of Human Rights and Relevant Constitutional Provisions-Right to life, Liberty and Dignity -Right to Equality -Right against Exploitation -Cultural and Educational Rights-Economic Rights -Political Rights -Social

Rights. Human Rights of Women and Children-Social Practice and Constitutional Safeguards- Female Foeticide and Infanticide-Physical assault and harassment -Domestic violence - Conditions of Working Women-Institutions for implementation-Human Rights commission - Judiciary -Violations and Redressal -Violation by state -Violation by Individuals -Nuclear Weapons and terrorism -Safeguards.

Text Books:

1. R. R. Gaur, R Sangal, G P Bagaria, 2009, “A Foundation Course in Human Values and Professional Ethics”.
2. Dr. Saroj Kumar., Universal Human Values And Professional Ethics ,Thakur- Publication
3. R.S. Naagarazan , Professional Ethics and Human Values, 2006, New Age International (P) Ltd., Publishers

Reference Book

1. N. Tripathy, 2003, Human Values, New Age International Publishers.

Course Outcomes

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

- **COC1:** Understand the significance of value inputs in a classroom and start applying them in their life and profession
- **COC2:** Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- **COC3:** Understand the role of a human being in ensuring harmony in society and nature.
- **COC4:** Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.
- **COC5:** Understand the responsibility of human being in ensuring the human rights and human rights commission.

Programme	: B.A(Hons)-Economics
Year/Semester	: Second Year / Fourth Semester
Course Title	: Tamil-IV
Course Code	: DLTAM-41
No.of Credits	: 4

Course Objectives

CO1: தமிழ் மொழித் திறத்தினை மாணவர்களிடையே எல்லா நிலைகளிலும் மேம்படுத்தி வளர்த்தல். செம்மொழித் தமிழின் இலக்கிய இலக்கண வளமைகளை அறிமுகம் செய்தல்.

CO2: நல்ல தமிழ் எழுதும் பயன்பாட்டு மொழியாற்றலை வளர்த்தல்.

CO3: எழுத்தாற்றலையும் பேச்சாற்றலையும் வளர்த்தெடுப்பதின்வழி தகவல் தொடர்பியல் மற்றும் ஊடகத்தமிழுக்கு தகுதிப்படுத்துதல்.

CO4: மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்கப் பயிற்சியளித்தல்.

CO5 :தமிழில் படைபிலக்கியத் திறத்தினை வளர்த்தெடுத்தல்

பாடக் குறியீட்டு எண்: DLTAM41

பருவம்-4, தமிழ்மொழிப்பாடம்-4, பகுதி-1, தகுதிப்புள்ளி: 4,

தாள்-4:சங்க இலக்கியம் – நாடகம் – வளர் தமிழ் – பொதுக்கட்டுரை

தொகுதி 1- சங்க இலக்கியம் - 1

புறநானூறு (மூன்று பாடல்கள் - 183, 184, 192) - பதிற்றுப்பத்து (இரண்டு பாடல்கள் - 14, 69) - பட்டினப்பாலை (காவிரியின் சிறப்பு பாடல் அடிகள் 01-07, பஃ 4 (Unit 4) சோழநாட்டு வளம் பாடல் அடிகள் 20-28, பல்பொருள் வளம் பாடல் அடிகள் 183-193) -மதுரைக் காஞ்சி (பாண்டியர் பரம்பரை பாடல் அடிகள் 01-23, மன்னர்க்கு மன்னன் பாடல் அடிகள் 64-74, - பாண்டியன் புகழ் பாடல் அடிகள் 197-209).

தொகுதி 2- சங்க இலக்கியம் - 2

நற்றிணை (இரண்டு பாடல்கள் - 1, 172) - குறுந்தொகை (மூன்று பாடல்கள் - 3, 40, 135) - ஐங்குறுநூறு (மூன்று பாடல்கள் - 281, 283, 286) - அகநானூறு (இரண்டு பாடல்கள் - 4, 86) - கலித்தொகை (இரண்டு பாடல்கள் - 9, 133)

தொகுதி 3-நாடகம்

ஆட்டனத்தி ஆதிமந்தி - கவிஞர் கண்ணதாசன்

தொகுதி 4-வளர்த்தமிழ்

ஊடகத் தமிழ் - கணினித் தமிழ் அறிமுகம் -ஊடகத் தமிழ்: அச்சுக்கலை - இதழியல் - ஊடக வகைகள் - அச்சு ஊடகங்கள் - மின்னணு ஊடகம் - இதழியல் முன்னோடிகள் - அச்சு ஊடகங்களில் தமிழ் - கருத்துப் பரிமாற்றம் - மொழி நடையின் தன்மை - நாளிதழ்கள் - வார, மாத இதழ்கள் - மின்னணு ஊடகங்களில் தமிழ் - வானொலி- தொலைக்காட்சி- திரைப்படம். கணினித் தமிழ்: கணினித் தமிழின் அடிப்படையும் பயன்பாடும் -கணிப்பொறியின் வரலாறும் வளர்ச்சியும், கணினியும் தமிழும், விசைப்பலகை (Keyboard) - எழுத்துருக்கள்

(Fonts) - தமிழைத் தட்டச்சு செய்ய உதவும் மென்பொருள்கள், தமிழைத் தட்டச்சு செய்யும் முறைகள் - தமிழ்த் தட்டச்சுப் பயிற்சி - இணையமும் தமிழ்ப் பயன்பாடும் - தேடுபொறி (Search) - வலைப்பூ (Blog), மின்னூலகம் (Online e-Library), - மின்னகராதி (e-Dictionary), - மின் செய்தித்தாள் - e-Paper, - இணையவழித் தமிழ்க் கற்றலும்-கற்பித்தலும் - மின்வழிக் கற்றல் - e Learning.

தொகுதி 5-பொதுக்கட்டுரை, இலக்கிய வரலாறு, இலக்கணம்

பொதுக்கட்டுரை வரைதல் - பாடம் தழுவிய இலக்கிய வரலாறு (சங்க இலக்கியம், நாடகம், வளர்தமிழ்) - இலக்கணம் (பொருளிலக்கணம்) திணை, துறை விளக்கம்.

பார்வை நூல்கள்

1. கணினித்தமிழ், முனைவர் இல.சுந்தரம், விகடன் பிரசுரம்
2. கணிப்பொறியில் தமிழ், த.பிரகாஷ், பெரிகாம்
3. தமிழ்க் கணினி இணையப் பயன்பாடுகள், முனைவர் துரை. மணிகண்டன், மணிவானதி பதிப்பகம்
4. இதழியல் கலை, டாக்டர் மா. பா. குருசாமி, குரு - தேமொழி பதிப்பகம், திண்டுக்கல்
5. அச்சுக் கலை வழிகாட்டி, பாலசுப்பிரமணியன், ஆ., சென்னை : தனசு பதிப்பகம், 1966
6. தொலைக்காட்சிக் கலை, முனைவர் வெ. நல்லதம்பி, மங்கைப் பதிப்பகம், சென்னை 42
7. பாடநூல் தேடலுக்கான இணையம்
 - <http://www.tamilvu.org/courses/nielit/Chapters/Chapter1/11.pdf>
 - <https://www.tamildigitallibrary.in/>

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Hindi-IV
Course Code	:	DLHND-40
No.of Credits	:	4

DLHND-41-Hindi-VI: Modern Poetry, Hindi sahitya ka ithihas –Adhunik kal, Advertisement writing

Course Objectives

- To develop interest in modern poetry
- To teach them the development of Modern Hindi poetry
- To train them in advertisement writings

Block-1:Sansar by Mahadevi varma,Hindi Sahitya ka ithihas (adhunik kal).

Block-2: ‘ Mouun nimanthran’ by Sumithranandan panth, Hindi Sahitya ka ithihas (adhunik kal).

Block-3: ‘rah rahkar Tuutthaa rab kaa kahar’ by Dharmendra kumar nivathiya Hindi Sahitya ka ithihas (adhunik kal).

Block-4: ‘samarpan’ by Subhadra kumara chouhan , Advertisement writing.

Block-5:‘panthrah agasth kii pukaar ‘by atal bihari vajpayee, Advertisement writing.

Text / Reference books:

1. Hindi swachandata kavya by Prem Shankar,Vani prakashan.
2. Meri ikyavan kavithaye ,Kithab gharprakashan ,2016.
3. Sanchayan :Mahadevi Verma by Nirmala jain ,Vani prakashan ,2016.
4. Padya khosh.
5. Hindi Advertisement writing - ek parichaya .Bokcrot.com.

Web Links:

1. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9_/_%E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF
2. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9_/_%E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF
3. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9_/_%E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF

Course Outcomes

At the end of this course Students:

- **CO1:** will be familiar with modern poetry.
- **CO2:** will understand the importance of protecting atmosphere.
- **CO3:** will know the real meaning of patriotism & the value of freedom.
- **CO4:** will get the ability to write various types of advertisement.
- **CO5:** will understand the different methods adopted in writing them.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	English-IV
Course Code	:	DLENG-41
No.of Credits	:	4

Course Objectives

- **CO1:** To train students in the use of the English Language in varied literary and non-literary context
- **CO2:** To teach them soft skills and strength their foundation in grammar and composition
- **CO3:** To elevate their comprehension skills

Block- 1: Prose- I

The Complete Man - Prince - Philip - Try Prayer - Power - Norman Vincent Peale - On Not Answering the Telephone - W. Plomer W. Plomer

Block-2: Prose- II

Science, Humanities and Religion - S. Radhakrishnan - The Reason - E. V. Lucas - Ecology - Barry Commoner

Block-3: Short Stories

The Ant and the Grasshopper - W. Somerset Maugham - How much land does a man need - Leo Tolstoy - the Dying Detective - Sir Arthur Conan Doyle Some words with a mummy - Edgar Allan Poe

Block-4: Primary Composition Exercises

Business letter - Hints Development - Precise Writing - Comprehension

Block-5: Advanced composition Exercises

Paraphrasing - Writing Abstract - Dialogue Writing E mail Writing

References

1. A.J. Thomson, Practical English Grammar, Oxford Publications, 1997.
2. Bas Aarts, Oxford Modern English Grammar, Oxford University Press, 2011.
3. Confluence - Anu Chitra Publications, 2018.
4. English Conversation Practice by D. H. Spencer, Oxford University Press, 2012
5. Martin Hewings, Advanced English Grammar with Answers, Cambridge University Press, 1999.
6. Murphy Ramond, Essential English Grammar with Answers. Generic Publications, 2015.

Journals

1. Afzal, Muhammad, Asim Mahmood, and Umar Hayat. "An Analysis Of Grammatical Cohesion Used In The English Essays Of English Grammar And Composition For Intermediate Level." *International Bulletin of Linguistics and Literature (IBLL)* 4.4 (Decembe (2021): 68-99.
2. Kolczynski, Richard G. "The Role of Grammar in Composition." *Reading Improvement* 12.3 (1975): 141.
3. Longacre, Robert E. "Sentences as combinations of clauses." *Language typology and syntactic description* 2 (1985): 235-286.
4. Lyman, R. L. "Language, Grammar, and Composition." *Review of Educational Research* 2.1 (1932): 35-42.
5. Meyer, Charles. "Functional Grammar and Its Application in the composition Classroom." *Journal of Teaching Writing* 8.2 (1989): 147-168.
6. Munro, Pamela. "From parts of speech to the grammar." *Studies in Language. International Journal sponsored by the Foundation "Foundations of Language"* 30.2 (2006): 307-349.

Web Links

- <https://www.cambridgeenglish.org/learning-english/parents-and-children/activities-for-%20children/pre-a1-level/>
- <https://learnenglish.britishcouncil.org/vocabulary>
- <https://learnenglish.britishcouncil.org/grammar/english-grammar-reference>
- <https://learnenglish.britishcouncil.org/grammar/english-grammar-reference>
- <http://www.bchmsg.yolasite.com/skills.php>

Course Outcomes

After the completion of the course, the student will be able to:

- **COC1:** help participants manage time effectively
- **COC2:** build a strong resume to suit corporate requirements
- **COC3:** face interviews confidently
- **COC4:** enhance their aptitude abilities

Programme	: B.A(Hons)-Economics
Year/Semester	: Second Year / Fourth Semester
Course Title	: Monetary Economics-II
Course Code	: DCECN-41
No.of Credits	: 4

Course Objectives

- **CO1:** To know about Modern theory of demand for money
- **CO2:** To understand about the significance of the rate of interest.
- **CO3:** To understand about the objectives and tools of monetary policy
- **CO4:** To understand about the function of commercial banks and RBI
- **CO5:** To know about Lead Bank Scheme, NABARD, SIDBI and IRBI

Block -1: Theory of Money

Theory of demand for money- Keynesian theory of money-Friedman quantity theory of money-Gurley and Shaw's theory.

Block-2: Interest

Introduction to interest- Classical theory of interest- Neo-classical theory of interest- Keynes Theory of interest

Block-3: Monetary Policy

Introduction to monetary policy-Instruments of monetary policy-Role of monetary policy-Monetary policy - Economic development

Block-4: Commercial Bank

Commercial bank-Structure and functions-Credit creation-Central bank-RBI and Monetary policy

Block-5: Lead Bank Scheme

Lead bank – Objectives and criticism-Nationalised banks-National committee and financial system-Financial institutions

Reference Books

2. Jhingani M L (2009), Monetary Economics, Vrinda Publications, New Delhi.
3. Magill and Quinzii (1996): Theory of Incomplete Markets, S.Chand, New Delhi.
4. Mithani D N (2008), Money Banking & International Trade, Himalaya, Mumbai.
5. Sethi T (1996), Monetary Economic Theory, S. Chand & Co, New Delhi.
6. Suraj B. Gupta (1982), Monetary Economics (institutions, Theory and Policy), S.Chand Limited, New Delhi.

Web Links

- http://bibliotheque.pssfp.net/livres/Monetary_Economics.pdf
- <http://www.amazon.in/Introduction-Monetary-Economics>
- <http://books.google.co.in/books/MonetaryEconomics>
- tps://perhuaman.files.wordpress.com/2014/06/gali_polc3adtica_monetaria.pdf
- <https://www.routledge.com/Advances-in-MonetaryEconomics>

Course Outcomes

After the completion of the course Monetary Economics-II, the student will be able to

- **COC1:** Aware of Modern theory of demand for money
- **COC2:** Knowledge on the significance of the rate of interest.
- **COC3:** Knowledge on the objectives and tools of monetary policy
- **COC4:** Knowledge on function of commercial banks and RB
- **COC5:** Aware of Lead Bank Scheme, NABARD, SIDBI and IRBI

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Service Marketing
Course Code	:	DCECN-42
No.of Credits	:	4

Course Objectives

- **CO1:** To understand the basics of Services Marketing in order to get Market Services for better
- **CO2:** Knowledge on the significance of service marketing Mix
- **CO3:** Knowledge on the objectives of Quality
- **CO4:** Aware of Service marketing and Service mapping
- **CO5:** To understand the basics of Services Marketing in order to get Market Services for better Product life.

Block-1: Introduction

Service Marketing - Definition, features and types- Designing Service – Blue Printing Technology-Service Mapping

Block-2: Service Marketing Mix

Seven P's-Product Mix – Price Mix- Pricing Methods and Strategies-Promotional Mix – Place mix – Additional P's

Block-3: Service Strategy

Demand and Supply for Services- Market Segmentation-Internal marketing-External Marketing

Block-4: Service Gaps

Quality Gap-Performance Gap-Communication Gap- Strategy for augmentation of Gap

Block-5: Application in Marketing of Services

Financial Services-Health Services-Hospitality Services-Public Services-Educational Services

References-Books

1. Services Marketing, Book by Mary Bitner and Valarie Zeithaml, McGraw-Hill Companies, Incorporated, 2006 - Business & Economics
2. Services Marketing – Sie, Zeithaml, Tata McGraw-Hill Education, 2011 - Marketing
3. Services Marketing, Christopher H. Lovelock, Prentice Hall, 1996 - Industriasdeservicios
4. Services Marketing in Asia: Managing People, Technology, and Strategy, Christopher H. Lovelock, Pearson/Prentice Hall, 2005 - Customer services
5. Services Marketing People, Technology, Strategy, 5/e, Christopher Lovelock, Pearson Education India, 2008

Journals

1. Journal of Services Marketing, Issue(s) available: 216 – From Volume: 1 Issue: 1, to Volume: 36 Issue: 9
2. Services Marketing Quarterly, Volume 43, Issue 2 (2022)
3. Journal of Services Marketing, Published by Emerald, Online ISSN: 0887-6045
4. Journal of Services Marketing, ISSN: 0887-6045

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- <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11201-Service-marketing.html>
- https://en.wikipedia.org/wiki/Services_marketing
- <https://www.yourarticlelibrary.com/marketing/service-marketing-definition-features-And-problem-faced-in-marketing-services/32336>
- <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>

Course Outcomes

After the completion of the course Service Marketing, the student will be able to:

- **COC1** : Appreciate the challenges facing the services marketing in traditional commercial marketing, e- marketing and non commercial environments
- **COC2**: Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing; LXXCO
- **COC3**: Recognise the challenges faced in services delivery as outlined in the services gap model.
- **COC4**: Apply the Technique of the Services Map.
- **COC5**: Evaluate the Application in Marketing of Services

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Business Communication
Course Code	:	DDBBA-42
No.of Credits	:	4

Course Objectives

- **CO1:** To enable the student to develop their business communication skills effectively.
- **CO2:** To make students familiar with the business correspondence.
- **CO3:** To aware the interview procedures and guidelines to get job successfully
- **CO4:** To give knowledge about the modern forms of communication to the current trends.

Block -1: Introduction of Business Communication

Communication - Methods and Modes of Communication.

Block -2: Business Letters

Official Correspondence - Special Correspondence.

Block-3: Channels of Communication

Internal and External Communication - Means / Channels of Communication.

Block-4: Forms of Communication

Modern Communication - Social Media.

Block -5: Report Writing and Presentation

Report Writing - Presentation and Listening.

References-Books

1. William McCormick, "10 reasons why is Business Communication Important & ways to improve" February 15, 2022.
2. Bovee.C, Thill J, Schatzman B, "Business Communication Today, Pearson Edu., 14th Edition, 2021.
3. Brent Yax, "Technology in Business Communication – Trends for 2021 beyond", June 11, 2021.
4. C.Chitra, "Business Communication", First Edition, Charulatha Publication, 2019.
5. Shirley Taylor, "Model Business Letter, Emails and Other Business", FT Publishing, 7th Edition, 2018.
6. Mary Ellen Guffey "Essentials of Business Communication", South- Western - Education, 9th Edition, 2017.
7. Mary Ellen Guffey, "Essentials of Business Communication", Cengage Learning, 16th Edition, 2016.

8. Lesikar,R.V & Flatley, M.E.,”Basic Business Communication Skills for Empowering the Internet Generation”, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2005.
9. J.Priyadharshini, Dr.B.Joy Suganya, “Business Communication”,Charulatha Publication, 2018.
10. David A Victor, “International Business Communication”, Prantice Hall of India Pvt. Ltd, 1997.

Journals

1. Divya Munjal Effective Business Communication: Key to success. Int J Appl Res 2018:3(7):698-702. Jason Parks, “Importance of Communication in Business”, “The Ohio State University”, February 23, 2021.

Web links

- <https://accountlearning.com/types-of-business-reports-in-businesscommunication/>
- <https://www.geektonight.com/business-communication/>

Course Outcomes

After the completion of the course Business Communication, the students:

- **COC1:** are able to demonstrate a good understanding of effective business writing and effective business communication
- **COC2:** can able developing and delivering effective presentation
- **COC3:** understand effective interpersonal communication skills that maximize team effectiveness.
- **COC4:** acquire the skills of report writing and Modern forms of communication Fax, email, video conference, websites and their uses in business.
- **COC5:** develop and delivering effective presentation among business meeting, conferences.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Capital Market
Course Code	:	DSBBA-41
No.of Credits	:	4

Course Objectives

- **CO1:** To expand candidate's awareness and understanding of the process of investment management, financial markets, products offered.
- **CO2:** To know the interplay of macroeconomics on asset market movements and valuation.

Block-1: Indian Securities Market

An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Role of Primary Market – Methods of floatation of Capital – problems of New Issues Market –IPO's –Investor protection in primary market – recent trends in primary market – SEBI measures for primary market.

Block-2: Secondary market

Meaning, Nature, Functions of Secondary Market – Organisation and Regulatory Framework for stock exchanges in India – Defects in working of Indian stock exchanges – SEBI measures for secondary market – Overview of major stock exchanges in India

Block-3: Listing of Securities

Meaning – Merits and Demerits – Listing requirements, procedure, fee - Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting

Block-4: Indian Stock Exchanges

BSE – Different trading systems – Share groups on BSE –BOLT System – Different types of settlements – Pay –in and Pay out – Bad Delivery – Short delivery – Auction - OTCEI –Need – Features –Participants – Listing procedure – Trading and Settlement – Market making – Factors inhibiting growth of OTCEI.

Block-5: Risk Management

Risk Management system in BSE &NSE – Margins – Exposure limits – Surveillance system in BSE & NSE – Circuit breakers. Meaning, Purpose and Consideration in developing index –Stock market indices in India – BSE Sensex – Scrip selection criteria.

Text Books

1. Peter S. Rose, *"Money and Capital Markets"*, Tata McGraw –Hill, 6th edition, 2000.
2. Bodie, Kane, and Marcus, *"Investment"*, Tata McGraw –Hill, 2nd edition, 2009.

Reference Books

1. V. A. Avadhani, *"Investment and Securities Market in India"*, Himalaya Publishing House, 12th edition, 1999.

2. Prasanna Chandra, “*Security Analysis and Portfolio Management*”, Tata McGraw –Hill, 4th edition, 2001.

Websites

- <https://www.sebi.gov.in/acts/act02c.pdf>
- <https://www.investopedia.com/articles/basics/06/invest1000.asp>

Web links

- <https://www.slideshare.net/Gstheproud007/stock-market-for-begineers>
- <https://www.slideshare.net/SiddharthBhatnagar3/the-indian-stock-market-114679753>

Course Outcomes

- **COC1:** To understand of the three basic ideas underpinning finance: the time value of money; diversification; and, arbitrage and their application to corporate financial decision-making; investment decisions and portfolio management; derivatives and risk management; portfolio construction; corporate valuation; and debt markets.
- **COC2:** To understand the role of lending and risk management decisions of banks and financial intermediaries in financial markets
- **COC3:** To understand the pricing and hedging of options, futures and other contingent claims and their role in risk management.
- **COC4:** To understand of investments theory, as well as knowledge of the issues associated with the application of this theory in a practical setting, in particular, how it applies to portfolio construction.
- **COC5:** To describe the skills to apply discounted cash flow analysis to corporate investment, financing, dividend and merger and acquisition decisions.

Programme	: B.A(Hons)-Economics
Year/Semester	: Second Year / Fourth Semester
Course Title	: Mathematics for Economists
Course Code	: DDECN-42
No.of Credits	: 4

Course Objectives

- **CO1:** To know about the basic mathematical concepts of set theory, matrices and differentiation
- **CO2:** To understand about the application of differentiation, integration and application of integration linking them to sets of economic exercises that relate to real problems faced by economists.
- **CO3:** To Understand the marginal, average, and total product; compute and graph marginal, average, and total product; explain diminishing marginal product and diminishing marginal returns.

Unit-1 : Set theory and Matrices

Set theory: Introduction – Definitions – Operations on sets – Simple application of Venn diagram
 Matrices: Basic Operations - Types of Matrices – Transpose of a Matrix – Properties of Transpose–Rank of a Matrix.

Unit-2 : Determinants

Introduction– Singular and Non Singular Matrix – Adjoint Matrix – Inverse Matrices – Properties of Inverse – System of Equations with Inverse – Cramer’s Rule.

Unit-3 : Differentiation

Differentiation – Rules of Differentiation: Differentiation of Sum and Difference of functions – Product Rule – Quotient Rule – Chain Rule – Higher Order Derivatives – Direct and Cross Partial Derivatives

Unit-4 : Applications of Differentiation

Functions in economics and commerce - Demand function - Supply function - Cost function – Revenue function - Profit function - Elasticity - Elasticity of demand - Elasticity of supply - Equilibrium price - Equilibrium quantity - Relation between marginal revenue and elasticity of demand.

Unit-5 : Integration

Integration – Rules – Definite Integrals – Properties of Definite Integrals – Economic Applications: Consumer’s Surplus and Producer’s Surplus.

Text Books

1. P. Kandaswamy and K.Thilagavathy, Allied Mathematics paper I, 1st Semester, S.Chand Publishing Pvt. Ltd. 1st Edition,2003.
2. Chiang. A. C. (2005), Fundamental Methods of Mathematical for Economics, McGraw Hill, New York.

Reference Books:

1. P.R. Vittal, Allied Mathematics, Margham Publications, 4th Edition 2009.
2. Singaravelu, Allied Mathematics, Meenakshi Agency, 2007.

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- <https://ncert.nic.in/textbook/pdf/lemh103.pdf>
- <https://ncert.nic.in/ncerts/l/lemh201.pdf>
- <https://ncert.nic.in/ncerts/l/lemh105.pdf>
- <https://ncert.nic.in/ncerts/l/kemh101.pdf>

Course Outcomes

Upon successful completion of this course, students will be able to:

- **COC1:** Calculate basic mathematical concepts of set theory and matrices
- **COC2:** Ability to apply this knowledge and understanding to the solution of system of equations
- **COC3:** Recognize the mathematical Differentiation formulas and describe how to solve them
- **COC4:** Understand the marginal, average, and total product; compute and graph marginal, average, and total product; explain diminishing marginal product and diminishing marginal returns
- **COC5:** Describe and calculate the concept of integration and application of integration in Economists

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Fifth Semester
Course Title	:	Fiscal Economics-II
Course Code	:	DDECN-51
No.of Credits	:	4

Course Objectives

- **CO1:** To understand classification of public debt and different types of budget
- **CO2:** To make students familiar with objectives and tools of fiscal Policies
- **CO3:** To Aware local finance and problems of local bodies
- **CO4:** To introduce central and state relations to students

Block-1: Introduction to Public Debt

Definition, Classification, Sources of Public debt Redeemable and Irredeemable Debts- Funded and Unfunded Debts Management of Public Debt

Block-2: Budget

Meaning and Definitions of Budget; Importance of the Budget Budgetary Policy, Balanced and Unbalanced Budget - Zero Base Budgeting in India

Block-3: Federal Finance

Principles of Federal Finance -Conflicts between the Centre and the States in Federal Finance-Finance Commissions Acceptance of Recommendations of the Eleventh and Twelfth Finance Commission

Block-4: Fiscal Policy

Objectives and Components of Fiscal Policy Instruments of fiscal policy Deficit financing policy-Railway finances since 1924-25 – Financial Results of Railways

Block-5: Local Finance

Local Finance- GRAM Panchayts (Village Panchayats) Municipalities – Finances of Local Bodies-Non – Tax Revenue – Abolition of Octroi Duties Causes for Abolition of Octroi.

Reference Books

1. Basu, Kaushik (1997), *Analytical Development Economics: The Less Developed Economy Revisited* , The MIT Press.
2. Bird, Graham (2004), *International Finance and the Developing Economies* , Palgrave Macmillan.
3. Bell, Crive (2003), *Development Policy as Public Finance* , Oxford University Press
4. Gale, Douglas (1994), “The Efficient Design of Public Debt,” in Franklin Allen and D. Gale, *Financial Innovation and Risk Sharing* , The MIT Press.
5. Gibson, Heather D. (1996), *International Finance: Exchange Rates and Financial Flaws in the International System* , Longman.

6. Krugman, Paul (1988), "Financing vs. Forgiving a Debt Overhang," *Journal of Development Economics* , No. 29, pp. 253-268, North Holland.

Course Outcomes

After the completion of the course Fiscal Economics-II, the student will be able to:

- **COC1:** know about the sources and classifications of Public Debts
- **COC2:** give knowledge about different types of budget
- **COC3:** introduce central and state relations to students
- **COC4:** familiar with objectives and tools of fiscal Policies
- **COC5:** know about local finance and problems of local bodies

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Fifth Semester
Course Title	:	Macro Economics-I
Course Code	:	DDECN-52
No.of Credits	:	4

Course Objectives

- **CO1:** To understand about macro-economic concepts like National income accounting,
- **CO2:** To understand about Consumption functions and determinants of investments
- **CO3:** To enhance the knowledge of concepts of national income computing
- **CO4:** To analyze the relationship between income and employment in the economy.

Block-1: Introduction to Macro Economics

Introduction of Macro Economics Nature, Scope and Importance of Macro Economics
Endogenous-Exogenous-stock and flow-Circular flow of income four sector model

Block-2: National Income

Definition and Concepts GNP- GDP-NNP Personal Income- Real Income- Disposable Income- Per capita Income Difficulties in the measurement of National Income

Block-3: Classical Theory of Income and Employment

Classical Theory of Income and employment Say's Law of Market Assumption
Implications of the Law

Block-4:Consumption Function

Meaning- Determining Consumption Function Keynes psychological Consumption-Theories of Consumption Function-Absolute Income Theory- Relative Income Theory- Life Cycle Hypothesis

Block-5: Investment Function

Meaning- Types-Determinants of Investments MEC-Factors affecting MEC- MEI- Keynesian Model of Income and Employment Determination

Books for References

1. M.L. Jhingan – Macro Economics
2. H.L.Ahuja – Macro Economics Theory and Policy
3. Chandana Ghish & Ambar Ghosh – Macro Economics
4. Olivier Blanchard – Macro Economics
5. D.N. Dwivedi – Macro Economics – Theory & Policy, Tata Mcgraw Hill PublishingCompany Ltd

Course Outcomes

After the completion of the course Macro Economics - I, the student will be able to:

- **COC1:** promote the understanding of basics of macro economics, dependent, independent variables and flow of income models
- **COC2:** enhance the knowledge of concepts of national income computing
- **COC3:** Know the classical school of economics and theories
- **COC4:** enhance the knowledge of consumption patterns in an economy.
- **COC5:** analyze the relationship between income and employment in the economy.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Second Year / Fifth Semester
Course Title	:	Indian Economy-I
Course Code	:	DCBEC-53
No.of Credits	:	4

Course Objectives

- **CO1:** To understand different types of cost and structure of market and theories of four factors of productions.
- **CO2:** To provide basic and fundamental concepts of cost and revenue concepts
- **CO3:** To analyse various market structure
- **CO4:** To apply the technique of the theories of rent and wages

Block-1: Introduction to Indian Economy

Indian economy – Features - Factors-responsible for development-Development and growth-India and other developed countries

Block-2: Planning in India

Planning in India – Meaning, process-Planning approaches five year plans performance offive year plans

Block-3: Agriculture and Indian Economy

Role of Agriculture in Indian economy-Land reforms- Green revolution mechanization

Block-4:Agriculture Marketing

Regulated markets- Agriculture price commission procurement policy agricultural credit

Block-5: Industry and Indian Economy

Importance of industry-Small scale industry - Large scale industry-Industrial-sickness-Industrial policy.

References- Books

1. Gaurav Datt and Ashwani Mahajan, ‘Datt & Sundaram’s Indian Economy’ S.ChandPublications, ISBN 9789352531295, 2016
2. Ramesh Singh, ‘Indian Economy’ McGraw Hill Publisher, Delhi 2020
3. S. Chandrachud, ‘Chud’s Series of ‘INDIAN ECONOMY’, primedia eLounch LLC, IIEdition, WISE Lab Publications, Chennai ISBN No.: 979-8-88589 244-5,2021
4. Nitin Singhanian, ‘Indian Economy’ McGraw Hill publications, Delhi 2020
5. Manish Kumar Rohit Deo Jha, ‘Indian Economy – Principles, policies, and Progress,Pearson Publication, 2020
6. Sanjiv Verma, ‘The Indian Economy’ Unique Publisher India Pvt. Ltd, Delhi, 2020

Journals

1. Hila Axelrad, Miki Malul Israel Luski, 'Unemployment among younger and older individuals: does conventional data about unemployment tell us the whole story?', *Journal of Labour Market Research*, Vol.52 Issue 3, 2018.
2. Ademola, Abdulsalam S and Badiru Abdullahi, 'The impact of unemployment and inflation on economic growth' *ECONSTOR*, Volume 9 Issue 1, pp 47-55, 2015
3. Kitlin Atkinson, Samantha Lowe and Spencer Moore, "Human development, occupational structure and physical activities among 47 low and middle income countries', *Preventive Medicine Reports*, Volume 3 pp 40-45, 2015

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- <http://www.dynamicpublisher.org/gallery/65-ijssr-d986.pdf>

Course Outcomes

After the completion of the course Indian Economy - I, the student will be able to:

- **COC1:** know the fundamental concepts of cost and revenue concepts
- **COC2:** know about the cost and production
- **COC3:** understand different types of cost and structure of market and theories of four factors of productions
- **COC4:** analyse various market structure
- **COC5:** apply the technique of the theories of rent and wages
- **COC6:** evaluate the theories of interest and profit

Programme	: B.A(Hons)-Economics
Year/Semester	: Second Year / Fifth Semester
Course Title	: Health Economics
Course Code	: DCECN-53
No.of Credits	: 4

Course Objectives

- **CO1:** To understand the basics of Health economics in order to get health education for better healthy life.
- **CO2:** To enhance knowledge about nature, scope and determinants of health care services in the economy.
- **CO3:** To understand the demand supply of health care products and services in the economy
- **CO4:** To apply the obtained knowledge in health economics to the real world economic issues related to health care

Block-1: Introduction

Health Economics-Definition and Scope Health Indicators-Birth Rate -Death Rate-Fertility Rate- Mortality-Morbidity- Disability Life style Status.

Block-2: Determinants of Health

Determinants of health- Components of Health Programmes Spatial Distribution of Health Care Facilities- Pricing of Health Services Multiple Services of a Hospital

Block-3: Demand and Supply of Health services

Demand for Health and Health Services Health Insurance- Need for Health Insurance for the poor, disabled and aged Demand for Medical Care- Consumer Incentive in Health Care Inter-Relationship between nutrition-Health and Education.

Block-4: Health Education and Awareness

Health Education- Health awareness Indian System of Medicine- Siddha-Homeopathy-Unani and Ayurveda-Public Expenditure on Health- Resource allocation - Health Sector Medical Tourism- Impact on Indian Economy.

Block-5: Health Policies

Provision of Health Services by the government Private benefits and cost of providing health services- Village Health Sanitation and Nutrition- Family Planning A Review of Indian National Health Policy in providing health care and financing of Health Services.

Reference

1. D. Amutha, 'A Textbook of Health Economics', Mangalam Publishers Pushpalatha Patnaik, 'Health Economics', Black Prints India Inc
2. Jay Bhattacharya, Timothy Hyde, 'Health Economics', Peter Tu, Health Economics, PalgraveMacmillan

3. David Wonderling, Reinhold Gruen, and Nick Black, 'Introduction to Health Economics',

Course Outcomes

After the completion of the course, the student will be able to:

- **COC1:** enhance knowledge about nature, scope and determinants of health care services in the economy.
- **COC2:** understand the demand supply of health care products and services in the economy
- **COC3:** understand both the perspective and limits of economic analysis applied to health care
- **COC4:** analyse the underlying economics in National health policy and financing health services
- **COC5:** apply the obtained knowledge in health economics to the real world economic issues related to health care

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Business Taxation
Course Code	:	DGBBA-51
No.of Credits	:	4

Course Objectives

- **CO1:** To impart the concept of both direct and indirect taxes that is related to business activities.
- **CO2:** To make them understand the canons and objectives of tax and make them aware of Goods and Services tax act in a concise manner and to give them peep into tax audit.

Block-1: Introduction to Business Taxation

Definition-Objectives of taxation – canons of taxation – tax system in India – Direct and Indirect taxes – Meaning and types.

Block-2: Income Tax Act 1961

Income tax Act of 1961- Basic concepts and definitions – Income, assessee, person, previous year, assessment year, Gross total income. Meaning of Permanent Account Number, Return of Income, TDS, Advance tax, rates of taxation, assessment procedure

Block-3: Central/ State Goods and Service Tax (CGST/ SGST)

Important terms and definitions under Central Goods and Service tax Act, 2017 and State Goods and Service Tax Act, 2017- Meaning and scope of levy, supply and Collection of tax. Registration under CGST/SGST Act – Input tax credit. Filing of returns – Payment of tax including payment of tax on reverse charge basis.

Block-4: Integrated Goods and Service Tax (IGST)

IGST- Scope of IGST, Important terms and definitions under IGST – Levy and collection of IGST Act, 2017- Principles determining the place supply of goods and services – Zero rated Supply.

Block-5: Tax Audit

An overview of Tax audit – Tax incentives and Export promotions, deductions and exemptions.

Reference Books

1. Business Taxation – T.S Reddy & Y. Hariprasad Reddy-merghem publishing-8th edition 2012.
2. Business Taxation – Senthil & Senthil-himalayan books,1st edition, 2010.

Journals

1. Sikka, P., & Hampton, M. P. (2005). The role of accountancy firms in tax avoidance: Some evidence and issues. *Accounting, Organizations and Society*, 30(7-8), 685703. <https://doi.org/10.1016/j.aos.2004.09.005>

2. Whitten, D., & Greenberg, E. (2017). The impact of tax reform on small business: Evidence from the 1986 Tax Reform Act. *Journal of Accounting and Public Policy*, 36(1), 1-19. <https://doi.org/10.1016/j.jaccpubpol.2016.09.003> .

Web Links

- https://www.iilsindia.com/study-material/130743_1585893404.pdf
- <https://cleartax.in/s/income-tax-basics-for-beginners>
- <https://www.slideshare.net/parasmehra1991/gst-registration-in-india>.
- <https://www.slideshare.net/DrSoheliGhoseBanerje/goods-and-service-taxconcept-of-cgst-sgst-and-igst-by-dr-soheli-ghose>

Course Outcomes

At the end of the course, the students would be able to:

- **COC1:** Explain an overview of the Indian taxation system.
- **COC2:** Describe an overview of the basic principles of income tax act.
- **COC3:** Demonstrate the knowledge of Central and State Goods and Service Tax Act.
- **COC4:** Summarise with a general idea about Integrated Goods and Service Tax Act.
- **COC5:** Identify the Tax Audit concepts.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	Counselling and Negotiation Skills
Course Code	:	DAENG-51
No.of Credits	:	4

Course Objectives

- **CO1:** To understand human behaviour at different stages and recognize behavioural problems.
- **CO2:** To examine strategies for positive behavior Management identify different types of exceptionalities and relate counselling theory to issues in counselling and develop an ethical approach to counseling.
- **CO3:** To know the complex areas as analyzing and assessing negotiation scenarios, preparing for a negotiation, power and influence strategies, coalitions, and resolving buyer-seller disputes/conflicts.

Block-1: Basic of Counselling

Basis of Counseling -Definition of counseling- Difference between guidance and counseling- Goals of counseling- Professional and ethical issues

Block-2: Counselling Relationship

Steps in the counseling process-Portrait of an effective counsellor- Counseling Interview - Essential aspects of interviewing- Nonverbal communication in interview- Counselee- counselor relationship- Interviewing techniques in counseling - Characteristics of an Effective Counselor- Personal challenges as a Counselor.

Block-3: Counseling and Personal Skills

Fundamental counseling skills: the client –counselor relationship – the counselor as a role model- the counselor’s needs- counselor objectivity and subjectivity- emotional involvement – counselor limits in practice -The opening – Need & problem identification – The presentation & demonstration – Dealing with objections – Negotiations –closing the sale – Follow up (To be supplemented by live exercises on personal selling)

Block-4: Negotiation Skills

Goal , Collaborative / Win –Win not compromise, Pyramid of success: Power, Time, and Information. Opponent : Visceral or Idea. (To be supplemented by live exercises on personal selling)

Block-5: Different Phases of Negotiation

Pre-negotiation – opening – information sharing – problem solving – agreement. Breakdown in negotiation – barriers that create impasse – overcoming barriers – people problem – mediation – arbitration – ethics.

Text Books

1. Lewicki, Saunders & Barry - Negotiation ,Tata McGraw Hill, 5th Ed.,2000

2. Cohen S - Negotiation Skills for Managers Tata McGraw Hill, 1st Ed.,2001
3. Rao S.L. - Negotiation Made Simple Excel Books, 1st Ed. ,2011
4. Rao S N - Counseling and Guidance, Tata McGraw Hill, 2nd Ed.,2001

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1. Gelso, C. J. Fertz, B. R.: Counselling Psychology, 1995, Prism Books Pvt. Ltd, Bangalore, 2nd edition,1995.
2. Dryden, W. Handbook of Individual Therapy, ND: Sage Publications, 1st edition.1998.
3. Kottler, J.A. and Brown, R.W. Introduction to Therapeutic Counseling. NY, 2nd edition, 2000.
4. U.S. Brooks/ Cole. Wills, F. Skills in Cognitive Behavior Counseling and Psychotherapy. ND: Sage Publications, 2nd edition, 2008.
5. Lapworth, P. and Sills .C. Integration in counselling and psychotherapy.ND: Sage publications, 1st edition, 2008.

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2. https://www.researchgate.net/publication/324209919_The_role_of_Guidance_and_Counselling_in_effective_teaching_and_learning_in_schools

Web links

- <https://www.slideshare.net/sunitaiacr/negotiation-skill-44060154>
- <https://slideplayer.com/slide/13748170>

Course Outcomes

At the end of the course, students would be able to:

- **COC1:** describe the importance of selling and its types
- **COC2:** acquire knowledge about consumer based selling
- **COC3:** demonstrate the attributes of salesperson
- **COC4:** explain the skills of presentation and dealing
- **COC5:** describe about the negotiation and closing of.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	E-Business
Course Code	:	DDBBA-52
No.of Credits	:	4

Course Objectives

- **CO1:** To enable the students encompasses the study of current management issues associated with electronic commerce strategies.
- **CO2:** To enable the Students to learn the marketing methods used in E-Business/commerce.

Block-1: E-Business-Introduction

Framework for understanding e- business: Introduction to e- commerce- Environmental forces affecting planning and practice- Ethical- legal and social concerns.

Block-2: E-Business Models

Developing e- Business Framework: Developing e - Business Models- Introduction to Internet-www.Concepts, Building of e- commerce websites-software hardware and tools.

Block-3: Planning, Controlling and financial planning of E-Business

Planning, implementing and controlling of e-Business: Creating the Marketing Mix- Organizational and Managerial issues- Financial Planning and Working with Investors- Implementation and Control of the e-Business Plan.

Block-4: Key terms of E-Com

Understanding of Key terms of E- Commerce: Electronic Commerce & Banking- Electronic Payment Systems- Electronic Payment Technology- On-line Credit Card.

Block-5: Security in E-Com

Introduction to E- Commerce Security: Digital Signatures- Network Security- Data Encryption- Decryption and Secret Keys- Technology behind web – Security Threats: Network Security – Data and Message Security and the Web.

Text Books

1. Murty, C.V.S., “E-Commerce”, Himalaya Publications, New Delhi, 2002.
2. Kienan, “Managing Your E-Commerce Business”, Prentice Hall of India, New Delhi, 2001.

Reference Books

1. Kosiur, “Understanding E-Commerce”, Prentice Hall of India, N.Delhi, 1997.
2. Kalakota, Whinston, “Frontiers of Electronic Commerce”, Addison Wesley, 1996.

Web Links

1. www.w3schools.com
2. www.tutorialpoint.com
3. www.geeksforgeeks.com

Web Sources

- <https://www.geektonight.com/e-commerce-notes/>
- <https://www.learnpick.in/prime/documents/notes/details/3120/e-commerce>

Course Outcomes

At the end of the course, students would be able to:

- **COC1:** Design basic business models on web to develop Entrepreneurship skills.
- **COC2:** Create basic marketing techniques and strategies on the internet, including analysis of their effectiveness.
- **COC3:** Explain basic personalization mechanisms for websites and their roles in gathering marketing information.
- **COC4:** Apply data on the activity of users in order to make informed decisions as to marketing and business management in the organization and development of the product / service.
- **COC5:** Understand the basic techniques of positioning on the Internet in creating the marketing image of the organization as well as the product brand.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	Statistics for Economics
Course Code	:	DDECN-51
No.of Credits	:	4

Course Objectives

- **CO1:**To develop the students ability to deal with numerical and quantitative issues in business.
- **CO2:**To Enable the use of statistical, graphical and algebraic techniques wherever relevant.
- **CO3:**To have a proper understanding of Statistical applications in Business and Management.

Unit-1 : Diagrammatic and Graphical representation of data

Introduction – Scope and Limitations of Statistical methods- Collection of data Classification of data-Tabulation- Diagrammatic representation of data- Simple bar diagram, Multiple bar diagram, Percentage bar diagram and Pie diagram- Graphical representation of data- Histogram, Frequency polygon and curves- Ogives.

Unit-2 : Measures of Central tendency and Dispersion

Introduction-Types of Averages- Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Standard Deviation and Coefficient of variation.

Unit-3 : Correlation and regression analysis

Correlation: Types of Correlation-Methods of studying correlation- Scatter diagram method, Karl Pearson’s Coefficient of correlation, Spearman’s Rank Correlation Coefficient. Regression: Regression Lines and Regression equations - simple problems.

Unit-4 : Time series Analysis and Index Numbers

Time Series Analysis : Component of Time Series-Measurement of trend-Method of Semi-averages, Moving averages method, Index numbers: Types of index number, Laspeyre’s method, Paasche’s method , Fisher’s method-Test of adequacy of index number formulae: Time reversal test and Factor reversal test– Simple problems.

Unit-5 : Tests of significance

Introduction - Concept of Sampling and Sampling Distribution - Parameter and Statistics- Standard error - Tests of Significance for small samples : t-test for Single mean - difference of means, F-test(variance - Ratio test), Chi-Square tests for Goodness of Fit and test for independence of attributes in contingency table.

Text Books

1. S.P.Gupta, Statistical Methods. Sultan Chand & Sons, New Delhi, 46th Edition, 2021
2. S.C. Gupta and V.K. Kapoor, Fundamentals of Applied Statistics, Sultan Chand & Sons, 3rd Edition, 2001.

Reference Books

1. P.R. Vittal, Business Statistics, Margham Publications, Second Edition, 2012.
2. Beri G, Business Statistics, Tata McGraw Hill Publishing Company Limited, 2009.
3. S.P. Rajagopalan and R. Sattanathan, Business Statistics and Operations Research, Vijay Nicole Pvt. Ltd.2015

Web Links

- <https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/IntroductoryBusinessStatistics-OP.pdf>
- <http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf>

Course Outcome

At the end of the course the students will be able to

- **CO1:** Describe and discuss the key terminology, concepts tools and techniques used in Statistical analysis
- **CO2:** Critically evaluate the underlying assumptions of analysis tools of measures of central tendency and dispersion
- **CO3:** Understand and critically discuss the issues surrounding of correlation and Regression
- **CO4:** Solve a range of problems using the techniques by time series and index numbers of data.
- **CO5:** Discuss critically the uses and limitations of Testing of hypothesis.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Macro Economics-II
Course Code	:	DCECN-61
No.of Credits	:	4

Course Objectives

- **CO1:** To understand the Keynesian issues in economics like General Equilibrium, ISLM and Income and Employment determination.
- **CO2:** To promote the understanding of basics of macro economics, dependent, independent variables and flow of income models
- **CO3:** To introduce the students to the classical school of economics and theories and to enhance the knowledge of consumption patterns in an economy.
- **CO4:** To analyze the relationship between income and employment in the economy

Block -1: - Keynesian Theory of Income Determination

Keynesian Theory of Income Determination Concepts and Functions Income Determination in a Two Sector Model Static and Dynamic Multiplier

Block-2: Post - Keynesian theories of Demand for Money

Post-Keynesian theories of Demand for Money Baumol’s approach to Transaction Demand for Money Tobin’s theory of Speculative Demand for Money Friedman’s Quantity theory of Money

Block-3: General Equilibrium

General Equilibrium – Meaning Product and Money Market-The IS-LM model in atwo sector Framework Don Patinkin’s analysis

Block-4:Consumption Function

Meaning- Determining Consumption Function Keyn’s psychological Consumption Theoriesof Consumption Function-Absolute Income Theory- Relative Income Theory Life Cycle Hypothesis

Block-5: Macro Economic Policies

Meaning and Scope-Objectives of Macro Economic Policy-Objectives and Instruments of Monetary and Fiscal policies - Limitations of Monetary and Fiscal Policies

Books for References

1. M.L. Jhingan – Macro Economics
2. H.L.Ahuja – Macro Economics Theory and Policy
3. Chandana Ghish & Ambar Ghosh – Macro Economics
4. Olivier Blanchard – Macro Economics

5. D.N. Dwivedi – Macro Economics – Theory & Policy, Tata Mcgraw Hill Publishing Company Ltd

Course Outcomes

After the completion of the course Macro Economics-II, the student will be able to:

- **COC1:** promote the understanding of basics of macro economics, dependent, independent variables and flow of income models
- **COC2:** enhance the knowledge of concepts of national income computing
- **COC3:** introduce the students to the classical school of economics and theories
- **COC4:** enhance the knowledge of consumption patterns in an economy.
- **COC5:** analyze the relationship between income and employment in the economy.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Indian Economy-II
Course Code	:	DCECN-62
No.of Credits	:	4

Course Objectives

- **CO1:** To understand different concepts of National income and recent issues like LPG,IMF, IBRD and WTO.
- **CO2:** To Know about significance and need for industrial finance and New Economic Policy - 1991.
- **CO3:** To Aware of human resource and economic development
- **CO4:** To Know about the objectives of trade unions and Infrastructure of Indian Economy

Block-1: Industrial Finance

Introduction to Indian finance-sources of credit-Financial institutions foreign capital

Block-2: Economic Reforms

Economic reforms phase: I -Economic reforms phase: II- New economic policy-Common minimum programme

Block-3: Human Resource and Economic Development

Demographic features of India-New population policy-Unemployment and poverty-Remedial measures

Block-4: Labour Economics

Introduction to labour economics-Trade unions-industrial relations-Labour legislation

Block -5: Foreign Trade

Introduction to foreign trade-Balance of payments-balance of payments disequilibrium-International financial institutions

References- Books

1. Gaurav Datt and Ashwani Mahajan, 'Datt & Sundaram's Indian Economy' S.Chand Publications, ISBN 9789352531295, 2016
2. Ramesh Singh, 'Indian Economy' McGraw Hill Publisher, Delhi 2020
3. S. Chandrachud, 'Chud's Series of 'INDIAN ECONOMY'', primedia eLunch LLC, II Edition, WISE Lab Publications, Chennai ISBN No.: 979-8-88589 244-5,2021
4. Nitin Singhania, 'Indian Economy' McGraw Hill publications, Delhi 2020
5. Manish Kumar Rohit Deo Jha, 'Indian Economy – Principles, policies, and Progress, Pearson Publication, 2020
6. Sanjiv Verma, 'The Indian Economy' Unique Publisher India Pvt. Ltd, Delhi, 2020

Journals

1. Hila Axelrad, Miki Malul Israel Luski, 'Unemployment among younger and older individuals: does conventional data about unemployment tell us the whole story?', *Journal of Labour Market Research*, Vol.52 Issue 3, 2018.
2. Ademola, Abdulsalam S and Badiru Abdullahi, 'The impact of unemployment and inflation on economic growth' *ECONSTOR*, Volume 9 Issue 1, pp 47-55, 2015
3. Kitlin Atkinson, Samantha Lowe and Spencer Moore, "Human development, occupational structure and physical activities among 47 low and middle income countries', *Preventive Medicine Reports*, Volume 3 pp 40-45, 2015

Web Links

- <https://www.economicdiscussion.net/trade-cycle/control-trade-cycle/monetary-policy-concept-instruments-and-objectives-trade-cycle-control/14665>
- <https://www.economicdiscussion.net/fiscal-policy/fiscal-policy-objectives-and-instruments-trade-cycle-control/14669>
- <http://www.dynamicpublisher.org/gallery/65-ijssr-d986.pdf>

Course Outcomes

After the completion of the course Indian Economy-II, the student will be able to:

- **COC1:** Know about significance and need for industrial finance
- **COC2:** Know about New Economic Policy - 1991.
- **COC3:** Aware of human resource and economic development
- **COC4:** Understand Knowledge on the objectives of trade unions
- **COC5:** Familiar with Infrastructure of Indian Economy

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	History of Economic Thought
Course Code	:	DCECN-63
No.of Credits	:	4

Course Objectives

- **CO1:** To provide basic and fundamental concepts of History of Economics Thought
- **CO2:** To Familiarize the students about the Socialism and understand different types of schools
- **CO3:** To analyse various Institutionalism and apply the technique of the capitalisms
- **CO4:** To evaluate the Indian Economic Thoughts.

Block-1: Introduction of History of Economics

Nature and Significance of Economic Thought Economic Thought- Importance
Mercantilism –Origin Introduction of Physiocracy

Block-2: Classical School

Adam Smith-Wealth of Nation -T.R. Malthus-Population D Ricardo- Comparative Cost
Theories-J.B. Say -Says Law Market

Block-3: Role of Socialism

Karl Marx – Different Schools of Socialism -Utopian-Socialism Christian – Fabian-
Syndicalism – Guild Socialism

Block-4: Historical School

Veblen effect - Institutional School - Economic Thought Marginal School- Ideas-Austrians
School -Social Impact

Block-5: Indian Economic Thought

D. Naoroji- History of Economic Ideas Rajaji – Gokhale- Economic Ideas-M.K Gandhi – B.R.
Ambedkar –Economic Development Social Impact of E.V.R Periyar

Reference

1. E. Roll – History of Economic Thought.
2. Grey –Development of Economic Doctrines.
3. L.H. Haney – History of Economic Thought.
4. Dr. Shanmuga Sundaram – Indian Economic Thought Development and Policies.
5. V.B.Singh - From Naoroji to Nehru.
6. Srivatsava – History of Economic Thought

7. T.N. Hajela - History of Economic Thought
8. Sankaram. S – A History of Economic Thought

Course Outcomes

After the completion of the course History of Economic Thought, the student will be able to:

- **COC1:** provide basic and fundamental concepts of History of Economics Thought
- **COC2:** familiarize the students about the Socialism
- **COC3:** understand different types of schools
- **COC4:** analyse various Institutionalism
- **COC5:** apply the technique of the capitalisms
- **COC6:** evaluate the Indian Economic Thoughts.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	International Economics
Course Code	:	DCECN-64
No.of Credits	:	4

Course Objectives

- **CO1:**To provide basic and fundamental concepts of International trade
- **CO2:** To Familiarize the students about the Theories of International Trade
- **CO3:** To understand the WTO and IMF structures and analyze various role of world Bank
- **CO4:** To apply the technique of the Balance of trade and Exchange rates and evaluate the International Policies

Block-1:Introduction of International Trade

International Trade -Types of International Trade- Importance of International Trade-Global Context

Block-2:Theories of Foreign Trade

Adam Smith's Absolute Cost -Theory Comparative and Equal Cost Differences Opportunity Cost- Heckscher Ohlin's Theory of International Trade

Block-3:Balance of Trade and Balance Of Payments

Concepts of Balance of Payment and Balance of Trade -Causes of Disequilibrium-Exchange Rates -Fixed and Floating Exchange Rates.

Block-4:International Trade Policies

Trade Policies -Concepts of SAARC- Brics-Importance -South-South Co-Operation

Block-5: WTO and IMF World Bank

Implication of WTO-TRIMs-TRIPs-IMF-IBRD-Money Market.

References

1. Robert, J, Thomson – International Economics (2008).
2. Dominck Salvatore, International Economics, Tata Mcgraw – Hill Publishing Company Ltd, 2005.
3. Peter B. Kenen, International Economics, Cambridge University Press, 1996.

Course Outcomes

After the completion of the course International Economics, the student will be able to

- **COC1:**To provide basic and fundamental concepts of International trade
- **COC2:** Familiarize the students about the Theories of International Trade
- **COC3:** To understand the WTO and IMF structures
- **COC4:** To analyze various role of world Bank
- **COC5:** To apply the technique of the Balance of trade and Exchange rates
- **COC6:** To evaluate the International Policies

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Soft Skills
Course Code	:	DAENG-61
No.of Credits	:	4

Course Objectives

- **CO1:** To enable participants Business Communication Skills and enhance participants E-mail writing skills.
- **CO2:** To impart Leadership and Team Bonding skills and enable students to develop their communication skills effectively.
- **CO3:** To enhance students Reading, Writing, Listening and Speaking skills.
- **CO4:** To develop their self-confidence through communication.

Block-1: Reading Comprehension and Vocabulary and Listening and Answering Questions

Filling the blanks – Cloze Exercise – Vocabulary building – Reading and answering Questions- Listening and writing – Listening and sequencing sentences – Filling in the blanks -Listening and answering questions.

Block-2: Group Discussions and Conversation

Why GD part of a selection process – Structure of a GD – strategies in GD -Team Work – Body Language- Face to face Conversation and Telephone conversation.

Block-3: Presentation Skills

Elements of an effective presentation – structure of presentation – voice modulation – Audience analysis – Body language

Block-4: Soft Skills and Resume / Report Preparation / Letter Writing

Time Management – Articulateness – Assertiveness – Stress management -Structuring the resume / Report – Business letters – E-Mail Communication

Block-5: Interview Skills and Frequently Asked Questions

Kinds of Interviews – Required by Skills – Corporate Culture – Mock Interviews

Books Recommended

1. Barun .K.Mitra. Personality Development and soft skills. Oxford University Press. New Delhi. 2011.
2. S P Sharma. Personality Development. Pustaq Mahal. New Delhi, 2010.
3. Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi, 2009.
4. Barun K. Mitra. Personality Development and Soft Skills. Oxford University Press. New Delhi,2011.

5. S.P. Sharma. Personality Development. Pustaq Mahal. New Delhi. 2010. Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi, 2009.
6. Tiko, Champa & Jaya Sasikumar. Writing with a Purpose, OUP, New Delhi, 1997.

Web Links

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>
- <https://blog.hubspot.com/service/phone-etiquette>
- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://www.businessnewsdaily.com/5836-top-interviewing-skills.html>
- <https://gdpi.hitbullseye.com/Group-Discussion.php>

Course Outcomes

At the end of this course the students will be able to:

- **COC1:** Prioritize power of understanding and aids assimilation of vocables. Vocabulary to charge communication with educated words and develop comprehensive knowledge through listening leading to answering questions.
- **COC2:** Build observation power and infuse self-confidence through group discussions and Identify methodology for befitting constructional ability.
- **COC3:** Experiments with inward looking and visualization of the „otherness“ of situations and Illustrate the essential of presentation skills, thoughts, structure, voice modulation, audience analysis and body language.
- **COC4:** Utilize the psychological skills pertaining to time management, articulation, assertion and stress management and Construct methodology for preparation of resume, reports, business letters and email communication.
- **COC5:** Appraise learners with varied skills needed for expose to interviews and Categorize the nature of questions asked usually in interviews.

Programme	: B.A(Hons)-Economics
Year/Semester	: Third Year / Sixth Semester
Course Title	: International Finance
Course Code	: DDBBA-62
No.of Credits	: 4

Course Objectives

- **CO1:** To equip the students with the techniques that can help them in managing the financial issues in international environment.
- **CO2:** To help the students to manage MNCs in more effective manner.

Block-1: Introduction

Concept of International trade- International Business-International Finance and differences among them- Balance of payments (of India) International Monetary System: Different types of Exchange rate mechanisms- the gold standard- the gold exchange standard-The Bretton Woods System- Current monetary system- European Monetary Union.

Block-2: Foreign Exchange Management

Forex market – Wholesale and Domestic market, Quotations- direct, indirect and cross currency- various kinds of transactions and their settlement dates- forward rates- Swaps- Quotes for various kinds of Merchant transactions- Early delivery- extension or cancellation of Forward contracts Exchange Rate determination and Forecasting- Purchasing power parity and Interest rate parity- relationship between PPP and IRP

Block-3: Foreign Exchange Exposures

Financial Accounting and Foreign Exchange- Measuring and managing Economic Exposure- Foreign Exchange Risk and Economic Exposure- Identifying Economic Exposure- Calculating Economic Exposure- Operational Measure of Exchange Risk-Multinational Financial System- Value of the Multinational Financial System, Intercompany Fund- Flow Mechanisms-Cost and Benefits, Designing a Global Remittance Policy- Transfer Pricing and Tax Evasion- Issue of GDR, ADR Euro bonds and foreign bonds.

Block-4: International Investment Management

International project appraisal- IRR and APV methods- Managing Political Risk- Measuring Political Risk- Country Risk Analysis- Managing Political Risk- Post expropriation Policies- Multinational Working Capital Management- Current Asset Management for the Multinational- International Cash Management- Accounts Receivables Management- Inventory Management.

Block-5: International Foreign Exchange Markets

Euro Currency Market - Origin and reasons for the growth of Euro currency (off shore) markets- their characteristics and components- Euro-currency deposit, loans- bonds and notes market- Concept of off shore banking as a form of globalization of the Euro currency concept- its introduction in India- tax havens -International Equity Markets - Concept of Depository Receipt- Global Depository Receipt- characteristics- mechanism of issue, participants involved American Depository Receipt – types and characteristics- Foreign Currency Convertible Bonds and Foreign

Currency -Exchangeable Bonds Foreign Direct Investment and Foreign Portfolio Investment- Participatory notes.

Text Books

1. P.G.Apte, “International Finance”, Tata Mcgraw Hill, 6th edition, 2008.
2. Alan C. Shapiro, “Multinational Financial Management”, Prentice Hall 2nd edition, 2002
Maurice D. Levi “International Finance - The Markets and Financial Management of Multinational Business”, Mcgraw Hill 8th edition, 1996.

Reference Books

1. Adrian Buckley, “International Finance”, Pearson Education.3rd edition, 2012.
2. Alan Shapiro, “Foundations of Multinational Finance”, Wiley India Ltd 2nd edition, 1999.

Websites

1. <https://www.clearias.com/foreign-trade-of-india/>
2. <https://www.bauer.uh.edu/rsusmel/7386/ln11.pdf>

Web links

1. <https://www.slideshare.net/anirban0/international-investment-9959028>
2. <https://www.slideshare.net/taher666/foreign-exchange-exposure-41882267>

Course Outcomes

At the end of this course the students will be able to:

- **COC1:** apply theories of currency market movements.
- **COC2:** To assess historical and contemporary international financial systems, and compare their relevance to markets.
- **COC3:** To identify key factors that influence foreign direct investment and its drivers.
- **COC4:**To determine how capital flows to international markets and how internationalization of markets drive the portfolio construction.
- **COC5:** To enumerate the concepts of depository receipts.

Programme	:	B.A(Hons)-Economics
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Brand Management
Course Code	:	DDBBA-63
No.of Credits	:	4

Course Objectives

- **CO1:** To understand key principles of branding and focus the students to understand the concepts in brand management and analytical techniques commonly used by brand managers.
- **CO2:** To expose students to the situations and challenges frequently encountered by brand managers in ethical issues.
- **CO3:** To understand brand performance through brand positioning and communication.

Block-1: Introduction

Basic Understanding of Brands- Definitions – Branding Concepts- Functions of Brand- Significance of Brands- Different Types of Brands- Co-Branding- Store Brands

Block-2: Brand Strategies

Strategic Brand Management process- Building a strong brand- Brand positioning- establishing Brand values- Brand vision- Brand elements

Block-3: Brand Communications

Brand image building- Brand loyalty Programmes – brand promotion methods- Role of brand Ambassadors, celebrities- online brand promotions

Block-4: Brand Extension

Brand adoption practices- different type of brand extension –factors influencing decision for extension- rebranding and re-launching

Block-5: Brand Performance

Measuring brand performance- brand equity management – role of brand managers – branding challenges & opportunities – case studies

Text books

1. Mathew, Brand Management –Text & cases, MacMillan, 2008.
2. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.

Reference books

1. Tyboust and Kotter, Kellogg on Branding, Wiley, 200
2. Lan Batey, Asain Branding – A Great way to fly, PHI, Singapore, 2002.

3. Paul Tmepoal, Branding in Asia, John Willy, 2000.
4. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
5. Jagdeep Kapoor, Brandex, Biztranza, India, 2005

Website

- <https://www.managementstudyguide.com/brand-management.htm>
- <https://www.bynder.com/en/glossary/brand-management-definition/>

Web links

- <https://www.slideshare.net/versatileBschool/brand-management-full-notes>
- <https://www.slideshare.net/RAVINDRAPUJARI2/brand-management-138924081>

Course outcomes

At the end of this course the students will be able to:

- **COC1:** demonstrate Knowledge of the nature and processes of branding and brand management
- **COC2:** appraise the key issues in managing a brand portfolio and making strategic brand decision
- **COC3:** formulate and justify brand development decisions and develop appropriate strategies and initiatives
- **COC4:** enumerate a professional and coherent report in the form of a brand audit CO 5: To acquire the knowledge of brand management.

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