ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
Chennai - 600 008

DEPARTMENT OF BUSINESS ECONOMICS (SS)

SYLLABUS

Choice Based Credit System
(Offered from the Academic Year 2018-19)

CONTENTS

DEPARTMENT OF BUSINESS ECONOMICS
REVISED SYLLABUS OF JUNE 2018

Department of Business Economics is revising its syllabi to be followed with effect from the academic year 2018. The Department follows the CBCS pattern introduced by the Government of Tamil Nadu in 2008. Under this pattern the Bachelor's Degree course consists of five components. Part IV and Part V components will seek to build the capacity of the students and provide inputs for his or her social service and social analysis capabilities.

Every academic year is divided in to two semester sessions. Each semester will have a minimum of 90 working days and each day will have 5 working hours. Teaching is organized into a modular pattern of credit courses. Credit is normally related to the number of hours a teacher teaches a particular subject. It is also related to the number of hours a student spends learning a subject or carrying out an activity.

PREAMBLE

The underlying principle of B.A. Business Economics course is designed to equip students with the capability to understand and handle the dynamics of economics and business world. The specialisation in Business Economics is organized comprising of topics relating to economics, quantitative techniques and business.

The papers are designed to include more recent changes and developments in the concerned subjects. The core economics papers have been formulated, wherein a broad idea of microeconomic and macroeconomic concepts and theories are introduced. The quantitative technique component of the course is designed to equip students with the essential tools for business and economic analysis. The course provides an exposure to students in the areas of finance, marketing and organizational behaviour within which businesses operates. Thus a fine balance has been maintained between the economic theory and business components. The programme intends to develop theoretical and analytical skills of the students, so that they may be absorbed in the corporate world or be able to pursue higher studies at the Master's level in Business Economics and Economics.

REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Degree of Business Economics course shall be required to have passed the Higher Secondary Examinations conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR THE AWARD OF THE DEGREE:

A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the six semesters prescribed.

3. COURSE OF STUDY:

The main subject of study for Bachelor Degree shall consist of the following:
PART I : Foundation Courses exclusive for Languages
PART II : Course Courses.
PART III : Allied Subjects I and II – Job & Skill oriented entrepreneurship components
PART IV : Non major electives and skill based subjects.
PART V : Extension Activities/Sports/NCC

4. PASSING MINIMUM:

A candidate shall be declared to have passed in each paper/practical of the main subject of study wherever prescribed, if she secured NOT LESS THAN 40% of the marks prescribed for the examination.

5. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Part I, II, III & IV
Successful candidates passing the examination and securing the marks
(i) 60 percent and above and (ii) 50 percent above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND class respectively. All other candidates shall be declared to have passed the examination in the THIRD class.

Candidates who pass all the examinations (Part I, II, III and IV) prescribed for the course in the FIRST APPEARANCE ITSELF ALONE are eligible for ranking.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

On obtaining an undergraduate degree the students will be able to:

PEO1: Apply and advance the knowledge and skills acquired, to become a creative professional in their chosen field.

PEO2: Engage in self-directed continuous learning, aimed at global competency, which will promote professional and personal growth

PEO3: Develop management skills and entrepreneurial skills, by harnessing core competencies tempered by values and ethics

PEO4: Work towards achieving economic and social equity for women through application of relevant knowledge

PEO5: Contribute to promoting environmental sustainability and social inclusivity

PROGRAMME OUTCOMES (PO)

On completion of the Programme, the learner will be able to:

PO 1: Apply the knowledge gained through the study of humanities to address political, Socio-Economic gender issues.

PO 2: Critically engage with history, linguistic, culture, economy, inclusivity and environment.

PO 3: Aid in the application of mathematical, statistical and econometric tools in solving realistic economic problems.

PO 4: Inculcate skills to evaluate, innovate and integrate the contemporary issues and motivate further learning.

PO 5: Enhance their ethical values, communicative and employability skills.

PO 6: Gain quality education global in perspective to contribute towards holistic development.

PROGRAMME SPECIFIC OUTCOME (PSO)

On completion of the specific programme (B.A. Business Economics) the student will be able to:

PSO 1: Gain specialised knowledge of economic theories and methodologies in facing the diverse challenges of competitive business environment.

PSO 2: Identify the contributions of the notable economic thinkers and their relevance to current methodological developments.

PSO 3: Demonstrate knowledge on the determinants of macro economic conditions, interaction of monetary and fiscal operations, business policies and strategies in economic development.

PSO 4: Evaluate the economic role of financial markets and systems in enabling inclusive growth.

PSO 5: Designed to meet the growing need for quantitative analytical skill to support decision making in the field of economics and business using statistics, mathematics, accounting and econometrics techniques.

PSO 6: Explain how the business organisation works by applying economic principles and thereby enhance entrepreneurial skills and acquire career opportunities.

PROGRAMME PROFILE -B.A. BUSINESS ECONOMICS

SEM	PART	COURSE CODE	TITLE OF THE PAPER	CREDITS	HOURS/ WEEK	TOTAL HOURS	CA	SE	T
I	I		Tamil/Hindi/French/Sanskrit	3	5	75	40	60	100
	II		English	3	5	75	40	60	100
	III	BE18/1C/PME	Principles of Micro Economics	4	5	75	40	60	100
	III	BE18/1C/SBE	Statistics for Business Economics	4	5	75	40	60	100
	III	BE18/1A/BAF	Basic Financial Accounting	5	6	90	40	60	100
	IV	UG18/1N/BTA	Basic Tamil						
	IV	UG18/1N/ATA	Advanced Tamil	2	2	30	-	50	50
	IV	BE18/1N/QPA	Questionnaire and its Practical Applications						
			Soft Skill	3	2	30	-	50	50
II	I		Tamil/Hindi/French/Sanskrit	3	5	75	40	60	100
	II		English	3	5	75	40	60	100
	III	BE18/2C/ECT	Economic Thought	4	5	75	40	60	100
	III	BE18/2C/MBE	Mathematics for Business Economics	4	5	75	40	60	100
	III	BE18/2A/MAC	Management Accounting	5	6	90	40	60	100
	IV	UG18/2N/BTA	Basic Tamil						
	IV	UG18/2N/ATA	Advanced Tamil	2	2	30	-	50	50
	IV	BE18/2N/WOE	Women Entrepreneurship						
			Soft Skill	3	2	30	-	50	50
III	I		Tamil/Hindi/French/Sanskrit	3	5	75	40	60	100
	II		English	3	5	75	40	60	100
	III	BE18/3C/EMB	Economics of Money And Banking	4	5	75	40	60	100
	III	BE18/3C/IPP	Indian Economy: Performance and Policies	4	5	75	40	60	100
	III	BE18/3A/MMA	Marketing Management	5	6	90	40	60	100
			Soft Skill	3	2	30	-	50	50
	IV		Environmental Studies	2	2	30	-	50	50
IV	I		Tamil/Hindi/French/Sanskrit	3	5	75	40	60	100
	II		English	3	5	75	40	60	100
	III	BE18/4C/ILT	International Trade	4	5	75	40	60	100
	III	BE18/4C/IEC	Introduction to Econometrics	4	5	75	40	60	100
	III	BE18/4A/ASP	Allied: Advertising and Sales Promotion	5	6	90	40	60	100
			Soft Skill	3	2	30	-	50	50
	IV		Value Education	2	2	30	-	50	50
V	III	BE18/5C/PMA	Principles of Macro Economics	4	6	90	40	60	100
	III	BE18/5C/PUE	Public Economics	4	6	90	40	60	100
	III	BE18/5C/MBS	Managerial Economics and Business Strategy	4	6	90	40	60	100
	III	BE18/5C/EBM	Entrepreneurship and Small Business Management	4	6	90	40	60	100

	III	BE18/5E/CBE	Computer Applications in Business Economics	5	6	90	40	60	100
		Self Study Papers For Advanced Learners	Environmental Valuation	2 (for those opted)	-	-	-	-	100
		Self Study Papers For Advanced Learners	Legal Aspects of Business	2 (for those opted)	-	-	-	-	100
VI	III	BE18/6C/IFS	Indian Financial System	4	6	90	40	60	100
	III	BE18/6C/ORD	Operations Research for Decision Making	4	6	90	40	60	100
	III	BE18/6C/EDT	Economic Development of Tamil Nadu	4	6	90	40	60	100
	III	BE18/6C/PRO	Project	5	6	90	40	60	100
	III	BE18/6E/OLB	Organisational Behaviour	5	6	90	40	60	100
	V		Extension Activity	1	-	-	-	-	-
			Total	140					

*Internship (Mandatory for the I & II years during summer holidays)
Extra Credits
1. Certificate Course on "Basics of SPSS" - 1 Credit

EVALUATION PATTERN FOR CONTINIOUS ASSESSMENT   - UG

* INTERNAL VALUATION BY COURSE TEACHER

PART III   THEORY & QUANTITATIVE PAPERS

COMPONENT	TIME	MAX.MARKS	CA MARK
1.*TEST I	2 HRS	50 MARKS (TO BE CONVERTED)	10
2.*TEST II	2 HRS	50 MARKS (TO BE CONVERTED)	10
3. ASSIGNMENT/SEMINAR/FIELD VISIT			10
4. PARTICIPATORY LEARNING			10
TOTAL			40

PART III   PROJECT

COMPONENT		MARKS
1.	ASSIGNMENT I	15
2.	ASSIGNMENT II	15
3.	MOCK VIVA	10

PART IV – SKB/NME/SOFT SKILLS

COMPONENT	MARKS

NO INTERNAL COMPONENTS

CA QUESTION PAPER PATTERN   - UG

Knowledge Level	Section	Word Limit	Marks	Total
K 1	A-6X2 marks	50	12	
K1, K 2	B-3/5x6marks	200	18	50
K2, K 3	C-1/2x20 marks	500	20	

RUBRICS FOR CONTINIOUS ASSESSMENT

Assignment	Content/originality/Presentation/Schematic Representation and Diagram/Bibliography
Seminar	Organisation/Subject Knowledge/Visual Aids/Confidence level/presentation-Communication and Language
Field Visit	Participation/Preparation/Attitude/Leadership
Participation	Answering Questions/Clearing Doubts/Participating in Group Discussions/Regular Attendance
Case Study	Finding the Problem/Analysis/Solution/Justification
Problem Solving	Understanding Concepts/Formula and Variable Identification/Logical Sequence/Answer
Group Discussion	Preparation/Situation Analysis/Relationship Management/Information Exchange/Delivery Skills
Flipped/Blended Learning	Preparation/Information Exchange/ Group interaction/Clearing doubts

- FIRST FOUR RUBRICS SHOULD BE INCLUDED.
- OTHERS ARE OPTIONAL BASED ON TEACHING -LEARNING METHODOLOGY ADOPTED FOR THE PROGRAMME OF STUDY

NON MAJOR ELECTIVES OFFERED BY THE DEPARTMENTS
TO OTHER DEPARTMENTS

SEMESTER	CODE	TITLE
I	BE18/1N/QPA	Questionnaire and its Practical Applications
II	BE18/2N/ WOE	Women Entrepreneurship

END SEMESTER EVALUATION PATTERN-UG

THEORY PAPERS
PART III

SEMESTER I/II/III/IV/V/VI

DOUBLE VALUATION BY COURSE TEACHER AND EXTERNAL EXAMINER

MAXIMUM MARKS   : 100 TO BE CONVERTED TO 60

PASSING MARK   40

PROJECT
PART III
SEMESTER IV

DOUBLE VALUATION BY COURSE TEACHER AND EXTERNAL EXAMINER

MAXIMUM MARKS   60

PASSING MARK   40

NON-MAJOR ELECTIVES

PART IV

SINGLE VALUATION BY COURSE TEACHER

ORAL TEST/WRITTEN TEST

MAXIMUM MARKS   50

PASSING MARK   20

COURSE PROFILE-PROGRAMME OF STUDY
SEMESTER I

Course Code	Title of the Paper	Credits	Hours/ Week	Total Hours	L-T-P	CA	SA	Total
	Language	3	5	75		40	60	100
	English	3	5	75		40	60	100
BE18/1C/PME	Principles of Micro Economics	4	5	75	4-1-0	40	60	100
BE18/1C/SBE	Statistics for Business Economics	4	5	75	4-1-0	40	60	100
BE18/1A/BAF	Basic Financial Accounting	5	6	90	3-3-0	40	60	100
UG18/1N/BTA	Basic Tamil			30	-	-	50	50
UG18/1N/ATA	Advanced Tamil	2	2	30	-	-	50	50
BE18/1N/QPA	Questionnaire and its Practical Applications			30	1-1-0	-	50	50
	Soft Skill	3	2	30	-		50	50
TOTAL		24	30	450	-	-	-	-

SEMESTER II

Course Code	Title of the Paper	Credits	Hours/ Wk	Total Hours	L-T-P	CA	SA	Total
	Language	3	5	75	-	40	60	100
	English	3	5	75	-	40	60	100
BE18/2C/ECT	Economic Thought	4	5	75	4-1-0	40	60	100
BE18/2C/MBE	Mathematics for Business Economics	4	5	75	4-1-0	40	60	100
BE18/2A/MAC	Management Accounting	5	6	90	3-3-0	40	60	100
UG18/2N/BTA	Basic Tamil				-	-	50	50
UG18/2N/ATA	Advanced Tamil	2	2					
BE18/2N/WOE	Women Entrepreneurship			30				
	Soft Skill	3	2	30	-	-	50	50
TOTAL		24	30	450				

SEMESTER III

Course Code	Title of the Paper	Credits	Hours/ Wk	Total Hours	L-T-P	CA	SA	Total
	Language	3	5	75		40	60	100
	English	3	5	75		40	60	100
BE18/3C/EMB	Economics of Money and Banking	4	5	75	4-1-0	40	60	100
BE18/3C/IPP	Indian Economy: Performance and Policies	4	5	75	4-1-0	40	60	100
BE18/3A/MMA	Marketing Management	5	6	90	3-3-0	40	60	100
	Soft Skill	3	2	30	-	-	50	50
	Environmental Studies	2	2	30	-	-	50	50
TOTAL		24	30	450				

SEMESTER IV

Course Code	Title of the Paper	Credits	Hours/ Wk	Total Hours	L-T-P	CA	SA	Total
	Language	3	5	75		40	60	100
	English	3	5	75		40	60	100
BE18/4C/ILT	International Trade	4	5	75	4-1-0	40	60	100
BE18/4C/IEC	Introduction to Econometrics	4	5	75	4-1-0	40	60	100
BE18/4A/ASP	Advertising and Sales Promotion	5	6	90	3-3-0	40	60	100
	Soft Skill	3	2	30	-	-	50	50
	Value Education	2	2	30	-	-	50	50
TOTAL		24	30	450	--	-	-	-

SEMESTER V

Course Code	Title of the Paper	Credits	Hours/ Wk	Total Hours	L-T-P	CA	SA	Total
BE18/5C/PMA	Principles of Macro Economics	4	6	90	3-3-0	40	60	100
BE18/5C/PUE	Public Economics	4	6	90	3-3-0	40	60	100
BE18/5C/MBS	Managerial Economics and Business Strategy	4	6	90	3-3-0	40	60	100
BE18/5C/EBM	Entrepreneurship and Small Business Management	4	6	90	3-3-0	40	60	100
BE18/5E/CBE	Computer Applications in Business Economics	5	6	90	3-2-1	40	60	100
Self Study Papers For Advanced Learners	Environmental Valuation	2 (for those opted)	-	-	-	-	-	100
Self Study Papers For Advanced Learners	Legal Aspects of Business	2 (for those opted)	-	-	-	-	-	100
TOTAL		21	30	450		-	-	-

SEMESTER VI

Course Code	Title of the Paper	Credits	Hours/ Wk	Total Hours	L-T-P	CA	SA	Total
BE18/6C/IFS	Indian Financial System	4	6	90	3-3-0	40	60	100
BE18/6C/ORD	Operations Research for Decision Making	4	6	90	3-3-0	40	60	100
BE18/6C/EDT	Economic Development of Tamil Nadu	4	6	90	3-3-0	40	60	100
BE18/6C/PRO	Project	5	6	90		40	60	100
BE18/6E/OLB	Organisational Behaviour	5	6	90	3-3-0	40	60	100
	Extension Activity	1						
TOTAL		23	30	450				

ALLIED SUBJECTS OFFERED TO OTHER DEPARTMENTS

Sem	Dept.	Course Code	Title of the Paper	Credits	Hours/ Week	Total Hours	L-T-P	CA	SE	Total
I	BBM	BE18/1A/MET	Micro Economic Theory	5	6	90	3-3-0	40	60	100
I	BCS	BE18/1A/MET	Micro Economic Theory	5	6	90	3-3-0	40	60	100
I	B.COM (A&F)	BE18/1A/MET	Micro Economic Theory	5	6	90	3-3-0	40	60	100
II	BBM	BE18/2A/INE	International Economics	5	6	90	3-3-0	40	60	100
II	BCS	BE18/2A/INE	International Economics	5	6	90	3-3-0	40	60	100
II	B.COM (A&F)	BE18/2A/INE	International Economics	5	6	90	3-3-0	40	60	100
III	B.COM	BE18/3A/MET	Micro Economic Theory	5	6	90	3-3-0	40	60	100
III	BBM	BE18/3A/IEY	Indian Economy	5	6	90	3-3-0	40	60	100
III	B.COM (HONS)	BE18/3C/MET	Micro Economic Theory	4	5	75	4-1-0	40	60	100
IV	B.COM	BE18/4A/INE	International Economics	5	6	90	3-3-0	40	60	100
IV	BBM	BE18/4A/MEC	Monetary Economics	5	6	90	3-3-0	40	60	100
IV	B.COM (HONS)	BE18/4C/INE	International Economics	4	5	75	4-1-0	40	60	100

TEACHING METHODOLOGY ADOPTED BY THE COURSE TEACHERS

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped learning/ Blended Classroom- E- content, Videos (You tube)
- Problem Solving-Group Discussion-Role Modelling
- Quiz-Seminar
- Peer Learning
- Power Point Presentation

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF ECONOMICS

MINUTES OF THE BOARD OF STUDIES:

The Board of Studies of the Department of Economics met on 30th August 2019, at 11:30 am in the Department (Room No: 45) to incorporate Outcome Based Education to the revision of the syllabi for B.A Economics, B.A Business Economics (Self-Supporting Stream), M.A. Economics, M.A. Business Economics and M.Phil Economics framed in the year 2018 based on the guidelines prescribed by Ethiraj College for Women.

The following resolutions were passed by the members present:

1. The Board Scrutinized the existing syllabi for B.A Economics, B.A Business Economics (Self-Supporting Stream) M.A. Economics, M.A. Business Economics and M.Phil Economics along with the Programme Education Objectives, Programme Objectives, Programme Specific Objectives, Course Objectives, Course Outcomes and the mapping of PSO with COs for each course.
2. The Board also scrutinized the question paper pattern, evaluation Pattern in correlation with knowledge levels and the teaching methodology.
3. The Board consented to incorporate Project as optional elective paper at the U.G level. Self study papers, internship and MOOC courses are added at the U.G level for advanced learners to acquire extra credits. MOOC courses are added at the P.G level for the students to enhance their learning skills and earn extra credits.

The Members of the Board Present were: Designation & Signature

1. Dr. D.B. Usharani
   Vice Principal
   Associate Professor & Head,
   Department of Economics
   Ethiraj College for Women (Autonomous)
   Chennai- 600008

   D.B. Usharani 30/8/19

   Chairperson

2. Dr. A Selvaraju
   Associate Professor & Head,
   Department of Economics
   Ramakrishna Mission Vivekananda College
   Mylapore, Chennai- 600004

   University Representative

3. Dr. S. Chinnammai
   Professor
   Department of Economics
   University of Madras
   Chepauk, Chennai- 600005

University Nominee

4. Dr. P. Anbalagan
   Associate Professor
   Department of Economics
   Presidency College
   Kamarajar Salai
   Chennai 600005

Dr. P. ANBALAGAN
M.A., B.Ed., M.B.A., M.Phil., Ph.D.
ASSOCIATE PROFESSOR OF ECONOMICS
PRESIDENCY COLLEGE (AUTONOMOUS)
C.H E N N A I - 6 0 0 0 0 5

Subject Expert

5. Dr. S.Ragavan
   Secretary
   SICCI, Chennai

Industrialist

6. Capt. R. Shanthini
   Assistant Professor
   Department of Economics
   Ethiraj College for Women (Autonomous)
   Chennai- 600008

R. Shanthini
30/8/19

Senior Staff

7. Dr. R.Sumathi
   Associate Professor
   Department of Economics
   Ethiraj College for Women (Autonomous)
   Chennai- 600008

30/8/19

Senior Staff

8. Mrs.C. Vaishnavi
   Assistant Professor
   Department of Business Economics (SS)
   Ethiraj College for Women (Autonomous)

C. Vaishnavi
30/08/2019

Head of the Department

9. Dr.B.Shyamala
   Associate Professor
   Department of Economics
   Ethiraj College for Women (Autonomous)

B. Shyamala
30/8/19

Syllabus Coordinator

10. Mrs. Sangeetha.R
    Faculty Member
    Kumararani Meena Muthiah College
    of Arts and Science
    Adyar, Chennai

Old Student
(1996-1998)

11. Ms.Sharuthi Kesh
    Faculty Member
    MOP Vaishnav College for Women
    Nungambakkam, Chennai

Old Student
(2013-2016)

12. Ms.Raagavi R

13. Ms.Sruthi R

14. Ms.Rakshana S

15. Ms.V.Keerthana

P.G. Representative
(2018-2020)

P.G. Representative
(2018-2020)

U.G. Representative
(2017-2020)

U.G. Representative (SS)
(2017-2020)

ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF BUSINESS ECONOMICS
RESOLUTIONS OF THE BOARD OF STUDIES
MEETING HELD ON 30th AUGUST 2019

The following are the resolutions of the meeting:

- The committee approved the syllabus considering that there were no changes in the contents of the papers offered.

- The committee suggested to **increase the correlation values in the matrix table** which related the course outcome and programme specific objectives of the following papers in the syllabus.

  - Economic Thought- BE18/2C/ECT

  - Marketing Management – BE18/3A/MMA

  - Advertising and Sales Promotion- BE18/4A/ASP

  - Managerial Economics and Business Strategy- BE18/5C/MBS

  - Entrepreneurship and Small Business Management- BE18/5C/EBM

  - Computer Applications in Business Economics- BE18/5E/CBE

SEMESTER I
PRINCIPLES OF MICRO ECONOMICS

TOTAL HOURS : 75   **COURSECODE: BE18/1C/PME**
CREDITS   : 4   **L-T-P: 4-1-0**

COURSE OBJECTIVES
On completion of the course student will be able to,

1. understand the utility analysis and consumption equilibrium in detail
2. acquire knowledge on the demand and supply analysis
3. develop cost functions and production functions.
4. determine the profit maximizing price and output for a firm operating in different forms of market.
5. understand the nature and consequences of general equilibrium (Pareto Optimality).

COURSE OUTLINE
UNIT I (15) Definition and Scope of Economics - Utility analysis - Cardinal and Ordinal utility - Law of Equi-Marginal utility - Law of Diminishing Marginal Utility - Indifference Curve analysis – Revealed Preference Theory - Marginal Rate of Substitution - Properties - Budget line - Consumers equilibrium - Price effect - Income effect - Substitution effect - Consumer surplus.

UNIT II (15)
Demand Analysis - Law of Demand - Determinants - Types of Demand - Demand Distinctions - Exceptions - Elasticity of Demand – Types and its determinants - Measurement - Law of Supply - Elasticity of Supply.

UNIT III (15)
Production Function – Time element- short run and long run- Laws of Production: The Laws of Returns to Scale – The Law of Variable Proportions - Producers Equilibrium - Economies and Diseconomies of Scale - Cost concepts - Long Run and Short Run Cost Curves - Revenue Concepts – MC & AC relationship - Total, Average and Marginal Revenue.

UNIT IV (15)
Market Structure - Perfect Competition - Features - Short Run And Long Run Equilibrium Of Firm and Industry - Monopoly - Equilibrium - Price Determination - Price Discrimination- Degrees of Price Discrimination- Monopolistic Competition – Product Differentiation- Strategy of Selling Cost – Cartels-Collusive Oligopoly - Price Determination - Duopoly - Cournot Model.

UNIT V (15)
Welfare Economics- Criteria of social welfare- Bentham's Criterion, Cardinalist Criterion, Pareto-optimality Criterion, Kaldor-Hicks Compensation Criterion.

RECOMMENDED TEXTBOOKS:
H.L.Ahuja   :   Micro Economic Theory, S.Chand & Co
Robert S.Pindyck, Daniel L :   Micro Economics, Pearson

Rubinfeld & Prem L Mehta

REFERENCE BOOKS:

Karl E. case and : Principles of Economics, Pearson Education, Inc,"edition, 2007.
Ray C. Fair

N. Gregory Mankiw : Economics: Principles and Applications, India edition by South Western, Cengage Learning India Private Limited, 4th edition, 2007.

Joseph E. Stiglitz and : Economics, Norton Company, Inc, New York, International Student Edition, 4th edition, 2007.
Carl E. Walsh

Hal R. Varian : Intermediate Microeconomics: A Modern Approach, W. Norton and Company Affiliated East West Press (India), 8th edition, 2010.

Walter Nicholson,
Christopher Snyder : Microeconomic Theory: Basic Principles and Extensions, Eleventh Edition.

JOURNALS:

Journal of Interdisciplinary Economics: SAGE journals
Advanced Micro Economic Theory : Financial Times/ Prentice Hall

EARNING RESOURCES:

https// link springs.com
https//econpapers.repec.orgs.
https://www.coursera.org
https://www.edx.org/learn/microeconomics
https://www.edx.org/learn/economics

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Explain the utility analysis and consumption equilibrium in detail
CO 2	Demonstrate knowledge on the demand and supply analysis
CO 3	Discuss cost functions and production functions
CO 4	Explain the profit maximizing price and output for a firm operating in different forms of market.
CO 5	Outline the nature and consequences of general equilibrium (Pareto Optimality).

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO1	3	2	2	1	3	2
CO2	3	2	3	3	3	2
CO3	3	2	3	3	3	3
CO4	3	1	2	2	3	3
CO5	3	3	2	2	1	2
TOTAL	15	10	12	11	13	12
AVERAGE	3	2	2.4	2.2	2.6	2.4

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER I
STATISTICS FOR BUSINESS ECONOMICS

TOTAL HOURS : 75   **COURSE CODE:BE18/1C/SBE**
CREDITS   : 4   **L-T-P:4-1-0**

COURSE OBJECTIVES
On completion of the course student will be able to,
1. learn the classification of data and explain the facts using the measures of central value and dispersion
2. gain the knowledge of probability and theoretical distributions for interpreting statistical results
3. understand the methods of sampling and evaluate the significance of the hypothesis.
4. analyse the co- variation between economic variables and determine the cause and effect relationship between them
5. measure the net change in the variable over a period of time.

COURSE OUTLINE

UNIT: I: Introduction to Descriptive Sample Measures   **(15)**
Types of data: Qualitative & Quantitative, Discrete & Continuous; Sample and population, Measures of Central Tendency: Mean, Median, Mode, Geometric mean, Harmonic mean; Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Variance.

UNIT: II: Probability and Theoretical Distributions   **(15)**
Defining Probability- Probability Theorems: Addition, Multiplication and Baye's Theorem- Theoretical Distributions – Binomial, Poisson and Normal- Properties uses, and applications.

UNIT III: Sampling and Testing of Hypothesis   **(15)**
Sampling – Census and Sample method – Theoretical Basis of Sampling – Methods of Sampling – Random and Non Random – Size of Sample – Merits and Limitations of Sampling – Sampling and Non-Sampling Errors -Testing of Hypothesis: Tests: Null and Alternative Hypothesis -Type – I and Type – II errors- Level of Significance: Confidence Intervals – One – tailed and two tailed tests: Small Sample Tests: "t", "F", -definition. Properties, Uses and Applications. Non-Parametric tests: χ^2 (Chi-Square) distribution- problems.

UNIT IV: Correlation and Regression   **(15)**
Correlation analysis – Methods of studying correlation – Partial and multiple correlation – Regression analysis – Regression equation of Y on X – Regression equation of X on Y.

UNIT V: Index Numbers   **(15)**
Index Numbers – Methods of Constructing Index Numbers – Tests of Adequacy – Chain Index Numbers – Base Shifting, Splicing and Deflating Index Numbers – Consumer Price Index.

RECOMMENDED TEXTBOOKS:

S.P.Gupta   : Statistical Methods, Sultan Chand and Sons.
R S N Pillai &Bagavathi   : Practical Statistics, Sultan Chand and Sons.

REFERENCE BOOKS:

V K Kapoor   : Statistics-Problems and Solutions, Sultan Chand and Sons.
Dominick Salvatore   : Statistics and Econometrics, McGraw Hill.
& Derrick Reagle
S. Lipschutz   : Theory and Problems of Probability and Statistics –
                                Schaum's Outline Series
Tulsian P.C &
Jhunjhunwala Bhara : Business Statistics, Sultan Chand and Sons
B. L. Agarwal   : Basic Statistics, New Age International Publishers

JOURNALS

Journal of Statistics Education: American Statistics Association
Sankhya : Indian Journal of Statistics Indian Statistical Institute

EARNING RESOURCES:

https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1065
https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1066
http://www.yorku.ca/ptryfos/ch2000.pdf
https://uca.edu/psychology/files/2013/08/Ch7-Sampling-Techniques.pdf
https://www3.nd.edu/~rwilliam/stats1/x24.pdf
http://www.srmuniv.ac.in/sites/default/files/downloads/CORRELATION.pdf
http://personal.cb.cityu.edu.hk/msawan/teaching/FB8916/FB8916Ch1.pdf
/piboonrungroj.files.wordpress.com/2013/05/econ304_2_index.pdf

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Outline the classification of data and explain the facts using the measures of central value and dispersion
CO 2	Utilise the knowledge of probability and theoretical distributions for interpreting statistical results
CO 3	Demonstrate the methods of sampling and evaluate the significance of the hypothesis.
CO 4	Compute the co- variation between economic variables and determine the cause and effect relationship between them
CO 5	Identify the net change in the variable over a period of time.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	1	1	1	3	3
CO2	2	1	3	2	3	3
CO3	3	3	3	2	3	3
CO4	3	3	3	2	3	3
CO5	2	1	2	2	3	2
TOTAL	12	9	12	9	15	14
AVERAGE	2.4	1.8	2.4	1.8	3	2.8

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		**Section A** Theory-8 Problem-2 **Section B** Theory-3 Problems-5 **Section C** Theory-1 Problems-3

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SEMESTER I
BASIC FINANCIAL ACCOUNTING

TOTAL HOURS : 90   **COURSE CODE: BE18/1A/BAF**
CREDITS   : 5   **L-T-P: 3 3 0**

COURSE OBJECTIVES
On completion of the course student will be able to,
1. understand the basic concept and principles of accounting
2. focus the knowledge on preparing the trial balance sheet
3. gain an insight of the concept and preparation of final accounts
4. have a practical knowledge of calculating depreciation
5. grasp the concepts and proforma of bank reconciliation statement

COURSE OUTLINE

UNIT I   (**15**)
Financial Accounting- Meaning and Definition- Nature and Scope- Limitations of Financial accounting- Basic Concepts and Conventions-Accounting Standards-Meaning-Procedure for Issue of Accounting Standards in India, Significance, Generally Accepted Accounting Principles (GAAP) – IFRS & convergence of IFRS.

UNIT II   (20)
Preparation of Journal, Ledger, Subsidiary books: sales Book, Purchase book, sales returns book, Purchase Returns Book, cash Book (Single Column, Double Column, triple Column, Petty Cash Book), Bills receivable, Bills Payable Book - Trial balance.

UNIT III   (20)
Final Accounts with Adjustments -Meaning and Features- Preparation of Trading-Profit and Loss Accounts -Balance Sheet.

UNIT IV   (20)
Depreciation   Accounting-Meaning-Causes-Objects   of   Providing   Depreciation-Factors Affecting Depreciation-Methods of Depreciation-Straight Line method-Diminishing Balance Method-Change of method.

UNIT V   (15)
Bank Reconciliation Statement: Meaning – Causes for difference between Cash book and Pass book- Method of preparation – Proforma of Bank Reconciliation Statement.
Rectification of Errors: Classification of errors- rectification in different stages of Accounting cycle- Basic principles for rectification of errors-Suspense account – Effects of rectification on net profit- rectification of errors during a subsequent accounting period – Basic concepts of Tally (only theory).

RECOMMENDED TEXTBOOKS

T.S. Reddy and A. Murthy : Financial Accounting, Margham Publications.
 S. N. Maheshwari : Financial Accounting, Vikas publication, New Delhi.

REFERENCE BOOKS

Mukesh Mahajan, P.S.Gills : Fundamentals of Accountancy, Unistar Books., Chandigarh, 2001.
V.P.Sharma andH.S.Punia
Sundeep Sharma : Principles of Accounting (A Complete hand book), Shree Niwas Publication, Jaipur, First Edition, 2004.
SS Douglas Garbutt : Accounting Foundation (An Introductory), Pitman, Publishing Limited, London, First Edition, 1980.
Vishal Saxena : Principles & practice of Accounting, Bharat Law house
M.C.Shakla, T.S.Grawal : Advanced Accounts S. Chand & Company, and S.C.Gupta, New Delhi, Fourteenth edition, 1999.

JOURNALS:

Journal of Commerce & Accounting Research: Publishing Indian Group
Management Accounting Research : Elsevier

EARNING RESOURCES:

https://ocw.mit.edu/courses/sloan-school-of-management/15-511-financial-accounting-summer-2004/lecture-notes/
https://www.studocu.com/en/document/university-of-manitoba/introductory-financial-accounting/lecture-notes/financial-accounting-textbook-lecture-notes-textbook-ch-1-3/334011/view
www.studocu.com
www.ddegjust.ac.in
www.cleartax.in

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the basic concept and principles of accounting
CO 2	Apply the knowledge on preparing the trial balance sheet
CO 3	Demonstrate an insight of the concept and preparation of final accounts
CO 4	Apply the practical knowledge of calculating depreciation
CO 5	Use the concepts and proforma of bank reconciliation statement

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	2	2	3	3
CO2	1	1	3	3	3	3
CO3	2	2	3	3	3	3
CO4	1	1	2	2	3	3
CO5	1	2	3	3	3	3
TOTAL	7	8	13	13	15	15
AVERAGE	1.4	1.6	2.6	2.6	3	3

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-
2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	**Section A** Theory-9 Problem-1 **Section B** Theory-2 Problem- 6 **Section C** Theory-1 Problem-3
K2, K 3	C-2/4x20 marks	1200	40		

27

TOTAL HOURS : 75   **COURSE CODE: BE18/2C/ECT**
CREDITS   : 4   **L-T-P: 4 1 0**

COURSE OBJECTIVES
On completion of the course student will be able to,
1. identify the evolution of early economic ideas.
2. familiarize the economic ideas of classical economists
3. learn the thoughts of neo- classical, institutional economists.
4. appreciate the modern economic theories
5. gain knowledge on ideas of renowned Indian Economists.

COURSE OUTLINE
UNIT I: Early Period **(15)** Economic thought of Plato and Aristotle - Doctrines of Just cost and Just price - Mercantilism: main characteristics; Thomas Mun - Physiocracy; natural order, primary of agriculture, social classes, Tableau Economique, taxation, Turgot - Economic ideas of Petty, Locke and Hume.

UNIT II: Classicism and Socialism   **(15)**
(a) Adam Smith - division of labour and specialisation, theory of value, capital accumulation, distribution, views on trade, economic progress; David Ricardo -theory of rent, distribution, ideas on economic development and international trade; Thomas R. Malthus - theory of population, theory of gluts.
(b) Historical School: Views of Roscher and Hildebrand Karl Gustav.
(c) Marx and Scientific Socialism: Communist manifesto - (Marxian) - Theory of Surplus Value - Law of Capitalist accumulation - Theory of Capitalist Exploitation, Marxism and Classicism - A comparison.

UNIT III: Neoclassical Economics and Institutional Economics   **(15)**
(a) Alfred Marshall - Stationary State – Utility - Consumers Surplus - Elasticity of Demand- Quasi rent - Laws of Returns. Walras - General equilibrium; Pigou: Welfare Economics.
(b) Institutional Economics - Business Enterprises - Corporations - Institution of Leisure class - Class conflict - Commons - Mitchell - Kenneth Galbraith.

UNIT IV: Keynesian Economics & 20th century Economic Ideas   **(15)**
Theory of Employment - Theory of Consumption - MEC - Liquidity Preference Theory and rate of interest - Savings and Investment - Multiplier - Keynes & Inflation - Great Depression - Trade Cycles. J.A. Schumpeter - J.M. Clark - Lionel Robbins - R. Nurkse - Joan Robinson.Prominent Nobel Laureates in Economics, Paul A Samuelson, Kuznets Arrow, Hicks, Leontief, Von Hayek, Myrdal, M. Friedman, B.Ohlin, Schultz, A. Lewiis, Amartya K.Sen.

UNIT V: Indian Economic Thought   **(15)**
Early economic ideas: Kautilya, Valluvar, E.V.R. Periyar; Modern Economic Ideas: Naoroji, Ranade; Economic ideas of Gandhi; Village, Swadeshi, place of machine and labour, cottage industries, Trusteeship; Co-operation as a way of life and strategy of development. Approaches to planning: The National Planning Committee; Nehru, Gadgil: Mahalanobis.

RECOMMENDED BOOKS:

T.N.Hajela : History of Economic Thought, Ane Books Pvt Ltd, 17th edition.

Srivatsava : History of Economic Thought, S.Chand & Company Pvt Ltd.

REFERENCE BOOKS:

Blacdkhouse, R : A History of Modern Economic Analysis, Basil Blackwell, Oxford (1985).

Ganguli, B.N : Indian Economic Thought: A 19th Century Perspective, Tata Mc Graw Hill, New Delhi, 1977).

Gide C and G. Rist : A History of Economic Doctrines, 2nd Edition), George Harrop & Co., London (1956).

Grey.A and A. Thomson : The Development of Economic Doctrine, 2Edition), Longman Group, London (1980).

Kautilya, : The Arthashastra Edited, Rearranged, Translated and Introduced by L.Rangaranjan, Penguin Books, New Delhi (1992).

Roll : A History of Economic Thought, Faber, London (1973).

Schumpeter, J : History of Economic Analysis, Oxford University Press, New York (1954).

Seshadri. G.B : Economic Doctrines, B. Publishing Corporation, Delhi, 1997.

JOURNALS:

Journal of Economic and Social Thought : KSP Library, Kadikoy, Istanbul.

European Journal of the History of Economic Thought : Taylor & Francis Group, UK

Journal of the History of Economic Thought : Cambridge University Press, UPH, Shaftesbury Road, Cambridge, CB2 8 BS, UK

EARNING RESOURCES:

https://freevideolectures.com/course/2457/history-of-economic-thought/1
https://freevideolectures.com/course/2457/history-of-economic-thought/2
https://freevideolectures.com/course/2457/history-of-economic-thought/3
https://freevideolectures.com/course/2457/history-of-economic-thought/4
https://freevideolectures.com/course/2457/history-of-economic-thought/5

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the evolution of early economic ideas
CO 2	Explain the economic ideas of classical economists
CO 3	Compare the thoughts of neo- classical, institutional economics and modern economics.
CO 4	Explain the modern economic theories
CO 5	Outline the ideas of renowned Indian Economists.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	1	1	1	1
CO2	3	3	2	2	2	2
CO3	3	3	2	1	2	2
CO4	3	3	3	2	1	2
CO5	3	3	3	1	1	1
TOTAL	15	15	11	7	7	8
AVERAGE	3	3	2.2	1.4	1.4	1.6

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2
WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER II
MATHEMATICS FOR BUSINESS ECONOMICS

TOTAL HOURS : 75   **COURSE CODE: BE18/2C/MBE**
CREDITS   : 4   **L-T-P: 4 1 0**

COURSE OBJECTIVES
On completion of the course student will be able to,
1. understand matrices and its properties, solving linear equations and Input-Output analysis
2. solve problems in differential calculus
3. integrate calculus in demand and supply functions
4. apply partial differentiation in Economics
5. understand definite and indefinite integrals and its application in Economics

COURSE OUTLINE
UNIT I   **(15)**
Types of Matrices- Addition and Multiplication of Matrices- Transpose of a Matrix- Adjoint of a Matrix- Determinants of a Matrix and its Properties- Solving a system of linear equation by Cramer's rule- Input-Output analysis

UNIT II   **(15)**
Calculus- Definition of a Derivative – Technique of Derivatives – Higher order Derivatives.

UNIT III   **(15)**
Simple Applications in Economics- Optimization (Function of one Variable) – Profit Maximization – Demand Functions and Curves- Cost Functions and Curves – Revenue Functions and Curves – Elasticity of Demand – Average and Marginal Relationships.

UNIT IV   **(15)**
Partial Differentiation- Product Rule- Quotient Rule – Generalized Power Function Rule- Logarithmic Function Rule- Exponential Function Rule – Euler's Theorem – Elasticity of Substitution- Cobb Douglas Production Function.

UNIT V   **(15)**
Integration – Indefinite integral- Definite integral – Properties of Definite integration-Methods – by substitution- by parts-(integration of constant, variables, exponentials and logarithms only) – Applications – Consumer's surplus- Producer's surplus.

RECOMMENDED TEXTBOOKS:
Mehta and Madhani   :Mathematics for Economics, Sultan Chand &
                                   Sons, New Delhi.
Joan E. Weber   : Mathematical Analysis, Herper International
                                   Edition, Cambridge.
illai and Bhagawathi : Mathematics and Statistics, Sultan Chand &
                                   Sons, New Delhi.

REFERENCE BOOKS

Dowling .E.T : Mathematics for Economics, Schaum Series.

Dowling.E.T : Mathematics for Business, Economics and the Social Sciences, Schaum Series.

Schaum's Outlines : Mathematical Methods for Business and Economics, Mc-Graw Hill Company.

Frank Ayres : Matrices, Schaum's Outline Series

Seymour Lipschutz : Linear Algebra, Schaum's Outline Series

JOURNALS

Journal of Mathematical Economics : Elsevier

International Journal of Applied Mathematics : IAENG

EARNING RESOURCES:

https://www.economicsnetwork.ac.uk/teaching/Online%20Text%20and%20Notes/Mathematical%20Economics

https://www.economicsnetwork.ac.uk/teaching/Online%20Text%20and%20Notes/Mathematical%20Economics

https://courses.lumenlearning.com/boundless-algebra/chapter/introduction-to-matrices/

http://www.sosmath.com/calculus/diff/der02/der02.html

https://www.quora.com/What-are-the-applictions-of-calculus-in-business-economics

https://www.whitman.edu/mathematics/calculus_online/section14.03.html

COURSE OUTCOMES

CO Number	CO STATEMENT
CO 1	Explain matrices and its properties, solving linear equations and Input-Output analysis
CO 2	Compute problems in differential calculus
CO 3	Apply calculus in demand and supply functions
CO 4	Apply partial differentiation in Economics
CO 5	Compute definite and indefinite integrals and its application in Economics

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	2	1	3	2
CO2	3	2	1	1	3	2
CO3	3	2	2	2	3	3
CO4	3	2	2	2	3	3
CO5	3	2	2	1	3	2
TOTAL	14	10	9	7	15	12
AVERAGE	2.8	2	1.8	1.4	3	2.4

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2
WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	**Section A** Theory-4 Problem-6
K2, K 3	C-2/4x20 marks	1200	40		**Section B** Theory-2 Problem-6 **Section C** Theory-1 Problem-3

MANAGEMENT ACCOUNTING

TOTAL HOURS : 90   **COURSE CODE : BE18/2A/MAC**
CREDITS   : 5   **L-T-P: 3 3 0**

COURSE OBJECTIVES
On completion of the course student will be able to,
1. understand the fundamentals of management accounting
2. acquire through insight on ratio analysis
3. attain a practical knowledge of the preparation of cash flow statement
4. learn the costing and management systems
5. focus on types of cost and cost volume project relationship.

COURSE OUTLINE
UNIT I   **(15)**
Management Accounting: Introduction- Differences- Financial Statements and their Limitations-Concepts of Financial Analysis, tools of Financial Analysis: Comparative Statement- Common-Size Statement- Trend Percentages.

UNIT II   **(20)**
Ratio Analysis- Meaning- Advantages- Limitations- Types of Ratios: Profitability Ratios, Coverage Ratios, Turnover Ratios, Financial ratios – Usefulness of the ratios.

UNIT III   **(20)**
Cash Flow Statement-Meaning-Features and their Limitations-Preparation of Cash Flow Statement as per AS3.

UNIT IV   **(20)**
Cost Accounting- Nature-Importance-Basic Principles and Cost Sheet- Preparation of Cost Sheet (Simple Problems only).

UNIT V   **(15)**
Absorption Costing and Marginal Costing-Meaning-Importance and Limitations-Cost-Volume-Profit Relationship.

RECOMMENDED TEXTBOOKS:
T.S. Reddy and A. Murthy   : Financial Accounting, Margham Publications.
 S. N. Maheshwari   : Financial Accounting, Vikas publication, New Delhi.

REFERENCE BOOKS:
T.S. Grewal   : Introduction to Accounting, S. Chand and co., New Delhi
Gupta and V. K. Gupta   : Principles and Practice of Accountancy, Sultan Chand and
                               Sons, New Delhi.
 J.R Monga: : Basic Financial Accounting, Mayur Paper Backs, darya gang
                               New Delhi.   .
P.C. Tulsian   : Financial accounting, Tata Mcgraw Hill, New Delhi.
S.P. Jain and K. L. Narang   :Advanced Accounting, Kalyani publishers New Delhi.

JOURNALS:
International Journal of Managerial & Financial Accounting : Inderscience

Management Accounting Research : Elsevier

EARNING RESOURCES:
https://ocw.mit.edu/courses/sloan-school-of-management/15-963-management-accounting-and-control-spring-2007/lecture-notes/
https://www.studocu.com/en/document/university-of-sheffield/introduction-to-management-accounting/lecture-notes/introduction-to-management-accounting-notes-lecture-notes-lectures-1-10-part-1-compleet/586356/view
www.investopedia.com
www.wallstreetmojo.com>accounting>incomestatement

COURSE OUTCOMES

CO Number	CO STATEMENT
CO 1	Discuss the fundamentals of management accounting
CO 2	Compute ratio analysis
CO 3	Demonstrate the preparation of cash flow statement
CO 4	Outline the costing and management systems
CO 5	Identify on types of cost and cost volume project relationship.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	1	2	3	3	2
CO2	1	2	2	2	3	3
CO3	2	1	3	3	3	3
CO4	2	1	2	2	3	2
CO5	2	2	3	2	3	2
TOTAL	9	7	12	12	15	12
AVERAGE	1.8	1.4	2.4	2.4	3	2.4

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2
WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	**Section A** Theory-10
K2, K 3	C-2/4x20 marks	1200	40		**Section B** Theory- 2 Problem- 6 **Section C** Theory-1 Problem-3

ECONOMICS OF MONEY AND BANKING

TOTAL HOURS :75   **COURSE CODE:BE18/3C/EMB**

CREDITS   : 4   **L-T-P: 4 1 0**

COURSE OBJECTIVES

On completion of the course student will be able to,

1. learn the importance of the monetary sector and the monetary standards
2. understand the concepts of demand for and supply of money
3. understand the impact of inflation on interest rates.
4. develop a knowledge of central banking and its functions
5. learn the functions and practices of commercial bank

COURSE OUTLINE

UNIT I (15) Money and Monetary Standards

Meaning and definitions of money - Kinds of money- Monetary Standards - Features, Merits and Demerits - Principles and methods of note issue - Functions of money.

UNIT II   **(15)**

Demand for and Supply of Money:

Demand for money: Classical: Fisher's Equation of Exchange – Cambridge Equation: Marshall, Pigou, Robertson – Keynes: Liquidity Preference Theory – Milton Friedman: Quantity Theory of Money – Baumol – Tobin Portfolio Approach – Supply of Money - Determinants of money supply - Changes in the Supply of money - the velocity of circulation of money - Changes in velocity of circulation.

UNIT III   **(15)**

Inflation – Meaning, types, causes and measures to control - Introduction to business cycle-characteristics of business cycles- phases-causes- effects- theories of business cycles (Hawtrey's, Hayek's, Schumpeter's, Keynes) – Measures to control business cycles-Stabilization policies.

UNIT IV   **(15)**

Central Banking

Nature and Functions – Implementation of Basel norms – Capital Adequacy Ratio - Monetary Policy, Objectives, Tools – NBFIs meaning and its role in Economic Development – Demonetisation in India and its Impact.

UNIT V   **(15)**

Commercial Banking

Meaning and functions - Balance sheet - Investment policy - Credit creation (multiple expansion) - Banking practices and services: Cheques - Drafts, Bills, Pass Book - ATM - Internet Banking - Banker customer relationship – Core banking - Portfolio management - Role of commercial banks in a developing economy.

RECOMMENDED TEXTBOOKS:

M L Seth : Monetary Economics, Lakshmi Narain Agarwal
Educational Publishers, Agra.

R.RPaul : Monetary Economics, Kalyani Publishers

REFERENCE BOOKS:

Vaish.M.C : Money, Banking Trade and Public Finance,
Wiley Eastern Publication, New Delhi

Balu.V : Banking and Financial System, Sri Venketeshwara Publications

Sundaram.K.P.M : Monetary Theory and Practice, Sultan Chand and Sons

Pierce, David.G and

Shaw, David.M : Monetary Economics: Theories, Evidence and Policy, Butterworths
(London)

K.P.M. Sundaram : Money, Banking and International Trade and Public Finance, Sultan
Chand and Sons, New Delhi

J.M.Keynes : A Treatise on Money, Published by Harcourt, Brace and Howe, New
York

M.L.Jhingan : An Outline of Money

D.M.Mithani : Money, Banking, Trade and Public Finance, Himalaya Publishing
House.

JOURNALS

Journal of Finance & Banking Management: American Research Institution
Indian Journal of Finance & Research : Indian Financial Management and Association

EARNING RESOURCES

https://www.economicsnetwork.ac.uk/monetary/lecturenotes
http://www.course-notes.org/economics/macro_economics/outlines/ macroeconomics_15th_
edition_textbook/chapter_13_money_and_banking
www.coursera.org
www.frbsf.org
http//open.umn.edu

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the importance of the monetary sector and study the monetary standards
CO 2	Explain the concepts of demand for and supply of money
CO 3	Demonstrate the impact of inflation on interest rates.
CO 4	Explain of central banking and its functions
CO 5	Discuss the functions and practices of commercial bank

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO1	2	3	3	3	2	2
CO2	3	3	3	3	3	2
CO3	3	3	3	3	3	2
CO4	1	3	3	3	3	2
CO5	1	3	3	3	3	2
TOTAL	10	15	15	15	14	10
AVERAGE	2	3	3	3	2.8	2

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

INDIAN ECONOMY: PERFORMANCE AND POLICIES

TOTAL HOURS: 75   **COURSE CODE: BE18/3C/IPP**

CREDITS: 4   **L-T-P: 4 1 0**

COURSE OBJECTIVES
On completion of the course student will be able to,
1. make a comprehensive analysis of economic planning in India
2. assess the performance of agricultural sector and food security measures
3. examine the structure and composition of industrial sector
4. analyse the contribution of the service sector
5. evaluate the performance of the poverty alleviation and employment generations programmes.

COURSE OUTLINE
UNIT I   **(15)**

Indian Economy- Basic characteristics of Indian Economy- Objectives and Strategy of Economic Planning in India- Liberalization, Privatization and Globalization (LPG) Model of Development- Foreign Direct Investment- the Theory of Demographic Transition -Regional inequality in India-causes, policies for balanced regional development.

UNIT II   **(15)**

Agriculture – Green Revolution, Second Green Revolution- Features and impact- Agriculture and Economic Reforms-Deceleration in Agriculture Growth-Food Procurement Policy- Re-vamped Public Distribution System -Food Security-Agricultural Price Policy-Crop Insurance.

UNIT III   **(15)**

Industry: Structure and composition of industry – Key Large Scale Industries (Iron &Steel, Agrochemical, Cement and Textiles) – MSME - Issues of concentration-Large Vs small industry-Small scale reservation policy- Industrial licensing system-New Economic Policy-–Unorganised Sector and India's Informal Economy.

UNIT IV   **(15)**

Services Sector: Trade, Transport and Communication, Banking and Insurance –Factors underlying growth of services sector– New Economic Reforms and Services Sector – Foreign trade policy of India: Features and evaluation –India's share in world trade.

UNIT V   **(15)**

Poverty and unemployment in India- Concept of Poverty: Absolute and relative poverty, Poverty line, Methods to measure poverty line – Concept of Unemployment: Meaning and Types (Frictional, Seasonal, Cyclical, Structural, Technical and Disguised)- Poverty Alleviation, Employment Generation Programmes (PMGSY,IAY,SGSY,SJSRY,NREGS,MGNREGA).

RECOMMENDED TEXTBOOKS
Datt and Sundaram   : Indian Economy, S.Chand Publishing, New Delhi, 2015.
Uma Kapila   : India's Economic Development since 1947(3rd ed. or latest
                                        version), Academic.

REFERENCE BOOKS:
S.Chakraborty   :   Development Planning: The Indian Experience, Clarendon Press,
                            1987.

Vaidyanathan.A   :   Performance of Indian Agriculture since Independence in
                            Kaushik Basu (ed), Agrarian Question, Oxford University
                            Press,1994.

BimalJalan (ed)   :   The Indian Economy: Problems and Prospects, Penguin.
C.D.Wadhwa   :   Some Problems of India's Economic Policy, Tata McGraw Hill.
J.Sachs,A.Varshneyd: India in the Era of Economic Reforms, Oxford University Press

JOURNALS:
The Indian Economic Journal : Sage Journals
 Journal of Indian Economy : Journal of Press India

EARNING RESOURCES:
https://exampariksha.com/study-material-notes/economics-study-material-notes/
https://www.jagranjosh.com/general-knowledge/indian-economy-a-complete-study-material-1464929494-1
https://exampariksha.com/study-material-notes/economics-study-material-notes/
https://www.jagranjosh.com/general-knowledge/indian-economy-a-complete-study-material-1464929494-1
https://sol.du.ac.in/mod/book/view.php?id=1735&chapterid=1695

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Outline the analysis of economic planning in India
CO 2	Discuss the performance of agricultural sector and food security measures
CO 3	Explain the structure and composition of industrial sector
CO 4	Explain the contribution of the service sector
CO 5	Discuss the performance of the poverty alleviation and employment generations programmes.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	3	1
CO2	3	3	3	3	3	1
CO3	3	3	3	3	3	2
CO4	3	3	3	3	3	3
CO5	2	3	3	3	3	3
TOTAL	14	15	14	14	15	10
AVERAGE	2.8	3	2.8	2.8	3	2

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2
WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

MARKETING MANAGEMENT

TOTAL HOURS   : 90   **COURSECODE: BE18/3A/MMA**
CREDITS   : 5   **L-T-P:3 3 0**

COURSE OBJECTIVES
On completion of the course student will be able to,
1. understand the scope and importance of marketing
2. gain knowledge on product classification, product planning and packaging
3. develop a basic understanding of pricing strategies
4. explore the factors influencing promotion mix decisions
5. examine the role of distribution at the National level

COURSE OUTLINE

UNIT I   (15)
Introduction to marketing – Nature and functions of marketing – Scope of marketing – Modern concept of marketing – Importance of marketing – Market segmentation.

UNIT II   (15)
Product – Concept of product – Classification of products – Product policy – Product mix – product life cycle – Product planning and development – Branding, Packaging, Labeling.

UNIT III   (20)
Pricing – Objectives of pricing – Factors affecting price of a product/service – Methods of pricing – Price discrimination.

UNIT IV   (20)
Promotion – Nature and importance of promotion – Types of promotion – promotion mix – Factors affecting promotion mix decisions.

UNIT V   (20)
Distribution – Channels of distribution – Meaning, importance – Types of distribution channels – Choice of distribution channels – Wholesaling and retailing – Middlemen and their functions – Types of retailing – Retailing in India – Current scenario.

RECOMMENDED TEXTBOOKS:
Philip Kotler   : Marketing -An Introduction, Pearson
Dr.Rajan Nair   :   Marketing , S.Chand, New Delhi

REFERENCE BOOKS:
   illai and Bagavathi   : Modern Marketing Principles and Practices, S.Chand
   V.S.Ramasamy and S.Namakumari: Marketing Management- Planning,
   Implementation
                              and Control: Global Perspective Indian Context,
                              Macmilan India
Gary Armstrong, Philip Kotler   :Marketing: An Introduction, 12th Edition, Pearson,
                              2015

Rajan Saxena : Marketing Management, McGraw Hill Education Pvt
Ltd., 2017
Rudani R.B. : Basics of Marketing Management (Theory & Practice),
S.Chand & Company Ltd., 2010

JOURNALS:
Journal of Marketing Management : Taylor & Francis Online
Journal of Marketing Management : American Research Institute

EARNING RESOURCES:
http://www.uobabylon.edu.iq/eprints/paper_12_19309_1049.pdf
https://alison.com/course/introduction-to-marketing-management
https://study.com/academy/lesson/packaging-labeling-marketing-new-products.html
https://www.youtube.com/results?search_query=online+courses+on+pricing+in+marketing
+management
https://www.youtube.com/watch?v=UiXHsnHxnXo

COURSE OUTCOMES

CO Number	CO STATEMENT
CO 1	Discuss the scope and importance of marketing
CO 2	Explain the product classification and product planning and packaging
CO 3	Explain the basis of pricing strategies
CO 4	Outline the factors influencing promotion mix decisions
CO 5	Discuss the role of distribution at the National level

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	3	2	1	3
CO2	2	1	3	1	1	3
CO3	3	3	3	2	3	3
CO4	1	2	3	2	3	3
CO5	2	1	3	1	1	3
TOTAL	11	9	15	8	9	15
AVERAGE	2.2	1.8	3	1.6	1.8	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2
WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

INTERNATIONAL TRADE

TOTAL HOURS: 75   **COURSE CODE: BE18/4C/ILT**
CREDITS: 4   **L-T-P: 4 1 0**

COURSE OBJECTIVES:
On completion of this paper, the student will be able to:
1. understand the main economic theories and models of International trade
2. analyse various trade policies and effects of protection trade
3. will be able to make a comparison with BOP and BOT concepts
4. gain knowledge on the foreign exchange rate and various related concepts of exchange control
5. understand the role of major international institutions in trade and development.

COURSE OUTLINE:
UNIT I   **(15)**
International Trade- Importance of International Trade- Theories of International Trade-Adam Smith- David Ricardo- Haberler- Hecksher- Ohlin.

UNIT II   **(15)**
Trade Policy- Free Trade, Protection-Tariff, Effects of Tariffs- Tariffs vs. quotas, Non-Tariff Barriers, Dumping.

UNIT III   **(15)**
Balance of Payment-Balance of Trade- Cause for Disequilibrium – Methods to correct disequilibrium - Exchange control- Objectives, Methods, Merits and Demerits.

UNIT IV   **(15)**
Foreign exchange Rate – Determination of Equilibrium of Exchange Rate – Purchasing Power Parity Theory – Causes of Changes in Exchange Rate – Fixed and Flexible Exchange Rate: Cases for and against – Intermediate and Multiple Exchange Rates System.

UNIT V   **(15)**
Trade and development-Economic integration, Meaning, Types-World Bank, WTO, IMF-SDR- International Liquidity – G20 - BRICS.

RECOMMENDED BOOKS:
Jinghan M.L   : International Economics, Vrindha Publications, New Delhi, 1997
H.G.Mannur   : International Economics, Vikas Publishing House Pvt Ltd., New Delhi

REFERENCE BOOKS:

Kindleberger, Charles   : International Economics, Irwin Publishers, 1973.

Paul Krugman, Maurice Obstfeld: International Economics: Theory and Policy, Education (Pearson Education Obstfeld, & Marc Melitz, Indian Edition), 9th edition, 2012

Dominick Salvatore   : International Economics: Trade and Finance, John Wiley International Student Edition, 12th edition, 2016

D.N.Dwivedi   : International Economics: Theory and Policy, Vikas Publishing House Pvt.Ltd., New Delhi, 2013

G N Gupta   : International Economics, Publisher: Atlantic Publishers & Distributors Pvt Ltd

JOURNALS:

Journal of International Economics : Elsevier Publishing Services, Chennai (Branch Office)
The Indian Economic Journal : Sage Publications

EARNING RESOURCES:

https://www.youtube.com/results?search_query=ricardo+and+hechsher+ohlin+theories+i
+international+trade

http://www.textbooksfree.org/Economics_Appendix_A_International%20Trade.htm

https://www.economicsnetwork.ac.uk/teaching/Online%20Text%20and%20Notes/Internatioa
l%20Economics

https://www.youtube.com/results?search_query=alance+of+payment+theories+in+internation
al+trade

https://www.youtube.com/results?search_query=foreign+exchange+rate+theories+in+interna
tional+trade

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the main economic theories and models of International trade
CO 2	Outline various trade policies and effects of protection trade
CO 3	Explain the BOP and BOT
CO 4	Explain the foreign exchange rate and various related concepts of exchange control
CO 5	Discuss the role of major international institutions in trade and development.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	2	3
CO2	3	3	2	2	1	2
CO3	3	3	2	2	2	2
CO4	3	3	3	3	1	3
CO5	3	3	3	3	2	3
TOTAL	15	15	12	12	8	13
AVERAGE	3	3	2.4	2.4	1.6	2.6

KEY: **S**TRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

INTRODUCTION TO ECONOMETRICS

TEACHING HOURS: 75   **COURSE CODE: BE18/4C/IEC**

CREDITS: 4   **LTP: 4 1 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1. frame simple linear regression models to understand the cause and effect relationship between economic variables.
2. understand the OLS assumptions, derivation and properties
3. explain the functional forms of regression models
4. learn the consequences of violating old assumptions and remedial measures to overcome the same
5. deal with regression models that involve dummy variables

COURSE OUTLINE:

UNIT I (15) Introduction : Definition – Scope – Divisions – Objectives – Use of Econometrics – Econometrics and Mathematical Economics – Econometrics and Statistics – Methodology of Econometrics - Linear Regression Model–Two variable model, Population regression function(PRF), Sample regression Function(SRF) – Error term U – significance - stochastic form of PRF and SRF.

UNIT II   **(15)**

Estimation : Classical Linear regression model – assumptions –Method of Ordinary Least Square(OLS) – Derivation of OLS Estimators - Derivation of variance and Standard error of OLS estimators (simple linear regression) – Properties of OLS estimators, Gauss–Markov Theorem – proof – Three variable model estimation (Basic Idea only) –Test of goodness of fit R^2 and adjusted R^2.

UNIT III   **(15)**

Extension of the Two-Variable Linear Regression Model: Regression through the origin – Scaling and units of Measurement – Regression on Standardised Variables- Functional forms of Regression Models- How to Measure Elasticity: The Log-Linear Model- Semi log model.

UNIT IV   **(15)**

Violation of Assumptions: Multicollinearity– nature of Multicollinearity, Consequences and detection of Multicollinearity, Remedial measures, Heterocedasticity– Nature of Hetrocedasticity, Consequences of Hetrocedasticity, Detection of Heterocedasticity, Remedial Measures, Auto–Correlation–nature of the problem, Consequences, detection and remedial Measures.

UNIT V   **(15)**

Dummy Variables – ANOVA and ANCOVA models – Dummy variable trap – uses – interaction effects – structural changes – seasonal variations – piece wise linear regression.

RECOMMENDED BOOKS:

Gujarati, Damodar N   :   Basic Econometrics, 3edition, Mc Graw Hill, New York (1995).

Damodar N. Gujarathi   :   Essentials of Econometrics, McGraw Hill.

REFERENCE BOOKS:

Koutsoyiannis A   : Theory of Econometrics, Palgrave, Delhi.

Klein, Lawrence R   : An   Introduction to Econometrics: Prentice Hall, Inc,   Englewood Cliffs, N J. (1962).

Schaum's Outlines   : Statistics and Econometrics

Damodar N. Gujarathi: Econometrics by Example, Palgrave Publications

MaddallaG.S   : Econometrics, McGraw Hill

Dominick Salvatore

& Reagle   : Statistics and Econometrics, Tata McGraw Hill   and Derrick (Schaum's Series).

SukeshKGhosh   : Econometrics- Theory and Applications, Prentice hallo of India Pvt. Ltd., New Delhi.

JOURNALS:

Journal of Econometrics   : Elsevier

Journal of Quantitative Economics : The Indian Econometric Society

EARNING RESOURCES:

http://home.iitk.ac.in/~shalab/econometrics/Chapter1-Econometrics-IntroductionToEconometrics.pdf

http://www.afriheritage.org/TTT/2%20Basic%20Econometrics%20-%20Gujarati[1].pdf

http://home.iitk.ac.in/~shalab/econometrics/Chapter2-Econometrics-SimpleLinearRegressionAnalysis.pdf

https://www.rea.ru/ru/org/cathedries/mathmek/Documents/Lecture%20Notes%202.pdf

http://home.iitk.ac.in/~shalab/regression/Chapter9-Regression-Multicollinearity.pdf

http://home.iitk.ac.in/~shalab/econometrics/Chapter8-Econometrics-Heteroskedasticity.pdf

http://home.iitk.ac.in/~shalab/econometrics/Chapter9-Econometrics-Autocorrelation.pdf

http://home.iitk.ac.in/~shalab/econometrics/Chapter10-Econometrics-DummyVariableModel.pdf

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Apply simple linear regression models to understand the cause and effect relationship between economic variables.
CO 2	Explain the assumptions, derivation and properties
CO 3	explain with the functional forms of regression models
CO 4	Discuss the consequences of violating old assumptions and remedial measures to overcome the same
CO 5	Apply regression models that involve dummy variables

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	2	2	3	2
CO2	2	2	2	3	3	3
CO3	1	1	2	2	3	2
CO4	2	2	1	2	3	1
CO5	2	1	2	3	3	2
TOTAL	9	8	9	12	15	10
AVERAGE	1.8	1.6	1.8	2.4	3	2

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		**Section A** Theory 10 **Section B** Theory-5 Derivations:2 Problem-1 **Section C** Theory-2 Derivation:1 Problem-1

SEMESTER IV
ADVERTISING AND SALES PROMOTION

TOTAL HOURS : 90   **COURSE CODE: BE18/4A/ASP**
CREDITS   : 5   **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1. understand the concept of advertising, advertising agencies and campaigns
2. have an insight on advertising media
3. have an understanding of design and execution of advertisements.
4. assess the scope and role of sales promotion
5. design sales promotion campaigns.

COURSE OUTLINE:
UNIT I : Introduction to Advertisement   **(20)**

Concept and definition of advertisement – setting advertisement objectives –Social, Economic and Legal Implications of advertisements –– Advertisement Agencies- Selection and remuneration – Advertisement campaigns.

UNIT II: Advertisement Media   **(10)**
Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling.

UNIT III: Design and Execution of Advertisements   **(20)**
Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements.

UNIT IV: Introduction to Sales Promotion   **(20)**
Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

UNIT V: Sales promotion Campaign   **(20)**
Sales Promotion- Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions.

RECOMMENDED TEXTBOOKS:

Wells, Moriarty & Burnett :	Advertising, Principles & Practice, Pearson Education 7th Edition, 2007.
Kenneth Clow & Donald Baack :	Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.

REFERENCE BOOKS:

S. H. H. Kazmi and Satish K Batra : Advertising & Sales Promotion, Excel Books, New Delhi, 2001.

George E Belch and Michel A Belch : Advertising & Promotion, McGraw Hill, Singapore, 1998.

Julian Cummings : Sales Promotion, Kogan Page, London 1998.

E.Betch and Michael : Advertising and Promotion, McGraw Hill, 2003.

Jaishri Jefhwaney : Advertising Management, Oxford, 2008.

JOURNALS:

Indian Journal of Marketing : Associated Management Consultants Pvt.Ltd.

International Journal of Advertising : Taylor & Francis online

EARNING RESOURCES:

http://www.pondiuni.edu.in/sites/default/files/advertising-sales-promotin-260214.pdf

https://www.tutorialspoint.com/advertisement_and_marketing_communications/advertisement_introduction

https://www.businessmanagementideas.com/advertisement/advertising-media-meaning-and-types-channels-advertising/11778

https://www.tutorialspoint.com/advertisement_and_marketing_communications/advertisement_design

https://shodhganga.inflibnet.ac.in/bitstream/10603/125912/8/08_chapter%201.pdf

https://www.thebalancesmb.com/steps-successful-promotion-campaign-2295836

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the concept of advertising, advertising agencies and campaigns
CO 2	Explain advertising media
CO 3	Discuss the design and execution of advertisements.
CO 4	Explain the scope and role of sales promotion
CO 5	Discuss the sales promotion campaigns.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	2	2	3
CO2	2	2	3	3	2	3
CO3	3	3	3	2	2	3
CO4	2	3	3	2	2	3
CO5	3	3	3	2	2	3
TOTAL	13	14	15	11	10	15
AVERAGE	2.6	2.8	3	2.2	2	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2
WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1,K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER V
PRINCIPLES OF MACRO ECONOMICS

TOTAL HOURS: 90 **COURSE CODE: BE18/5C/PMA**

CREDITS: 4 **L-T-P: 3 3 0**

COURSE OBJECTIVES:

On completion of the course student will be able to,
1. understand the basic concepts of National Income
2. gain knowledge on the theories of consumption function
3. comprehend the importance investment function and multiplier
4. identify the relevance of Keynesian theory of Income, Output and Employment and AD-AS model
5. explain the IS-LM curve

COURSE OUTLINE:

UNIT I (20) Circular Flow of Income, two sector, three sector and four sector models – Concepts of National Income, GNP, GDP, NNP, NDP, PI, DI, Measurement of National Income, – Real and Nominal Income, Consumer Price Index-GDP Deflator.

UNIT II **(10)**

Consumption Function: - Introduction; Meaning; Properties of Consumption Function; Keynesian Psychological Law of Consumption – Absolute Income Hypothesis; The Consumption Puzzle; Drift Theory of Consumption; Relative Income Hypothesis; Permanent Income Hypothesis; Life Cycle Hypothesis; Fisher's Inter –Temporal Choice Model

UNIT III **(20)**

Investment Function- Meaning of Capital and Investment; Types of Investment – Autonomous and Induced Investment – Determinants of Investment- Theory of Multiplier – Concept, Assumptions, Importance, Leakages – The Dynamic or period Multiplier, Employment Multiplier; Government Expenditure Multiplier; Tax Multiplier; Foreign Trade Multiplier; Paradox of Thrift – The Principle of Acceleration and the Super Multiplier.

UNIT IV **(20)**

Classical - Keynesian Theory of Income, Output and Employment - AD-AS Model - Derivation of Aggregate demand curve, Shift in aggregate demand curve – Short Run and Long Run aggregate supply curve – Macroeconomic equilibrium AS-AD model,

UNIT V **(20)**

The IS curve, shifts in IS curve, Slope of the IS curve- The LM curve, shifts in LM curve, slope of the LM curve –General Equilibrium of Product and Money Market- Changes in General Equilibrium.

RECOMMENDED TEXTBOOKS:

H.L Ahuja : Macroeconomics, Theory and Policy, S.Chand, 16th Edition

M L Jhingan : Macro Economic Theory Vrindha Publications (P) Ltd, 12th Edition

N. Gregory Mankiw : Macroeconomics, Worth Publishers, V[th] Edition.

REFERENCE BOOKS:

Ackley, G (1976)   :   Macro Economic theory and policy, Macmillan Publishing Co,
                               New York.
Shapiro, E (1996)   :   Macro economic Analysis, Galgotia Publication, New Delhi
Keynes JM (1936)   :   The General Theory of Employment, Interest and money,
                               Macmillan London
MC Vaish   :   Macro economic theory, Vikas Publishing
David G. Tuerck   :   Macroeconomics – Integrating Theory, Policy and Practice
                               for a New Era , Business Expert Press

JOURNALS:

The Indian Journal of Economics : University of Allahabad
Cambridge Journal of Economics : Cambridge Political Economy Society

EARNING RESOURCES:

https://www.mruniversity.com/courses/principles-economics-macroeconomics?
gclid=EAIaIQobChMI-bfJ-srN2gIV2xwrCh29wwH6EAAYASAAEgJzQPD_BwE
https://www.tutor2u.net/economics/reference/measuring-national-income
http://www.economicsdiscussion.net/consumption-function/consumption-function-concept-
characteristics-and-possibility/20695
https://www.scribd.com/doc/69317803/11-Consumption-Function-and-Investment-Function
https://www.tutorsonnet.com/keynesian-theory-of-income-output-and-employment-
homework-help.php
https://www.economics.utoronto.ca/jfloyd/modules/islm.html

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the basic concepts of National Income
CO 2	Explain the theories of consumption functions
CO 3	Explain the importance of investment function and multiplier
CO 4	Discuss the relevance of Keynesian theory of Income, Output and Employment and AD –AS model present day context
CO 5	Discuss the IS-LM curve

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	1	2	3
CO2	2	2	3	2	3	3
CO3	3	2	3	2	3	1
CO4	3	2	3	2	3	2
CO5	3	2	3	2	3	3
TOTAL	14	11	15	9	14	12
AVERAGE	2.8	2.2	3	1.8	2.8	2.4

KEY:**S**TRONGLY CORELATED-3 **M**ODERATELY CORELATED-2**W**EAKLY CORELATED-1 **N**O CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

PUBLIC ECONOMICS

TOTAL HOURS: 90   **COURSE CODE: BE18/5C/PUE**

CREDITS: 4   **L-T-P: 3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1. understand the basic aspects of public finance
2. explain the theories of public expenditure and public debt
3. outline the sources of public revenue
4. will be able to critically analyse the centre state financial relations, budgeting and financial administration
5. understand the implications of direct and indirect taxes

COURSE OUTLINE:
UNIT I (10) Meaning and Scope of Public Finance- Distinction between private and public finance-Principle of Maximum Social Advantage.

UNIT II   **(20)**
Principles of Public Expenditure – classification – causes and effects of public expenditure – Theories of public expenditure: Wagner Hypothesis, Wiseman & Peacock Hypothesis- Public debt- objectives - Classification- effects of public debt – methods of repayment of public debt.

UNIT III   **(20)**
Public Revenue sources – Distinction between tax revenue and non-tax revenue – Taxation – Meaning – classification of taxes – canons of taxation – effects of taxation – theories of taxation – impact and incidence of taxation.

UNIT IV   **(20)**
Federal Finance – Principles – analysis of Union- State financial relations in India – Finance Commissions- analysis of latest finance commissions (12th and 13th Finance Commissions) – NITI Aayog – functions and features- Budgeting and financial administration– techniques of budgeting – classifications of budget: performance and zero base budgeting – recent union budget.

UNIT V   **(20)**
Individual taxes (with reference to India) – Income tax – Expenditure tax – wealth tax – property tax – estate tax – gift tax –death duty – customs duty – Excise Duty - Goods and Service tax – GST Council.

RECOMMENDED TEXTBOOKS:
Dr. Tyagi B.   :   Public Finance, Jai Prakash Nath & Co, Merrut.
    Musgrave   :   Public Finance in theory and practice,
                              Mc Graw Hill International Edition

REFERENCE BOOKS:

Andley and Sundaram	:	Public Economics and Public Finance, Ratan Prakashan, Delhi.
M. C. Vaish and H. S. Agarwal	:	Public Finance, Wiley Eastern Ltd, New Delhi.
M.L Jhingan	:	Public Finance and International Trade, Vrinda Publications (P) Ltd, Delhi.
Dr.J.Raja Chelliah	:	Fiscal policy in under developed countries, Routledge Library Editions.
R.N.Tripathy	:	Fiscal policy and economic development in India,
Government of India	:	Budget at a glance
Government of India	:	Economic Survey

JOURNALS:

Journal of Public Economics : Elsevier

International Journal of Public Finance : International Public Finance Conference/Turkey

EARNING RESOURCES:

http://www.allonlinefree.com/public-finance-notes-download-pdf/

http://www.yourarticlelibrary.com/finance/public-finance-subject-matter-and-scope-of-public-finance/26373

http://www.simplynotes.in/m-comb-com-2/meaning-and-scope-of-public-finance/

https://finlegal.knoji.com/principles-of-public-expenditure/

https://sites.google.com/site/maeconomicsku/home/public-revenue

http://www.accountingnotes.net/fiscal-federalism/federal-finance-concept-principles-and-problems/10087

https://smartasset.com/taxes/types-of-taxes

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the basic aspects of public finance
CO 2	Explain the theories of public expenditure and public debt
CO 3	Outline the source of public revenue
CO 4	Discuss the centre state financial relations, budget and financial administration
CO 5	Outline the implications of direct and indirect taxes

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO1	3	3	3	2	1	3
CO2	3	2	3	2	2	2
CO3	3	3	3	2	2	2
CO4	3	2	3	3	3	2
CO5	3	2	3	3	2	2
TOTAL	15	12	15	12	10	11
AVERAGE	3	2.4	3	2.4	2	2.2

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

MANAGERIAL ECONOMICS AND BUSINESS STRATEGY

TOTAL HOURS :90   **COURSE CODE:BE18/5C/MBS**
CREDITS   :4   **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1. understand the methods of demand forecasting
2. gain knowledge on the problems of capital budgeting, size of capital budget and cost of preference share capital
3. understand investment decisions and leverage analysis
4. demonstrate the various pricing methods
5. discuss the break even analysis

COURSE OUTLINE:
UNIT I (15) Demand Forecasting-Meaning-Factors Involved in Demand Forecasting-Purposes of Demand Forecasting-Determinants of Demand-Forecasting Demand For New Products-Criteria of A Good Forecasting Method-Methods of Demand Forecasting.

UNIT II   **(20)**
Capital Budgeting-Meaning-Need For Capital Budgeting-Nature Of Capital Budgeting Problem- Determining the Size of Capital Budget-Cost of Capital-Cost of Debt Capital-Cost of Preference Share Capital-Cost of Equity Capital-Cost of Retained Earnings-Average Cost of Capital.

UNIT III   **(20)**
Investment Decisions-Concepts And Types-Aids of Investment Decisions (Pay Back, ARR, IRR, NPV) - Leverage Analysis: Meaning, Operating Leverage, Financial Leverage, Combined Coverage.

UNIT IV   **(15)**
Pricing Methods – Objectives and role of pricing – Full cost pricing – Target pricing – Going-rate pricing – Customary pricing – Differential pricing – Marginal cost pricing – Mark-up and Mark-down pricing – Dual pricing- Resale Price maintenance – Pricing of joint products – Pricing of new product – Skimming and Penetration Pricing - Pricing through life cycle of a product.

UNIT V   **(20)**
Profit and Profit Management – Break even analysis – Uses of break even analysis - Meaning and determination of Break-even point – Usefulness and Limitations.

RECOMMENDED TEXTBOOKS:
Mehta, P.L.   : Managerial Economics, Sultan Chand & Sons, (2003)
Dr.S.N.Maheshwari   : Financial Management Principles and Practice,
                         S.Chand

REFERENCE BOOKS:

Dwivedi   : Managerial Economics, Vikas Publishing House, 2003
Chaturvedid.d. and S.L.Gupta : Business Economics, Brijwasi Publishers.
Dr.P.C. Tulsian   : Financial Management, S.Chand
Salvatore, Dominick   : Managerial Economics, Oxford, McGraw- Hill Book
                                                Company
Paul G. Philip K, Stephen   : Managerial Economics, Vikas Publishing House

JOURNALS:

Journal of Managerial Economics : The IUP publications
Journal of Business Economics & Management : Vinius Gediminas, Technical University

EARNING RESOURCES:

www. Scribd.com/doc
http://bbmantra.com
www.indiastudychannel.com
http://smallbusiness.chrom.com
www.economicsdiscussion.net

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the method of demand forecasting
CO 2	Apply knowledge on the problems of capital budgeting, size of capital budget and cost of preference share capital
CO 3	Demonstrate investment decisions and leverage analysis
CO 4	Demonstrate various pricing methods
CO 5	Discuss the break even analyses

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	1	2	2	2	3
CO2	3	2	2	3	3	3
CO3	3	2	3	2	2	3
CO4	3	2	3	2	2	3
CO5	3	2	3	3	3	3
TOTAL	15	9	13	12	12	15
AVERAGE	3	1.8	2.6	2.4	2.4	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory
K1,K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/4x20 marks	1200	40		

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

TOTAL HOURS: 90   **COURSE CODE: BE18/5C/EBM**
CREDITS: 4   **L-T-P: 3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1. understand the evolution, characteristics and growth of entrepreneurship in India
2. develop entrepreneurial competencies
3. gain knowledge on the role of small enterprises in economic development
4. understand the process of project identification and selection
5. formulate project report and project appraisal.

COURSE OUTLINE:
UNIT I   **(15)**
The Entrepreneur - Evolution – Characteristics of Entrepreneurs – Difference between Entrepreneur and Manager –Functions –Types. Entrepreneurship –Concepts –Growth of Entrepreneurship in India –Role of entrepreneurship in economic development.

UNIT II   **(15)**
Entrepreneurial Competencies – Meaning –Major Competencies –developing competencies. Factors affecting Entrepreneurial growth –Economic factor, non - economic factor, government action.

UNIT III   **(20)**
Small Enterprises –Definition –Characteristics –Relationship between Small and Large Units –Role of Small Enterprises in Economic Development –Ownership Structure –Proprietorship –Partnership Company –Co-operative –Selection of an appropriate ownership structure.

UNIT IV   **(20)**
Project Identification: Meaning of Project - Project Identification –Project Selection.

UNIT V   **(20)**
Project formulation –Meaning of Project Report –Significance –Contents –Formulation of Report –Guidelines for formulating project report by Planning Commission –Project Appraisal –Concepts –Methods.

RECOMMENDED TEXTBOOKS:
Vasanth Desai   :Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House
P.Saravanvel   :Entrepreneurial Development, Ess Pee Kay Publishing House, Chennai

REFERENCE BOOKS:

S.S.Khanna	:	Entrepreneurial Development, S.Chand & Co.
R.V.Badi & N.V.Badi:		Entrepreneurship Development, Vrinda Publications
Dr.Neeta Baporikar	:	Entrepreneurship &Small Industry, Himalaya Publishing House
Adobe Garamond	:	Entrepreneurship *&* Small Business Management *by* Laserwords Private Limited
Dr.C. L. Bansal	:	Entrepreneurship & Small Business Management Entrepreneurship , Haranand Publications

JOURNALS:

Journal for International Business and Entrepreneurship Development :
Inderscience Publishers

Journal of Developmental Entrepreneurship : World Scientific

EARNING RESOURCES:

http://ebooks.lpude.in/commerce/bcom/term_5/DCOM305_DMGT310_ENTREPRENEURSHI
P_AND_SMALL_BUSINESS_MANAGEMENT.pdf
https://www.macmillanihe.com/resources/sample-chapters/9781137430359_sample.pdf
https://www.toppr.com/guides/business-studies/entrepreneurship-development/concepts-and-characteristics-of-entrepreneurship/
https://sol.du.ac.in/mod/book/view.php?id=1240&chapterid=892
http://www.yourarticlelibrary.com/business/small-business-enterprises/small-business-enterprises-meaning-characteristics-and-problems/69496

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the evolution, characteristics and growth of entrepreneurship in India
CO 2	Demonstrate entrepreneurial competencies
CO 3	Explain the role of small enterprises in economic development
CO 4	Outline the process of project identification and selection
CO 5	Plan project report and project appraisal

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	2	2	2	3
CO2	2	3	3	3	2	3
CO3	3	2	3	2	2	3
CO4	3	2	3	3	2	3
CO5	2	3	3	2	2	3
TOTAL	12	12	14	12	10	15
AVERAGE	2.4	2.4	2.8	2.4	2	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY
CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER V
COMPUTER APPLICATIONS IN BUSINESS ECONOMICS

TEACHING HOURS: 90 **COURSE CODE: BE18/5E/CBE**
CREDITS: 5 **LTP: 3 2 1**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1. gain familiarity with the concepts and terminology used in computer
2. understand the relevance of internet and its applications
3. demonstrate essential skills for creating, editing and printing ms word document
4. achieve hands on experience with data analysis and business modeling in ms excel.
5. develop the skill of operating the presentation software

COURSE OUTLINE:
UNIT I **(20)**
Basic Concepts: Characteristics of a Computer; Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Firmware, Liveware; Software; System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, Functions of operating system; Application software: General Purpose Packaged Software and Tailormade software.

UNIT II **(10)**
Internet: Meaning of Internet; Growth of internet, Anatomy of Internet, Net Etiquette ; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines.

UNIT III **(20)**
Word Processing: Introduction to word Processing; Word processing concepts, Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Editing text, Finding and replacing text, Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup.

UNIT IV **(20)**
Spreadsheet and its Business Applications Spreadsheet concepts; Creating a work book, saving a work book, editing a work book, inserting, deleting work sheets, entering data in a cell, formula Copying, Moving data from selected cells, Handling operators in formulae: Inserting Charts- LINE, PIE, BAR, Mathematical ROUND ALL, SUM, SUMIF, COUNT, COUNTIF ; Statistical – AVERAGE, MEDIAN, MODE, MAX, MIN, STDEV, FREQUENCY, INTERCEPT, SLOPE.; Financial - PMT, PPMT, IPMT; Logical - IF, AND, OR.

UNIT V **(20)**
Presentation Software: Creating a presentation; Editing, Sorting, Layout, Set-up row, Rehears timing.

RECOMMENDED BOOKS
Sanjay Saxena   :   A First Course in Computers, Vikas Publishing House, New Delhi
Pradeep K. Sinha
and Preeti Sinha   :   Foundation of Computing, BPB, Publication

REFERENCE BOOKS:

Deepak Bharihoka : Fundamentals of Information Technology, Excel Book,New Delhi.
V. Rajaraman : Introduction to Information Technology, PHI. New Delhi
R. Hunt, J. Shelley : Computers and Commonsense, Prentice Hall of India New Delhi
Leon, M. Leon : Fundamentals of Information Technology, Leon Vikas,
Software manuals
H N Tiwari Hem
Chand Jain : Basics of Computer application in Business, Taxmann

JOURNALS:

International Journal of Enhanced Research in Management & Computer : ER Publications
International Journal of Business and Systems Research (IJBSR) : Inderscience Enterprises
Ltd

EARNING RESOURCES:

http://www.just.edu.jo/~mqais/CIS99/PDF/Ch.01_Introduction_%20to_computers.pdf
http://www.alphace.ac.in/downloads/notes/ece/15EC553.pdf
http://www.egyankosh.ac.in/bitstream/123456789/33166/1/Unit-4.pdf
http://download.nos.org/coa631/ch3.pdf
http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BCA%20I%20SEM/BCA-124%20Office%20Automation%20(W,E,P,A).pdf
http://download.nos.org/srsec336new/Lesson%206.pdf
http://biostat.mc.vanderbilt.edu/wiki/pub/Main/TheresaScott/Excel.FnsFrmls.pdf
https://www.nuffieldfoundation.org/sites/default/files/excel_descriptive_stats.pdf
http://ncert.nic.in/textbook/pdf/leca102.pdf

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the concepts and terminology used in computer applications in business.
CO 2	Explain the relevance of internet and its applications
CO 3	Demonstrate essential skills for creating, editing and printing ms word document
CO 4	Apply hands on experience with data analysis and business modelling in ms excel.
CO 5	Demonstrate the skill of operating the presentation software

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	1	2	2	3	1
CO2	2	1	1	3	3	1
CO3	1	1	2	3	3	2
CO4	2	1	2	3	3	3
CO5	2	1	2	2	3	2
TOTAL	9	5	9	13	15	9
AVERAGE	1.8	1	1.8	2.6	3	1.8

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

INDIAN FINANCIAL SYSTEM

TOTAL HOURS: 90 **COURSE CODE: BE18/6C/IFS**
CREDITS: 4 **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1. describe the significance of financial system
2. examine the functions of money market and its instruments
3. explain the functions of primary market
4. discuss the features and functioning of secondary market
5. understand the significance of the financial services.

COURSE OUTLINE:
UNIT I (15) FINANCIAL SYSTEM IN INDIA

The Concept, features and role of finance-Different financial innovations-Objectives, Functions and Significance of Financial System-Structure of Indian Financial System-Financial System and Economic Development in India.

UNITII (20)
MONEY MARKET
The Concept, Features and Functions of Money Markets in India-Structure of Money Markets-Shortcomings of Indian Money Market-Intermediaries of Money Markets-Money Market Instruments in India: Call or Notice Money, Treasury Bills, Commercial Papers, Commercial Bills, Certificates of Deposit, Re-purchase Agreements (Repos)-Money Market Reforms and its Recent Trends in India.

UNIT III (20)
PRIMARY MARKET
The Concept and Functions of Primary Market- Different Kinds of Issues of Securities: (i) Public Issues; (ii) Rights Issues; (iii) Bonus Issues; and (iv) Private Placements-Public Issue Mechanism: (i) Fixed Price Method; (ii) Book- Building Method; and (iii) Pure Auction Method-Application Supported by Blocked Amount (ASBA) Procedure-IPO Grading in India-Green Shoe Option-Recent Trends of resource mobilization of primary market in India.

UNIT IV (20)
SECONDARY MARKET
The Concept, Features and Functions of Secondary Markets in India-Listing of Securities at the Stock Exchanges-Functionaries of Stock Exchanges: Stock Brokers; Sub-Brokers; Jobbers; Consultants/Portfolio Managers; Institutional Investors; Non-Resident Indians (NRIs); Depository; Depository Participant (DP); Registrar and Transfer Agents (R&T Agents); Custodians-Stock Exchange Trading-Demat Account under Depository System-De-materialization and Re-materialization Process-Financial derivatives in Stock Market.

FINANCIAL SERVICES
The Concept and Significance of Financial Services- Different Types of Financial Services functioning in Financial Markets- Challenges to the Financial Services Sector-Importance of Merchant Banking- Functions of Merchant Bankers in India.

RECOMMENDED TEXTBOOKS:

Siddhartha Sankar Saha : Indian Financial System and Markets, Tata McGraw-Hill Publishing Company Limited
Varshney P.N & Mittal D.K : Indian Financial System, Sultan Chand & Sons

REFERENCE BOOKS:

Khan M Y : Financial Services, Tata McGraw-Hill Publishing Company Limited
Bhalla V.K : Investment Management : Security Analysis & Portfolio Management, S.Chand Publishing Co., Ltd., New Delhi
Rustagi, R.P : Financial Management: Theory Concepts and Problems: 3rd Edition Galgotia Publishing Co. (2006)
Eakins S.G :'Finance: Investments, Institutions and Management'. Addison Wesley Longman Inc, USA. (1999)
Shahani, Rakesh : Financial Markets in India' Latest Edition, Anamica Pub Co, New Delhi
Gordon.E and Natarajan.K : Financial Markets and Services, Himalaya Publishing House

JOURNALS

International Journal of Business Ethics in Developing Economies : Publishing India Group
Indian Journal of Finance : Associated Management Consultants Pvt Ltd.

EARNING RESOURCES:

https://www.studynama.com
ebooks.ipude.in/…/DCOM304_DCOM503_Indian_Financial_System.pdf
www.pondiuni.edu.in
www.iniversityofcalicut.info/SDE/Bcom_Indian_Financial_System.pdf
www.himpub.com/documents/chapter498.pdf

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the significance of financial system
CO 2	Explain the functions of money market and its instruments with recent financial reforms in India
CO 3	Explain the functions of the primary market
CO 4	Discuss the features and functions of secondary market
CO 5	Outline the significance of the financial services.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	1	1	1	3	1	1
CO2	2	2	2	3	3	2
CO3	2	2	2	3	2	2
CO4	3	2	2	3	2	2
CO5	2	2	2	3	2	2
TOTAL	10	9	9	15	10	9
AVERAGE	2	1.8	1.8	3	2	1.8

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-
2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER VI
OPERATIONS RESEARCH FOR DECISION MAKING

TOTAL HOURS: 90   **COURSE CODE: BE18/6C/ORD**
CREDITS: 4   **L-T-P: 3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to:
1. explain the essence of operations research and decision making
2. formulate linear programming model to obtain optimal solutions
3. obtain an feasible solution for transportation and assignment problem
4. apply the game theory in decision making
5. evaluate the strategies of decision making under risk and uncertainty.

COURSE OUTLINE
UNIT I   **(10)**

Introduction: Definition – characteristics – scope – operations research and decisions making Methodology and limitations of operational research - Meaning of a model – Classification of Operation Research model.

UNIT II   **(20)**

Linear Programming: Introduction – terminology and application – mathematical formulation of a linear programming problem – graphical solution – Simplex method (two and three variables only) – Duality – Concept and interpretation.

UNIT III   **(20)**

Transportation and Assignment Problem: Introduction- Matrix formulation and balance check of a transportation problem- Initial basic feasible solution- North West corner rule- Least cost method- Vogel's approximation method- Test of optimality.

Assignment- Introduction- Balanced and Unbalance assignment problem- Solution using Hungarian **assignment method.**

UNIT IV   **(20)**
Game Theory: Introduction And Basic Terminology, Pure Strategy Games(Including Identification Of Saddle Point And Value Of The Game) Principle Of Dominance, Mixed Strategy Game (No LPP Method- Only Arithmetic Method For 2x2 Games)- prisoner's dilema

UNIT V   **(20)**

Decision theory – steps in decision theory – concepts of expected monetary value – expected value of perfect information and expected opportunity loss, introduction to risk and uncertainty – decision under uncertainty using Laplace, Maximin, Minimax, Maximax, Minimin, Hurwicz and Savage methods.

RECOMMENDED TEXTBOOKS:

Kapoor V.K   : Operations Research, Sultan Chand and Sons, New Delhi.
ErPrem Kumar Gupta & Dr E S Hira : Operational Research, S Chand .

REFERENCE BOOKS:

P.K. Gupta &Manmohan :   Problems in Operations Research (Methods and Solutions),
                          Sultan Chand and Sons, New Delhi.

Vohra N.D   :   Quantitative Techniques in Management, Mc.Graw Hill.

Srivastava U.K, Shenoy   Quantitative Techniques for Managerial Decisions, Wiley
G.V., & Sharma S.C.,   :   Eastern Limited.

Panneerselvam R   :   Operations Research, Prentice-Hall India.

G. Srinivasan   :   Operations Research: Principles and Applications Paperback –
May   2017, Eastern Economy Edition

JOURNALS:

International Journal on Operational Research : Inderscience
Operational Research and Decision Theory : Opsearch

EARNING RESOURCES:

http://notendur.hi.is/kth93/3.20/pdf
www.analyticalvidya.com
www.docsity.com
http://en.vikibooks.org
www.cambridge.org

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Explain the essence of operations research and decision making
CO 2	Compute linear programming model to obtain optimal solutions
CO 3	Find a feasible solution for transportation and assignment problem
CO 4	Apply the game theory in decision making
CO 5	Identify the strategies of decision making under uncertainty.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	1	1	1	1	3
CO2	3	3	3	2	3	3
CO3	3	3	3	1	3	3
CO4	3	3	3	2	3	3
CO5	3	3	3	2	2	3
TOTAL	14	13	13	8	12	15
AVERAGE	2.8	2.6	2.6	1.6	2.4	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory **Section A** Theory-10 **Section B** Theory-6 Problem- 2 **Section C** Theory-2 Problem-2
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER VI
ECONOMIC DEVELOPMENT OF TAMIL NADU

TOTAL HOURS : 90   **COURSE CODE: BE18/6C/EDT**
   CREDITS: 4   **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1. have a clear understanding regarding profile of Tamil Nadu Economy
2. gain knowledge on the contribution of agricultural sector in Tamil Nadu development
3. evaluate the role of industrial development in the growth of Tamil Nadu
4. explore the states finance and development programmes
5. have an overview of the performance of Tamil Nadu state

COURSE OUTLINE:
UNIT I: A Profile of the Tamil Nadu Economy (**15**) Tamil Nadu – Salient Features- Land Area – Distribution of occupational structure in Tamil Nadu – population of Tamil Nadu – Land use – Livestock – Forest resources – Human Resources – Infrastructure: Rural – Urban Education, Health, Banking, Power, Transport and Communication.

UNIT II: Agricultural Development   **(15)**
Agriculture – Land use – Cropping pattern – Principal Commodities – Irrigation – Green Revolution, Blue and White Revolution – Agricultural Marketing – Defects, remedial measures – Animal husbandry and fisheries – Agricultural Finance – Agencies – Government role – Self Help Groups and Microfinance.

UNIT III: Industrial Development   **(20)**
Major Industries – Automobile, leather, cotton, sugar, cement, software – MSME, Cottage industries – Ancillary industries – Handloom industries – Tamil Nadu Governments role in industrial development – Industrial Financial Institutions – TIIC, SIDCO, SIPCOT, Industrial Estate, DIC, EPZ, SPZ, SEZ (Export Processing Zone, Special Processing Zone, Special Economic Zone).

UNIT IV: State Finance & Development Programmes   **(20)**
State Finance – Revenue and Expenditure of the State – Tamil Nadu's Recent Budget – Poverty Alleviation Programmes in Tamil Nadu – Healthcare and other Government Schemes – Unemployment Problem – Women Development Programmes.

UNIT V: General Performance of the State   **(20)**
Tourism Development in Tamil Nadu – Ports – Trade – Commerce – Role of Local bodies – Industrial sector and its role – Science & Technology – Environmental Protective measures in Tamil Nadu.

RECOMMENDED TEXTBOOKS:

Rajalakshmi N. (1999)   :Tamil Nadu Economy, Business Publishers, Mumbai

<u>Sushila Ravindranath</u>   : Surge: Tamil Nadu's Growth Story, Kindle Edition

REFERENCE BOOKS:

Dr .S.Perumalsamy S. (1990):		Economic Development of TamilNadu, S.Chand & Co. Ltd., New Delhi
Dr.Leonard (2006)	:	Tamil Nadu Economy, Macmillian, New Delhi
Narayan S	:	The Dravidian Years - Politics and Welfare in Tamil Nadu, OUP India, 2018
S Kuppuswamy	:	Socio-Economic Development of Tamil Nadu, Veeneesaa *Books*.
Krishnasamy Srinivasan	:	Problems and Prospectus of Retail Trade in Tamil Nadu, LAP Lambert Academic Publishing

JOURNALS:

International Journal of Social Science & Economic Research : COPE's Best Practice Guidelines

Indian Journal of Agricultural Economics : Scientific Publishers

E-LEARNING RESOURCES:

https://en.wikipedia.org/wiki/Economy_of_Tamil_Nadu
https://www.loc.gov/books/?fa=subject%3Atamil+nadu+%28india%29%7Csubject%3Aeconomic+conditions%7Clocation%3Atamil+nadu%7Clocation%3Aindia&c=50&all=true
https://www.amazon.com/Socio-Economic-Development-of-Tamil-Nadu/dp/8192698351
https://www.amazon.com/Economic-Development-Tamil-Nadu-Books/s?k=Economic+Development+Tamil+Nadu&rh=n%3A283155
http://www.tn.gov.in/dear/State%20of%20the%20Economy.pdf

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the profile of Tamil Nadu Economy
CO 2	Explain the contribution of agricultural sector in Tamil Nadu development
CO 3	Explain the role of industrial development in the growth of Tamil Nadu
CO 4	Discuss the states finance and development programmes
CO 5	Outline the performance of Tamil Nadu

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	1	1	1	1	1	1
CO2	2	3	2	2	3	1
CO3	2	3	2	2	3	2
CO4	2	3	2	2	3	2
CO5	1	1	1	1	3	1
TOTAL	8	11	8	8	13	7
AVERAGE	1.6	2.2	1.6	1.6	2.6	1.4

KEY:**S**TRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

TOTAL HOURS: 90   **COURSE CODE: BE18/6C/PRO**
CREDITS: 5   **L-T-P: 0 3 3**

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

1. identify the research problem, and construct conceptual/ theoretical frame work.

2. analyse data and synthesize research findings.

3. report the research findings in written and verbal forms.

4. draw conclusion and provide recommendations.

SEMESTER VI
ORGANISATIONAL BEHAVIOUR

TOTAL HOURS: 90   **COURSE CODE: BE18/6E/OLB**
CREDITS: 5   **L-T-P: 3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to:
1. gain an understanding of the framework of organizational behaviour models.
2. have a clear insight of individual behaviour in organization
3. learn the strategies for managing group behaviour
4. critically analyse the leadership theories
5. explore the dynamics of organizational behaviour

COURSE OUTLINE:
UNIT I (10) Focus and Purpose

Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

UNIT II   **(20)**
Individual Behaviour
Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification.- Emotions - Emotional Labour – Emotional Intelligence – Theories -Attitudes – Characteristics – Components – Formation – Measurement Values. Motivation – Importance – Types – Effects on work behaviour.

UNIT III   (**20**)
Group Behaviour
Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

UNIT IV   **(20)**
Leadership
Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers.

UNIT V   **(20)**
Dynamics of Organizational Behaviour
Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behaviour. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness Developing Gender sensitive workplace.

RECOMMENDED TEXTBOOKS:

Stephen P. Robins : Organisational Behavior, PHI Learning / Pearson Education,   11th edition, 2008.

Fred Luthans : Organisational Behavior, McGraw Hill, 11th Edition

REFERENCE BOOKS:

Mc Shane & Von Glinov : Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.

Nelson, Quick, Khandelwal : ORGB – An innovative approach to learning and teaching. Cengage learning. 2nd edition. 2012.

Ivancevich, Konopaske & Maheson : Oranisational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008.

Udai Pareek : Understanding : Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.

Jerald Greenberg : Behaviour in Organization, PHI Learning. 10th edition. 2011.

JOURNALS:

Journal of Organizational Behavior Management :Haworth Press Inc. Journal of organizational behavior and human decision processes – Elsevier

E-LEARNING RESOURCES:

https://www.youtube.com/watch?v=-sLHfYnxh8s

http://nptel.ac.in/downloads/110105034

https://studiousguy.com/organizational-behavior/

https://www.shopify.in/encyclopedia/organizational-structure

https://www.civilserviceindia.com/subject/Management/notes/the-dynamics-of-organization-behavior-communication.html

https://smallbusiness.chron.com/organizational-leadership-theories-284.html

https://www.wisdomjobs.com/e-university/organisational-behaviour-tutorial-362/theories-of-leadership-12219.html

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the framework of organizational behavior models.
CO 2	Explain individual behavior in organization
CO 3	Discuss the strategies for managing group behavior
CO 4	Explain the leadership theories
CO 5	Outline the dynamics of organizational behaviour

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	1	1	1	1	2	3
CO2	2	2	3	2	3	3
CO3	2	2	3	2	3	3
CO4	2	2	3	2	3	3
CO5	2	2	3	2	2	3
TOTAL	9	9	13	9	13	15
AVERAGE	1.8	1.8	2.6	1.8	2.6	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY
CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

ALLIED PAPERS OFFERED TO OTHER DEPARTMENTS

I BCS

I B.COM (A&F)

I B.B.M

II B.B.M

II B.COM

II B.COM (HONS)

SEMESTER I
I B.COM CORPORATE SECRETARYSHIP
MICRO ECONOMIC THEORY

TOTAL HOURS :90   **COURSE CODE: BE18/1A/MET**
CREDITS: 5   **L-T-P:3 3 0**

COURSE OBJECTIVES
On completion of the course student will be able to:
1.   understand the role of business economics in decision making
2.   make decision using consumption and demand analysis
3.   gain a better knowledge on production analysis
4.   explain supply and cost analysis
5.   determine the price and output decisions in various market forms

COURSE OUTLINE
UNIT I (15) Introduction of Economics and Business Economics: Meaning, Nature and Significance of Economics – subject matter of Economics – Meaning, Nature and Significance of business Economics – Role of business economics in decision making – Role and responsibilities of a business economist.

UNIT II   **(15)**
Consumption and Demand analysis: Business significance of Consumption and Demand – Demand determinants – Law of demand and demand curves – Types of demand – Concept of elasticity – Methods of measuring price elasticity of demand – Relationship between price elasticity and sales revenue.

UNIT III   **(20)**
Production Analysis: Factors of production and their characteristics – Production possibility curves – Concepts of total product, Average product and Marginal product – Fixed and variable factors – Classical and Modern approaches to the law of variable proportions – Law of returns to scale and Economies and diseconomies of scale.

UNIT IV   **(20)**
Supply and Cost analysis: Supply – Factors affecting supply – Law of supply – Elasticity of supply and types of elasticity of supply – Cost of production – Concepts of Cost – Sunk cost and future cost, direct cost and indirect cost – Cost curves – Total, Average, Marginal cost curves – Relationship of MC to AC – Fixed and variable cost curves.

UNIT V   **(20)**
Price and output decisions in various market forms: Role of Time in determining the value of products – Equilibrium conditions of a firm and Industry under various market forms – Price and output determination in a Perfect Market – Price and output determination in an Imperfect Market with specific reference to Monopoly, Monopolistic competition and Oligopoly.

RECOMMENDED TEXTBOOKS:

H.L.Ahuja	:	Micro Economic Theory, S.Chand & Co
Robert S.Pindyck, Daniell	:	Micro Economics, Pearson
Rubinfeld & Prem L Mehta		

REFERENCE BOOKS:

Chaturvedi, D.D.,

Gupta S.L.   : Business Economics – Test and cases, Galgotia publishing and company, (2001), New Delhi.

Sumitra A.L :

Manab Adhkary   :   Business Economics (2nd Edition), (2002), Excel Books, New Delhi.

Samuelson, B.A   :   Economics (1976), Tale MC Graw – Hill, New Delhi.

Karl E. case and   :   Principles of Economics, Pearson Education, Inc,"edition, 2007.
Ray C. Fair

N. Gregory Mankiw   :   Economics: Principles and Applications, India edition by South Western, Cengage Learning India Private Limited, 4th edition, 2007.

JOURNALS:

National Bureau of Economic Research : National Bureau of Economic Publications

Advanced Micro Economic Theory : Financial Times/ Prentice Hall

EARNING RESOURCES:

https// link springs.com

https//econpapers.repec.orgs.

https://www.coursera.org

https://www.edx.org/learn/microeconomics

https://www.edx.org/learn/economics

COURSE OUTCOMES

CO Number	CO STATEMENT
CO 1	Discuss the role of business economics in decision making
CO 2	Explain the consumption and demand analysis
CO 3	Discuss the production analysis
CO 4	Explain supply and cost analysis
CO 5	Explain the price and output decisions in various market forms

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	2	2	2
CO2	3	2	3	3	2	2
CO3	3	2	3	3	3	3
CO4	3	1	2	2	3	3
CO5	3	3	2	3	3	2
TOTAL	15	10	12	13	13	12
AVERAGE	3	2	2.4	2.6	2.6	2.4

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY
CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

TOTAL HOURS: 90   **COURSE CODE: BE18/2A/INE**
CREDITS: 5   **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of this paper, the student will be able to:
1. understand the theories of International trade
2. compare free trade with protection
3. will be able to make a comparison with BOP and BOT
4. gain knowledge on the foreign exchange market
5. discuss the role of major international institutions in trade and development

COURSE OUTLINE:
UNIT I (20) Introduction of International Trade - Inter-regional and international trade - Theories of international trade – Adam Smith – Ricardo - Heckscher & Ohlin

UNIT II   **(15)**
Free trade Vs. Protection – Case for and against free trade and protection - Tariffs – Meaning, Types and Effects – Quotas – meaning, types and Effects.
UNIT III   **(20)**
Balance of Payment - Meaning - Structure - Balance of Payment and Balance of Trade - Disequilibrium in BOP -Causes for disequilibrium in BOP - Measures for correcting disequilibrium.

UNIT IV   **(20)**
Foreign exchange - meaning – Demand for and supply of Foreign exchange - Equilibrium exchange rate – Foreign exchange market – Functions – Theories of Exchange Rate: Purchasing power parity theory.

UNIT V   **(15)**
Evolution of IMF and World Bank – Functions - GATT,WTO – Function of WTO – Indian economy under WTO – TRIPS & TRIMS.

RECOMMENDED TEXTBOOKS:
 Jinghan M.L   : International Economics, Vrindha Publications
H.G.Mannur   : International Economics, Vikas Publishing House Pvt Ltd.,
                               New Delhi

REFERENCE BOOKS:
Kindleberger, Charles: International Economics, Irwin Publishers, 1973.
Paul Krugman, Maurice Obstfeld: International Economics: Theory and Policy, Education
                                    (Pearson Education Obstfeld, & Marc Melitz, Indian
                                    Edition), 9th edition, 2012
Dominick Salvatore: : International Economics: Trade and Finance, John
                                    Wiley International Student Edition, 12th edition, 2016
D.N.Dwivedi :   : International Economics: Theory and Policy, Vikas
                                    Publishing House Pvt.Ltd., New Delhi, 2013

G N Gupta: : International Economics, Atlantic Publishers &
                                         Distributors Pvt Ltd

JOURNALS:
Journal of International Economics : Elsevier Publishing Services, Chennai (Branch Office)
The Indian Economic Journal : Sage Journals

E-LEARNING RESOURCES:
https://www.youtube.com/results?search_query=ricardo+and+hechsher+ohlin+theories+in+i
        nternational+trade
http://www.textbooksfree.org/Economics_Appendix_A_International%20Trade.htm
https://www.economicsnetwork.ac.uk/teaching/Online%20Text%20and%20Notes/Internatioa
        l%20Economics
https://www.youtube.com/results?search_query=alance+of+payment+theories+in+internation
al+trade
https://www.youtube.com/results?search_query=foreign+exchange+rate+theories+in+interna
tional+trade

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss theories of International trade
CO 2	Compare free trade with protection
CO 3	Explain BOP and BOT
CO 4	Discuss the foreign exchange market
CO 5	Discuss the role of major international institution in trade and development across the world.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	1	3
CO2	3	3	2	3	3	3
CO3	3	2	2	2	2	3
CO4	3	3	3	3	1	3
CO5	3	3	3	3	3	3
TOTAL	15	14	12	13	10	15
AVERAGE	3	2.8	2.4	2.6	2	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-
2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER I
I B.COM (ACCOUNTING & FINANCE)
MICRO ECONOMIC THEORY

TOTAL HOURS:90   **COURSE CODE: : BE18/1A/MET**
CREDITS :5   **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1.   understand the role of business economics in decision making
2.   make decision using consumption and demand analysis
3.   gain a better knowledge on production analysis
4.   explain supply and cost analysis
5.   determine the price and output decisions in various market forms

COURSE OUTLINE:
UNIT I (15) Introduction of Economics and Business Economics: Meaning, Nature and Significance of Economics – subject matter of Economics – Meaning, Nature and Significance of business Economics – Role of business economics in decision making – Role and responsibilities of a business economist.

UNIT II   **(15)**
Consumption and Demand analysis: Business significance of Consumption and Demand – Demand determinants – Law of demand and demand curves – Types of demand – Concept of elasticity – Methods of measuring price elasticity of demand – Relationship between price elasticity and sales revenue.

UNIT III   **(20)**
Production Analysis: Factors of production and their characteristics – Production possibility curves – Concepts of total product, Average product and Marginal product – Fixed and variable factors – Classical and Modern approaches to the law of variable proportions – Law of returns to scale and Economies and diseconomies of scale.

UNIT IV   **(20)**
Supply and Cost analysis: Supply – Factors affecting supply – Law of supply – Elasticity of supply and types of elasticity of supply – Cost of production – Concepts of Cost – Sunk cost and future cost, direct cost and indirect cost – Cost curves – Total, Average, Marginal cost curves – Relationship of MC to AC – Fixed and variable cost curves.

UNIT V   **(20)**
Price and output decisions in various market forms: Role of Time in determining the value of products – Equilibrium conditions of a firm and Industry under various market forms – Price and output determination in a Perfect Market – Price and output determination in an Imperfect Market with specific reference to Monopoly, Monopolistic competition and Oligopoly.

RECOMMENDED TEXTBOOKS:

H.L.Ahuja   :   Micro Economic Theory, S.Chand & Co

Robert S.Pindyck, Daniell   :   Micro Economics, Pearson
   Rubinfeld & Prem L Mehta

REFERENCE BOOKS:

Chaturvedi, D.D.,

Gupta S.L.   : Business Economics – Test and cases, Galgotia publishing and
                      company, (2001), New Delhi.

Sumitra A.L

Manab Adhkary   : Business Economics (2nd Edition), (2002), Excel Books, New Delhi.

Samuelson, B.A   : Economics (1976), Tale MC Graw – Hill, New Delhi.

Karl E. case and   :   Principles of Economics, Pearson Education, Inc,"edition, 2007.

Ray C. Fair

N. Gregory Mankiw :   Economics: Principles and Applications, India edition by South
                      Western, Cengage Learning India Private Limited, 4th edition,
                      2007.

JOURNALS:

National Bureau of Economic Research : National Bureau of Economic Publications
Advanced Micro Economic Theory : Financial Times/ Prentice Hall

EARNING RESOURCES:

 https// link springs.com
https//econpapers.repec.orgs.
https://www.coursera.org
https://www.edx.org/learn/microeconomics
https://www.edx.org/learn/economics

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the role of business economics in decision making
CO 2	Explain the consumption and demand analysis
CO 3	Discuss the production analysis
CO 4	Explain supply and cost analysis
CO 5	Explain the price and output decisions in various market forms

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	2	1	2
CO2	3	2	3	3	2	2
CO3	3	2	3	3	3	3
CO4	3	1	2	2	3	3
CO5	3	3	2	3	3	2
TOTAL	15	10	12	13	12	12
AVERAGE	3	2	2.4	2.6	2.4	2.4

KEY:**S**TRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY
CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER II
I B.COM (ACCOUNTING & FINANCING)
INTERNATIONAL ECONOMICS

TOTAL HOURS : 90   **COURSE CODE: BE18/2A/INE**
CREDITS   : 5   **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of this paper, the student will be able to:
1. understand the theories of International trade
2. compare free trade with protection
3. will be able to make a comparison with BOP and BOT
4. gain knowledge on the foreign exchange market
5. discuss the role of major international institutions in trade and development

COURSE OUTLINE:
UNIT I (20) Introduction of International Trade - Inter-regional and international trade - Theories of international trade – Adam Smith – Ricardo - Heckscher & Ohlin

UNIT II   **(15)**
Free trade Vs. Protection – Case for and against free trade and protection - Tariffs – Meaning, Types and Effects – Quotas – meaning, types and Effects.

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Balance of Payment - Meaning - Structure - Balance of Payment and Balance of Trade - Disequilibrium in BOP -Causes for disequilibrium in BOP - Measures for correcting disequilibrium.

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Foreign exchange - meaning – Demand for and supply of Foreign exchange - Equilibrium exchange rate – Foreign exchange market – Functions – Theories of Exchange Rate: Purchasing power parity theory.

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H.G.Mannur   : International Economics, Vikas Publishing House Pvt Ltd.,
                                  New Delhi

REFERENCE BOOKS:
Kindleberger, Charles   :International Economics, Irwin Publishers, 1973.
Paul Krugman, Maurice Obstfeld   :International Economics: Theory and Policy, Education
                                  (Pearson Education Obstfeld, & Marc Melitz,
                                  Indian Edition), 9th edition, 2012
Dominick Salvatore   : International Economics: Trade and Finance, John
                                  Wiley International Student Edition, 12th edition, 2016

D.N.Dwivedi   :International Economics: Theory and Policy, Vikas
                                       Publishing House Pvt.Ltd., New Delhi, 2013
G N Gupta   : International Economics, Publisher: Atlantic
                                       Publishers & Distributors Pvt Ltd

JOURNALS:
Journal of International Economics: Elsevier Publishing Services, Chennai (Branch Office)
The Indian Economic Journal : Sage Journals

EARNING RESOURCES:
https://www.youtube.com/results?search_query=ricardo+and+hechsher+ohlin+theories+in
       +international+trade
http://www.textbooksfree.org/Economics_Appendix_A_International%20Trade.htm
https://www.economicsnetwork.ac.uk/teaching/Online%20Text%20and%20Notes/Internatioa
       l%20Economics
https://www.youtube.com/results?search_query=alance+of+payment+theories+in+internat
ional+trade
https://www.youtube.com/results?search_query=foreign+exchange+rate+theories+in+inter
national+trade

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss theories and International trade
CO 2	Compare free trade with protection of protection trade
CO 3	Explain BOP and BOT
CO 4	Discuss the foreign exchange market
CO 5	Discuss the role of major international institution in trade and development across the world.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	1	3
CO2	3	3	2	3	3	3
CO3	3	2	2	2	2	3
CO4	3	3	3	3	1	3
CO5	3	3	3	3	3	3
TOTAL	15	14	12	13	10	15
AVERAGE	3	2.8	2.4	2.6	2	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY
CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
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K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER I
I B.COM (BANK MANAGEMENT)
MICRO ECONOMIC THEORY

TOTAL HOURS:90   **COURSE CODE: BE18/1A/MET**
CREDITS:5   **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1.   understand the role of business economics in decision making
2.   make decision using consumption and demand analysis
3.   gain a better knowledge on production analysis
4.   explain supply and cost analysis
5.   determine the price and output decisions in various market forms

COURSE OUTLINE:
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UNIT II   **(15)**
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Production Analysis: Factors of production and their characteristics – Production possibility curves – Concepts of total product, Average product and Marginal product – Fixed and variable factors – Classical and Modern approaches to the law of variable proportions – Law of returns to scale and Economies and diseconomies of scale.

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Supply and Cost analysis: Supply – Factors affecting supply – Law of supply – Elasticity of supply and types of elasticity of supply – Cost of production – Concepts of Cost – Sunk cost and future cost, direct cost and indirect cost – Cost curves – Total, Average, Marginal cost curves – Relationship of MC to AC – Fixed and variable cost curves.

UNIT V   **(20)**
Price and output decisions in various market forms: Role of Time in determining the value of products – Equilibrium conditions of a firm and Industry under various market forms – Price and output determination in a Perfect Market – Price and output determination in an Imperfect Market with specific reference to Monopoly, Monopolistic competition and Oligopoly.

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Robert S.Pindyck, Daniell   :   Micro Economics, Pearson
   Rubinfeld & Prem L Mehta

REFERENCE BOOKS:

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Gupta S.L.   : Business Economics – Test and cases, Galgotia publishing and
                     company, (2001), New Delhi.
Sumitra A.L :
Manab Adhkary   : Business Economics (2nd Edition), (2002), Excel Books, New Delhi.
Samuelson, B.A   : Economics (1976), Tale MC Graw – Hill, New Delhi.
Karl E. case and   :   Principles of Economics, Pearson Education, Inc,"edition, 2007.
Ray C. Fair
N. Gregory Mankiw :   Economics: Principles and Applications, India edition by South
                    Western, Cengage Learning India Private Limited, 4th edition,
                    2007.

JOURNALS:

National Bureau of Economic Research : National Bureau of Economic Publications
Advanced Micro Economic Theory : Financial Times/ Prentice Hall

EARNING RESOURCES:

 https// link springs.com
https//econpapers.repec.orgs.
https://www.coursera.org
https://www.edx.org/learn/microeconomics
https://www.edx.org/learn/economics

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the role of business economics in decision making
CO 2	Explain the consumption and demand analysis
CO 3	Discuss the production analysis
CO 4	Explain supply and cost analysis
CO 5	Explain the price and output decisions in various market forms

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	2	1	2
CO2	3	2	3	3	2	2
CO3	3	2	3	3	3	3
CO4	3	1	2	2	3	3
CO5	3	3	2	3	3	2
TOTAL	15	10	12	13	12	12
AVERAGE	3	2	2.4	2.6	2.4	2.4

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1. K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

TOTAL HOURS: 90   COURSE CODE: BE18/2A/INE
CREDITS: 5   L-T-P:3 3 0

COURSE OBJECTIVES:
On completion of this paper, the student will be able to:
1. understand the theories of International trade
2. compare free trade with protection
3. will be able to make a comparison with BOP and BOT
4. gain knowledge on the foreign exchange market
5. discuss the role of major international institutions in trade and development

COURSE OUTLINE:
UNIT I (20) Introduction of International Trade - Inter-regional and international trade - Theories of international trade – Adam Smith – Ricardo - Heckscher & Ohlin

UNIT II   **(15)**
Free trade Vs. Protection – Case for and against free trade and protection - Tariffs – Meaning, Types and Effects – Quotas – meaning, types and Effects.

UNIT III   **(20)**
Balance of Payment - Meaning - Structure - Balance of Payment and Balance of Trade - Disequilibrium in BOP -Causes for disequilibrium in BOP - Measures for correcting disequilibrium.

UNIT IV   **(20)**
Foreign exchange - meaning – Demand for and supply of Foreign exchange - Equilibrium exchange rate – Foreign exchange market – Functions – Theories of Exchange Rate: Purchasing power parity theory.

UNIT V   **(15)**
Evolution of IMF and World Bank – Functions - GATT,WTO – Function of WTO – Indian economy under WTO – TRIPS & TRIMS.

RECOMMENDED TEXTBOOKS:
Jinghan M.L   : International Economics, Vrindha Publications
H.G.Mannur   : International Economics, Vikas Publishing House Pvt Ltd., New Delhi

REFERENCE BOOKS:
Kindleberger, Charles   : International Economics, Irwin Publishers, 1973.
Paul Krugman, Maurice Obstfeld: International Economics: Theory and Policy, Education (Pearson Education Obstfeld, & Marc Melitz, Indian Edition), 9th edition, 2012
Dominick Salvatore   : International Economics: Trade and Finance, John Wiley International Student Edition, 12th edition, 2016

D.N.Dwivedi   :International Economics: Theory and Policy, Vikas
                                           Publishing House Pvt.Ltd., New Delhi, 2013
G N Gupta   : International Economics, Publisher: Atlantic
                                           Publishers & Distributors Pvt Ltd

JOURNALS:
Journal of International Economics: Elsevier Publishing Services, Chennai (Branch Office)
The Indian Economic Journal : Sage Journals

E-LEARNING RESOURCES:
https://www.youtube.com/results?search_query=ricardo+and+hechsher+ohlin+theories+in
        +international+trade
http://www.textbooksfree.org/Economics_Appendix_A_International%20Trade.htm
https://www.economicsnetwork.ac.uk/teaching/Online%20Text%20and%20Notes/Internatioa
        l%20Economics
https://www.youtube.com/results?search_query=alance+of+payment+theories+in+internat
ional+trade
https://www.youtube.com/results?search_query=foreign+exchange+rate+theories+in+inter
national+trade

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss theories and International trade
CO 2	Compare free trade with protection of protection trade
CO 3	Explain BOP and BOT
CO 4	Discuss the foreign exchange market
CO 5	Discuss the role of major international institution in trade and development across the world.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	1	3
CO2	3	3	2	3	3	3
CO3	3	2	2	2	2	3
CO4	3	3	3	3	1	3
CO5	3	3	3	3	3	3
TOTAL	15	14	12	13	10	15
AVERAGE	3	2.8	2.4	2.6	2	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY
CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER III
II B.COM (BANK MANAGEMENT)
INDIAN ECONOMY
TOTAL HOURS:90   **COURSE CODE: BE18/3A/IEY**
CREDITS:5   **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
   1. discuss the characteristics of Indian Economy
   2. outline the objectives and strategies of economic planning in India
   3. assess the performance of agricultural sector and food security measures
   4. examine the structure and composition of industrial sector
   5. discuss the contribution of the service sector

COURSE OUTLINE:
UNIT I (20) Indian Economy- Basic characteristics of Indian Economy- The Theory of Demographic Transition-Regional inequality in India-causes, policies for balanced regional development.

UNIT II   **(15)**
Objectives and Strategy of Economic Planning in India- Liberalisation, Privatisation and Globalisation (LPG) Model of Development- Foreign Direct Investment.

UNIT III   **(20)**
Agriculture –- Second Green Revolution: Features and impact-Agriculture and Economic Reforms-Deceleration in Agriculture Growth-Food Procurement Policy-Public Distribution System(PDS)-Food Security-Agricultural Price Policy-crop insurance

UNIT IV   **(20)**
Industry: Structure and composition of industry-Large industry (Agro-chemical, Iron & Steel, Cement, Textile)-MSME-Small scale reservation policy-Industrial licensing system-New Economic Policy-–Unorganised Sector and India's Informal Economy.

UNIT V   **(15)**
Services Sector: Trade, Transport and Communication, Banking and Insurance – Factors underlying growth of services sector – India's share in world trade – New Economic Reforms and Services Sector.

RECOMMENDED TEXTBOOKS:
Datt and Sundaram   : Indian Economy, S.Chand Publishing, New Delhi, 2015.
Uma Kapila   : India's Economic Development since 1947(3rd ed. or latest
                               version), Academic.

REFERENCE BOOKS:
S.Chakraborty   :   Development Planning: The Indian Experience, Clarendon Press,
                        1987.
Vaidyanathan .A   :   Performance of Indian Agriculture since Independence in Kaushik
                        Basu (ed), Agrarian Question, Oxford University Press,1994.
Bimal Jalan (ed) :   The Indian Economy: Problems and Prospects, Penguin.
C.D.Wadhwa   :   Some Problems of India's Economic Policy, Tata McGraw Hill.

J.Sachs,A.Varshney
and N.Bajpai (ed)   :   India in the Era of Economic Reforms, Oxford University Press
Brahmananda.P.R
&Panchmukhi.V.R :   The Development Process of Indian Economy
Lucas,E.B,   The Indian Economy-Recent Developments and Future Prospects,
&Papanek,G.F   :   Oxford University Press, New Delhi, 1988.
Byres,T.J   :   The Indian Economy: Major Debate since Independence, Oxford
                        University Press, New Delhi, 1998

JOURNALS:
The Indian Economic Journal : Indian Economic Association
Indian Growth and Development Review : Emerald

E-LEARNING RESOURCES:
https://exampariksha.com/study-material-notes/economics-study-material-notes/
https://www.jagranjosh.com/general-knowledge/indian-economy-a-complete-study-material-1464929494-1
https://exampariksha.com/study-material-notes/economics-study-material-notes/
https://www.jagranjosh.com/general-knowledge/indian-economy-a-complete-study-material-1464929494-1
https://sol.du.ac.in/mod/book/view.php?id=1735&chapterid=1695

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the characteristics of Indian Economy
CO 2	Outline the objectives and strategies of economic planning in India
CO 3	Discuss the performance of agricultural sector and food security measures
CO 4	Explain the structure and composition of industrial sector
CO 5	Discuss the contribution of the service sector

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	2	2	2	2
CO2	3	3	2	2	3	2
CO3	3	2	2	2	3	2
CO4	2	2	2	2	3	2
CO5	3	2	2	2	2	2
TOTAL	13	11	10	10	13	10
AVERAGE	2.6	2.2	2	2	2.6	2

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER IV
II B COM (BANK MANAGEMENT)
MONETARY ECONOMICS

TOTAL HOURS:90   **COURSE CODE: BE18/4A/MEC**
CREDITS: 5   **L-T-P: 3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1.   discuss the quantity theory of money
2.   analyse the income expenditure approach and savings investment approach
3.   have a thorough insight on the classical and Keynesian theory of demand
4.   familiarize with the determinants and constituents of money supply
5.   gain a better knowledge on the instruments and role of monetary policy in India

COURSE OUTLINE
UNIT I (20) Nature and definition of Money- Quantity Theory of Money-Theory of Money-
Introduction-Fishers Transaction Approach-Cambridge Cash Balance Approach-Keynes
Theory of Money and Prices-Friedman Modern Quantity Theory of Money.

UNIT II   **(15)**
Income Theory of Money-Introduction-Income Expenditure Approach-Saving Investment
Approach-Superiority of Income Theory.

UNIT III   **(20)**
Demand for Money-Classical Theory of Demand for Money- Keynes theory of Demand
for Money-Demand for Money in under developed countries.

UNIT IV   **(20)**
Supply of Money-Constituents of Money Supply-Determinants of Money Supply-Velocity of
Money-Theory of Money Supply-Money Supply in India.

UNIT V   **(15)**
Monetary Policy-Meaning and Objectives of Monetary Policy-Instruments of Monetary
Policy-Role of Monetary Policy in India.

RECOMMENDED BOOKS
M L Seth   :   Monetary Economics, Lakshmi Narian Agarwal,
                            Educational Publishers, Agra.
R.RPaul   :   Monetary Economics, Kalyani Publishers.

REFERENCE BOOKS
Vaish.M.C :   Money , Banking Trade and Public Finance,
                        Wiley Eastern Publication, New Delhi
Balu.V: Banking and Financial System, Sri Venketeshwara Publications
Sundaram.K.P.M: Monetary Theory and Practice, Sultan Chand and Sons
Pierce, David.G   Monetary Economic Theories: Evidence and Policy Butterworths
(London)
and Shaw, David.M:

K.P.M. Sundaram: Money, Banking, Trade and Finance, Sultan Chand and Sons
J.M.Keynes: A Treatise on Money, Published by Harcourt, Brace and Howe, New
                     York
M.L.Jhingan: An Outline of Money, Konark Publishers Pvt Ltd
D.M.Mithani   Money, Banking, Trade and Public Finance, Himalaya Publishing
House.

JOURNALS:
International Journal of Monetary Economics & Finance : Inderscience Publications
Journal of Monetary Economics : IUP Publications

E-LEARNING RESOURCES
https://www.economicsnetwork.ac.uk/monetary/lecturenotes
http://www.course-notes.org/economics/ macro_economics/ outlines/ macroeconomics_15th_
edition_textbook/chapter_13_money_and_banking
www.coursera.org
www.frbsf.org
http//open.umn.edu

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the quantity theory of money
CO 2	Explain the income expenditure approach and saving investment approach
CO 3	Discuss the classical and Keynesian theory of demand
CO 4	Explain of determinants and constituents of money supply
CO 5	Outline on the instruments and role of monetary policy in India

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO1	2	2	2	3	2	2
CO2	2	3	3	3	3	3
CO3	3	3	3	3	2	3
CO4	2	3	3	3	2	2
CO5	3	2	2	3	2	3
TOTAL	12	13	13	15	11	13
AVERAGE	2.4	2.6	2.6	3	2.2	2.6

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY
CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

TOTAL HOURS:90   **COURSE CODE: BE18/3A/MET**
CREDITS:5   **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1.   understand the role of business economics in decision making
2.   make decision using consumption and demand analysis
3.   gain a better knowledge on production analysis
4.   explain supply and cost analysis
5.   determine the price and output decisions in various market forms

COURSE OUTLINE:
UNIT I (15) Introduction of Economics and Business Economics: Meaning, Nature and Significance of Economics – subject matter of Economics – Meaning, Nature and Significance of business Economics – Role of business economics in decision making – Role and responsibilities of a business economist.

UNIT II   **(15)**
Consumption and Demand analysis: Business significance of Consumption and Demand – Demand determinants – Law of demand and demand curves – Types of demand – Concept of elasticity – Methods of measuring price elasticity of demand – Relationship between price elasticity and sales revenue.

UNIT III   **(20)**
Production Analysis: Factors of production and their characteristics – Production possibility curves – Concepts of total product, Average product and Marginal product – Fixed and variable factors – Classical and Modern approaches to the law of variable proportions – Law of returns to scale and Economies and diseconomies of scale.

UNIT IV   **(20)**
Supply and Cost analysis: Supply – Factors affecting supply – Law of supply – Elasticity of supply and types of elasticity of supply – Cost of production – Concepts of Cost – Sunk cost and future cost, direct cost and indirect cost – Cost curves – Total, Average, Marginal cost curves – Relationship of MC to AC – Fixed and variable cost curves.

UNIT V   **(20)**
Price and output decisions in various market forms: Role of Time in determining the value of products – Equilibrium conditions of a firm and Industry under various market forms – Price and output determination in a Perfect Market – Price and output determination in an Imperfect Market with specific reference to Monopoly, Monopolistic competition and Oligopoly.

RECOMMENDED TEXTBOOKS:

H.L.Ahuja	:	Micro Economic Theory, S.Chand & Co
Robert S.Pindyck, Daniell	:	Micro Economics, Pearson
Rubinfeld & Prem L Mehta		

REFERENCE BOOKS

Karl E. case and Ray C. Fair	:	Principles of Economics, Pearson Education, Inc,"edition, 2007.
N. Gregory Mankiw	:	Economics: Principles and Applications, India edition by South Western, Cengage Learning India Private Limited, 4th edition, 2007.
Joseph E. Stiglitz and Carl E. Walsh	:	Economics, Norton Company, Inc, New York, International Student Edition, 4th edition, 2007.
HalR.Varian	:	Intermediate Microeconomics: A Modern Approach, W. Norton and Company Affiliated East West Press (India), 8th edition, 2010.
Walter Nicholson, Christopher Snyder	:	Microeconomic Theory: Basic Principles and Extensions, Eleventh Edition.

JOURNALS:

National Bureau of Economic Research : National Bureau of Economic *P*ublications
Advanced Micro Economic Theory : Financial Times/ Prentice Hall

EARNING RESOURCES:

 https// link springs.com
https//econpapers.repec.orgs.
https://www.coursera.org
https://www.edx.org/learn/microeconomics
https://www.edx.org/learn/economics

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the role of business economics in decision making
CO 2	Explain the consumption and demand analysis
CO 3	Discuss the production analysis
CO 4	Explain supply and cost analysis
CO 5	Explain the price and output decisions in various market forms

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	2	1	2
CO2	3	2	3	3	2	2
CO3	3	2	3	3	3	3
CO4	3	1	2	2	3	3
CO5	3	3	2	3	3	2
TOTAL	15	10	12	13	12	12
AVERAGE	3	2	2.4	2.6	2.4	2.4

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1. K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

TOTAL HOURS: 90   **COURSE CODE: BE18/4A/INE**
CREDITS: 5   **L-T-P:3 3 0**

COURSE OBJECTIVES:
On completion of this paper, the student will be able to:
1. understand the theories of International trade
2. compare free trade with protection
3. will be able to make a comparison with BOP and BOT
4. gain knowledge on the foreign exchange market
5. discuss the role of major international institutions in trade and development

COURSE OUTLINE:
UNIT I (20) Introduction of International Trade - Inter-regional and international trade -
Theories of international trade – Adam Smith – Ricardo - Heckscher & Ohlin

UNIT II   **(15)**
Free trade Vs. Protection – Case for and against free trade and protection - Tariffs – Meaning,
Types and Effects – Quotas – meaning, types and Effects.

UNIT III   **(20)**
Balance of Payment - Meaning - Structure - Balance of Payment and Balance of Trade -
Disequilibrium in BOP -Causes for disequilibrium in BOP - Measures for correcting
disequilibrium.

UNIT IV   **(20)**
Foreign exchange - meaning – Demand for and supply of Foreign exchange - Equilibrium
exchange rate – Foreign exchange market – Functions – Theories of Exchange Rate:
Purchasing power parity theory.

UNIT V   **(15)**
Evolution of IMF and World Bank – Functions - GATT,WTO – Function of WTO – Indian
economy under WTO – TRIPS & TRIMS.

RECOMMENDED TEXTBOOKS:
 Jinghan M.L   : International Economics, Vrindha Publications
H.G.Mannur   : International Economics, Vikas Publishing House Pvt Ltd.,
                                            New Delhi

REFERENCE BOOKS:
Kindleberger, Charles   : International Economics, Irwin Publishers,
                                             1973.
Paul Krugman, Maurice Obstfeld : International Economics: Theory and Policy,
                                             Education (Pearson Education Obstfeld, & Marc
                                             Melitz, Indian Edition), 9th edition, 2012
 Dominick Salvatore   : International Economics: Trade and Finance, John
                                            Wiley International Student Edition, 12th edition, 2016

D.N.Dwivedi   : International Economics: Theory and Policy, Vikas
                                   Publishing House Pvt.Ltd., New Delhi, 2013
G N Gupta   : International Economics, Publisher: Atlantic
                                   Publishers & Distributors Pvt Ltd

JOURNALS:
Journal of International Economics : Elsevier Publishing Services, Chennai (Branch Office)
The Indian Economic Journal : Sage Journals

E-LEARNING RESOURCES:
https://www.youtube.com/results?search_query=ricardo+and+hechsher+ohlin+theories+in+i
        nternational+trade
http://www.textbooksfree.org/Economics_Appendix_A_International%20Trade.htm
https://www.economicsnetwork.ac.uk/teaching/Online%20Text%20and%20Notes/Internatioa
        l%20Economics
https://www.youtube.com/results?search_query=alance+of+payment+theories+in+internation
al+trade
https://www.youtube.com/results?search_query=foreign+exchange+rate+theories+in+interna
tional+trade

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss theories of International trade
CO 2	Compare free trade with protection of protection trade
CO 3	Explain BOP and BOT
CO 4	Discuss the foreign exchange market
CO 5	Discuss the role of major international institution in trade and development across the world.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	1	3
CO2	3	3	2	3	3	3
CO3	3	2	2	2	2	3
CO4	3	3	3	3	1	3
CO5	3	3	3	3	3	3
TOTAL	15	14	12	13	10	15
AVERAGE	3	2.8	2.4	2.6	2	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY
CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20	100	Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40		
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER III
II B.COM (HONOURS)
MICRO ECONOMIC THEORY

TOTAL HOURS:75 **COURSE CODE: BE18/3C/MET**
CREDITS: 4 **L-T-P:4 1 0**

COURSE OBJECTIVES:
On completion of the course student will be able to,
1. understand the role of business economics in decision making
2. make decision using consumption and demand analysis
3. gain a better knowledge on production analysis
4. explain supply and cost analysis
5. determine the price and output decisions in various market forms

COURSE OUTLINE:
UNIT I (15) Introduction of Economics and Business Economics: Meaning, Nature and Significance of Economics – subject matter of Economics – Meaning, Nature and Significance of business Economics – Role of business economics in decision making – Role and responsibilities of a business economist.

UNIT II **(15)**
Consumption and Demand analysis: Business significance of Consumption and Demand – Demand determinants – Law of demand and demand curves – Types of demand – Concept of elasticity – Methods of measuring price elasticity of demand – Relationship between price elasticity and sales revenue.

UNIT III **(20)**
Production Analysis: Factors of production and their characteristics – Production possibility curves – Concepts of total product, Average product and Marginal product – Fixed and variable factors – Classical and Modern approaches to the law of variable proportions – Law of returns to scale and Economies and diseconomies of scale.

UNIT IV **(20)**
Supply and Cost analysis: Supply – Factors affecting supply – Law of supply – Elasticity of supply and types of elasticity of supply – Cost of production – Concepts of Cost – Sunk cost and future cost, direct cost and indirect cost – Cost curves – Total, Average, Marginal cost curves – Relationship of MC to AC – Fixed and variable cost curves.

UNIT V **(20)**
Price and output decisions in various market forms: Role of Time in determining the value of products – Equilibrium conditions of a firm and Industry under various market forms – Price and output determination in a Perfect Market – Price and output determination in an Imperfect Market with specific reference to Monopoly, Monopolistic competition and Oligopoly.

RECOMMENDED TEXTBOOKS:

H.L.Ahuja	:	Micro Economic Theory, S.Chand & Co
Robert S.Pindyck, Daniell	:	Micro Economics, Pearson
Rubinfeld & Prem L Mehta		

REFERENCE BOOKS

Karl E. case and Ray C. Fair	:	Principles of Economics, Pearson Education, Inc,"edition, 2007.
N. Gregory Mankiw	:	Economics: Principles and Applications, India edition by South Western, Cengage Learning India Private Limited, 4th edition, 2007.
Joseph E. Stiglitz and Carl E. Walsh	:	Economics, Norton Company, Inc, New York, International Student Edition, 4th edition, 2007.
HalR.Varian	:	Intermediate Microeconomics: A Modern Approach, W. Norton and Company Affiliated East West Press (India), 8th edition, 2010.
Walter Nicholson, Christopher Snyder	:	Microeconomic Theory: Basic Principles and Extensions, Eleventh Edition.

JOURNALS:

National Bureau of Economic Research : National Bureau of Economic Publications
Advanced Micro Economic Theory : Financial Times/ Prentice Hall

EARNING RESOURCES:

 https// link springs.com
https//econpapers.repec.orgs.
https://www.coursera.org
https://www.edx.org/learn/microeconomics
https://www.edx.org/learn/economics

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss the role of business economics in decision making
CO 2	Explain the consumption and demand analysis
CO 3	Discuss the production analysis
CO 4	Explain supply and cost analysis
CO 5	Explain the price and output decisions in various market forms

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	2	1	2
CO2	3	2	3	3	2	2
CO3	3	2	3	3	3	3
CO4	3	1	2	2	3	3
CO5	3	3	2	3	3	2
TOTAL	15	10	12	13	12	12
AVERAGE	3	2	2.4	2.6	2.4	2.4

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY
CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

TOTAL HOURS: 75   **COURSE CODE: BE18/4C/INE**
CREDITS: 4   **L-T-P:4 1 0**

COURSE OBJECTIVES:

On completion of this paper, the student will be able to:
1. understand the theories of International trade
2. compare free trade with protection
3. will be able to make a comparison with BOP and BOT
4. gain knowledge on the foreign exchange market
5. discuss the role of major international institutions in trade and development

COURSE OUTLINE:

UNIT I (20) Introduction of International Trade - Inter-regional and international trade - Theories of international trade – Adam Smith – Ricardo - Heckscher & Ohlin

UNIT II   **(15)**
Free trade Vs. Protection – Case for and against free trade and protection - Tariffs – Meaning, Types and Effects – Quotas – meaning, types and Effects.

UNIT III   **(20)**
Balance of Payment - Meaning - Structure - Balance of Payment and Balance of Trade - Disequilibrium in BOP -Causes for disequilibrium in BOP - Measures for correcting disequilibrium.

UNIT IV   **(20)**
Foreign exchange - meaning – Demand for and supply of Foreign exchange - Equilibrium exchange rate – Foreign exchange market – Functions – Theories of Exchange Rate: Purchasing power parity theory.

UNIT V   **(15)**
Evolution of IMF and World Bank – Functions - GATT,WTO – Function of WTO – Indian economy under WTO – TRIPS & TRIMS.

RECOMMENDED TEXTBOOKS:

Jinghan M.L   : International Economics, Vrindha Publications
H.G.Mannur   : International Economics, Vikas Publishing House Pvt Ltd., New Delhi

REFERENCE BOOKS:

Kindleberger, Charles   : International Economics, Irwin Publishers, 1973.
Paul Krugman, Maurice Obstfeld : International Economics: Theory and Policy, Education (Pearson Education Obstfeld, & Marc Melitz, Indian Edition), 9th edition, 2012
Dominick Salvatore   : International Economics: Trade and Finance, John Wiley International Student Edition, 12th edition, 2016

D.N.Dwivedi   : International Economics: Theory and Policy, Vikas
Publishing House Pvt.Ltd., New Delhi, 2013

G N Gupta   : International Economics, Publisher: Atlantic
Publishers & Distributors Pvt Ltd

JOURNALS:
Journal of International Economics, Elsevier Publishing Services, Chennai (Branch Office) The Indian Economic Journal

E-LEARNING RESOURCES:
https://www.youtube.com/results?search_query=ricardo+and+hechsher+ohlin+theories+in+international+trade

http://www.textbooksfree.org/Economics_Appendix_A_International%20Trade.htm

https://www.economicsnetwork.ac.uk/teaching/Online%20Text%20and%20Notes/Internatioal%20Economics

https://www.youtube.com/results?search_query=alance+of+payment+theories+in+international+trade

https://www.youtube.com/results?search_query=foreign+exchange+rate+theories+in+international+trade

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Discuss theories and International trade
CO 2	Compare free trade with protection of protection trade
CO 3	Explain BOP and BOT
CO 4	Discuss the foreign exchange market
CO 5	Discuss the role of major international institution in trade and development across the world.

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	1	3
CO2	3	3	2	3	3	3
CO3	3	2	2	2	2	3
CO4	3	3	3	3	1	3
CO5	3	3	3	3	3	3
TOTAL	15	14	12	13	10	15
AVERAGE	3	2.8	2.4	2.6	2	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

NON–MAJOR ELECTIVE PAPERS

SEMESTER I
QUESTIONNAIRE AND ITS PRACTICAL APPLICATIONS

TOTAL HOURS: 30   **COURSE CODE: BE18/1N/QPA**
CREDITS: 2

COURSE OBJECTIVES:
On completion of the course student will be able to,
1.   understand the sampling methods and data collection
2.   frame the questionnaire based on data
3.   collect the information with the help of field survey and draft the final report.

COURSE OUTLINE

UNIT I   (10)

Sampling- Methods of Sampling – Collection of Data – Primary and Secondary.

UNIT II   (10)
Questionnaire – Meaning- Types, Essentials of a good questionnaire – Steps in framing a Questionnaire.

UNIT III   (10)
Sample Questionnaire – Field Survey –Final Report.

RECOMMENDED BOOKS
S P Gupta   :Statistical Methods, Sultan Chand & Sons
Kothari.C.R   :Research Methodology:Methods and Techniques, 1985, Wiley
                              Eastern Limited, New Delhi

REFERENCE BOOKS
Saravanavel P   : Research Methodology, 1995, Kitab Mahal, Allahabad.
Tripathi P.C   :Research Methodology in Social Sciences, 2004,
                              Sultan Chand & Sons, Educational Publishers, New Delhi.
Gregory Stock :   :The Book of Questions, Newyork Times Best seller
JOURNALS
Journal of Advanced Research *:* Elsevier
The Research Journal (TRJ) : Interdisciplinary Platform for Research, Vol 2, Issue 2 ·

E- LEARNING RESOURCES
https://journals.sagepub.com/doi/abs/10.1177/0194599811399724
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC420179/
https://www.rds-yh.nihr.ac.uk/wp-content/uploads/2013/05/12_Surveys_and_Questionnaires_Revision_2009.pdf

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	demonstrate the sampling methods and data collection
CO 2	plan the questionnaire based on data
CO 3	apply the information with the help of field survey and draft the final report.

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1, K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SEMESTER II
WOMEN ENTREPRENEURSHIP

TEACHING HOURS: 30   **COURSE CODE: BE18/2N/ WOE**
CREDITS: 2

COURSE OBJECTIVES:
On completion of the course student will be able to,
1.   understand the role of an entrepreneur in economic development
2.   analyse the growth and challenges taken by the women entrepreneur
3.   evaluate the case studies of successful entrepreneurs

COURSE OUTLINE

UNIT I   (10)
Concept of an Entrepreneur and Entrepreneurship, Role of Entrepreneurs in Economic Development, Qualities of an Entrepreneur, Functions of Entrepreneurs, Factors influencing Entrepreneurship, Growth of Entrepreneurship in India.

UNIT II   (5)
Concept of Women entrepreneurship, Growth of Women entrepreneurs, Challenges faced by Women entrepreneurs, recent trends in the development of Women entrepreneurship.

UNIT III   (10)
Globalisation and Entrepreneurship, Entrepreneurial Development Programmes, Case studies of successful enterprises.

UNIT IV   (5)
Preparation of a Business Proposal.

RECOMMENDED BOOKS
Anil Kumar   : Women Entrepreneurship in India
                                Regal Publisher India
Hemant Kumar P. Bulsara   :   Developing Women Entrepreneurship, Allied publication India

REFERENCE BOOKS:
Sue Stockdale   : Secrets of Successful Women Entrepreneurs:: How Ten
                          Leading Business Women Turned a Good Idea into a
                          Fortune Paperback – 11 Oct 2005
Mridula Velagapudi   : Women Entrepreneurship, Self Published

JOURNALS:
Journal of Women Entrepreneurship & Education : American Economic Association
International Journal of Gender & Entrepreneurship : Emerald

EARNING RESOURCES:

http://entrepreneur.com
http://pdfs.semanticscholar.org
http://mashable.com

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	discuss the role of an entrepreneur in economic development
CO 2	explain the growth and challenges taken by the women entrepreneur
CO 3	develop the case studies of successful entrepreneurs

QUESTION PAPER PATTERN-UG

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 1	A-10X2 marks	50	20		Question No.- is compulsory
K1. K 2	B-5/8x8 marks	200	40	100	
K2, K 3	C-2/4x20 marks	1200	40		

SELF STUDY
PAPERS

DEPARTMENT OF BUSINESS ECONOMICS
SELF STUDY PAPER

ENVIRONMENTAL VALUATION

COURSE OBJECTIVES: On Completion the course the student will be able to

1. get insight into the concept of environmental valuation
2. understand valuation of changes in health and biodiversity
3. know the production approaches to economic valuation
4. familiarise with the revealed preference approach of valuation
5. comprehend the benefit transfer and value transfer approach

UNIT I:

Introduction Environmental evaluation and public policy; measuring demand for environmental goods – consumer surplus, compensating and equivalent surplus, weak substitutability

UNIT II:

Concept of Value Measuring values, benefits and costs – overview; total value – use and non-use values of goods; Willingness-to-Pay versus Willingness-to-Accept; economic valuation of changes in human health – mortality and morbidity concepts; statistical value of life; economic valuation of biodiversity – existential value concept

UNIT III

Production Function Approaches to Economic Valuation Environmental valuation from market information including prices – dose response function, productivity change method, substitution cost method, illness costs, human capital; defensive cost method – defensive costs of decreased drinking water quality; applications

UNIT IV

Revealed Preference Approaches Revealed preference models of valuation – basic theory; Hedonic pricing method – property market and labor market; travel cost method – zonal model, individual model, random utility model

UNIT V

Stated Preference Approaches and Benefit Transfer Contingent valuation method – bias, experimental markets; choice modeling – choice experiment, contingent comparison, contingent scoring, pair comparison; applications; benefit transfer approaches – value transfer in theory and practice

References:

1. Bateman, Ian J. et al.: Economic Valuation with Stated Preference Techniques: A Manual
2. Edward Elgar, 2002. Freeman, A. M.: The Measurement of Environmental and Resource Values, 2nd Edition, Resources for the Future, 2003.

3. Johansson, P.-O.: Cost-benefit analysis of environmental change, Cambridge University• Press, 1993.
4. Kadekodi, G.K. (ed) (2004), Environmental Economics in Practice – Case Studies from• India, Oxford University Press, Delhi.
5. Chopra, K. and V. Dayal (ed.) (2009), Handbook of Environmental Economics in India,• Oxford University Press, Delhi.
6. Haque, A.K.E., M.N. Murty, and P. Shyamsundar (ed.) (2011), Environmental Valuation in• South Asia, Cambridge University Press, Delhi.

COURSE OUTCOME:

CO NO	CO STATEMENT
CO 1	Have a holistic understanding of the discipline of environmental valuation
CO 2	Be able to use economic techniques to analyse the changes in health and biodiversity
CO 3	explain the linkages between production function and environmental valuation
CO 4	Discuss the Revealed preference models of valuation
CO 5	outline the benefit transfer and value transfer approach

LEGAL ASPECTS OF BUSINESS

COURSE OBJECTIVES: On Completion the course the student will be able to

1. get insight into the different legal terms in a contract
2. understand the companies legislation act
3. know the laws relating to consumer protection
4. familiarise with the competition act
5. comprehend the intellectual property rights and its latest amendments

UNIT I:

INDIAN CONTRACT ACT, 1872 Contract – meaning, essentials and kinds. Offer, Acceptance, Consideration-essentials and exceptions, Capacity of parties, Free consent, Modes of discharge of a contract, Remedies for breach of a contract

UNIT II:

COMPANIES ACT, 2013 Company - meaning, kinds, formation of accompany- promotion, incorporation, on-line registration, commencement of business. Memorandum of association, Articles of Association and Prospectus. Company Meetings and Resolutions. Winding up of a Company – Meaning and modes of winding

UNIT III:

CONSUMER PROTECTION ACT, 1986 Scope and applicability of the Act, Consumer - consumer of goods and consumer of services.Rights of a consumer, Unfair and Restrictive Trade Practices. Complaint- meaning, relief available to a consumer, Consumer Protection Councils, Consumer Disputes Redressal Agencies - District Forum, State Commission and National Commission.

UNIT IV:

COMPETITION ACT, 2002 Scope and applicability of the Act, Definitions.Prohibition of certain agreements, abuse of dominant position and regulation of combinations. Competition Commission of India- Composition, duties and powers and Competition Appellate Tribunal- Composition and powers. Appeal to Supreme Court.

UNIT V:

INTELLECTUAL PROPERTY RIGHTS Patents Act, 1970- Objectives, meaning of Patent and Invention, Procedure for obtaining a patent, Surrender and Revocation of patents Trademarks Act, 1999– Purpose, meaning of a trademark, goods and service; Conditions for registration of trademark, procedure of registration, Effects of registration, Certification Trademarks Designs Act, 2000 – Definition of Design and Article, registration of Designs, Copyright in registered designs, inspection and cancellation of registered designs, piracy of registered design Note: The leading cases should be discussed at relevant places.Latest amendments to these laws may be covered.

Reference Books:
1. Kuchhal, M.C.&VivekKuchhal , ―Business Legislation for Management, Vikas Publishing, House (P) Ltd.,New Delhi
2. Chadha, R.,Chadha, S., ―Corporate Laws‖, Mayur Paperbacks, New Delhi. 24
3. Bansal, V. and Arora, A., ―Corporate Law‖, Vikas Publishing, House (P) Ltd., New Delhi.
4. Kumar, A., ―Corporate Laws‖, International Book House (P) Ltd. 5. Gulshan, S.S.‖ Business Law‖, Excel Books 6. Bare Acts relating to the laws. *Elective

COURSE OUTCOME:

CO NO	CO STATEMENT
CO 1	Explain essentials of contract, performance and breach of contract under Indian Contract Act
CO 2	Give comprehensive knowledge of Companies Act
CO 3	Illustrate the objectives of Consumer Protection Act and jurisdiction of Consumer Protection Councils
CO 4	Explain the scope and applicability of Competition Act
CO 5	Create IPR consciousness; and familiarize the learners about the documentation and administrative procedures relating to IPR in India