

MAZHARUL ULOOM COLLEGE (AUTONOMOUS)

(Established & Managed by the Ambur Muslim Educational Society)

Accredited by NAAC with Grade 'A' CGPA 3.23 in Cycle 3

Affiliated to Thiruvalluvar University, Vellore

Ambur 635802 (Tirupattur District)



COURSE STRUCTURE & SYLLABUS

(For the students admitted from year 2025-2026 onwards)

Programme: B. A

Course: Corporate Economics

B.A. (CE) Program Outcomes (POs)

PO Code	Program Outcome Statement
PO1	Disciplinary Knowledge, Communication Skills and Critical Thinking Attain foundational and advanced knowledge in the chosen field of study, communicate ideas effectively in diverse formats and apply critical thinking to interpret and evaluate concepts, issues and arguments.
PO2	Problem Solving and Analytical Reasoning Identify problems in social, cultural and academic contexts, analyze them using logical reasoning and propose viable, well informed solutions.
PO3	Research Skills and Team Collaboration Develop research aptitude and inquiry - based learning to investigate academic and social issues, while demonstrating the ability to work collaboratively and responsibly in group settings.
PO4	Scientific Reasoning and Reflective Thinking Apply rational and evidence- based thinking to understand societal phenomena and cultivate reflective practices for personal and intellectual growth.
PO5	Digital Literacy and Self-Directed Learning Effectively use digital tools and resources for learning, research, communication and engage in independent, self motivated learning to stay updated in changing world.
PO6	Multi- Cultural Competence and Moral and Ethical Awareness Appreciate cultural diversity and social inclusivity, uphold ethical values and demonstrate a sense of responsibility toward the community and environment.
PO7	Leadership Qualities and Lifelong Learning Exhibit leadership, initiative and decision making abilities in academic and social settings and embrace lifelong learning as a means to personal and professional development.

Program Specific Outcomes (POs)

PSO Code	Program Specific Outcome Statement
PSO1	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
PSO2	To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
PSO3	To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.
PSO4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO5	Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

Level	Definition	Key Actions
K1: Remembering	Ability to recall or recognize facts, terms, basic concepts, or answers without necessarily understanding them.	Retrieve, Memorize, Repeat, Define, Identify, Recognize
K2 : Understanding	Comprehending the meaning of information, interpreting or translating knowledge into your own words.	Explain, Describe, Summarize, Interpret, Paraphrase
K3: Applying	Using knowledge in new situations, such as solving problems or applying theories to real-world situations.	Use, Demonstrate, Implement, Calculate, Practice
K4: Analyzing	Breaking information into parts to explore understandings and relationships; identifying motives or causes.	Compare, Contrast, Categorize, Distinguish, Examine, Organize
K5: Evaluating	Making judgments based on criteria and standards, often involving checking and critiquing.	Judge, Critique, Justify, Assess, Prioritize, Recommend
K6: Creating	Putting elements together to form a new coherent whole or original product.	Design, Develop, Invent, Compose, Construct, Generate

Department of Corporate Economics

SYLLABUS AND SCHEME OF EXAMINATIONS – III & IV SEMESTER

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs/ Week	Credit	Marks		Total
							CIA	ESE	
Semester III		I	Language – III (Tamil / Urdu)	Language	6	3	25	75	100
		II	English - III	English	6	3	25	75	100
		III	Core - V	Indian Economic Development-I	4	4	25	75	100
		III	Core - VI	Environmental Economics	4	4	25	75	100
		III	Elective-III	Principles of Marketing	5	4	25	75	100
		IV	Skill Enhancement Course – (SEC - IV)	Women and the Economy	1	1	25	75	100
		IV	Skill Enhancement Course – (SEC - V)	Economics of Tamil nadu	2	2	25	75	100
		IV	Compulsory	Environmental Studies	2	2	25	75	100
	Total				30	23	25	75	100
Semester IV		I	Language – IV (Tamil / Urdu)	Language	6	3	25	75	100
		II	English - IV	English	6	3	25	75	100
		III	Core – VII	Indian Economic Development-II	5	5	25	75	100
		III	Core – VIII	Principles of Business Organization	5	5	25	75	100
		III	Elective_IV	Consumer Rights and Protection	4	3	25	75	100
		IV	Skill Enhancement Course – (SEC - VI)	Introduction of Advertising	2	2	25	75	100
		IV	Skill Enhancement Course – (SEC - VII)	Mathematical Economics	2	2	25	75	100
	Total				30	23	25	75	100

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III		Core-V	4	4	25	75	100
Course Title		Indian Economic Development					

Learning Objectives	
LO1	Economic Growth and Development -Define and differentiate between economic growth and economic development-Identify characteristics of the Indian economy-Explain economic and non-economic determinants of development-Understand the concept of sustainable development and SDGs of India-Gain basic awareness about black money, corruption and cyber crimes.
LO2	National Income -Define national income and explain its importance-Understand various concepts such as GDP, GNP, NNP, PCI, PI and DPI-Explain methods of measuring national income-Analyze trends in national income in India-Identify difficulties in national income estimation.
LO3	Economic Problems of India -Explain population growth using the theory of demographic transition-Understand causes and measures of population growth-Explain unemployment and poverty and their types-Distinguish between absolute and relative poverty-Analyze government policies addressing unemployment and poverty.
LO4	Capital Formation -Understand the concept and process of capital formation-Differentiate between physical and human capital-Identify causes for low capital formation in India-Explain measures to increase capital formation-Evaluate the role of health, education and women in human capital development.
LO5	Development Policies of Tamil Nadu -Understand labour welfare measures and anti-poverty strategies-Explain state welfare schemes such as ICDS, PDS, Uzhavar Sandai and Noon Meal Scheme-Analyze environmental protection measures in Tamil Nadu-Explain the meaning, types and limitations of e-governance.

SYLLABUS		
Unit	Contents	Hours
I	ECONOMIC GROWTH AND DEVELOPMENT Economic growth and development- meaning, Difference between growth and development, Characteristics of Indian Economy, Economic and Non-Economic factors determining economic development, Sustainable Development –Meaning, Sustainable Development Goals of India, black money, corruption and cyber crimes – meaning only.	10
II	NATIONAL INCOME National Income- meaning, definition, Concepts in national income – GDP, GNP, NNP, PCI, PI, DPI, Methods of measuring national income, Trends in national income, Difficulties in measuring national income.	10
III	ECONOMIC PROBLEMS OF INDIA Population- Theory of Demographic Transition, causes, measures, National Population Policy 2000, Unemployment and Poverty- meaning, types of unemployment, relative poverty and absolute poverty, causes for poverty, Government policies to solve unemployment and poverty.	15
IV	CAPITAL FORMATION Capital Formation – Physical and Human, causes for low rate of capital formation, Process of Capital Formation, Measures to increase capital formation in India, Difference between physical and human capital, Women’s human capital- meaning and role. Role of health and education in developing human capital.	15
V	DEVELOPMENT POLICIES OF TAMIL NADU Labour welfare measures, Integrated Child Development Scheme (ICDS), Anti –Poverty Strategies, Public Distribution System, Environmental Protection measures in Tamil Nadu, Uzhavar Sandai, Nutritious Noon Meal Scheme. E Governance – meaning, types of e – governance, limitations of e – governance.	10

Textbook(s):	
1. Mishra & Puri, 2020, Indian Economic Development, Indian economy 38th Revised, Himalya Publishing House. 2. Leonard 2006, Tamil Nadu Economy, Macmillian Publications, New Delhi – 2. 3. Datt & Sundharams ,2024, Indian Economy, 73 rd Edition, S Chand	
Reference Book(s):	
1.Perumal Samy, 2000, Tamil Nadu Economy, Sultan Chand & Sons, Educational Publishers, N. Delhi – 2. Dhingra I.C 2018, The Indian Economy: Environment & Policy, Sultan Chand and Sons. 3.Uma Kapila, (Ed) (2017 - 2018) Indian Economy Since Independence, Academia Foundation, New Delhi 28 th Edition. 4. Raddar Dutt & K.P.M. Sundaram , 2017 Indian Economy , S CHAND Publications. 5.Ashwani Mahajan, Gaurav Datt, 2015, Indian Economy, Edition: 71, S.Chand Publisher.	
Web Resource(s):	
1. https://youtu.be/A3474ELBK7Cc . 2. https://youtu.be/hdwET9H6GYQ 3. https://youtu.be/6P2bsPWCRzM	

Course Outcomes

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

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understanding economic growth, development, sustainability, black money, corruption, and cyber crimes	K1,K2
CO2	Explaining national income concepts, methods, trends, and measurement difficulties	K2
CO3	Analyzing population issues, unemployment, poverty, and government interventions	K3,K4
CO4	Examining capital formation, human capital, and role of health, education, and women	K4
CO5	Describing Tamil Nadu development policies and evaluating e-governance	K2 ,K3

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	2	1	2	3	1	2	2	3.14
CO2	3	2	1	2	1	1	1	3	2	1	1	2	1.67
CO3	3	3	2	2	1	2	1	2	3	1	3	3	2.16
CO4	3	3	2	2	1	2	1	2	3	1	2	3	2.08
CO5	2	2	1	2	2	3	2	1	2	1	3	2	1.91
	Mean Overall Score												2.19
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III		Core-VI	4	4	25	75	100
Course Title		Environmental Economics					

Learning Objectives	
LO1	Students will be able to: Understand the relationship between economics and environment-Define environmental economics and explain its role-Explain the transformation curve-Identify the scope and significance of environmental economics-Understand the need to integrate conservation and development.
LO2	Students will be able to:-Explain the relationship between the economic system and environment-Understand the material balance model-Describe energy flow and conservation-Explain environment as a resource and its services-Understand the concept of limited assimilative capacity-Analyze environmental quality issues.
LO3	Students will be able to:-Understand the steps in cost-benefit analysis-Identify pollution costs and benefits-Evaluate efficiency in pollution control-Explain property price approach and Coase theorem-Examine advantages and limitations of cost-benefit analysis.
LO4	Students will be able to:-Classify renewable and non-renewable resources-Understand the finite nature of natural resources-Analyze limitations of renewable and non-renewable resources-Examine sustainability challenges of modern society-Understand the concept of sustainable development.
LO5	Students will be able to:-Understand the need for environmental ethics-Explain basic principles of environmental ethics-Identify individual and societal obligations-Explain the rights of nature-Analyze ethical dimensions of environmental issues.

SYLLABUS		
Unit	Contents	Hours
I	MEANING AND DEFINITION Introduction – Economics and environment – Definition and role of environmental economics – Transformation curve – Scope and significance of environmental economics – Integration of conservation and development.	10
II	THE ENVIRONMENT AND THE ECONOMY Relationship between the environment and the economic system – The material balance model – Energy flow and conservation – Environment as a resource – Definition of environment – Services of the environment – Limited assimilative capacity of the environment – Environmental quality.	10
III	COST - BENEFIT ANALYSIS Cost-Benefit Analysis – Steps involved in the cost benefit analysis – Nature of costs and benefits in controlling pollution – Pollution costs – Benefits evaluation – Efficiency in pollution control – Cost benefit analysis – Property price approach – Coase theorem and transaction cost – Advantages and limitations of Cost benefit analysis.	10
IV	NATURAL RESOURCES Natural resource – Renewable and non-renewable resources - Basic human requirement – Finite nature of natural resources – Limitations of non-renewable resources – Limitations of renewable resources – Man and the global resources – Lack of sustainability of modern society – Towards sustainable development.	15
V	ENVIRONMENTAL ETHICS The need of environmental ethics – Basic directives of environmental ethics – Individuals obligations to the community and the society – The rights of nature – Role in protecting and conserving Environment – Ethics and environmental issues.	15

Textbook(s):
1. Karpagam M, 2019, Environmental Economics , Revised Edition , Sterling Publisher P Ltd. 2. S. Sankaran 2007 Environmental Economics Margham Publications. 3. Ahmed M. Hussen, 2019, Environmental Economics, Latest Edition, Newage publishers.
Reference Book(s):
1. D. K. Asthana and Meera Asthana 2007 Environmental studies - S Chand and Company Ltd. 2. T. Eugene 2004 Environmental economics First edition. Vrinda Publications (P) Ltd. 3. Charles Kolstad, 2010, Intermediate Environmental Economics, Oxford University Press, 2 nd Edition.
Web Resource(s):
1. https://helpsavenature.com/environmental-ethics 2. https://www.omiconline.org/./natural-resources-and-environmental-issues-2157-762...- 3. https://www.youtube.com/watch?v=qEucZR_PIMM

Course Outcomes

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

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the fundamental concepts of environmental economics and its role in integrating conservation and development.	K2
CO2	Analyze the relationship between environment and economy using models such as the material balance model.	K3,K4
CO3	Apply cost-benefit analysis techniques to evaluate environmental policies and pollution control measures.	K3,K4
CO4	Examine issues related to natural resource scarcity and sustainability.	K4
CO5	Evaluate environmental issues from an ethical perspective and demonstrate responsibility towards environmental protection.	K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	2	1	2	3	1	2	1	1.75
CO2	3	3	2	3	1	2	1	2	3	1	3	2	2.16
CO3	3	3	2	3	1	1	1	3	3	1	3	3	2.25
CO4	3	3	2	3	1	3	2	2	3	1	3	3	2.41
CO5	2	2	2	3	1	3	2	1	3	1	3	2	2.08
	1 Mean Overall Score												2.13
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III		Elective-III	5	4	25	75	100
Course Title		Principles of Marketing					

Learning Objectives	
LO1	Understand the meaning, objectives and importance of marketing and distinguish marketing practices in developed and developing countries.
LO2	Explain the various marketing functions, particularly exchange functions such as buying, assembling and selling.
LO3	Describe the functions of physical supply including storage and warehousing, and classify different kinds of warehouses.
LO4	Analyze facilitating functions such as standardisation, grading and marketing risk, including causes and methods of handling risk.
LO5	Examine the characteristics of agricultural goods, identify problems in agricultural marketing and suggest suitable remedial measures.

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO MARKETING Marketing- Meaning, objectives, importance- Marketing in developed and developing countries.	15
II	MARKETING FUNCTIONS AND EXCHANGE FUNCTIONS Marketing Function-Meaning-Functions of Exchange: Buying, Assembling and Selling .	20
III	PHYSICAL SUPPLY AND WAREHOUSING Functions of Physical Supply- Storage: Meaning, Functions-Warehouse: Meaning, Kinds of Warehouse.	15
IV	FACILITATING AND MARKETING RISK Facilitating Functions-Standardisation, Grading and Marketing Risk-Meaning- Causes-Methods of handling risk .	15
V	AGRICULTURAL GOODS AND PROBLEMS IN AGRICULTURAL MARKETING Agricultural Goods-Characteristics of Agricultural Goods- Problems in the marketing of Agricultural Goods – Remedial Measures	10

Textbook(s):
1. Dr. T. Aasif Ahmed, (2026), “Marketing And Consumer Rights”, Notion Press, Chennai 2. Rajan Saxena & Shruti Saxena, 2026, Marketing Management, Mheducation.co.in
Reference Book(s):
1.Philip Kotler, Gary Armstrong, Principles of Marketing, 15 th edition, Pearson Education India, 2015. 2.Rajan Saxena, Marketing Management, 5 th edition, McGraw Hill Education, 2017. 3.Ramaswamy, Namakumari, Marketing Management: Indian Context Global Perspective, SAGE Publications 2018.

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

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain marketing concepts and innovations	K2
CO2	Describe marketing and facilitating functions	K2
CO3	Analyze product development and PLC	K3
CO4	Evaluate agricultural marketing issues	K3
CO5	Apply marketing principles in practical context	K4

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	1	1	2	1	3	2	2	1.75
CO2	3	3	2	2	1	1	1	2	1	3	2	2	1.91
CO3	3	3	2	3	1	1	2	2	1	3	3	3	2.25
CO4	3	3	2	3	1	2	2	2	2	2	3	3	2.33
CO5	3	3	2	3	2	2	2	3	2	3	3	3	2.33
	Mean Overall Score												2.11
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III		Skill Enhancement Course – IV	1	1	25	75	100
Course Title		Women and the Economy					

Learning Objectives	
LO1	Enable students to understand the economic role of women in India before and after independence.
LO2	Create awareness about demographic issues affecting women , such as sex ratio, fertility and mortality.
LO3	Analyze the contribution of women to GNP and household economy .
LO4	Familiarize students with policies and programmes for women's empowerment in India.
LO5	Develop critical and ethical understanding of women empowerment and social responsibility .

SYLLABUS		
Unit	Contents	Hours
I	ROLE OF WOMEN Economic Role of Women in India before and after independence – Contributions of women to GNP – Household Economy and its contribution.	05
II	DEMOGRAPHIC ISSUES OF WOMEN Demographic issues- Sex Ratio – Age Composition – average expectation of life at birth- Female IMR- Fertility Rate – Rural and Urban regional differences – population policy pertaining to women in India.	05
III	EMPOWERMENT OF WOMEN Policies and Programmes for the Advancement and Empowerment of Women – National Perspective Plan for Women (1988) – Government Interventions – Role of Voluntary Agencies.	05

Textbook(s):
1. Naila Kabeer, 2023, Gender Equality and Womens Empowerment, Routledge 2. Promilla Kapur, 1974, Changing status of working women in India, Vikas Publishing House. 3. Mirdula Bhadauria, 1997, Women in India – Some Issues, 1 st Edition, S.B.Nangia and A.P.H. Publishing House.
Reference Book(s):
1. Srinivasn M.N. 1978, The changing position of Indian women, Oxford University Press. 2. Gosh S.K., Women in changing society, Asia Publishing House, New Delhi.
Web Resource(s):
1. https://www.softwareadvice.com 2. https://www.weforum.org

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the economic role of women in India and their contribution to GNP and household economy.	K2
CO2	Understand and interpret key demographic indicators related to women in India.	K2
CO3	Analyze regional and rural–urban demographic differences affecting women.	K4
CO4	Examine government policies and programmes aimed at women’s empowerment.	K4
CO5	Evaluate the role of voluntary agencies and government interventions in advancing women’s status in society.	K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	2	1	2	3	1	3	2	1.92
CO2	3	2	1	2	1	2	1	2	3	1	3	2	1.92
CO3	3	3	2	3	1	3	2	2	3	1	3	3	2.41
CO4	3	3	2	3	1	3	2	2	3	1	3	3	2.41
CO5	2	3	3	3	1	3	2	1	3	1	3	3	2.33
	Mean Overall Score												2.2
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III		Skill Enhancement Course – (SEC - V)	2	1	25	75	100
Course Title		Economics of Tamilnadu					

Learning Objectives	
LO1	Understand the geographical, social and economic profile of Tamil Nadu.
LO2	Examine key human development indicators and demographic trends of the state.
LO3	Analyze the structure and performance of agriculture in Tamil Nadu.
LO4	Understand the industrial growth, MSMEs and financial position of the state.
LO5	Develop analytical skills to interpret economic data and policy measures relating to Tamil Nadu.

SYLLABUS		
Unit	Contents	Hours
I	Introduction Tamil Nadu : Salient Features- Geographical Features- Economic and Social Indicators of Tamil Nadu- Human Development: Population Size- Growth- Sex Ratio- Birth Rate and Death Rate- Poverty Index- Work Participation Rate and Unemployment Rate.	10
II	Agriculture Agriculture – Land Use Pattern- Cropping Pattern- Irrigation – Production and Productivity of Major Agricultural Crops- Agricultural Marketing Constraints- Role of Agricultural Credit- NABARD.	10
III	Industry and Finance Industrial Scenario in Tamil Nadu- Importance and Major Issues- Production Trends- Large Scale Industries and MSMEs- Finance: Revenue and Expenditure- Recent Budget of Tamil Nadu.	10

Textbook(s):
1.Dr. Naganathan M, “Tamilnadu Economy Trends and Prospects”, University of Madras, 2002.
Reference Book(s):
1. Leonard A G S, “Tamilnadu Economy”, McMillan India Ltd., New Delhi, 2018. 2. Dr. Rajalakshmi N, “Tamilnadu Economy”, Business Publishers, Bombay, 1999. 3. Dr.Perumalswamy S, “Economic Development of Tamil Nadu”, Vrinda Publications (P) Ltd., 2019. 4. Dr. Manickam, “Economic Development of Tamilnadu”, S Chand and Company Ltd., New Delhi, 1985.
Web Resource(s):
1. https://spc.tn.gov.in/wp-content/uploads/Economic-Survey-Highlights-Eng.pdf 2. https://thefederal.com/category/states/south/tamil-nadu/tamil-nadu-economic-survey-decade-high-growth-2024-256-230255 3. https://www.thehindubusinessline.com/economy/tamil-nadu-economy-resilient-despite-global-headwinds-growth-rate-of-112-state-economic-survey/article70638290.ece 4. https://statisticstimes.com/economy/india/tamil-nadu-economy.php

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the geographical features and socio-economic indicators of Tamil Nadu.	K1,K2
CO2	Analyze demographic trends and human development indicators of Tamil Nadu.	K2
CO3	Examine land use, cropping pattern, irrigation and agricultural credit systems including NABARD.	K3,K4
CO4	Evaluate the industrial scenario, MSMEs and production trends in Tamil Nadu.	K4
CO5	Interpret the state finance structure, revenue-expenditure pattern and recent Tamil Nadu Budget.	K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	2	1	3	3	1	2	2	1.92
CO2	3	3	2	3	1	2	1	3	3	1	3	3	2.31
CO3	3	3	2	2	1	2	2	3	3	1	3	3	2.31
CO4	3	3	2	3	1	2	2	3	3	3	3	3	2.62
CO5	3	3	2	3	2	2	2	3	3	3	3	3	2.69
	Mean Overall Score												2.37
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV		Core VII	5	5	25	75	100
Course Title		Indian Economic Development-II					

Learning Objectives	
LO1	Provide knowledge about the role of agriculture and industry in India's economic development.
LO2	Enable understanding of sectoral development and public-private participation in India.
LO3	Familiarize students with economic planning and the role of NITI Aayog .
LO4	Develop awareness of India's foreign trade and investment policies .
LO5	Enhance analytical ability to evaluate economic reforms, policies and development challenges .

SYLLABUS		
Unit	Contents	Hours
I	SIGNIFICANCE OF AGRICULTURE Role of agriculture in Indian Economic Development, Factors influencing agriculture, Causes for low productivity in Indian agriculture, New Land Reform Measures, Agriculture Marketing – Meaning, Present state of agricultural marketing in India, Defects of agricultural marketing, Remedial measures for improving agricultural marketing.	20
II	INDUSTRIES IN INDIA Role of industries in economic development of India, New Industrial Policy 1991, Small Scale and Cottage industries – Role, Problems and Government policies, MSMEs – Definition, Role of MSMEs in India, SHGs – Meaning, Micro Finance - Meaning, Industrial Sickness – meaning and causes, Industrial Credit – IDBI, ICICI, SIDCO, SIDBI.	15
III	SECTORAL DEVELOPMENT Public Sector – Role, Merits and Demerits, Private Sector – Role, Merits and Demerits, Difference between public and private sector Service Sector – Role, Merits and Demerits, MNCs, Development in Service Sector – BPOs, Outsourcing, Information Technology Sector (IT) – causes for growth in Indian IT sector, problems and challenges faced by Indian IT sector.	15
IV	PLANNING AND NITI AAYOG Planning- meaning, definition, features, Objectives of plans – Long term and short term, Types of plans – Annual Plans, Rolling Plans, Structural Planning, Planning by Direction and Planning by Inducement, Broad achievements and failures of India's five year plans. NITI Aayog – meaning, structure, objectives and functions.	15
V	INDIA'S FOREIGN TRADE Foreign trade – meaning, Significance of foreign trade, Composition and Direction of India's Foreign Trade, Role of Foreign Direct Investment and Foreign Institutional Investment, Foreign Trade Policy of India 2015 – 2020. Special Economic Zones.	10

Textbook(s):	
1. Mishra & Puri, 2020, Indian Economic Development, Indian economy 38th Revised, Himalya Publishing House. 2. Leonard 2006, Tamil Nadu Economy, Macmillian Publications, New Delhi – 2. 3. Dr. P.K. Dhar, 2019, Indian Economy Its growing Dimension, 25 th Revised Edition, Kalyani Publisher, New Delhi.	
Reference Book(s):	
1. Perumal samy, 2000, Tamil Nadu Economy, Sultan Chand & Sons, Educational Publishers, N. Delhi – 2 2. Dhingra I.C 2018, The Indian Economy : Environment & Policy, Sultan Chand and Sons. 3. Uma Kapila, (Ed) (2017 - 2018) Indian Economy Since Independence, Academia Foundation, New Delhi 28 th Edition. 4. Raddar Dutt & K.P.M. Sundaram , 2017 Indian Economy , S CHAND Publications. 5. Ashwani Mahajan, Gaurav Datt, 2015, Indian Economy, Edition: 71, S.Chand Publisher.	
Web Resource(s):	
1. https://youtu.be/ShoD-FOIMUY 2. https://youtu.be/bMEulv3C-rA 3. https://youtu.be/alg6PlX9Kh8	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the significance of agriculture in Indian economic development and analyze issues related to agricultural productivity and marketing.	K1,K2
CO2	Examine the role of industries, MSMEs, SHGs and industrial policies in India's development.	K3,K4
CO3	Analyze sectoral development in India including public, private and service sectors, MNCs and IT sector growth.	K4
CO4	Understand the concept of economic planning, evaluate India's Five-Year Plans and explain the structure and functions of NITI Aayog.	K2,K5
CO5	Evaluate India's foreign trade, FDI, FII and Foreign Trade Policy with special reference to SEZs.	K4,K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	1	3	1	2	1	3	3	1	3	3	2.25
CO2	3	3	2	3	1	2	2	3	3	2	3	3	2.5
CO3	3	3	2	3	2	2	2	3	3	2	3	3	2.58
CO4	3	3	2	3	1	2	2	3	3	1	3	3	2.41
CO5	3	3	2	3	2	2	2	3	3	2	3	3	2.58
Mean Overall Score													2.46
Correlation													High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV		Core VIII	5	5	25	75	100
Course Title		Principles of Business Organization					

Learning Objectives	
LO1	Provide fundamental knowledge about the nature, scope and objectives of business.
LO2	Enable understanding of different forms of business organization and their features.
LO3	Familiarize students with the legal formalities involved in company formation.
LO4	Develop comparative understanding of private, cooperative and public enterprises.
LO5	Enhance analytical ability to evaluate merits and demerits of various business forms.

SYLLABUS		
Unit	Contents	Hours
I	NATURE AND SCOPE OF BUSINESS Nature and scope of business- Definition of business- characteristics of business- Objectives of business- economic objectives, social objectives, human objectives, national objectives- Distinction between business, profession and employment.	20
II	SOLE PROPRIETORSHIP AND PARTNERSHIP Sole Proprietorship- Meaning, features, merits and demerits - Meaning- Partnership- Definition, features, advantages and disadvantages, Partnership deed- Registration of partnership firm- Kinds of partners.	15
III	JOINT STOCK COMPANY Joint stock companies - Types of companies- Formation, Incorporation and Commencement of business- Memorandum of Association- Definition, contents and alterations, Articles of Association- Meaning, contents and alterations- Prospectus- definition and contents.	20
IV	CO-OPERATIVE ENTERPRISE Co-operative Enterprises - Meaning, features, merits and demerits- Types of Co-operatives- consumers' co-operatives, producers' co-operatives, Marketing co-operatives, Housing co-operatives, Co-operative Credit Societies, Co-operative Farming Societies.	10
V	PUBLIC ENTERPRISES AND PUBLIC UTILITIES Public enterprises- Definition, objectives- Forms of public enterprises- Departmental undertaking- Features, merits and demerits- Government Company- features, merits and demerits- Public Corporations- features, merits and demerits.	10

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

Reference Book(s):	
1. M.C. Shukla, 2007, Business Organization and Management, Eighteenth Edition, Sultan Chand and Sons. 2. P.N. Reddy, 2003, Principles of Business Organization and Management, Sixth Edition, Sultan Chand and Sons. 3. Y.K. Bhushan, 2011, Fundamentals of Business Organization and Management, Eighteenth Edition, Sultan Chand and Sons.	
Web Resource(s):	
1. https://www.youtube.com/watch?v=F5XJX6r0-YY 2. https://www.youtube.com/watch?v=vk5RyHTX8wA 3. https://youtu.be/9kEuIS4aSKQ	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the nature, scope and objectives of business and distinguish between business, profession and employment.	K1
CO2	Describe the features, merits and demerits of sole proprietorship and partnership forms of business.	K2
CO3	Understand the formation and legal requirements of joint stock companies including MOA, AOA and Prospectus.	K2,K3
CO4	Explain the structure, types and significance of cooperative enterprises.	K3
CO5	Examine different forms of public enterprises and evaluate their merits and demerits.	K4

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	2	1	2	1	3	2	2	1.83
CO2	3	2	1	2	1	1	1	2	1	3	2	2	1.75
CO3	3	3	2	2	1	1	2	2	1	3	3	3	2.16
CO4	3	2	2	2	1	2	2	2	2	3	3	2	2.16
CO5	3	3	2	3	1	2	2	2	2	3	3	3	2.41
	Mean Overall Score												2.1
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV		Elective -IV	4	4	25	75	100
Course Title		Consumer Rights and Protection					

Learning Objectives	
LO1	To understand the meaning, importance and evolution of consumer rights and the need for consumer protection movements in society.
LO2	To familiarize students with the United Nations Guidelines for Consumer Protection, the Consumer Protection Act, 1986 (Amended 2002) and Tamil Nadu Consumer Protection Rules, 1988.
LO3	To explain the structure, functions and procedures of consumer courts and develop awareness about filing consumer complaints effectively.
LO4	To analyze emerging consumer issues in e-commerce, cyber frauds, misleading advertisements, food adulteration and quality standards.
LO5	To develop digital consumer literacy, awareness skills and responsible consumer behavior through media and social media platforms.

SYLLABUS		
Unit	Contents	Hours
I	FUNDAMENTALS OF CONSUMER RIGHTS AND CONSUMER MOVEMENTS Consumer Rights- Meaning, Need for Consumer Movement-Types of Consumer Rights.	10
II	CONSUMER PROTECTION LAWS AND GUIDELINES United Nations Guidelines for Consumer Protection-Consumer Protection Act. 1986 (Amended 2002)-Tamil Nadu Consumer Protection Rules, 1988.	15
III	CONSUMER COURTS AND REDRESSAL Consumer Courts:Meaning,functions,Three-Tier Structure-Procedure for filing complaints.	15
IV	E COMMERCE, CYBER FRAUDS AND CONSUMER PROTECTION E-Commerece and Consumer Protection-Online frauds and Cyber consumer issues- Misleading Advertisements- Food adulteration and quality standards.	10
V	CONSUMER AWARENESS, DIGITAL LITERACY AND MEDIA ROLE Consumer Awareness campaigns-Digital consumer literacy-Role of media and social media in consumer awareness.	10

Text book(s):
1. Dr T Aasif Ahmed (2026), “Marketing and Consumer Rights ”, Notion Press, Chennai 2. Sri Ram Khanna & Savita Hanspal (2020), Consumer Affairs and Customer Care, proweesspub.com
Reference Book(s):
1.Aggarwal V.K. (2024), “Consumer Protection: Law and Practice”, Bharath Law House, Delhi 2. Girimaji Pushpa (2002), “Consumer Rights for Everyone”, Penguin Book House
Web Resource(s):
1. https://www.ncdrc.nic.in 2. https://www.consumer.tn.gov.in

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the concepts of consumer rights, consumer movement and various consumer protection measures.	K1
CO2	Explain the provisions of the Consumer Protection Act, United Nations Guidelines and Tamil Nadu Consumer Protection Rules.	K2
CO3	Apply the procedures for approaching consumer courts and resolving consumer grievances through the three-tier redressal mechanism.	K3
CO4	Analyze consumer issues in e-commerce, cyber frauds, misleading advertisements and food safety practices.	K4
CO5	Evaluate the effectiveness of consumer awareness campaigns, digital literacy initiatives and media in protecting consumer interests.	K4

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	2	1	2	2	3	3	2	2
CO2	3	2	1	2	1	3	1	2	2	2	3	2	2
CO3	3	3	2	2	1	1	2	2	1	3	2	3	2.08
CO4	3	3	2	2	1	1	2	2	1	3	2	3	2.08
CO5	3	3	2	3	2	1	2	3	1	3	3	3	2.41
	Mean Overall Score												2.11
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV		Skill Enhancement Course – III (SEC - III)	2	2	25	75	100
Course Title		Introduction of Advertising					

Learning Objectives	
LO1	Provide basic knowledge of advertising concepts and its role in marketing.
LO2	Enable students to understand types and functions of advertising.
LO3	Familiarize students with the structure and functions of advertising agencies.
LO4	Develop understanding of media selection, media strategies and media planning.
LO5	Enhance analytical and decision-making skills in advertising management.

SYLLABUS		
Unit	Contents	Hours
I	FUNDAMENTALS OF ADVERTISING Definition of Advertising – Advertising and Marketing – Types of Advertising- Functions of Advertising.	10
II	ADVERTISING AGENCY Advertising Agency – Functions of AD Agencies – Functions of Advertising Manager – Selection of an Advertising agency.	10
III	ADVERTISING MEDIA Advertising Media - Objectives of an Advertising media – Strategies of media – Implementation of media plan.	10

Textbook(s):
1. S.A.Chunawalla, Advertising, Sales Promotion Management , Himalaya Publishing House, 2010
Reference Book(s):
1. Hackley, C: Advertising and Promotion: An integrated communications approach, 2ndEdition, Sage Publications, 2010. 2. Belch, G.E., Belch, M. and Purani, K: Advertising and Promotion, 7thEdition, Tata McGraw-Hill Education, 2009.
Web Resource(s):
1. https://www.marketing91.com/objectives-of-advertising/ 2. https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11861-advertising- 3. https://www.salesforce.com/blog/5-key-elements-successful-sales-promotion/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the concept of advertising and its relationship with marketing.	K1
CO2	Describe various types and functions of advertising.	K2
CO3	Understand the role and functions of advertising agencies and advertising managers.	K2
CO4	Analyze objectives, strategies and selection of advertising media.	K4
CO5	Apply media planning and implementation strategies in practical advertising situations.	K3

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	1	1	2	1	3	2	2	1.75
CO2	3	2	1	2	1	1	1	2	1	3	2	2	1.75
CO3	3	2	2	3	1	1	2	2	1	3	2	3	2.08
CO4	3	3	2	3	2	1	2	2	1	3	3	3	2.33
CO5	3	3	2	3	2	1	2	3	1	3	3	3	2.41
	Mean Overall Score												2.07
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV		Skill Enhancement Course – IV (SEC - IV)	2	2	25	75	100
Course Title		Mathematical Economics					

Learning Objectives	
LO1	To understand the meaning, nature, scope, importance, and limitations of Mathematical Economics.
LO2	Apply economic functions such as demand, supply, saving and consumption functions in economic analysis.
LO3	Acquire knowledge of differentiation techniques and their applications in economics.
LO4	Apply maxima and minima concepts in revenue and profit maximization and cost minimization.
LO5	Understand matrices and determinants and apply Cramer's Rule in solving economic problems.

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Meaning and Definition- Objectives- Nature and Scope of Mathematical Economics- Importance and Limitations of Mathematical Economics- Economic Function: Demand Function- Supply Function, Saving and Consumption Function.	10
II	DIFFERENTIATION EQUATION Differential Equation- Meaning-Basic Rules of Differentiation: Constant – Addition- Subtraction- Multiplication-Power- Partial Differentiation- First Order and Second Order -Maxima and Minima- Revenue and Profit Maximization, Cost Minimization.	10
III	MATRIX Matrix- Introduction- Definition- Importance- Types of Matrices- Addition- Subtraction- Multiplication- Determinants- Cramer's Rule.(Sums)	10

Theory : 80%

Problems : 20%

Textbook(s):
1. Mehta and Madnani, "Mathematics for Economists", Sultan Chand and Sons, 1950.
Reference Book(s):
1. Alpha C. Chaing and Kevin Wainwright, "Fundamental Methods of Mathematical Economics", McGraw Hill Publication, 2017. 2. Knut Sydsaeter and Peter J. Hammond, "Mathematics for Economic Analysis" Pearson Publication, 2002. 3. Jaydeb Sarkhel and Anindya Bhukta, "An Introduction to Mathematical Techniques for Economic Analysis", Book Syndicate Pvt Ltd., 2022.

Web Resource(s):	
1.	https://www.parisschoolofeconomics.com/reshef-ariell/Econ509/Lectures509.pdf
2.	https://iicseonline.org/Mathematical_Economics_1.pdf
3.	https://people.tamu.edu/~gtian/Lecture%20Notes%20for%20ECON660%20and%20ECON460-2023-10.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the meaning, scope, importance and limitations of Mathematical Economics and formulate economic functions.	K1
CO2	Apply rules of differentiation including partial differentiation in solving economic functions.	K2
CO3	Analyze first and second order conditions for maxima and minima in economic optimization problems.	K3
CO4	Evaluate revenue, profit maximization and cost minimization problems using differential techniques.	K4
CO5	Solve simultaneous equations using matrices, determinants and Cramer's Rule.	K3

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	1	1	3	2	2	2	2	1.83
CO2	3	3	2	3	1	1	1	3	2	3	2	3	2.31
CO3	3	3	2	3	1	1	1	3	2	3	3	3	2.38
CO4	3	3	2	3	1	1	2	3	2	3	3	3	2.46
CO5	3	3	2	2	2	1	1	3	2	3	2	3	2.23
	Mean Overall Score												2.24
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
≤ 1	Low
$>1 \text{ \& } \leq 2$	Medium
$>2 \text{ \& } \leq 3$	High