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 effetively 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 responsibily 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 – I & II SEMESTER

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs/ Week	Credit	Marks CIA - ESE		Total
Semester I	URDU - 25BLU10 / TAMIL - 25BLT10	I	Language – I (Tamil / Urdu)	Language	6	3	25	75	100
	25BLE10	II	English - I	English	6	3	25	75	100
	25BCE11	III	Core - I	Micro Economics	5	5	25	75	100
	25BCE12	III	Core - II	Monetary Economics	4	4	25	75	100
	25BECE13	III	Elective-I	Basic Statistics	5	4	25	75	100
	25BSCE14	IV	Skill Enhancement Course – I (SEC - I)	Business Communication	2	2	25	75	100
	25BFCE15	IV	Foundation Course	Personality Development	2	2	25	75	100
	Total				**30**	**23**			**700**
Semester II	URDU - 25BLU20 / TAMIL - 25BLT20	I	Language – II (Tamil / Urdu)	Language	6	3	25	75	100
	25BLE20	II	English - II	English	6	3	25	75	100
	25BCE21	III	Core – III	Pricing Theory	5	5	25	75	100
	25BCE22	III	Core – IV	Economics of Money and Banking	5	5	25	75	100
	25BECE23	III	Elective_ II	Statistics for Economics	4	3	25	75	100
	25BSCE24	IV	Skill Enhancement Course – II (SEC - II)	Economics of Corporate Sector	2	2	25	75	100
	25BSCE25	IV	Skill Enhancement Course – III (SEC - III)	Insurance Exconomics	2	2	25	75	100
	Total				**30**	**23**			**700**

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BCE11	Core-I	5	5	25	75	100
Course Title	MICRO ECONOMICS						

Learning Objectives	
LO1	**Basic Economic Concepts:** To introduce foundational definitions and key perspectives in economics by classical and modern economists and distinguish between various methods of economic analysis.
LO2	**Demand and Supply Concepts:** To understand the fundamental concepts of demand and supply, their determinants, and analyze the behavior of consumers in response to price changes.
LO3	**Elasticity of Demand:** To develop analytical skills to measure and interpret different types of elasticity of demand and assess their practical applications in economic decisions.
LO4	**Utility and Returns:** To examine the concepts of utility, laws of consumption, and laws of returns, enabling better understanding of consumer and production behavior.
LO5	**Production Function and Returns to Scale:** To provide a detailed understanding of the production function and analyze how changes in input affect output in the short and long run.

SYLLABUS		
Unit	Contents	Hours
I	Adam Smith's definition of economics –Alfred Marshall's definition of economics – Lionel Robin's definition of economics – Paul Samuelson's definition of economics-Methods of Economic Analysis-Deductive method- Inductive method- Positive science- normative science.	10
II	Demand – Meaning and Definition – Law of demand – Demand Schedule – Market demand schedule – Types of demand – Price, Income and Cross demand - Causes for the downward sloping of the demand curve – Exceptions to law of demand –Factors determining demand – Supply – Meaning – Law of Supply.	15
III	Elasticity of demand – Meaning – Definition – Types of elasticity of demand – Price elasticity of demand – Degrees of price elasticity of demand – Methods of measuring price elasticity of demand – Income elasticity of demand – Types of Income elasticity of demand - Cross elasticity of demand – Factors influencing elasticity of demand.	20
IV	Utility-Meaning – Cardinal utility – Ordinal utility – Total utility and marginal utility – Law of Diminishing Marginal Utility (Gossen's first law of consumption) – Assumptions.Meaning – Laws of returns – Modern Approach to law of variable proportions – Increasing returns - diminishing returns - negative returns.	15
V	Production function – Meaning – Assumptions-Returns to Scale – Constant returns to scale – Increasing returns to scale – Decreasing returns to scale.	15

Textbook(s):

1. M.L.Jhingan, 2016 Micro Economics, VIII Edition, Vrindha Publications(P) Ltd., Reprint.
2. M.L Seth, 2023, Micro Economics, 27th Edition, Lakshmi Narain Agarwal Publication.

Reference Book(s):

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

Web Resource(s):

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

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Students will be able to **differentiate between classical and modern definitions of economics** and explain the relevance of deductive and inductive methods in economic reasoning.	K1, K2,K4,K5
CO2	Students will be able to **interpret the law of demand and supply**, including demand schedule and demand curve, and identify exceptions and influencing factors.	K2, K3, K4
CO3	Students will be able to **calculate and analyze various types of elasticity** (price, income, and cross elasticity) using different measurement methods.	K2, K3
CO4	Students will be able to **apply the law of diminishing marginal utility and analyze different stages of returns** in the context of consumption and production.	K3, K4,K5
CO5	Students will be able to **evaluate the concept of returns to scale** and create the knowledge on how output responds to varying input proportions in the production process.	K2, 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	2	1	1	3	2	2	2	3	2.00
CO2	3	3	2	2	2	2	2	3	2	1	2	3	2.25
CO3	3	3	2	3	3	1	2	3	2	2	2	3	2.42
CO4	3	2	2	2	2	1	2	3	2	1	2	3	2.08
CO5	3	3	2	3	3	2	3	3	2	2	3	2	2.58
											Mean Overall Score		2.27
											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
I	25BCE12	Core-II	4	4	25	75	100
Course Title	**Monetary Economics**						

Learning Objectives	
LO1	**To understand the evolution and functions of money** Explain the meaning, kinds, and role of money in a modern economy, including the limitations of the barter system.
LO2	**To examine the nature and types of monetary standards** Analyze different monetary systems like Bimetallism, Gold Standard, and Paper Currency Standard, and understand their historical relevance.
LO3	**To study theories related to the value of money** Gain theoretical knowledge of classical and modern quantity theories of money including Fisher's and Cambridge approaches.
LO4	**To explore the concept and determinants of money supply** Learn about various components, approaches, and influencing factors of money supply in India and understand the concept of High Powered Money.
LO5	**To identify and analyze inflation and its effects** Understand inflation, its types and causes, and learn theories and policies to control inflation, deflation, and stagflation.

	SYLLABUS	
Unit	**Contents**	**Hours**
I	Money **-** Meaning – Definition of Money – Barter System – Its limitations – Kinds of money – Metallic money – Paper money – Near Money – Legal Tender money and Optional money – Money proper and Money of Account – Functions of Money	10
II	Monetary Standard **-** Meaning and Types of Monetary Standards — Bimetallism – Features, Merits and Demerits - The Gold Standard – Rules and Breakdown - Paper Currency Standard – Features, Merits and Demerits – Gresham's Law of Money Supply – Operations of the Law and limitations of the law.	10
III	Value of Money **-** Fisher's Equation of Exchange – Supply of Money, Demand for Money, Assumptions and Criticisms - Cambridge version of Quantity theory of Money – Cambridge Equations - Superiority of Cambridge version – Milton Friedman's Quantity theory of Money – Features, Friedman's Demand for money functions, Modern Version of Quantity theory of Money. (Theory Only)	20
IV	Supply of Money **-** Constituents of Money Supply – Traditional view, Modern view – Currency Money – Factors influencing currency money – Bank Money - Components of money supply in India (M1, M2, M3, M4) – High Powered Money – Sources of change in Money Supply in India – Supply of Money – Approaches of money supply - Demonetization – meaning, merits & demerits.	10

V	Inflation **-** Inflation - Meaning – Definition, Types, Causes, - Demand- Pull inflation – Keynesian Theory, Cost-Push Theory – Causes of Cost – Push Inflation - Control – Deflation – Meaning, Stagflation – Meaning, Inflationary Gap.	10

Textbook(s):

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

Reference Book(s):

1. M.L.Seth, Monetary Economics, 19th edition, Laxmi Narain Agarwal & Co Ltd, 2016.

2. D.M.Mithani, Money, Banking, International Trade and Public Finance, 17th Revised Edition, Himalaya Publishing House, 2014.

3. Jagdish Handa, Monetary Economics, 1st edition, Routledge Publisher 2000.

Web Resource(s):
1. https://courses.lumenlearning.com/boundless-economics/chapter/introducing-money/
2. https://www.yourarticlelibrary.com/economics/money/the-monetarism-and-friedmans-modern-quantity-theory-of-money-with-diagrams/37968
3. https://rbi.org.in/Scripts/Data_MSupply.aspx

	Course Outcomes	
	Upon successful completion of this course, the student will be able to:	
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	**Students will be able to describe the evolution and various forms of money.** Identify the features of metallic money, paper money, near money, and explain their roles in the economy.	**K1, K2**
CO2	**Students will demonstrate understanding and applying monetary standards and their operational mechanisms.** Compare and contrast different monetary standards and explain the principles behind Gresham's Law and its limitations.	**K2, K3**
CO3	**Students will analyze and evaluate different theories related to the value of money.** Interpret classical and modern versions of the quantity theory of money and analyze their relevance in economic contexts.	**K4, K5**
CO4	**Students will analyze the structure and dynamics of money supply in India.** Distinguish between M1, M2, M3, M4, and explain the sources of change in money supply, including the impact of demonetization.	**K2, K4, K5**
CO5	**Students will assess inflation and related macroeconomic issues.** Explain the causes and consequences of demand-pull and cost-push inflation and understand strategies for inflation control and economic stability.	**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	2	1	2	2	2	1	3	2	2	2	2	**2.00**
CO2	3	2	1	2	1	1	1	3	2	2	2	2	**1.83**
CO3	3	3	2	3	2	1	1	3	2	2	2	3	**2.25**
CO4	3	3	2	3	2	2	2	3	3	2	3	3	**2.58**
CO5	3	3	2	3	2	2	2	3	3	2	3	3	**2.58**
	Mean Overall Score												**2.25**
	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
I	25BECE13	Elective-I	5	4	25	75	100

Course Title	Basics Statistics

Learning Objectives	
LO1	**To understand the basic concepts and definitions of statistics**, including its nature, scope, and significance in real-world applications.
LO2	**To develop the ability to present data effectively** through diagrams and graphical methods such as histograms, polygons, and ogives.
LO3	**To equip students with methods for computing and interpreting measures of central tendency** like mean, median, mode, quartiles, deciles, and percentiles.
LO4	**To introduce the concept of dispersion and its measures**, including range, inter-quartile range, and standard deviation, along with practical calculations.
LO5	**To provide insights into the concept of skewness**, its types, tests, and significance in statistical analysis.

SYLLABUS		
Unit	Contents	Hours
I	Statistics – Meaning – Definition – Nature and Scope of statistics – Importance – Functions – Limitations – Sources of data – Primary and Secondary	15
II	Diagram – Meaning – Definition – Advantages – Limitations – Rules – Types of Diagram – Graph – Histogram – Frequency Curve – Frequency Polygon – Ogives – Difference between diagram and graph.	15
III	Measures of Central Tendency-Meaning – Definition – Functions of an Average – Types of Averages – Features of good Average – Arithmetic Mean – Meaning – Merits – Demerits – Properties of Arithmetic Mean – Sums – Direct method – Median – Meaning – Merits – Demerits – Sums – Direct method – Quartiles – Deciles – Percentiles – Mode – Meaning – Merits – Demerits – Sums.	15
IV	Measures of Dispersion-Meaning – Definition – Methods – Range – Merits – Demerits – Inter-Quartile Range – Merits – Demerits – Sums – Direct Method – Standard Deviation – Meaning – Definition – Steps – Merits – Demerits – Sums – Direct method .	15
V	Skewness – Meaning – Test of skewness – Difference between of Dispersion and Skewness – Objectives of Skewness.- Pearsonian measure of Skewness – Bowley's Measure of Skewness	15
NOTE- 60% - Problems **40% - Theory**		

Textbook(s):

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

Reference Book(s):

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

Web Resource(s):

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

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	**Students will be able to explain the nature, functions, and limitations of statistics**, and identify appropriate data sources.	K1, K2
CO2	**Students will gain the skills to represent statistical data** using appropriate diagrams and graphical tools for clear communication of information.	K2, K3, K6
CO3	**Students will compute and compare different measures of central tendency** using both theoretical knowledge and practical examples.	K2, K3
CO4	**Students will apply various measures of dispersion** to assess variability in data sets and interpret their significance.	K3, K4
CO5	**Students will evaluate the symmetry or skewness in a distribution**, using Pearsonian and Bowley's measures, and distinguish it from dispersion	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	2	1	2	2	1	1	3	2	1	2	2	1.83
CO2	3	2	2	2	3	1	1	3	2	2	2	3	2.17
CO3	3	3	2	2	3	1	1	3	2	2	2	3	2.25
CO4	3	3	2	2	2	1	1	3	2	2	2	3	2.17
CO5	3	3	2	2	2	1	1	3	2	2	2	3	2.17
										Mean Overall Score			2.12
										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
I	25BSCE14	Skill Enhancement Course – I (SEC - I)	2	2	25	75	100

Course Title	Business Communication

Learning Objectives	
LO1	**To introduce the concept and features of business communication** Understand the features, importance, and classification of business communication and apply the 7Cs and guidelines for effective communication..
LO2	**To provide knowledge on the structure and layout of business letters** Analyze the structure, layout, and styles of business letters based on professional drafting principles.
LO3	**To develop the ability to draft different types of business letters** Prepare various types of business letters for specific purposes in business, including enquiries, quotations, orders, complaints, settlements, and job applications.

SYLLABUS		
Unit	Contents	Hours
I	Features of Business Communication - Importance of effective communication in Business - Classification of communication - Characteristics (7cs) and Guidelines of effective Business Communication.	10
II	Analysis of Business Letters - Basic Principles in drafting - Appearance, Structure and Layout - Letter Styles.	10
III	Various types of Business Letters - Letters of Enquiry - Offers, Quotations, Orders, Complaints and Settlement, Circular Letters, Status enquiry, Collection Letters, Application for jobs, CV, Resumes, Reference Letters.	10

Textbook(s):

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

Reference Book(s):

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

Course Outcomes

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

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	**Students will be able to explain the key features and importance of business communication.** Recognize the relevance of effective communication in the success of business organizations and apply the 7Cs and guidelines of business communication in real-world scenarios	K1, K2, K3
CO2	**Students will apply principles of drafting, structure, layout, and styles to prepare professional business letters** Ensure clarity, coherence, and professional presentation in written business Communication and use proper layout, tone, and formatting suitable for various business contexts..	K2, K3
CO3	**Students will demonstrate writing skills for professional purposes.** Draft and evaluate various types of business letters and professional documents such as enquiries, quotations, complaints, and job applications.	K3, 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	2	2	2	2	2	1	1	3	1.92
CO2	3	3	1	2	3	2	2	1	2	1	1	3	2.00
CO3	3	3	2	2	3	2	2	1	2	1	1	3	2.08
											Mean Overall Score		**2.00**
											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
I	25BFCE15	Foundation Course	2	2	25	75	100

Course Title	Personality Development

Learning Objectives	
LO1	**To develop self-awareness and enhance personal understanding** Develop self-awareness and personal understanding through self-assessment, self-discipline, and self-appraisal.
LO2	**To identify personal strengths, weaknesses, and success factors** Identify personal strengths, weaknesses, and key success factors, and to build resilience for handling failures and creating positive first impressions.
LO3	**To build emotional intelligence, communication, and decision-making skills for personal and professional growth** Enhance emotional intelligence, social awareness, and decision-making skills to interact effectively, commit to goals, and take confident action

SYLLABUS		
Unit	Contents	Hours
I	Self Awareness & Self Development: Self Assessment -Self evaluation -Self discipline -Self Appraisal –Self-Awareness.	10
II	Personal Success Factors: SWOT analysis -Handling Failure -Knowing yourself -Identifying one's strength and failures- Importance of First Impression	10
III	Managing self: Emotions -Ego -Pride –Stress- Achievements -Confidence improvement- Johari's Window -Complex problem solving and creativity - Recognition of one's own limitations and deficiencies -Determining How Well You Perceive What's Going on around You - Interpersonal Skills And -Communication Skills -Learning About Commitment And - How To Move Things Forward -Making Key Decisions	10

Textbook(s):
1.Communication Skills by Sanjay Kumar and Pushpa Lata, Oxford University Press. 2. Developing Communication Skill by Krishna Mohan, Meera Banerji,   McMillan India Ltd. 3. English for Business Communication by Simon Sweeney, Cambridge University Press.
Reference Book(s):
1.Ethics in Engineering Practice and Research by Caroline & Whitbeck, Cambridge University Press. 2. NASSCOM-Global Business Foundation Skills: Accenture, Convergys, Dell et.al. Foundation Books: Cambridge University Press. 3. Thinks and Grow Rich by Napoleon Hill, Ebury Publishing, ISBN 9781407029252. 4. Awaken the Giant Within by Tony Robbins HarperCollins Publishers, ISBN139780743409384.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	**Students will be able to assess themselves through self-evaluation and reflection tools.** Demonstrate improved self-awareness and a better understanding of personal behavior patterns.	**K1, K2**
CO2	**Students will recognize their own strengths and areas for improvement.** Conduct personal SWOT analysis and develop strategies for personal growth, resilience and success, .	**K2, K3**
CO3	**Students will manage emotions, enhance communication skills, and apply decision-making techniques for personal and professional growth**. Use reflective tools (like Johari Window) and critical thinking for informed decisions and goal achievement.	**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	2	2	3	2	2	2	1	1	1	1	2	1.83
CO2	3	3	2	2	2	2	3	1	1	1	2	2	2.00
CO3	3	3	3	3	2	3	3	1	1	2	2	3	2.42
											Mean Overall Score		**2.08**
											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
II	25BCE21	Core III	5	4	25	75	100

Course Title	Pricing Theory

Learning Objectives	
LO1	**To introduce the basic concepts of cost and revenue in production** Understand different types of cost (money, real, opportunity) and analyze short-run and long-run cost and revenue curves.
LO2	**To examine the structure and functioning of perfectly competitive markets** Study how equilibrium is achieved in the short and long run and understand the implications of the shutdown point.
LO3	**To analyze the price and output determination under monopoly** Understand monopoly pricing, profit maximization, and different forms of price discrimination including dumping.
LO4	**To explore the features and outcomes of monopolistic competition and oligopoly** Learn about price and output decisions, long-run group equilibrium, and kinked demand in oligopoly.
LO5	**To study theories of factor pricing and distribution of rent, wages, and profits** Evaluate classical and modern theories related to rent (Ricardian), wages (Wage fund theory), and profits (Knight, Schumpeter, MPT).

SYLLABUS		
Unit	Contents	Hours
I	Cost - Meaning – Definition – Money Cost – Real Cost – Opportunity cost – Short – run cost concepts – Average cost and Marginal cost – Relationship between AC and MC- Long-run cost curves – Revenue – Meaning - Total, Average and Marginal revenue – Relationship between total , average and marginal revenue.	10
II	Market-Meaning – Definition - Perfect Competition – Meaning – Features of perfect competition – Short-run equilibrium of firm and industry under perfect competition – shut-down point – Long-run equilibrium of the firm and industry under perfect competition.	15
III	Monopoly –Meaning – Definition - Features of Monopoly – Price and Output determination under monopoly- Profit-Super Normal Profit – Price discrimination - Meaning – Types of Price discrimination - Dumping – Meaning - Price Discrimination under 'Dumping'.	20
IV	Monopolistic Competition –Meaning – Features of Monopolistic Competition – Price and Output determination under monopolistic competition, Equilibrium of the individual firm, Group Equilibrium in the long period - Oligopoly – Meaning – Characteristics of Oligopoly – Pricing under Oligopoly - Sweezy's model of oligopoly (Kinked demand curve).	15

	Rent – Meaning – Ricardian Theory of rent - Assumptions – Graphical Illustration – Criticisms – Quasi Rent- Meaning– Wages – meaning - The wage fund theory- The Residual claimant theory - Profit – meaning- Knight's Uncertainty Bearing theory- Schumpeter's Innovation theory- Marginal Productivity Theory of Profit.	15
V		

Textbook(s):
1. M.L Seth, 2023, Micro Economics, 27th Edition, Lakshmi Narain Agarwal Publication.   2. M.L.Jhingan, 2015, Micro Economics, XII Edition,Vrindha Publications(P) Ltd.,

Reference Book(s):
1. A. Koutsayiannis , 2016, Modern Micro Economics, 2nd Edition, Palgrave (Macmilan Publishers).   2. Gregory Mankiw, Principles of Microeconomics, 2016, Cengage Learning India Pvt. Ltd   3. Robert Frank, Ben Bernanke, Principles of Microeconomics, 4th Edition, McGraw Hill.
Web Resource(s):
1. https://courses.lumenlearning.com/boundless-economics/chapter/production-cost/   2. https://courses.lumenlearning.com/microeconomics/   3. https://www.youtube.com/watch?v=cBpHD3q3g_8

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	**Students will be able to differentiate types of cost and revenue and interpret cost-revenue relationships.** Understand and analyze short-run and long-run cost and revenue curves and the relationship between AC & MC, AR & MR.	K1, K2
CO2	**Students will demonstrate understanding of equilibrium conditions under perfect competition.** Analyze firm and industry behavior in the short-run and long-run and determine shutdown points.	K2, K4
CO3	**Students will explain monopoly pricing and profit-making strategies including price discrimination.** Evaluate the impact of market power and discriminatory pricing strategies like dumping.	K2, K3,K4
CO4	**Students will compare features of monopolistic competition and oligopoly and explain pricing models.** Understand firm behavior under product differentiation and analyze pricing using Sweezy's model.	K2, K4
CO5	**Students will apply theories of rent, wages, and profit to understand factor pricing.** Interpret classical and marginal productivity theories of income distribution.	K3, 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	1	1	3	2	2	2	2	1.83
CO2	3	3	2	2	1	1	2	3	2	2	2	2	2.08
CO3	3	3	2	2	1	1	2	3	2	3	2	2	2.17
CO4	3	3	2	3	2	1	2	3	2	3	2	3	2.42
CO5	3	3	2	3	2	2	2	3	3	3	3	3	2.67
	Mean Overall Score												**2.23**
	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
II	25BCE22	Core IV	5	4	25	75	100
Course Title	Economics of Money and Banking						

Learning Objectives	
LO1	**To provide an overview of the structure and functions of financial markets** Understand the components of money and capital markets and the role of SEBI and stock exchanges.
LO2	**To explain the role and functioning of commercial banks** Learn about the various types, structures, and operations of commercial banks including credit creation.
LO3	**To understand the functions and credit control methods of central banks** Examine the role of Reserve Bank of India (RBI) and various monetary policy tools used for credit control.
LO4	**To study the role of Non-Banking Financial Institutions (NBFCs)** Identify the difference between banks and NBFCs, and understand their functions and regulatory framework.
LO5	**To introduce recent trends and technologies in the banking sector** Gain awareness of emerging tools like digital banking, internet banking, green banking, and cryptocurrency.

SYLLABUS		
Unit	Contents	Hours
I	**Financial Markets -** Money market – meaning, functions, constituents of money market. Capital market – meaning, structure, functions, Introduction to Stock Exchange – SEBI	15
II	**Commercial Banks -** Definition- Functions of Commercial Banks (Accepting Deposit, advancing of loan, Credit creation, Promoting cheque system, Agency and General function) – Structure of Commercial Banks (Branch banking, Unit banking, Group Banking and Chain Banking) – Credit Creation.	15
III	**Central Bank -** Definition – Functions of Central Banks – Reserve Bank as Central Bank of India - Methods of Credit Control – Quantitative Method (Bank rate, Open market operation, Cash Reserve Ratio) -Qualitative methods (Marginal Requirements, Regulation of consumer Credits, Rationing of Credit, Moral suasion, Publicity and Direct action).	15
IV	**Non-Banking Financial Institution -** NBFCs – Meaning, Role of NBFCs, Distinguish between Banks and NBFCs, Regulation of NBFCs, Regulation over accepting Deposit other deposit.	15
V	**Recent Trends in Banking Sector :** Internet Banking – Debit card & Credit card - meaning, difference – Phone banking, Digital Banking, Green Banking- meaning, Crypto currency.	15

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Text book(s):
1. .R.R. Paul, Monetary Economics, 8th edition, Kalyani Publications, 2013. 2. M.L. Jhingan, Monetary Economics, 7th Edition, Vrindha Publications (P) Ltd, 2011.
Reference Book(s):
1.M.L.Seth, Monetary Economics, 19th edition, Laxmi Narain Agarwal & Co Ltd, 2016. 2.D.M.Mithani, Money, Banking, International Trade and Public Finance, 17th Revised Edition, Himalaya Publishing House, 2014. 3.Jagdish Handa, Monetary Economics, 1st edition, Routledge Publisher 2000.
Web Resource(s):
1. https://www.sebi.gov.in/about-sebi.html 2. https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/financial-markets/ 3. https://www.economicsdiscussion.net/banks/central-bank/role-of-central-bank-in-developing-economy-countries/26117 4. https://www.rbi.org.in/Scripts/FAQView.aspx?Id=92

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	**Students will be able to explain the functioning of money and capital markets.** Understand the structure of financial markets and the role of SEBI and stock exchanges in India.	**K1, K2**
CO2	**Students will understand the structure and key functions of commercial banks.** Identify various forms of banking operations and explain how credit is created and managed.	**K1, K2**
CO3	**Students will demonstrate knowledge of the RBI's role in monetary regulation.** Explain both quantitative and qualitative methods of credit control used by the central bank.	**K2, K3**
CO4	**Students will distinguish between NBFCs and banks and explain their regulatory framework.** Understand how NBFCs operate, their roles in financial inclusion, and their regulation.	**K2, K4**
CO5	**Students will explore modern banking tools and technological advancements.** Understand the usage, benefits, and limitations of internet banking, digital banking, green banking, and cryptocurrency.	**K2, 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	2	1	1	3	2	3	2	2	2.00
CO2	3	3	2	2	2	1	2	3	2	3	2	2	2.25
CO3	3	3	2	3	2	2	2	3	3	3	2	3	2.58
CO4	3	3	2	2	2	2	2	3	2	2	2	2	2.25
CO5	3	2	2	2	3	2	2	3	2	3	2	2	2.33
	Mean Overall Score												**2.28**
	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
II	25BECE23	Elective -II	4	4	25	75	100
Course Title	Statistics for Economics						

Learning Objectives	
LO1	**To introduce the concept of sampling and differentiate between census and sample methods.** Understand the merits, demerits, and essentials of effective sampling design.
LO2	**To develop knowledge of correlation and its measurement techniques.** Learn different types of correlation and methods like Karl Pearson's and Spearman's correlation.
LO3	**To understand the fundamentals and applications of regression analysis.** Explore how regression helps in forecasting and its relationship with correlation.
LO4	**To provide a comprehensive understanding of index numbers and their computations.** Study various types and methods like Laspeyre's, Paasche's, and Fisher's Ideal method
LO5	**To explain the components of time series and methods for trend analysis.** Apply techniques such as moving average and least squares to analyze time-based data.

SYLLABUS		
Unit	Contents	Hours
I	**SAMPLING DESIGN** Sampling Design-Meaning-Population-Census Method-Merits-Demerits-Sample Method-Merits-Demerits-Essentials of sampling-Methods of sampling-Random and non-random sampling-Statistical errors-Biased and unbiased errors.	10
II	**CORRELATION** Correlation-Meaning-Definition-Significance-Types of correlation-Methods of measuring correlation-Graphical method-Scatter diagram-Mathematical Method-Karl Pearson's co-efficient of correlation-Spearman's Rank Co-efficient of correlation-Merits-Demerits.	10
III	**REGRESSION** Regression- Meaning- Definitions- Uses- Significance- Difference between Correlation and Regression-Regression Equations.	10
IV	**INDEX NUMBER** Index Numbers-Meaning-Definition-Steps-Uses-Types of Index Numbers-Methods of Index Numbers-Simple Aggregate (Calculation by Arithmetic mean method)-Simple Average of price Relatives-Weighted aggregate-Laspeyre's Method-Paasche's Method-Fisher's Ideal Method-Marshall Edge Worth Method.	20
V	**ANALYSIS OF TIME SERIES** Analysis of Time Series-Meaning- Definition-uses-Components of Time series-Measurement of secular Trend-Free hand method-Semi-average method-Moving average method-3 Yearly Moving average-5 Yearly Moving average-Method of least square-Sums.	10

Text book(s):
1.R S N Pillai & Bagavathi: Statistics theory and practice, S. Chand Publications Edition 8th 2019.   2. S.P.Gupta : Statistical Methods, Sultan Chand and Sons, 41st Edition,   2011.
Reference Book(s):
1. Asim Kumar Manna: Business Mathematics and Statistics, McGraw Hill Education,   2018.   2. David R. Anderson Dennis J. Sweeney: Statistics for Business & Economics,   Cengage Learning India, 13th Edition, 2018   3. S.C. Gupta: Fundamentals of Statistics, Himalaya Publishing House, 2018   4. B.L. Agarwal: Basic Statistics, New Age International Publishers, 4th Edition 2006.
Web Resource(s):
1. https://www.statisticshowto.com/probability-and-statistics/correlation-coefficient-formula/   2. https://www.mygreatlearning.com/blog/what-is-regression/   3. http://dcac.du.ac.in/documents/E-Resource/2020/Metrial/23EthiJain2.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	**Students will understand the principles and methods of sampling and identify potential statistical errors.** Differentiate between random and non-random sampling and identify biased/unbiased errors.	**K1, K2,K4**
CO2	**Students will be able to measure and interpret the degree of correlation between variables.** Apply graphical and mathematical methods to analyze relationships using correlation coefficients.	**K2, K3,K4**
CO3	**Students will demonstrate knowledge of regression analysis and its forecasting ability.** Construct and interpret regression equations and distinguish them from correlation.	**K3, K4**
CO4	**Students will compute and evaluate index numbers using various methods.** Calculate simple and weighted index numbers using standard formulas and interpret the results.	**K4, K5**
CO5	**Students will analyze time series data using trend measurement technique** Use methods such as moving averages and least squares to identify patterns in time-based data.	**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	2	2	2	1	1	3	2	2	2	2	2.08
CO2	3	3	2	2	2	1	1	3	2	3	2	3	2.25
CO3	3	3	2	2	2	1	1	3	2	3	2	3	2.25
CO4	3	2	2	2	2	1	1	3	2	3	2	3	2.17
CO5	3	3	2	3	2	1	2	3	2	3	2	3	2.42
	Mean Overall Score												**2.23**
	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
II	25BSCE24	Skill Enhancement Course – II (SEC - II)	2	2	25	75	100
Course Title	**Economics of Corporate Sector**						

Learning Objectives	
LO1	**To introduce the concept and scope of business and profession.** Understand the types of business and importance of business organization. and the nature and significance of the business environment
LO2	**To provide knowledge about the business environment and its influence on strategic decisions.** Analyze how political, legal, economic, cultural, and social factors impact business operations and strategic decision-making..
LO3	**To explain the importance of ethics and values in business operations.** Develop knowledge of business ethic, Corporate values, and strategic management concepts including strategic planning, portfolio analysis, SWOT, and project life cycle.

SYLLABUS		
Unit	Contents	Hours
I	Business - Meaning - Types of Business and Profession - Organization - Meaning and Importance of Business Organization. The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.	10
II	Role and importance of Business Ethics and Values in Business - Definition of Business Ethics Impact on Business Policy and Business Strategy - Types of Ethical issues.	10
III	Corporate strategy - nature and scope - process of strategic planning - formulation of strategy - project life cycle - portfolio analysis – SWOT.	10

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

Reference Book(s):
1. Dr. P.RizwanAhmed , E-Business & E-Commerce, Margham Publications
2. P.K. khurana , Export Management

Web Resource(s):
1. https://plutuseducation.com/blog/what-is-corporate-sector/
2. https://www.egyankosh.ac.in/bitstream/123456789/59494/1
3. https://www.imf.org/external/pubs/ft/wp/2004/wp0464

	Course Outcomes	
	Upon successful completion of this course, the student will be able to:	
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	**Students will understand the nature and structure of business and professional organizations.** Explain the fundamental concepts of business, profession, business organization, and business environment, and evaluate their significance in a dynamic marketplace	**K1, K2**
CO2	**Students will evaluate how different elements of the environment affect business strategies.** Assess the influence of ethical principles, values, and environmental factors on business policies, strategies, and decision-making processes.	**K3,K4**
CO3	. **Students will apply analytical tools such as SWOT and portfolio analysis to business situations** Apply strategic management tools such as SWOT analysis, portfolio analysis, and strategic planning frameworks to real-world business scenarios.	**K3, 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	2	2	2	2	2	1	3	2	2	2	2	2.08
CO2	3	3	2	3	2	3	2	2	3	2	3	3	2.58
CO3	2	3	2	2	2	2	2	3	2	3	2	3	2.33
										Mean Overall Score			**2.33**
										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
II	25BSCE25	Skill Enhancement Course – III (SEC - III)	2	2	25	75	100
Course Title	**Insurance Economics**						

Learning Objectives	
LO1	**To introduce the concept of economic risk and the demand for insurance.** Understand the concept, nature, and evolution of insurance, including the role of insurance in achieving economic security and risk management.
LO2	**To familiarize students with the structure and types of life insurance policies.** Analyze the principles and provisions of life insurance contracts, types of policies, risk assessment, premium calculation, and fund management.
LO3	**To evaluate the role of insurance in economic development.** Examine how insurance contributes to savings mobilization, capital market participation, and national growth.

SYLLABUS		
Unit	**Contents**	**Hours**
I	The quest for Economic Security - Classification of Risks - Demand for Insurance. Definition and Nature - Evolution and Importance of Insurance.	**10**
II	Life Insurance contract: Nature and classification of Policies - selection of Risk - Calculation of Premium - Investment of funds - surrender value.	**10**
III	Insurance in Economic Development: Insurance and mobilization of savings - Insurance Institutions as Investment Institutions and their role in capital market.	**10**

Textbook(s):
1.Black ,K and Skipper,H.D - Life and Health Insurance-prentice Hall. 2.Bodla ,Gary & K.P.singh - Insurance: Fundamentals, Environment and procedure.Tamil Nadu BookHouse. 3.Dionne & Harington - Foundations of Insurance Economics-Kluwer Academic Publishers-Boston. 4.Insurance Institute of India - General Insurance Ic – 340 mumbai
Reference Book(s):
1. Mishra, M.N.-Insurance: Principles and practice – s.chand &co. 2. Mishra, M.N Modern concepts of Insurance – S.chand &co. 7. IRD - AInsurance Development Authority - Regulations and Develop-New Delhi-Report. 3. Govt of India : Report on oldage and Income securtiy (Deva Committee Report
Web Resource(s):
1. https://www.nios.ac.in/media/documents/VocInsServices/m2--f2. 2. https://www.genevaassociation.org/sites/default/files/publications-document-type/pdf_public/sys_ga2011-iesc2 3. https://events.development.asia/system/files/materials/2016/12/201612-economics-insurance-understanding-value-creation

CO No.	Course Outcomes	Cognitive Level (K-Level)
	Course Outcomes	
	Upon successful completion of this course, the student will be able to:	
	CO Statement	
CO1	**Students will understand the types of risk and the economic rationale behind insurance.** Explain the fundamentals of insurance, risk classification, and the importance of insurance in providing economic security.	**K1, K2**
CO2	**Students will describe different types of life insurance policies and their terms.** Apply knowledge of life insurance contracts, policy types, premium calculations, and fund management in practical context	**K3, K4, K5**
CO3	**Students will evaluate how insurance contributes to economic and capital market development.** Assess the role of insurance institutions in mobilizing savings and promoting financial growth.	**K3, 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	2	1	2	2	2	1	3	2	2	2	2	2.00
CO2	3	3	2	2	2	2	2	3	2	3	2	3	2.42
CO3	3	3	2	3	2	3	2	3	3	3	3	3	2.75
										Mean Overall Score			**2.39**
										Correlation			High

3 – Strong, 2- Medium, 1- Low

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

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	5	3	25	75	100
		II	English - III	English	5	3	25	75	100
		III	Core - V	Indicators of Economic Development	5	5	25	75	100
		III	Core - VI	Environmental Economics	5	5	25	75	100
		III	Elective-III	Principles of Marketing	5	3	25	75	100
		IV	Skill Enhancement Course – V(SEC - V)	Women and the Economy	1	1	25	75	100
		IV	Skill Enhancement Course – VI (SEC - VI)	Basics of Retail Marketing	2	2	25	75	100
		IV		EVS	2	2	25	75	100
Total					**30**	**24**			
Semester IV		I	Language – IV (Tamil / Urdu)	Language	5	3	25	75	100
		II	English - IV	English	5	3	25	75	100
		III	Core – VII	Indian Economic Development	5	5	25	75	100
		III	Core – VIII	Principles of Business Organization	5	5	25	75	100
		III	Elective_IV	Marketing Strategies	6	3	25	75	100
		IV	Skill Enhancement Course – VII (SEC - VII	Advertising and Sales Promotion	2	2	25	75	100
		IV	Skill Enhancement Course – VIII (SEC - VI)	Mathematical Economics	2	2	25	75	100
Total					**30**	**23**			

SYLLABUS AND SCHEME OF EXAMINATIONS – V & VI SEMESTER

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs/ Week	Credit	Marks		Total
							CIA	ESE	
Semester V		III	Core-IX	Macro Economics	5	4	25	75	100
		III	Core-X	Human Resource Development	5	4	25	75	100
		III	Core – XI	Fiscal Economics	5	4	25	75	100
		III	Core – XII	Project with Viva Voce	5	4	25	75	100
		III	Elective-V	Econometric (Theory)	4	3	25	75	100
		IV	Elective-VI	Research Methodology	4	3	25	75	100
		IV		Value Education	2	2	25	75	100
		IV		Internship / Industrial Visit/ Field Visit	-	2	25	75	100
	Total				30	26			
Semester VI		III	Core – XIII	Keynesian Economics	6	4	25	75	100
		II	Core – XIV	International Economics	6	4	25	75	100
		III	Core – XV	Industrial Economics	6	4	25	75	100
		III	Elective – VII	Principles of Management	5	3	25	75	100
		III	Elective – VIII	Practical: Computer Application for Economists	5	3	25	75	100
		IV	Professional Competency Skills	Entrepreneurial Development	2	2	25	75	100
		V		Extension Activities	-	1	25	75	100
	Total				30	21			