

Programme Learning Outcomes (PLO)  
(Aligned with Graduate Attributes)  
for  
**Bachelor of Arts (B.A.)**  
in  
**Economics**

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The students graduating with the Degree B.A will be able to:

**PLO 1: Disciplinary Knowledge**

- Attain domain knowledge for understanding the origin and the developments in the respective disciplines.

**PLO 2: Communication Skills / Digital Literacy / Self-Directed Learning / Lifelong Learning**

- Acquire the essential language skills and job skills, to speak flawlessly, to write effectively and to create works of art/texts so as to get placed in lucrative positions.
- Get access to digital resources, to use them judiciously for updation of knowledge and also to engage in remote/ independent learning.
- Prepare them for personal and professional effectiveness and to practise it throughout the life to become law-abiding and productive citizens.

**PLO 3: Critical Thinking /Analytical Reasoning / Problem Solving Skills**

- Develop interpretation skill, analytical skill and research related skills to analyse socio-political, socio-religious and the economic conditions prevail through the ages globally and to adopt the solutions suggested to end up social / economic / political issues.

**PLO 4: Moral and Ethical Values / Multicultural Competence**

- Imbibe moral and ethical values for upholding uprightnes, solidarity and sovereignty to live a dignified life.
- Comprehend the local, national and global principles / policies / perspectives dealt with in texts to foster global peace.

**PLO 5: Environmental Conservation and Sustainability**

- ✓ Realise that environment and humans are dependent on one another and to know about the responsible management of our ecosystem for survival and for the well-being of the future generation as well.

### Programme Specific Outcomes

<b>PSO</b>	<b>Upon completion of B.A Economics Degree Programme, the students will be able to:</b>	<b>PLOs Mapped</b>
PSO-1	Describe the aspects of Economics, theories of utilities, production and firms' behaviour to know the concepts, problems and theories of income, employment, consumption, investment along with the general equilibrium of macro-Economics.	1, 2, 3
PSO-2	Understand the forms, functions and theories of money and its relation to the measures on economic growth in terms of public revenue and expenditure with ethical concerns.	1, 4
PSO-3	Apply knowledge of the concepts, indicators to economic development of Tamil Nadu and sectoral development of Indian economy by understanding the different schools of thoughts.	1, 3, 4, 5
PSO-4	Explain the incidence, impact and measures of various environmental issues and health awareness concerning the development of modern economy.	1, 5
PSO-5	Analyse the theories and practices of international Economics and its relation to international economic developmental process using mathematical and statistical techniques through self-directed learning.	1, 2, 3, 4

### **B. A. - ECONOMICS (2021-2024) COURSE STRUCTURE (CBCS)**

#### **TITLE OF THE PAPERS, CREDITS & MARKS**

<b>I SEMESTER</b>								
P	SUB	TITLE OF THE PAPER	S. CODE	H/W	C	MARKS		
						I	E	T
I		Language (T/A) I		6	3	25	75	100
II		Communicative English I		6	3	25	75	100
III	Core I	Micro Economics-I		5	4	25	75	100
	Core II	Tamil Nadu Economy		5	4	25	75	100
	Allied-I/1	Principles of Commerce		6	4	25	75	100
IV	AECC	Value Education – I/II		2	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>20</b>			<b>600</b>
<b>II SEMESTER</b>								
I		Language (T/A) II		6	3	25	75	100
II		Communicative English II		6	3	25	75	100
III	Core II	Micro Economics – II		5	4	25	75	100
	Core IV	Mathematical Methods		5	4	25	75	100
	Allied-I/2	Marketing		6	4	25	75	100
IV	AECC	Environmental Studies		2	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>20</b>			<b>600</b>
<b>III SEMESTER</b>								
I		Language (T/A) III		6	3	25	75	100
II		Communicative English III		6	3	25	75	100
III	Core V	Macro Economics – I		5	4	25	75	100
	Allied-II/1	Statistical Methods – I		6	4	25	75	100
IV	SEC-I	Common (Introduction to Computers)		2	2	25	75	100
IV	SEC-II	(MOOC NPTEL Course)		2	2			
IV	NME-I	Economics of Transportation		2	2	25	75	100
		Library Hour		1	-			
<b>TOTAL</b>				<b>30</b>	<b>20</b>			<b>600</b>

IV SEMESTER								
P	SUB	TITLE OF THE PAPER	S. CODE	H/W	C	MARKS		
						I	E	T
I		Language (T/A) IV		6	3	25	75	100
II		Communicative English IV		6	3	25	75	100
III	Core VI	Macro Economics – II		5	4	25	75	100
	Allied – II/2	Statistical Methods – II		6	4	25	75	100
IV	SEC-III	Soft Skills		2	2	25	75	100
IV	SEC-IV	Human Resource Management		2	2	25	75	100
IV	NME-II	Economics For Competitive Examination		2	2	25	75	100
V	ECA	Extension Activities (Choose from the list)		--	1			
		SOP		--	1			
		Field Work / Internship Trg			2			
		Library Hour		1	-			
<b>TOTAL</b>				<b>30</b>	<b>24</b>			<b>700</b>
V SEMESTER								
III	Core VII	Indian Economy		4	4	25	75	100
	Core VIII	Fiscal Economics		4	4	25	75	100
	Core IX	Economics of Development and Planning		4	4	25	75	100
	Core X	History of Economic Thought		4	4	25	75	100
	Core XI	Health Economics		4	4	25	75	100
	DSE –I	Insurance (Or) Capital Market		4	4	25	75	100
	DSE –II	Entrepreneurial Development (Or) Econometrics		4	4	25	75	100
IV	SEC-V	Managerial Economics		2	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>30</b>			<b>800</b>
VI SEMESTER								
III	Core XII	International Economics		4	4	25	75	100
	Core XIII	Agricultural Economics		4	4	25	75	100

	Core XIV	Monetary Economics		4	4	25	75	100
	Core XV	Labour Economics		4	4	25	75	100
	Core XVI	Environmental Economics		4	4	25	75	100
	DSE –III	Advertising (Or) Business Communication		4	4	25	75	100
	DSE – IV	Project		4+4*	6			100
<b>IV</b>	SEC-VI	Women Empowerment in India		2	2	25	75	100
	SBC	Personality Development		2	2	25	75	100
<b>TOTAL</b>				<b>32+4*</b>	<b>34</b>			

<b>I SEMESTER</b>	
<b>Course Title</b>	<b>MICRO ECONOMICS - 1</b>
<b>Total Hrs</b>	75
<b>Hrs/Week</b>	5
<b>Sub. Code</b>	
<b>Course Type</b>	<b>CORE - 1</b>
<b>Credits</b>	4
<b>Marks</b>	100

**General Objective:**

To provide students with the theories of micro-economics and analysis of economic behaviors of individual and firm.

**Course Objectives: The learners will be able to-**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Observe the basic concepts of micro-Economics.
CO-2	Explain the law of diminishing marginal utility analysis.
CO-3	Determine the properties of indifference curve analysis.
CO-4	Relate the concepts of land, labour, capital and organisation with production of goods and services.
CO-5	Evaluate various cost measures involved in production.

**UNIT I DEFINITION AND SCOPE OF ECONOMICS**

Definitions of Economics: Smith, Marshall and Robbins approaches – **Division of Economics** - Importance and Scope of Economics - Difference between Micro and Macro Economics – Inductive and Deductive methods – Positive Vs Normative study – Static and Dynamic concepts.

**UNIT II CARDINAL UTILITY ANALYSIS**

Cardinal Utility Analysis – Human Wants; Meaning and Types – Law of Diminishing Marginal utility – Law of Equi -marginal utility – Law of Demand – Elasticity of Demand – Meaning, Types and Measurement – Consumer Surplus.

**UNIT III ORDINAL UTILITY ANALYSIS**

Ordinal Utility Analysis – Indifference Curves – Properties – Diminishing Marginal Rate of Substitution – Consumer Equilibrium – Price Effect, Income Effect and Substitution Effect – **ISO – Quant.**

**UNIT IV FACTORS OF PRODUCTION**

Meaning: Land, Labour, Capital and Organisation – Division of Labour – Production Function: Law of Variable Proportions and Law of Returns to Scale – Economies and Diseconomies of Scale.

**UNIT V COST ANALYSIS**

Cost Concepts – Long Run and Short Run Cost Curves, Law of Supply; Concepts of Revenue – Relationship between Average Revenue, Marginal Revenue and Total Revenue.

**TEXT BOOKS:**

1. Jhingan, M.L, **Micro Economics.**

**REFERENCE BOOKS:**

1. Sankaran.S **Micro Economics.**
2. Agarwal. H.S, **Advance Economic Theory.**
3. Chopra, **Micro Economics.**
4. Ahuja H.L, **Micro Economics.**
5. Cauvery.R., et.al, **Micro Economic Theory.**
6. Sundharam K.P.M and Sundharam E.N, **Micro Economics.**

## Course Outcomes

**Course Outcomes: The learners will be able to:**

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the scope and methodology of micro-Economics.	1, 3	Understanding
CO-2	Classify the concepts of consumer behaviour such as cardinal and ordinal utility analysis.	1, 5	Understanding
CO-3	Analyze the indifference curves, consumer equilibrium and price effect.	1, 2, 5	Analyzing
CO-4	Estimate firm and industries' production function.	1, 3, 4, 5	Analyzing
CO-5	Assess different cost curve and revenue curve.	1, 2, 5	Evaluating

## Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
I		MICRO ECONOMICS - I					75 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓		✓		
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓	✓			✓
CO-4	✓	✓	✓	✓	✓	✓		✓	✓	✓
CO-5	✓	✓	✓	✓		✓	✓			✓
Number of matches (✓) = 36 Relationship = Low/Medium/High										

Prepared by	Checked by
Mohamed Anas	Dr.M.Sulthana Barvin

<b>I SEMESTER</b>	
<b>Course Title</b>	<b>TAMILNADU ECONOMY</b>
<b>Total Hrs</b>	75
<b>Hrs/Week</b>	5
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	4
<b>Marks</b>	100

**General Objectives:**

To understand the relevance of economy of State. Understand the sectoral contributions of Tamil Nadu.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	To understand the features of land area population, live stock, forest resources, health, transport and communication.
CO-2	To Know the Agricultural development of Tamilnadu such as, agricultural marketing and agricultural finance
CO-3	To get the Knowledge of an industrial development and industrial financial institutions.
CO-4	To Identify the State finance and development programmes of Tamilnadu
CO-5	To aware about the general performance in tourism sector, trade, commerce and environmental measures of Tamilnadu.

**UNIT - I : A Profile of the Tamil Nadu Economy**

Tamil Nadu – Salient Features- Land Area – Distribution of occupational structure in Tamil Nadu – population of Tamil Nadu – Land use – Livestock – Forest resources – Human Resources – **Service Sectors in Tamil Nadu Economy.**

**UNIT -II : Agricultural Development**

Agriculture – Land use – Cropping pattern – Principal Commodities – Irrigation – Green Revolution, Blue and White Revolution – Agricultural Marketing – Defects, remedial measures – Agricultural Finance – Needs – Sources.

**UNIT - III : Industrial Development**

Major Industries – Automobile, Cotton, Sugar, Cement, Software – MSME, Handloom industries – Tamil Nadu Government's role in industrial development – Industrial Financial Institutions – TIIC, SIDCO, SIPCOT, DIC.

**UNIT - IV : State Finance & Development Programmes**

State Finance – Revenue and Expenditure of the State – Tamil Nadu's Recent Budget – Poverty Alleviation Programmes in Tamil Nadu – Healthcare and other Government Schemes – Unemployment Problem – Women Development Programmes.

**UNIT - V : General Performance of the State**

Tourism Development in Tamil Nadu – Role of Local bodies – Industrial sector and its role – Science & Technology – Environmental Protective measures in Tamil Nadu.

**References**

1. Leonard(2006), Tamil Nadu Economy, Macmillian, New Delhi.
2. Rajalakshmi, N.(1999), Tamil Nadu Economy, Business Publishers, Mumbai.
3. Perumalsamy, S.(1990), Economic Development of Tamil Nadu, S.Chand &Co. Ltd, New Delhi.

**Course Outcomes**



CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the geographical feature and natural resources of Tamil Nadu economy	3,4	Understanding
CO-2	Examine the various sources of agricultural finance	2,3	Applying
CO-3	Appraise the industrial development of Tamilnadu.	3,4	Analysing
CO-4	Evaluate the Concepts of Poverty alleviation programmes in Tamilnadu.	1,3	Evaluating
CO-5	Integrate the various Environmental Protective measures in Tamil Nadu.	3,4	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
I		TAMILNADU ECONOMY					75 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PL04	PL05	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓	✓			✓	✓	
CO-2	✓		✓	✓	✓		✓	✓		
CO-3	✓		✓	✓	✓			✓	✓	
CO-4	✓	✓	✓	✓	✓	✓		✓		
CO-5	✓		✓	✓	✓			✓	✓	
Number of matches (✓) = 31 Relationship = Low/Medium/High										

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<b>I SEMESTER</b>	
<b>Course Title</b>	<b>PRINCIPLES OF COMMERCE</b>
<b>Total Hrs</b>	90
<b>Hrs/Week</b>	6
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	4
<b>Marks</b>	100

**General Objectives:**

To acquaint and equip the students with the latest knowledge in the field of Commerce.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the fundamentals of commerce
CO-2	Choose the best form of business organisation for their entrepreneurship
CO-3	Analyse the different methods of insurance
CO-4	Compare various sources of finance and decide the right source
CO-5	Create the venture

**UNIT - I : Fundamentals of Commerce**

Fundamentals of commerce – Forms of Business Organizations – Sole Proprietorship, partnership, company, cooperative, public and joint enterprises – Business combinations – Types – causes and control of Monopoly Concentration.

**UNIT - II : Banking**

Banks – kinds – RBI – Structure – Objectives – functions – management – evaluation – SBI – functions – Cooperative Banks – Commercial Banks – Other Banks

**UNIT - III : Insurance**

Life Insurance – Fire – Marine – Deposit Insurance – Insurance against theft and loss. The Insurance Market – Life and Non-Life Insurers – Reinsurers – Individual and Corporate Agents – Brokers – Surveyors – Medical Examiners – Third Party Administrators – Regulator IRDA.

**UNIT - IV : Advertisement**

Advertisement – importance – Media – Merits and demerits of media – wholesale and retail business – General and Special shops – Chain Stores – Multiple shops – Mail Order sales – Departmental Stores – super market – A to Z shops.

**UNIT V : Finance**

Finance - Functions of finance manager - Working Capital and Fixed Capital - methods and sources of raising finance - sources of short term and long term finance - critical appraisal of different securities and bonds as source of finance - equity shares - convertible and non-convertible debentures - preferred stock.

**Text Book:**

1. Shukla, M.C. (2006), Business Organisation and Management, Sultan Chand & Company Ltd, New Delhi.

**References:**

1. Bhushan, Y.K. (2010), Fundamentals of Business Combinations and Management, Sultan Chand & Sons, New Delhi.
2. Gupta, C.B. (2012), Business Organisation and Management, Sultan Chand & Sons, New Delhi.
3. Sivayya, K.V. and Das, V.B.M. (1990), Indian Industrial Economy, Sultan Chand & Company Ltd, New Delhi.
4. Yogendra Prasad Verma, (2008), Elements and Organisation of Commerce,

Sultan Chand & Company Ltd, New Delhi.

**Course Outcomes**

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the fundamentals of commerce.	1,2	Understanding
CO-2	Apply knowledge in the field of Banking and Insurance	1,2	Applying
CO-3	Analyse the various advertising media.	1,2,3,5	Understanding/ Analyzing
CO-4	Evaluate the sources of finance and methods of raising finance.	1,2,3,4	Understanding/ Evaluating
CO-5	Prepare our students to meet the business challenges.	1,2,4,5	Creating

**Relationship Matrix**

Semester	Course Code	Title of the Course					Hours	Credit		
II		PRINCIPLES OF COMMERCE					90 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓	✓		✓	✓			
CO-3	✓	✓	✓		✓	✓	✓	✓		✓
CO-4	✓	✓	✓	✓		✓	✓	✓	✓	
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of matches (✓) = ...36 Relationship = High										

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II SEMESTER	
Course Title	MICRO ECONOMICS - II
Total Hrs	75

<b>Hrs/Week</b>	5
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	4
<b>Marks</b>	100

### General Objectives:

To equip the students with the micro economic concepts and theories with graphical illustrations. Familiarize students to use the concepts which they are introduced to analysis the functioning of the micro economy.

### Course Objectives: The learner will be able to

CO	Course Objectives
CO-1	Understanding the Concepts of Market structure.
CO-2	Analyse price determination under monopoly.
CO-3	Concepts of Monopolistic Competition and Oligopoly.
CO-4	Different theories of rent and wages
CO-5	To estimate the Theories of interest and profits.

### UNIT - I : Price Determination under Perfect Competition and Monopoly

Market Structure – Classification of Markets - Perfect Competition – Meaning- Features - Short run & Long run - Price and Output Determination under Perfect Competition – Monopoly – Meaning – Features - Price and Output Determination under Monopoly - Price Discrimination - Meaning – Price Discrimination under Monopoly.

### UNIT- II : Monopolistic Competition and Oligopoly

Monopolistic Competition – Features – Price and Output Determination under Monopolistic Competition - Selling Cost and Excess Capacity – Oligopoly – Meaning-Features-Kinked Demand Curve – Monopolistic Competition vs Joan Robinson's Imperfect Competition.

### UNIT - III : Bilateral Monopoly, Monopsony and Duopoly

Meaning and Definition – valuation of Bilateral Monopoly – Monopsony - Meaning – Price Discrimination – Duopoly – Meaning – Features – Pricing under Duopoly.

### UNIT - IV : Theories of Rent and Wages

Theories of Rent – Ricardian Theory of Rent - Modern Theory of Rent – Quasi-rent –Theories of Wages – The Subsistence Theory of Wages – Wage Fund Theory- Marginal Productivity Theory of Wages.

### UNIT - V : Theories of Interest and Profit

Theories of Interest – Classical Theory of Interest – Neo-Classical's Loanable Funds Theory – Modern Theory of Interest - Theories of Profit – Schumpeter's Innovation Theory - Knight's Uncertainty Bearing Theory.

### TEXT BOOK:

Micro Economics – M.L. Jhingan, Vrinda Publications (P) Ltd, New Delhi-110091.

### References:

1. Advanced Economic Theory, H.L. Ahuja (2003), S.Chand & Co.Ltd, New Delhi.
2. Principles of Economics, M.L. Seth (2001), Lakshmi Narain Agarwal , Agra.
3. Micro Economics, S. Sankaran, (2000), Margham Publications, Chennai.
4. Micro Economics, Dutt & Sundaram(1990), S. Chand & Co Ltd, New Delhi.

### Course Outcomes

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the performance of firms under different market structure.	1,2	Understanding

CO-2	Establish the difference between perfect competition and Monopoly and their implications on industrial behaviour.	1,4,5	Applying
CO-3	Analyze the price determination of firms under different market structures like Bilateral monopoly,monopsony and duopoly	1,2	Analyzing
CO-4	To compare the different theories of rent and wages	1,2	Evaluating
CO-5	To Integrate the different theories of interest and profit.	1,2	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course						Hours	Credit					
II		MICRO ECONOMICS - II						75 Hrs	4					
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)							
	PL01	PL02	PLO3	PLO4	PLO5	PL06	PS01	PS02	PS03	PS04	PS05	PS06		
CO-1	✓	✓	✓	✓			✓	✓						
CO-2	✓	✓	✓	✓	✓		✓			✓	✓			
CO-3	✓	✓	✓	✓			✓	✓						
CO-4	✓	✓	✓	✓			✓	✓						
CO-5	✓	✓	✓	✓			✓	✓						
Number of matches (✓) = 32 Relationship = Low/Medium/High														

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II SEMESTER	
Course Title	MATHEMATICAL METHODS
Total Hrs	75
Hrs/Week	5

<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To have a proper understanding of mathematical applications in the field of Economics .

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	To understand the basic concepts of mathematics'
CO-2	To draw and interpret venn diagrams of set relations and operations.
CO-3	To understand the different types of equations.
CO-4	To know the slope of the line, parallel line perpendicular line etc.
CO-5	Use simple and compound interest to do business calculations

**Unit - I Number System**

Number System – Real – Imaginary and Complex Numbers, Rational and Irrational Numbers – Graphs – Application of Graphs in Economics.

**Unit - II Set Theory**

Meaning – Types of sets – Set operations – Venn diagram – Cartesian Products – Functional Relations and Functions.

**Unit - III Functions And Equations**

Functions – Types and application of functions in Economics – Equations – Types of equations (Linear, Simultaneous Quadratic and Polynomial) Solving linear and Quadratic Equations – Application of equations in Economics.

**Unit - IV Analytical Geometry**

Distance between two Point in a Plane – Slope of Straight line. Different types of equations of a Straight line – Intersection of two lines – Perpendicular lines, Parallel – Application of Straight lines in Economics.

**Unit - V Commercial Arithmetics**

Percentage – Ratio and Proportion – Simple Interest – **Compound Interest** – Annuities – Depreciation – Discounts – Banker's Discount – True Discount.

**Text Books:**

1. Mathematics for Economics – Dr. M. Wilson
2. Mathematical Methods- Dr.Peer Mohamed

**Reference Books:**

1. Mathematical Methods- Dr.Bose
2. Mathematics for Economics – Metha – Madnani
3. Mathematics for Economics and Business – R.s. Bharathwaj
4. Mathematical Analysis for Economics - RGD.Allen

**Course Outcomes**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	Understand the numerical information that forms the basis of decision making in economic applications.	1,2,5	Understanding
CO-2	Determine when set theory is applicable to real life situations, solve real life problems.	1,2	Applying
CO-3	Analyze the formula, equations and mathematical expression to solving business	1,2,5	Analyzing
CO-4	Appraise the different graphical lines in the field of economics	2,5	Evaluating
CO-5	Solve problems in the areas of simple and compound interest, depreciation and discount.	1,2,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit					
II		MATHEMATICAL METHODS					75 Hrs	4					
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	
CO-1	✓	✓	✓	✓			✓	✓				✓	
CO-2	✓	✓	✓	✓			✓	✓					
CO-3	✓	✓	✓	✓			✓	✓				✓	
CO-4	✓	✓	✓	✓				✓				✓	
CO-5	✓	✓	✓	✓			✓	✓					
CO-6													
Number of matches (✓) = 32 Relationship = Low/Medium/High													

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<b>II SEMESTER</b>	
<b>Course Title</b>	<b>MARKETING</b>

<b>Total Hrs</b>	<b>90</b>
<b>Hrs/Week</b>	<b>6</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

Students will be familiar with the basic principles of marketing and shall be able to practice the skills of marketing.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the various concepts of marketing.
CO-2	Examine the functions of marketing
CO-3	Focus the marketing processes for different types of products.
CO-4	Grade the factors affecting pricing decisions and the procedures for price determination.
CO-5	Invent new products, methods and technology for production fit to market

**UNIT I INTRODUCTION**

Marketing – Meaning and Definition – Features – Objectives – Importance of Marketing – Modern Marketing Concept – Global Marketing – Role of Marketing in Economic Development.

**UNIT II FUNCTIONS OF MARKETING**

Functions of Marketing – Functions of Exchange – Functions of Physical Supply – Facilitating Function- Marketing Mix – Concept.

**UNIT III PRODUCT**

Meaning - Definition - Features – Classification of the Product – Product Planning and Development – Product Life Cycle – Stages – Branding – Types – Functions – Packaging – Kinds – Functions.

**UNIT IV PRICING**

Meaning – Objectives – Kinds - Factors affecting Pricing Decisions – Procedure for Price Determination.

**UNIT V MARKET SEGMENTATION**

Meaning and Definition – Importance – Requisites for successful Segmentation – Phases for Market Segmentation – E – Marketing – Characteristics.

**TEXT BOOKS:**

1 Pillai &Bhagavathi R. S. N., - Modern Marketing

**REFERENCE BOOKS :**

1. Philip Kotler - Principles of Marketing
2. Rajam Nair N &Sanjith R. Nair - Marketing
3. Ramasamy and NamanaKumari. - Principles of Marketing

**Course Outcomes**



CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the various concepts of marketing	1,2	Understanding
CO-2	Explain the functions of marketing	1,2,3,4	Understanding/ Applying
CO-3	Plan the product and its development	1,2,3,4	Analysing
CO-4	Choose the pricing policy	1,2,3,4	Evaluating
CO-5	Create a product fit for the market	1,2,4,5	Creating

#### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
II		MARKETING					90 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓	✓		✓	✓	✓	✓	
CO-3	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-4	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-5	✓	✓	✓	✓	✓	✓	✓			✓
		Number of matches (✓) = ...38.... Relationship = High								

Prepared by	Checked by
Dr. M. Sulthana Barvin	Dr. M. Sulthana Barvin

<b>III SEMESTER</b>	
<b>Course Title</b>	<b>MACRO ECONOMICS - I</b>

<b>Total Hrs</b>	75
<b>Hrs/Week</b>	5
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	4
<b>Marks</b>	100

**General Objectives:**

Understand the functioning of economy at the macro level.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	To enlighten the basic concepts of macroeconomics.
CO-2	To acquire concepts, methods and measurement of National Income.
CO-3	To know the Classical theory of employment.
CO-4	Have clear ideas about Keynesian theory of income and employment
CO-5	To learn about the Significance of psychological law of consumption and absolute income hypothesis.

**UNIT - I : The Nature and Scope of Macro Economics**

Introduction - Nature and Scope of Macro Economics- Limitations- Macro Statics – Macro Dynamics –Comparative Statics - Stock and Flow Concepts.

**UNIT - II : National Income**

National Income – Concepts – Measurement –Importance –Limitations – Circular Flow of Income – Social Accounting - Meaning – Component – Importance – Limitation.

**UNIT - III : The Classical Theory Employment**

Introduction – Classical Theory of Employment –Keynes’s criticism of Classical Theory- Say’s Law of Markets- Meaning, Propositions and Implications of the Law – Criticism.

**UNIT - IV : The Principles of Effective Demand**

Effective Demand -Meaning – Aggregate Demand Price – Aggregate Supply Price – Determination of Effective Demand – Importance of Effective Demand – Keynesian Theory of Income, Output and Employment.

**UNIT - V : Consumption Function**

Meaning- Significance of MPC, Keynes’s Psychological Law of Consumption- Determinants of Consumption Function – Theories of Consumption Function- The Absolute Income Hypothesis – The Relative Income Hypothesis – Permanent Income Hypothesis.

**TEXT BOOKS:**

1. Macro Economic Theory, M.L. Jhingan (2005), Vrinda Publications (P) Ltd, New Delhi.

**References:**

1. Macro Economics, S.Sankaran, (2006), Margham Publications Chennai.
2. Macro Economics Theory and Policy – Advanced Analysis, H.L. Ahuja, (2007), S. Chand & Company Ltd, New Delhi.

**Course Outcomes**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	Understand the macroeconomic theories in the economy.	1,2,3	Understanding
CO-2	Analyse the national income accounting	1,5	Analyzing
CO-3	Analyse the classical theory of employment	1,2	Analyzing
CO-4	To Classify the Keynesian theory of income and employment.	1,3	Analyzing
CO-5	Explain the Keynesian psychological law of consumption.	1,3,5	Analyzing

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
III		MACRO ECONOMICS - I					75 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓	✓			
CO-4	✓	✓	✓	✓	✓	✓		✓	✓	
CO-5	✓	✓	✓	✓		✓		✓		✓
Number of matches (✓) = ...35 Relationship = High										

Prepared by	Checked by
Dr. N. Saharban	Dr. M. Sulthana Barvin

III SEMESTER	
Course Title	STATISTICAL METHODS - I
Total Hrs	90

<b>Hrs/Week</b>	6
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	4
<b>Marks</b>	100

**General Objectives:**

To impart the basis in Statistics to help students acquire new skills on the application of statistical tools and techniques to research in Economics.

Course Objectives: The learner will be able to

<b>CO</b>	<b>Course Objectives</b>
CO-1	Familiarize the concepts of Statistics.
CO-2	To enlighten the basic concepts of sampling theory.
CO-3	Determine the mean, median and mode of grouped and ungrouped data.
CO-4	Analyse statistical data using the measures of dispersion.
CO-5	Know the complementary relationship of skewness with measures of central tendency and dispersion in the data.

**UNIT - I Introduction:**

Meaning and Definition - Functions- Scope – Importance - Limitations – Collection of data-Primary- Method - Secondary Data – Sources – Classification and Tabulation of Data – Objectives and Types – Diagram and Graphs – Types.

**UNIT - II Sampling:**

Meaning and Definition – Role of Sampling in Statistics – Methods of Samplings – Limitations – Sampling and Non- Sampling Errors – Differences – Types – Measurement.

**UNIT - III Measures of Central Tendency:**

Average Meaning and Definition - Characteristics of a Good Average- Types of Averages - Arithmetic mean- Median-Mode- Harmonic Mean- Geometric Mean- Simple problems.

**UNIT- IV Measures of Dispersion:**

Meaning of Dispersion Objectives Methods of Dispersion – Range - Quartile Deviation- Mean Deviation- Standard Deviation- Coefficient of Variation-Simple problems- Lorenz curve.

**UNIT - V Skewness, Moments and Kurtosis:**

Skewness – Meaning and Definition - Karl Pearson, Bowley and Kelly's Measures of Skewness- -Simple Problems- Measures of Skewness based on Moment – Kurtosis – Meaning – Types.

**Text Book:**

1. Statistical Methods, Gupta, S.P. (2002), Sultan Chand Sons &Co, New Delhi

**References:**

1. Statistical Methods , Dr. M. Wilson
2. Statistics-Theory and Practice, R.S.N.Pillai & Bagavathi (2007) S.Chand & Company Ltd, New Delhi -110055.
3. Elements of Statistical Methods, P.N. Arora, Sumeet Arora and Amit Arora (2009), Sultan Chand Sons & Company Limited, Ram Nagar, New Delhi.

**Course Outcomes**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	To understand the nature and scope of statistics	1,5	Understanding
CO-2	Apply the random and non random sampling methods.	1,5	Applying
CO-3	To analysis the measures of central tendency	1,5	Analyzing
CO-4	Estimate the quartile, mean and standard deviation.	3,5	Evaluating
CO-5	Prepare simple problems, Measures of Skewness based on Moment	3,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
III		STATISTICAL METHODS - I					90 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓				✓
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓				✓
CO-4	✓	✓	✓	✓	✓			✓		✓
CO-5	✓	✓	✓	✓	✓			✓		✓
Number of matches (✓) = ...32 Relationship = High										

Prepared by	Checked by
Dr. N. Saharban	Dr. M. Sulthana Barvin

III SEMESTER	
Course Title	ECONOMICS OF TRANSPORTATION
Total Hrs	30

<b>Hrs/Week</b>	<b>2</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To give broad insight into the different facets of transportation systems.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	To acquire knowledge about the economic, social, cultural significance of transport system.
CO-2	To realize the importance of safety in railways by understanding the concepts of track maintenance, points and crossing and signals.
CO-3	Understanding the uniqueness of road transportation, when compared with other transportation modes.
CO-4	Understand many transport issues involved in handling passengers, freight of water transportation.
CO-5	Apply knowledge and skills in the field of Air transportation.

**UNIT - I : Meaning and Classification of Transport**

Meaning and Classification of Transport - Land –Water- Air and other modes of transports - Economic, Political, Social, Cultural Significances and drawbacks.

**UNIT -II : Railways**

Railways – Features- Monopoly- Public Utility-Large Scale Operation- Railway Development in Five Year Plans - Route Length – Goods Traffic – Productivity – Railway Finance- Administration- Railway Research – Training of Staff- Consultancy- Rates and Fares- Administrative Control – Problems of railways.

**UNIT - III : Road Transport**

Road Transport- Roads – Vehicles – Significance- Characteristics- Competition –Monopoly – Nationalisation- Road Development during Plans- Road Finance – Regulation – Taxation – Current problems of motor transport – **National Highways Authority of India.**

**UNIT -IV : Water Transport**

Water Transport- Advantages- Limitations- Problems and Prospects – Features of Shipping policy- Competition- Ports and Harbors- Current Problems- Inland water transport.

**UNIT - V : Air Transportation**

Air Transportation - Nature and Significance- Revenue and Expenditure- Rates and Fares - Competition and Monopoly - State Regulation- Recent developments – Transport Policy- Transport competition and Coordination - Methods of Coordination- Coordination in India.

**Text Book:**

1. Indian Economy, S.Sankaran, Margham Publications, Chennai.

**Course Outcomes**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	Understand the issues and challenges in the transportation sector.	1,2,3	Understanding
CO-2	Explain the Characteristics and performance of railways.	1,3	Applying
CO-3	Have an in-depth knowledge in road transport.	1,3	Analyzing
CO-4	Assess the impact of current challenges and practical aspects in water transportation.	1,3	Evaluating
CO-5	Role play of Air transportation in India	1,3	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
III		<b>ECONOMICS OF TRANSPORTATION</b>					30 Hrs	2		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓	✓	✓		✓		
CO-3	✓	✓	✓	✓	✓	✓		✓		
CO-4	✓	✓	✓	✓	✓	✓		✓		
CO-5	✓	✓	✓	✓	✓	✓		✓		
Number of matches (✓) = ...36 Relationship = High										

Prepared by	Checked by
Dr. N. Saharban	Dr. M. Sulthana Barvin

<b>Course Title</b>	<b>MACRO ECONOMICS - II</b>
<b>Total Hrs</b>	75
<b>Hrs/Week</b>	5
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	4
<b>Marks</b>	100

**General Objectives:**

To enable the students to understand the concepts of investment, multiplier, accelerator and General Equilibrium.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	1 To enlighten the basic concepts of investment function.
CO-2	To impart knowledge on the working of Multiplier, Accelerator and Super Multiplier.
CO-3	To understand the meaning of inflation, types, causes, effects, of inflation and measures to control.
CO-4	To know the various phases of trade cycle.
CO-5	Students will describe the macroeconomic policies and liquidity theory of money.

**UNIT - I: The Investment Function**

Meaning of Capital and Investment – Types of Investment (Induced vs Autonomous), Determinants of Investment – Marginal Efficiency of Capital (MEC)- Relation between MEC and MEI – Factors other than the interest rate affecting inducement to invest.

**UNIT- II: The Concept of Multiplier**

The Investment Multiplier – Working of the Multiplier – Assumptions of Multiplier- Leakages of Multiplier – Criticism of Multiplier – The Dynamic Multiplier- The Employment Multiplier.

**UNIT - III: Balanced Budget Multiplier and Foreign Trade Multiplier**

Balanced Budget Multiplier – Assumptions - Criticism- Foreign Trade Multiplier and Criticism of the Foreign Trade Multiplier.

**UNIT - IV: The Principles of Acceleration and Super Multiplier**

Acceleration – Meaning- The principles of Acceleration – Operation of the Acceleration principle – Assumptions-Criticism- The Super Multiplier or the Multiplier and Accelerator Interaction – Use of Multiplier and Acceleration interaction in Business Cycles.

**UNIT - V: General Equilibrium**

General Equilibrium – Money Market Equilibrium – Derivation of IS - LM Curves – IS-LM Equilibrium –Objectives of Macro Economic Policy – Monetary and Fiscal Policy Measures.

**Text Book:**

1. Macro Economic Theory, M.L. Jhingan (2005), Vrinda Publications (P) Ltd, New Delhi-110091.

**References:**

1. Macro Economics: Theory and Policy, Dwivedi, D.N., (2005), Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Macro Economics, Sankaran,S. (2006), Margham Publications Chennai.
3. Macro Economics Theory and Policy – Advanced Analysis, Ahuja, H.L.(2007), S. Chand & Company Ltd, New Delhi.
4. Macro Economics, K.R.Gupta, Mandal, R.K.and Anitha Gupta(2008), Atlantic



Publishers, New Delhi.

### Course Outcomes

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Write the knowledge about the various types of investment function.	1,3,5	Applying
CO-2	Calculate the different types of Multiplier.	1,5	Analyzing
CO-3	Differentiate between the balanced budget and Foreign trade multiplier	1,2,5	Analyzing
CO-4	Structure and consequences of business cycles.	1,2,3,5	Creating
CO-5	Write the Monetary and Fiscal Policy measures	1,2,3	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
IV		MACRO ECONOMICS - II					75 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓		✓		✓
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓	✓			✓
CO-4	✓	✓	✓	✓	✓	✓	✓	✓		✓
CO-5	✓	✓	✓	✓	✓	✓	✓	✓		
Number of matches (✓) = ...38 Relationship = High										

Prepared by Dr. N. Saharban	Checked by Dr. M. Sulthana Barvin
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IV SEMESTER	
Course Title	STATISTICAL METHODS - II
Total Hrs	90

<b>Hrs/Week</b>	<b>6</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To provide students with an understanding of the data and its relevance in business and develop an understanding of the quantitative techniques from statistics.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	To have a proper understanding of Correlation Analysis.
CO-2	To make them aware about confidence interval for the slope of the regression line.
CO-3	To independently calculate various types of Index Numbers.
CO-4	Identify the different components of Time series.
CO-5	To provide basic understanding of the concept and theorems of probability.

**UNIT I Correlation:**

Meaning and Definition – Types of correlation - Uses – Methods of Measuring correlation – Scatter Diagram Merits and Demerits – Karl Pearson's Co-efficient of Correlation – Spearman's Rank correlation- Concurrent Deviation method – Probable error and Standard error.

**UNIT II Regression:**

Meaning and Definition – Importance – Regressions Lines – Difference between Correlation and Regression – Regression Equation.

**UNIT III Index Number:**

Meaning and Definition - Characteristics – Uses – Types Problems - Methods of constructing Index Numbers - Laspeyre's, Paache's, Bowley's IFisher's, Marshall-Edgeworth's Index Numbers – Factor Reversal Test and Time Reversal Test - Cost of living Index Number.

**UNIT IV Time Series:**

Meaning and Definition – Importance - Components of Time Series- Trend Analysis – Graphical Method – Semi- average Method – Moving average Method – Method of Least Square.

**UNIT V Probability:**

Meaning and Definition - Theory of probability – Probability as a concept – The three approaches to defining probability – Additions and Multiplication - Laws of probability – Conditional probability.

**TEXT BOOK:**

1.Statistical methods – Dr.S.P.Gupta Sultan chand & sons, New Delhi

**REFERENCE BOOKS:**

1. Statistics, Theory and Practice – R.S.N.Pillai & Baghavathy – S.Chand & Company Ltd. New Delhi
2. Business Statistics – G.C.Beri TataMcgraw–Hill Edition
3. Statistical Methods Sanchetti Kapoor
4. Business Statistics – M.Wilson, Himalaya Publishing House, Mumbai

**Course Outcomes**

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	To practice practical exposure on calculation of measures of correlation.	1,5	Applying
CO-2	To explain the regression and correlation	1,5	Analyzing
CO-3	To analysis the basic structure of the cost of living index and perform various calculations involving its use.	1,5	Analyzing
CO-4	To create the knowledge in various components of Time series.	1,5	Creating
CO-5	To Combine probability theory and probability distributions in relation to general statistical analysis.	1,2,5	Creating

#### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
IV		STATISTICAL METHODS - II					90 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓				✓
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓				✓
CO-4	✓	✓	✓	✓		✓				✓
CO-5	✓	✓	✓	✓		✓	✓			✓
Number of matches (✓) = ...31 Relationship = High										

Prepared by	Checked by
Dr. N. Saharban	Dr. M. Sulthana Barvin

IV SEMESTER	
Course Title	HUMAN RESOURCE MANAGEMENT
Total Hrs	60
Hrs/Week	4
Sub. Code	

<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To understand the concepts of human resource management and use them in their career

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the concepts of human resource management.
CO-2	Practice their knowledge on human resource planning
CO-3	Compare recruitment and selection processes
CO-4	Measure the employee welfare and safety activities in an organisation.
CO-5	Become a human resource professional

**UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT**

Meaning, definition, Objectives and functions – Scope – HRM Environment – HRM Policies- Challenges in Human Resource Management -- Approaches to Human Resource Management.

**UNIT II HUMAN RESOURCE PLANNING**

Need-Scope and Importance – Factors affecting Human Resource Planning – Process – Job Analysis – Job Description – Job Specification – Job Evaluation –Succession planning.

**UNIT III RECRUITMENT AND SELECTION PROCESS**

Sources of Recruitment- Internal Vs. External: Domestic Vs. Global sources- Selection Process- Placement and Induction – Training and Development: Need Assessment- Training methods.

**UNIT IV EMPLOYEE COMPENSATION AND RETENTION**

Wages and Salary Administration – Bonus – Incentives – Fringe Benefits - Sweat Equity- Job Evaluation Systems –Promotion – Demotions – Transfers- Employee Retention.

**UNIT V EMPLOYEE WELFARE MEASURES**

Welfare and Safety measures – Accident Prevention – Employee Grievance Handling procedure and their Redressal – Industrial Relations – Trade Unions – Objectives - Functions – Workers Participation in Management- Separation: Need and Methods.

**TEXT BOOKS:**

1. Aswathappa.K. Human Resource and Personal Management -
2. Sundar & Srinivasan K. Human Resource Development

**REFERENCE BOOKS :**

1. Memoria C.B.. – Dynamics of Personnel Management
2. Venkataraman & Srivastava -Personal Management & Human Resources .
3. Edwin B. Flippo. - Personal Management

**Course Outcomes**

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the concepts and functions of human resource management.	1,2	Understanding
CO-2	Examine the steps in human resource planning	1,2	Understanding/ Applying
CO-3	Plan recruitment and selection processes in an organization	1,2,3	Analysing
CO-4	Appraise the performance of employees through different methods and assess their wage and salary system in an organization.	1,2,3,4	Evaluating
CO-5	Become a human resource professional	1,2,4,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
IV		HUMAN RESOURCE MANAGEMENT					60 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			
CO-2	✓	✓	✓	✓		✓	✓			
CO-3	✓	✓			✓	✓	✓	✓		
CO-4	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-5	✓	✓	✓	✓	✓	✓	✓		✓	✓
Number of matches (✓) = ...36 Relationship = High										

Prepared by	Checked by
Dr. M. Sulthana Barvin	Dr. M. Sulthana Barvin

IV SEMESTER	
Course Title	ECONOMICS FOR COMPETITIVE EXAMINATION
Total Hrs	30

<b>Hrs/Week</b>	<b>2</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

Gain the knowledge of the indicators of Economic development, Recent Budget, Calculation of National Income, Issue related to Inflation and also understand the origin and functioning of international Trade.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the Basic Concepts of Economics.
CO-2	To Make them understand the concept of Micro Economics
CO-3	To know the functioning of Economy at the Macro Level.
CO-4	To develop students skills about product pricing.
CO-5	To understand the Investment opportunities.

**UNIT- I Introduction to Economics**

Meaning and scope of economics – basic concepts in Economics – Human wants – Goods - Utility – Value – Price – Income – Wealth – welfare – Market – Supply – Demand – Cost – Revenue – Capital.

**UNIT - II Consumption**

Meaning of the terms – consumer – consumption – utility maximization – Law of diminishing Marginal utility – Law of Demand – Law of Equi-marginal Utility – The concept of Consumer's Surplus.

**UNIT - III Production and Distribution**

Meaning of the terms – producer – production – Factors of production – law of returns – Meaning of the Rent, wages, interest, profit.

**UNIT - IV Product pricing**

Perfect competition – Imperfect Competition – Monopoly – Oligopoly.

**UNIT-V Investment**

Meaning of the term investment – Investment opportunities in shares, Bank Deposits, Real estates, Small savings schemes. insurance schemes, investment in companies and investment in gold.

**Text Books:**

1. Micro Economics – S.Sankaran, Margham Publications Chennai.
2. Micro Economics – Dr.N.Srinivasan

**Reference Books:**

1. Micro Economics - M.L.Seth
2. Principles of Economics - K.P.M.Sundaram
3. Advanced Economic Theory- M.L.Jhingan (2005), Vrinda Publications (P) Ltd, New Delhi.

**Course Outcomes**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	To Understand the basic concept and Scope of Economics.	1,2	Understanding
CO-2	Explain the Law of demand	1,2,5	Applying
CO-3	Focus on basic Macro Economic Concepts.	1,2,5	Analyzing
CO-4	Differentiate between the perfect and imperfect competition.	1,2,5	Analyzing
CO-5	Write the Investment opportunities in various sectors.	1,2	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
IV		<b>ECONOMICS FOR COMPETITIVE EXAMINATION</b>					30 Hrs	2		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			
CO-2	✓	✓	✓	✓		✓	✓			✓
CO-3	✓	✓	✓	✓		✓	✓			✓
CO-4	✓	✓	✓	✓		✓	✓			✓
CO-5	✓	✓	✓	✓		✓	✓			
Number of matches (✓) = ...33 Relationship = High										

Prepared by Dr. N. Saharban	Checked by Dr. M. Sulthana Barvin
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<b>V SEMESTER</b>	
<b>Course Title</b>	<b>INDIAN ECONOMY</b>

<b>Total Hrs</b>	<b>60</b>
<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To analyse the features of Indian Economy and to have a clear understanding of the problems related to the Agriculture, Industry and other sectors of Indian Economy.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the features of Indian Economy, Planning and New Economic Reforms.
CO-2	Examine the demographic Trends in India
CO-3	Explain the concept of Agricultural productivity and marketing.
CO-4	Know the various types of Industries and its policies.
CO-5	Create clear idea about Infrastructure and External Environment of India.

**UNIT I: Introduction:**

Features of Indian Economy – Factors Determining Economic Development – Planning – Types – Objectives – Achievements and Failures – NITI Aayog - Functions - Liberalization, Privatization and Globalization.

**UNIT II: Demographic Profile (Population, Poverty, Unemployment):**

Population: – Population Growth – Causes – Effects – Remedial Measures Population Policy, Poverty: Meaning – Poverty line – causes – Effects – Measures, Unemployment: Meaning – Types – Causes – Remedial measures – Inequality of Incomes: Meaning – causes – Effects – Measures.

**UNIT III: Agriculture:**

Agricultural productivity – Concept – Causes of Low Productivity, Green Revolution : Features – Consequences, Agricultural Finance: Needs – Sources, Agricultural Marketing: Concept – Objectives – Significance – Problems.

**UNIT IV: Industries:**

Role of Industries in Economic Development – Large Scale Industries -Cotton and Textile - Sugar, Iron &Steel – Importance – Problems – MSME's – Importance – Problems, Industrial Finance Institutions (IFCI,ICICI,IDBI) – New Industrial Policy 1991.

**UNIT V: Infrastructure and External Environment of India:**

Transport Services – Railways– Roadways – Waterways – Airways – Foreign Direct Investment; International Monetary Fund – Objectives – Functions; World Trade Organisation – Objectives – Functions – World Bank – Objectives – Functions.

**Text Books:**

1. S.Sankaran (2017), Indian Economy, Margham Publications, Chennai.

**Reference Books:**

1. Agarwal.A.N. (2004) Indian Economy, Wishwa Prakashan, New Delhi
2. Dhingra.C (2003), The Indian Economy, Sultan & Chand, New Delhi.



3. Alagh.Y.K. (1995), Indian Development Planning and Policy, Vikas, New Delhi.

**Course Outcomes: The learners will be able to:**

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the various measures of Economic Reforms.	1, 2, 3	Understanding
CO-2	Interpret the control measures on population, poverty and unemployment.	3, 4	Applying
CO-3	Analyze the Significance of Indian Agriculture.	3, 4	Analyzing
CO-4	Evaluate the industry wise development, problems and policies.	3, 5	Evaluating
CO-5	Develop the inter linkages between Infrastructure and Economic Development.	2, 4, 5	Creating

**Relationship Matrix**

Semester	Course Code	Title of the Course	Hours	Credit						
V		INDIAN ECONOMY	60 Hrs	4						
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓			
CO-2	✓		✓	✓	✓			✓	✓	
CO-3	✓		✓	✓	✓			✓	✓	
CO-4	✓	✓	✓	✓	✓			✓		✓
CO-5	✓	✓	✓	✓	✓		✓		✓	✓
Number of matches (✓) = ...35 Relationship = Low/Medium/High										

Prepared by Dr. M. Esakkiammal	Checked by Dr. M. Sulthana Barvin
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V SEMESTER	
Course Title	FISCAL ECONOMICS
Total Hrs	60

<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To develop students analytical and consulting skills in the area of Public Finance.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the role of public finance in Indian economy.
CO-2	Know the various sources of public revenue.
CO-3	Explain the concept of public expenditure.
CO-4	Estimate the need for public debt.
CO-5	Combine the federal finance and budget.

**UNIT - I : Public Finance**

Meaning and Scope – Uses and Role of Public Finance in the economy – Public finance and private finance – The principle of maximum social advantage.

**UNIT - II : Public Revenue**

Sources of revenue of the centre and states – Recent trends – Tax Revenues – Non-tax Revenues – Role of Direct taxes – Income Tax – Corporate Tax – Excise duty and customs duty – Wealth Tax – Capital gains Tax – gift Tax – Public Expenditure – general growth of public expenditure – causes, effects and control of expenditure – **GST and Educational Cess.**

**UNIT - III : Public Expenditure**

Principles of taxation – The cost of Service – The benefit – The ability to pay – The progressive and proportional Taxation – Direct and Indirect Taxes – Merits and demerits – shifting and incidence of taxation – effects of Taxation.

**UNIT - IV : Public Debt**

Need for Public debt – Public debt and private debt – causes and effects of public debt – public debt redemption – recent trends – Public debt of the State Governments.

**UNIT - V : Federal Finance and Budget**

Evolution – Principles – Central – State Financial Relationship – Finance Commission – functions – The Recent Finance Commission and its report – Local Finance – Its trend in India – Fiscal policy – Objectives, uses and limitations – Fiscal policy in India – Union Budget – basic structure.

**Text Book:**

1. Dr.S.Sankaran(1985) Fiscal Economics-Shree Karthikeyan Publishing Company– Chennai

**References :**

1. Public Finance, Dr.B.P.Tyagi(2003-04), Jai Prakash Nath & Company-Meerut
2. Public Finance, John Kennedy, (2012), PHI Learning Pvt Ltd, New Delhi.
3. Public Finance Theory & Practice, K.P.M.Sundharam & K.K.Andley (1998), Sultan & Sons Company Ltd , New Delhi.

**Course Outcomes: The learners will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	Understand the Scope of Public Finance.	1, 2	Understanding
CO-2	Collect the source of Public Revenue	2, 3	Applying
CO-3	Analyse the effects of Public Expenditure on the overall economy.	2, 5	Analyzing
CO-4	Evaluate the causes and Effects of Public Debt.	2, 3	Evaluating
CO-5	Prepare the budget and its impact on the Economy	2, 5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
V		FISCAL ECONOMICS					60 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			
CO-2	✓		✓	✓	✓		✓	✓		
CO-3	✓	✓	✓	✓			✓			✓
CO-4	✓		✓	✓	✓		✓	✓		
CO-5	✓	✓	✓	✓			✓			✓
Number of matches (✓) = ...30.... Relationship = Low/Medium/High										

Prepared by	Checked by
Dr. M. Esakkiammal	Dr. M. Sulthana Barvin

V SEMESTER	
Course Title	ECONOMICS OF DEVELOPMENT AND PLANNING
Total Hrs	60

<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To understand the change in the economy from a theoretical framework and study the various economic growth models.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Describe the basic problems of economic development.
CO-2	Know the various theories of economic development.
CO-3	Explain the domestic measures for economic development.
CO-4	Appraise the international financial institutions for economic development.
CO-5	Express the problems of development and planning.

**UNIT - I: Basic Problems**

Economics of Development : Concepts and Approaches – Characteristics of an Underdeveloped Country – Obstacles to Economic Development

**UNIT- II : Theories of Economic Development**

Adam smith's Theory – The Ricardian Theory – The Classical Theory – Marx' Stages of Growth – Rostow's Stages of Economic Growth.

**UNIT- III : Domestic Measures for Economic Development**

Capital Formation and Economic Development – Role of Agriculture and Industry in Economic Development – Population Growth and Economic Development – Migration - Urbanisation

**Unit - IV: International Measures for Economic Development**

The Debt Problem of LDCs – New International Economic order (NIEO) - WTO and Developing Countries – Foreign Capital and Aid in Economic development – Millennium Development Goals (MDGs)

**Unit - V : Problems of Development Planning**

Economic Planning - Shadow Prices – The choice of Techniques – Transfer of Technology – Economic Planning and Price Mechanism.

**Text books**

1. M.L. Ghingan ,The Economics of Development and Planning.Vrinda Publications (P) Ltd.

**References**

1. Barrell, R.G Mason and M.O Mahoney (2000) Productivity, Innovation and Economic Performance, Cambridge University Press Cambridge
2. Mehrota S and J. Richard (1998) Development with a Human Face, Oxford University press, New Delhi
3. Hayami, Y (1997) Development Economics, Oxford University Press, New York

**Course Outcomes: The learners will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	Identify the characteristics of under developed country.	2, 3	Understanding
CO-2	Develop the various theories of economic growth.	1, 2, 3	Applying
CO-3	Analyze the role of agriculture and industry in economic development.	3, 4	Analyzing
CO-4	Evaluate the debt problem of LDCs.	2, 3	Evaluating
CO-5	Develop the economic planning and price mechanism.	1, 3	Creating

**Relationship Matrix**

Semester	Course Code	Title of the Course					Hours	Credit		
V		<b>ECONOMICS OF DEVELOPMENT AND PLANNING</b>					75 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)						Programme Specific Outcomes (PSOs)			
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓	✓		✓	✓		
CO-2	✓	✓	✓	✓	✓	✓	✓	✓		
CO-3	✓		✓	✓	✓		✓	✓		
CO-4	✓		✓	✓	✓		✓	✓		
CO-5	✓	✓	✓	✓	✓	✓		✓		
Number of matches (✓) = ...33 Relationship = Low/Medium/High										

Prepared by	Checked by
Dr. M. Esakkiammal	Dr. M. Sulthana Barvin

<b>V SEMESTER</b>	
<b>Course Title</b>	<b>HISTORY OF ECONOMIC THOUGHT</b>
<b>Total Hrs</b>	<b>60</b>

<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To enlighten the students' contributions of various schools of economic thought.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand mercantilism pre-classical and classical Thoughts.
CO-2	Develop the Austrian and Institutional school.
CO-3	Explain the concepts of socialistic thoughts.
CO-4	Assess about Historical, Keynesian and Welfare School of Thoughts.
CO-5	Compile Indian Economic Thought related with Thiruvalluvar, Nehru, Mahatma Gandhi and Amartya sen.

**UNIT - I: Pre-classical and Classical Thought**

Mercantalism – Physiocracy – Classical school – Adam Smith, J.B.Say, Bentham, Ricardo, Malthus and J.S.Mill – Neo classical school – Alfred Marshall, J.R.Hicks and Allen.

**Module II : Austrian and Institutional School**

Austrian school – Marginalism – Gossen, Jevons, Walras, Karl Menger and Von Wieser – Institutional school – Veblen, Commons, Mitchell.

**Module III: Socialistic Thought**

State Socialism – Saint Simon – Sismondi – Utopian Socialism – Robert Owen – Scientific socialism – Karl Marx and Engels.

**Module IV: Historical, Keynesian and welfare schools**

Historical school – Roscher, Hildebrand Schomoller – Keynesian school – J.M.Keynes – Welfare School – Pigou, Hobson and Pareto.

**Module V : Indian Economic Thought**

Thiruvalluvar – Gokale – Naoroji – Ranade – Jawaharlal Nehru – Mahatma Gandhi – E.V.Ramasamy – Amartya Sen.

**Text books**

1. Sankaran S. (2000), A History of Economic Thought, Margham Publications, Madras.

**References**

1. , Hagela, (2000) History of Economic Thought, Konark Publications, New Delhi.
2. Srivastava S.K. (2002), History of Economic Thought, Shultan Chand & Sons, New Delhi.
3. Bhatia H.L.(2006), History of Economic Thought, Vikas Publishing House Pvt Ltd, New Delhi.

**Course Outcomes: The learners will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	Distinguish similarities and differences among different economy schools.	2, 3, 5	Understanding
CO-2	Discover the knowledge about Austrian and Institutional School.	2, 5	Applying
CO-3	Analyze the Ideas of Saint Simon, Sismondi and Utopian Socialism.	2, 4	Analyzing
CO-4	Justify the students to the theories of Roscher, Hilderbrand, J.M.Keynes, Pigou and Pareto.	2, 4	Evaluating
CO-5	Develop the concepts of Indian Economic Thought.	2, 4, 5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit			
V		<b>HISTORY OF ECONOMIC THOUGHT</b>					60 Hrs	4			
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	✓	✓	✓	✓	✓		✓	✓		✓	
CO-2	✓	✓	✓	✓			✓			✓	
CO-3	✓			✓	✓		✓		✓		
CO-4	✓			✓	✓		✓		✓		
CO-5	✓	✓	✓	✓	✓		✓		✓	✓	
Number of matches (✓) = ...32.... Relationship = Low/Medium/High											

Prepared by	Checked by
Dr. M. Esakkiammal	Dr. M. Sulthana Barvin

<b>V SEMESTER</b>	
<b>Course Title</b>	<b>HEALTH ECONOMICS</b>
<b>Total Hrs</b>	<b>60</b>

<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To learn about the principles relating to economic value of human resources besides introducing concepts of health indicators,

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the nature and significance of Health and Health care.
CO-2	Explain health issues and medical technology.
CO-3	Explain the concepts of Health care and Theoretical approach.
CO-4	Estimate the Morbidity measures.
CO-5	Create clear idea about the health deliver system.

**UNIT-I Introduction**

Definition of Health Economics – Nature and Significance of Health Economics  
 - Demand and Supply of health care – Characteristics of Demand and supply of health care – Health indicators – Criteria of health equity.

**UNIT-II General Health Issues**

Health status of the people in India – Health care services in Urban and Rural areas – Health inequalities in rural – Urban areas – Health infrastructure in India and Tamil Nadu – Evaluation of Health programmes since independence  
 - Improvement in Medical Technology.

**UNIT-III Economics Of Health Care**

Scarcity A theoretical approach – Opportunity Cost – Market in Health Care  
 - Buyers and Sellers in Health Market – Cost of Health Service – Markets and Price Mechanism – Concept of Economic Efficiency – Production and Health Sector.

**UNIT-IV Measurement Status**

Morbidity Measures – Mortality measures – Resource allocation – Clinical Validity – Measuring Health care Resource in Physical terms - Measuring Health care Resource in Monetary terms – Return to Scale.

**UNIT-V Health Delivery System**

The Constitutional Role of India's Central Ministry of Health – Management of Maternal Health Services – Health Programmer – Health Plans – National Health Programme – Medical Relief and Supplies - Hospital and Dispensaries  
 - Medical Education and Indian Council of Medical Research – **India and WHO**  
 –Universal Immunization Programme.

**Text book**

1. Health Economics and Health Care Management, Dr.I.Sundar (2012) Serials Publications – New Delhi – 110 002.

**REFERENCES:**

1. Prevention of Diseases in India, Dr.C.Dhandapani (2013) Global Research Publications, New Delhi.
2. Health Issues and Challenges, Dr.C.Dhandapani (2012) Global Research Publications, New Delhi.
3. The Directory of Health Economics, A.J Culyr (2010) Edward Elgas Publications,



Holland.

**Course Outcomes: The learners will be able to:**

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Interpret the economic concepts and models to the fields of demand and supply for health care.	1, 2, 4	Understanding
CO-2	Examine the health status of the people in India.	3, 4	Applying
CO-3	Analyze the in depth Knowledge of Health Market.	1, 4, 5	Analyzing
CO-4	Distinguish between morbidity measures and mortality measures.	3, 4	Evaluating
CO-5	Develop the concepts of Health plans and Health Programmes.	1, 4, 5	Creating

**Relationship Matrix**

Semester	Course Code	Title of the Course					Hours	Credit		
V		HEALTH ECONOMICS					60 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓		✓	
CO-2	✓		✓	✓	✓			✓	✓	
CO-3	✓	✓	✓	✓	✓	✓			✓	✓
CO-4	✓		✓	✓	✓			✓	✓	
CO-5	✓	✓	✓	✓	✓	✓			✓	✓
Number of matches (✓) = ...36 Relationship = Low/Medium/High										

Prepared by	Checked by
Dr. M. Esakkiammal	Dr. M. Sulthana Barvin

V SEMESTER	
Course Title	INSURANCE
Total Hrs	60
Hrs/Week	4
Sub. Code	

<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To gain in- depth understanding about Insurance rules and policies and also to ensure knowledge about risk management.

**Course Objectives: The learner will be able to:**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the principles of insurance and its importance.
CO-2	Apply the principles of life insurance and the procedures.
CO-3	Classify different types of general insurance.
CO-4	Compare the different types of general insurance.
CO-5	Describe the risk management concept.

**UNIT I: INSURANCE**

Meaning - Nature of Insurance Contract – Principle of Utmost Good Faith – Insurable interest – Proximity cause – Contribution and Subrogation – Indemnity – Legal Aspects of Insurance contract – Concept of Insurance – Need

for Insurance – Globalization of Insurance Sector – Reinsurance – Co- insurance – Assignment Endowment – Types of Insurance Life insurance – General Insurance.

**UNIT II: LIFE INSURANCE**

Features-classification of policies - Surrender Value-Introduction to Actuarial science-bonus- Policy - Application and acceptance-prospectus proposal forms and other related documents-Age proof, Special reports - Assignments-Nomination - Loans-surrender-Fore closure-Policy-Maturity claims-survival benefit-Payments death claims - Waiver of evidence of title-Early claims-Claim concession Presumption of death-Accident and disability benefits - Settlement options.

**UNIT III: GENERAL INSURANCE**

Types of general insurance- Fire and Motor insurance - Health insurance- marine insurance – Automobile insurance (Burglary and personal accident Insurance in India)- Urban non-traditional insurance.

**UNIT IV: REGULATION OF INSURANCE IN INDIA**

Control of malpractices, Negligence - Loss Assessment and Loss Control, Exclusion of Perils- Computation of Insurance Premium - Regulatory Framework of Insurance: Role, Power and Functions of IRDA – Composition of IRDA , IRDA Act 1999.

**UNIT V: CONCEPT OF RISK**

Risk – meaning – Types of Risk - Managing Risk, Sources and Measurement of Risk - Risk Evaluation and Prediction - Disaster Risk Management.

**TEXTBOOKS:**

1. Dr. Gupta P.K. - Essentials of Insurance and Risk Management; Himalaya Publications
2. Tripathi and Paul - Insurance Theory and Practice

**REFERENCE BOOKS:**

1. Mishra M.N., Mishra S.P Principles and practice: SChand Publishing
2. Moorthy A. Principles and Practice of Insurance: Marham Publications.

**Course Outcomes**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Understand the basics of Insurance.	1,2,	Understanding
CO-2	Apply the principles of life insurance and its types	1,2	Applying

CO-3	Analyse the various types of general insurance.	1,2,3, 4	Understanding/ Analyzing
CO-4	Evaluate the current status and scope of Indian Insurance Industry and the regulatory framework of insurance under IRDA	1,2,3,4	Understanding/ Evaluating
CO-5	Describe the various aspects of risk, its sources and measurements of risk	1,3,4,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit			
V		INSURANCE					60 Hrs	4			
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	✓	✓				✓	✓				
CO-2	✓	✓	✓		✓	✓	✓				
CO-3	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO-4	✓	✓		✓	✓	✓	✓	✓	✓		
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of matches (✓) = ...37.... Relationship = Low/Medium/High											

Prepared by	Checked by
Dr. M. Esakkiammal	Dr. M. Sulthana Barvin

<b>V SEMESTER</b>	
<b>Course Title</b>	<b>CAPITAL MARKET</b>
<b>Total Hrs</b>	<b>60</b>
<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	

<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

Enable the students to understand the concept of capital market and the sources of finance

**Course Objectives: The learner will be able to:**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Gain knowledge about the concepts and functional structure of capital market
CO-2	Apply their knowledge to mobilize the fund from various sources
CO-3	Analyse the various types of share capital and loan capital
CO-4	Evaluate the role of SEBI in regulating capital market
CO-5	Create different components of a financial system and trading Mechanism

**UNIT - I Definition and Growth of Capital Market**

Capital Market – Definition – Growth- Concepts- Functions- Structure.

**UNIT - II Sources of Finance**

Long Term Finance- Sources- Financial Institution- LIC- UTI- IDBI- ICICI- Public Deposit- Mutual Funds.

**UNIT - III Corporate Securities**

Corporate Securities - Equity Shares- Preference Shares – Debentures and Bonds- Convertible and Non- Convertible debentures- Full and Partly Convertible debentures- Global Depository Receipts.

**UNIT - IV Stock Exchange**

Stock Exchange – Functions- Listing of Certificate- Dealers in Stock Exchanges – Role of Securities and Exchange Board of India (SEBI) in the Regulation of share market.

**UNIT - V Public Issues of Shares**

Public Issues of Shares – Primary Market – Secondary Market- Issues of shares at par and at premium- Right issues of shares – Issues of Bonus shares – Underwriting of shares- Merchant Banks- Foreign Institutional Investors.

**References:**

1. Avadhani, V.A.(2001), Capital Market Management, Himalaya Publishing House, Mumbai.
2. Gopalsamy,N.(2009), Capital Market, Macmillan Publishers India Ltd, Delhi.
3. Satya Prasad, B.G., Satish Bhat Udaya Chandra(2000), Industrial Finance, Himalaya Publishing House, Mumbai.

**Course Outcomes: The learners will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Understand the various functions of capital market	1, 2 , 3	Understanding

CO-2	Apply their knowledge for the fund mobilization from various financial institutions	1,2, 3	Understanding Applying Analyzing
CO-3	Analyse the current structure and regulation of the Indian financial services sector.	1, 3, 4	Understanding/ Analyzing Evaluating
CO-4	Evaluate the Indian Financial System and Financial Institutions	1, 4	Understanding/ Evaluating
CO-5	Create strategies to promote financial products and services.	1,2,3,4,5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit			
V		CAPITAL MARKET					60 Hrs	4			
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	✓	✓	✓	✓		✓	✓	✓			
CO-2	✓	✓	✓			✓	✓	✓			
CO-3	✓	✓	✓	✓		✓		✓	✓		
CO-4	✓		✓	✓	✓	✓			✓		
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of matches (✓) = 36 Relationship = Low/Medium/High											

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Dr. M. Sulthana Barvin	Dr. M. Sulthana Barvin

V SEMESTER	
Course Title	ENTREPRENEURIAL DEVELOPMENT
Total Hrs	60
Hrs/Week	4
Sub. Code	
Course Type	

<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To motivate the students for entrepreneurial career and to make them capable of perceiving and exploiting successfully opportunities for enterprises.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Describe the role of Entrepreneurship in Economic Development.
CO-2	Explain different types of Industries.
CO-3	Analyze the concept of industrial centres and promotional agencies.
CO-4	Compare methods of cost estimation and cost – control.
CO-5	Compose the preparation of project

**UNIT- I Definition and Scope of Entrepreneurship**

Meaning and Definition – Significance - Scope of Entrepreneurs- Functions of an Entrepreneur – Characteristics- Types- **Role of Entrepreneurship in Economic Development**

**UNIT -II Micro, Small, Medium and Large Scale Industries**

Micro, Small, Medium and Large Scale Industries and their Significance – Problems – Industrial Policy on Small Scale Industries- Women Entrepreneurship – Concept – Growth- Problems- Prospects and Development Scheme – SHGs and Micro Finance.

**UNIT - III Promotional Agencies**

Promotional Agencies – NSIC, TIIC, SIDCO, SIPCOT, District Industrial Centres- Industrial Estates – Industrial Service Institute.

**UNIT - IV Cost and Price**

Cost and Price – Methods of Cost Estimation – Cost Control- Pricing Methods –Price Policy- Full Cost Pricing- Legislative Control over prices- Packed Commodities Regulation Act.

**UNIT- V Project Preparation and Evaluation**

Project Preparation and Evaluation- Break Even Analysis: Concept- Features- Assumptions- Graphical Analysis – Importance and Limitations.

**Text Book:**

Khanaka, S.S. (2009), Entrepreneurial Development, Sultan Chand & Sons –New Delhi.

**References**

1. Sangram Keshari Mohanty(2006), Fundamentals of Entrepreneurship, Prentice, Hall of India Pvt Ltd, New Delhi.
2. R.Vasanthagopal, &S.Santha, (2008), Women Entrepreneurship in India, New Century Publications, New Delhi.
3. Dr. C.B.Gupta & Dr. N.P.Srinivasan (2010), Entrepreneurial Development in India, Sultan Chand & Sons, New Delhi.

**Course Outcomes: The learners will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Understand the role of an entrepreneur in economic Development.	2, 3	Understanding

CO-2	Discover the problems and development Schemes of Women Entrepreneurs.	3, 5	Applying
CO-3	Outline State and National Entrepreneurial Promotional Agencies and their functions.	2, 5	Analyzing
CO-4	Know the pricing Strategies and Legislative control over prices of our Product.	1, 2	Evaluating
CO-5	Develop the identification and preparation of Projects.	2, 5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
V		<b>ENTREPRENEURIAL DEVELOPMENT</b>					60 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓	✓		✓	✓		
CO-2	✓	✓	✓	✓	✓			✓		✓
CO-3	✓	✓	✓	✓			✓			✓
CO-4	✓	✓	✓	✓		✓	✓			
CO-5	✓	✓	✓	✓			✓			✓
Number of matches (✓) = ...31.... Relationship = Low/Medium/High										

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<b>V SEMESTER</b>	
<b>Course Title</b>	<b>ECONOMETRICS</b>
<b>Total Hrs</b>	<b>60</b>
<b>Hrs/Week</b>	<b>4</b>

<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

Understanding the tools of econometrics and also to help the student to develop a way of thinking in quantitative terms.

Course Objectives: The learner will be able to

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the scope and methodology of econometric research.
CO-2	Explain the test of significance approach
CO-3	Know the multiple regression analysis.
CO-4	Estimate the presence of multicollinearity.
CO-5	Create clear idea about the heteroscedasticity.

**UNIT-I Introduction**

Nature, Meaning, Definition and Scope of Econometrics - Methodology of Econometric Research - Simple Linear Regression Model - Method of OLS - Assumptions underlying the Method of Least Squares - Standard Errors of Least Squares Estimators - Properties of Least Squares Estimators

**UNIT-II Interval Estimation**

Interval Estimation - Confidence Intervals for Regression Coefficients  $b_1$  and  $b_2$  - Hypothesis Testing: Confidence Interval Approach and Test of Significance Approach - The 't' test - Meaning of accepting or rejecting a hypothesis.

**UNIT-III Multiple Regression**

Multiple Regression Analysis: Assumptions - The two and three variable model - Statistical Properties of Least Square Estimates - Interpretation of Multiple Linear Regression Model - Goodness of fit.

**UNIT-IV Multicollinearity**

Nature of Multicollinearity - Estimation in the presence of Multicollinearity - Theoretical and Practical Consequences of Multicollinearity - Detection of Multicollinearity - Remedial Measures.

**UNIT-V Heteroscedasticity**

Definition – Consequences - tests, Spearman Rank Correlation test - Goldfeld and Quandt test - Park Test. Regression with Qualitative Independent Variable- Regression Models with Dummy Variable - Logit Model.

**Text Book**

1. A. Koutsoyiannis, (1992) "Theory of Econometrics: An Introductory Exposition of Econometric Methods", Educational Low-Prices Books Scheme, McMillan Education Ltd.,.

**REFERENCES:**

1. DamodarGujarathi, (1999), "Basic Econometrics", Tata MC Graw Hill Ltd.,4th Ed.
2. Goldberger, (1998), "Introductory Econometrics", A.S. Oxford University Press, Cambridge, Mass.
3. K. Ghose, "Econometrics' Suresh Prentice Hall of India Private Limited, New Delhi.

**Course Outcomes: The learners will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Understand the method of least square.	1, 5	Undrstanding



CO-2	Apply the 't' test and to know the accepting and rejecting a hypothesis.	5	Applying
CO-3	Analyze the multiple linear regression model.	1, 5	Analyzing
CO-4	Evaluate the remedial measure of multicollinearity.	3, 4	Evaluating
CO-5	Develop the concept of regression model with dummy variable.	3, 5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credit						
V	21UCEC55	ECONOMETRICS	60 Hrs	4						
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓				✓
CO-2	✓	✓	✓	✓						✓
CO-3	✓	✓	✓	✓		✓				✓
CO-4	✓	✓	✓	✓				✓	✓	
CO-5	✓	✓	✓	✓	✓			✓		✓
Number of matches (✓) = ...30.... Relationship = Low/Medium/High										

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V SEMESTER	
Course Title	MANAGERIAL ECONOMICS
Total Hrs	30
Hrs/Week	2
Sub. Code	

<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To develop the ability to apply the concepts, tools and techniques of economics in analysing and interpreting business decisions

Course Objectives: The learner will be able to

<b>CO</b>	<b>Course Objectives</b>
CO-1	Discuss the nature and scope of managerial economics.
CO-2	Interpret the Concept of demand forecasting and forecasting methods
CO-3	Explain the elasticity of supply and production decision.
CO-4	Analyze the different pricing method
CO-5	Compile Profit and Capital Management.

**UNIT - I Nature and Scope of Managerial Economics**

Managerial Economics: Meaning, nature-chief characteristics-significance and scope - managerial economist: Role and Responsibilities.

**UNIT - II Demand Forecasting**

Demand Forecasting: purpose, steps -determining scope of Forecasting exercise - determinants of demand Forecasting - Methods of demand Forecasting - criteria for the choice at a good Forecasting method.

**UNIT - III Supply and Production Decision**

Law of supply – determinants of supply – elasticity of supply – methods of measuring elasticity of supply – theory of production and meaning – production function – three stages of production – PERT - CPM

**UNIT - IV Pricing Methods**

Peak load pricing- pricing over the life cycle of a product-pioneer pricing-skimming pricing, penetration pricing -multi-product pricing-transfer pricing-product line pricing-Dual pricing.

**UNIT - V Profit And Capital Management**

Profit policy-planning-control and forecasting-capital budgeting – evaluator investment proposals-cost of capital-investment decision under risk.

**TEXT BOOK:**

S.Sankaran, (2015) Managerial Economics , Margham Publications, Chennai.

**REFERENCE BOOKS :**

1. Joel Dean (2009), Managerial Economics, PHI Learning Private Limited, New Delhi.
2. H.L.Ahuja (2012), Managerial Economics Analysis of Managerial Decision Making, S.Chand & Company., New Delhi.

**Course Outcomes: The learners will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	Understand the Significance and scope of Managerial Economics and assess the role of Managerial Economist	1, 2	Understanding
CO-2	Develop the theory of Demand and its application and familiar with the demand forecasting methods.	1, 2, 5	Applying
CO-3	Analyze various methods of measuring elasticity of Supply.	1,2	Analyzing
CO-4	Estimate Skimming pricing, Penetration pricing, Dual pricing.	1,5	Evaluating
CO-5	Formulate the Methods of profit planning and forecasting and able to know cost control.	1, 5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit			
V		<b>MANAGERIAL ECONOMICS</b>					30 Hrs	2			
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	✓	✓	✓	✓		✓	✓				
CO-2	✓	✓	✓	✓		✓	✓			✓	
CO-3	✓	✓	✓	✓		✓	✓				
CO-4	✓	✓	✓	✓		✓				✓	
CO-5	✓	✓	✓	✓		✓				✓	
Number of matches (✓) = ...31.... Relationship = Low/Medium/High											

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<b>VI SEMESTER</b>	
<b>Course Title</b>	<b>INTERNATIONAL ECONOMICS</b>

<b>Total Hrs</b>	<b>60</b>
<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To provide the students theoretical background to understand the functioning of the global economy.

Course Objectives: The learner will be able to

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the Theories of International trade.
CO-2	Explain the Conceptual idea of Free Trade and dumping
CO-3	Differentiate between balance of trade and balance of Payments.
CO-4	Estimate the stable and Flexible foreign exchange rate.
CO-5	Know an objective of IMF and IBRD.

**UNIT - I : Theories of International Trade**

Meaning – Nature and Scope – Distinction between internal and international trade - Classical Theory – Adam Smith’s Absolute Cost Theory - David Ricardo’s Comparative Cost Theory.

**UNIT - II : Free Trade Versus Protection**

Case for and against free trade and protection – Tariffs – Meaning – Types – Effects – Import Quotas – Meaning – Types – Effects – Dumping – Price Determinations under dumping – effects – anti-dumping measures.

**UNIT - III : Balance of Payments**

Meaning – importance – structure – difference between balance of trade and balance of payments – Disequilibrium in the balance of payments – Causes – Measures for removal of disequilibrium.

**UNIT -IV : Rate of Exchange**

Meaning – Elasticity of Demand and Supply of Foreign exchange – **Mint Parity Theory** – Purchasing Power Parity Theory – Fxed and Flexible Foreign Exchange Rate.

**UNIT -V: International Monetary System**

International Liquidity - IMF and IBRD – Objectives and Functions – Asian Development Bank – SAARC – WTO and India.

**Text Book:**

1. M.L. Jhingan, (2013), International Economics, Vrinda Publications(P) Ltd, Delhi.

**References**

1. D. M. Mithani, (2003), International Economics, Himalaya Publishing House, Mumbai.
2. S.S.Desai, & Nirmal Bhalerao,(2003), International Economics, Himalaya Publishing House, Mumbai.
3. Cherunilam (2006), International Economics, Tata McGraw, Hill Publishing Company, New Delhi.

**Course Outcomes**

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the features and Scope of International Trade.	1, 5	Understanding
CO-2	Interpret the free trade verses Protection.	1, 2	Applying
CO-3	Analyze the importance and structure of Balance of Payment.	1, 2, 5	Analyzing
CO-4	Evaluate the functions of Foreign Exchange Market and Foreign Exchange Rates.	1, 2, 5	Evaluating
CO-5	Express the functions of International Monetary System.	2, 5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credit						
VI		INTERNATIONAL ECONOMICS	60 Hrs	4						
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓				✓
CO-2	✓	✓	✓	✓		✓	✓			
CO-3	✓	✓	✓	✓	✓	✓	✓			✓
CO-4	✓	✓	✓	✓	✓	✓	✓			✓
CO-5	✓	✓	✓	✓			✓			✓
Number of matches (✓) = ...34.... Relationship = Low/Medium/High										

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<b>VI SEMESTER</b>	
<b>Course Title</b>	<b>AGRICULTURAL ECONOMICS</b>

<b>Total Hrs</b>	<b>60</b>
<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

Understand the significance of agriculture in economic development and to provide information to students about various modern technology and ideas adopted in the agriculture sector.

Course Objectives: The learner will be able to

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the role of agriculture in Indian Economy
CO-2	Explain the structural and institutional changes in agriculture
CO-3	Classify the agricultural finance and agencies
CO-4	Appraise the role and functions of agricultural marketing.
CO-5	Write the Problems of agricultural labour

**UNIT - I : Agricultural Development**

Agricultural Development – Role of Agriculture in Indian Economy-Agricultural Development under Five Year Plans- Productivity in Agriculture – Causes for Low Productivity- Measures to improve Productivity.

**UNIT - II : Structural and Institutional Changes in Agriculture**

New Agricultural Strategy – New Economic Policy and Agriculture – Mechanisation – Advantages and Limitations- Farm Size and Efficiency – Land Reforms – Measures – Progress- Suggestions for improvement.

**UNIT- III : Agricultural Finance and Agencies**

Capital formation in Agriculture – Sources of Agricultural Finance- Rural Indebtedness – Causes- Debt relief activities – Role of Rural Credit Institutions.

**UNIT - IV: Agricultural Marketing**

Recent State of Agricultural Marketing- Role and Functions of efficient marketing system – Marketable surplus - Agricultural Price Policy - Regulated Markets - Co-operative Marketing – Procurement and Public Distribution.

**UNIT - V : Agricultural Labour**

Problem of Agricultural Labour –Causes for poor conditions of agricultural labour – Problem of Unemployment and Under - employment – Government measures.

**Text Book**

C.B. Memoria, &BadriBishalTripathi (2003), Agricultural Problems of India, Kitab Mahal Agencies, Patna.

**References**

1. S.Sankaran, (2010), Indian Economy, Margham Publications, Chennai.
2. Deepashree, (2011), Indian Economy, Ane Books Pvt Ltd, New Delhi.
3. K. Sethuraman, (2000), Agricultural Marketing, Margham Publications, Chennai.

**Course Outcomes**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	Describe the causes for low productivity in agriculture.	1, 3	Understanding
CO-2	Apply the new agricultural strategy.	3, 4	Applying
CO-3	Analyze the sources of agricultural finance.	2, 3	Analyzing
CO-4	Evaluate the agricultural pricing policy	1, 3	Evaluating
CO-5	Create Government policies for agricultural labour.	1, 3, 4	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit			
VI		<b>AGRICULTURAL ECONOMICS</b>					60 Hrs	4			
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)					
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	✓	✓	✓	✓	✓	✓		✓			
CO-2	✓		✓	✓	✓			✓	✓		
CO-3	✓		✓	✓	✓		✓	✓			
CO-4	✓	✓	✓	✓	✓	✓		✓			
CO-5	✓	✓	✓	✓	✓	✓		✓	✓		
Number of matches (✓) = ...34.... Relationship = Low/Medium/High											

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<b>VI SEMESTER</b>	
<b>Course Title</b>	<b>MONETARY ECONOMICS</b>
<b>Total Hrs</b>	<b>60</b>

<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To give a thorough understanding of money, its functions and of the Monetary system and its control for the better administration of the economy

Course Objectives: The learner will be able to

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the functions of Money Supply and its unique position in the economy
CO-2	Develop the modern theories of Demand for Money.
CO-3	Explain the nationalization of banks
CO-4	Know the concept of trade cycle
CO-5	Explain the types of inflation

**UNIT - I : Evolution of Money**

Evolution and Functions of Money – Forms of Money – Money and Near Money – Supply of Money (M<sub>1</sub>, M<sub>2</sub>, M<sub>3</sub> and M<sub>4</sub>) – Value of Money – Quantity Theory of Money – Fisher's version – Cambridge version.

**UNIT - II : Demand for Money**

Demand for Money – Keynes's theory of Demand for money – Friedman's Restatement of the quantity theory of money – Patinkin's Real Balance Effect – Tobin's portfolio balance theory.

**UNIT -III: Banking**

Commercial and Central Banking – Functions – Balance Sheet – Credit Creation – Nationalization of Banks – Performance of Public Sector Banks in India – RBI Functions.

**UNIT - IV: Trade Cycle**

Trade Cycle – Causes and control - Phases of Trade Cycle – Theories of Trade Cycle – Schumpeter – Hawtrey – Hicks and Samuelson.

**UNIT - V : Inflation**

Economics of Inflation – Meaning – Types – Causes and Measures – Theories: Demand Pull, Cost-Push and Structural Inflation – Phillips Curve – Stagflation.

**Text books:**

1. Jhingan, M.L., Monetary Economics, Virnda Publications (P) Ltd, Delhi.
2. Sankaran S, Indian Economy, Margham Publications, Chennai.

**References:**

1. D.M. Mithani, (1997), Money, Banking, International Trade and Public Finance, Himalaya Publishing House, New Delhi.
2. M.L. Seth, (2001), Monetary Economics, Lakshmi Varain Agarwal – Agra.
3. D.N. Dwivedi, (2005), Macro Economics: Theory and Policy, Tata McGraw Hill Publishing Company Ltd, New Delhi.

**Course Outcomes**

<b>CO</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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CO-1	Describe the quantity theory of money	1, 2, 5	Understanding
CO-2	Explain the real balance effect	1, 2	Applying
CO-3	Analyze the public sector banks in India	1, 2, 5	Analyzing
CO-4	Evaluate the different theories of trade cycle	1, 2	Evaluating
CO-5	Compose demand pull and cost push inflation	2, 3, 5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
VI		MONETARY ECONOMICS					60 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			✓
CO-2	✓	✓	✓	✓		✓	✓			
CO-3	✓	✓	✓	✓	✓	✓	✓			✓
CO-4	✓	✓	✓	✓		✓	✓			
CO-5	✓		✓	✓	✓		✓	✓		✓
Number of matches (✓) = ...34.... Relationship = Low/Medium/High										

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<b>VI SEMESTER</b>	
<b>Course Title</b>	<b>LABOUR ECONOMICS</b>

<b>Total Hrs</b>	<b>60</b>
<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To develop the students get an economic perspective of labour and make them well versed with the behaviour of labour market.

Course Objectives: The learner will be able to

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the Meaning and characteristics of Labour as factors of production.
CO-2	Determine the important causes & impact of industrial disputes
CO-3	Compare workers participation management and workers education.
CO-4	Estimate the salient features of welfare
CO-5	Plan the laws relating to social security measures in India.

**UNIT - I Labour as as factor of production**

Meaning of Labour – Characteristics of Indian labour, Migratory Character – Causes of Migration – effects of Migration – Absenteeism – Meaning and Causes.

**UNIT - II Trade Unions and Industrial Disputes**

Types of Trade union – objectives – Functions – Industrial Disputes – Causes – Methods of Settling Industrial disputes Collective Bargaining – objectives – Process of Collective bargaining – Industrial Sickness – Meaning and Causes – **Retrenchment and Lay-off, Strikes and Lockouts.**

**UNIT - III Workers Participation in Management and Workers Education**

Works Committee – Joint Management Council – Workers Participation in Management – in India – Workers education – objectives – Functions – Central Board of Workers education (CBWE).

**UNIT - IV Labour Welfare**

Meaning and Scope of labour Welfare – objectives – principles of labour welfare ILO – Aims and Functions – India and ILO.

**UNIT - V Social Security**

Meaning - Objectives – Social Security Measures in India – Social Insurance – Social Assistance.

**Text Books:**

1. Labour Economics - S.R.Saxena
2. Labour Economics - B.P.Tyagi

**Reference Books:**

1. Labour Economics – N. Kumar
2. Labour Economics - C.B,Memoria
3. Labour Economics - Stephen Smith

**Course Outcomes**

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Describe the core concepts and causes and effects of labour Economics.	1, 3, 4	Understanding
CO-2	Interpret the objectives, functions and issues connected with trade unions, collective bargaining, industrial sickness and dispute resolution.	2, 3, 4	Applying
CO-3	Analyze the employees the mental and psychological satisfaction and thereby increase their involvement in the affairs of the organization.	3, 4	Analyzing
CO-4	Evaluate the labour welfare measures, aims and functions.	1, 4	Evaluating
CO-5	Develop the important provisions of Social security measures in India.	3, 4	Creating

#### Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credit						
VI		LABOUR ECONOMICS	60 Hrs	4						
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓		✓	✓	
CO-2	✓		✓	✓	✓		✓	✓	✓	
CO-3	✓		✓	✓	✓			✓	✓	
CO-4	✓	✓	✓		✓	✓			✓	
CO-5	✓		✓	✓	✓			✓	✓	
Number of matches (✓) = ...33.... Relationship = Low/Medium/High										

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<b>VI SEMESTER</b>	
<b>Course Title</b>	<b>ENVIRONMNETAL ECONOMICS</b>

<b>Total Hrs</b>	<b>60</b>
<b>Hrs/Week</b>	<b>4</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To make the students familiar with the concepts of environmental economics and to understand the theoretical and applied frameworks of national and global environmental problems, analytical tools, institutional and regulatory mechanisms etc.

Course Objectives: The learner will be able to

<b>CO</b>	<b>Course Objectives</b>
CO-1	understand the Concepts of Environomics.
CO-2	To know the Concepts of degradation of quality, Urbanization, Air and Noise Pollution.
CO-3	Analyse the Concepts of quality of environment and Economic development.
CO-4	Appraise Cost-Benefit analysis related with economic growth and pollution cost distribution.
CO-5	Adapt measures of pollution control, role of Government and voluntary and consumer organization.

**UNIT -I : Definition and Scope of Environomics**

Definition and Scope of Environomics – Concepts and other Theories – Relationship with other sciences – Problems in Pollution – Approaches in Environomics- Environment and Economics - Natural Resources- Conservation of Natural Resources – Green House Effect – Ozone Depletion- Acid Rain- Tragedy of Commons.

**Module II : Welfare Economics and Environomics**

Welfare Economics and Environomics – Pareto Theory – Other effects- Environment quality as public good- Optimum Theory – Private and Social cost- Problem of Second cost- Population Menace and Degradation of Environment quality – Urbanisation-Land Use – Air and Water pollution- Noise Pollution.

**Module III : Economic Development and Quality of Environment**

Economic Development and Quality of Environment- Environmental Issues in Developed and Developing Countries – Uses of Resources – Environmental Protection Laws- Environmental Education in Curriculum.

**Module IV : Cost Benefit Analysis**

Cost Benefit Analysis – Environmental cost of Economic growth – Limits to growth – Pollution cost distribution- Effects- Plans – Total and Marginal Benefits of Pollution Control – Efficiency in Pollution- Pollution Control Boards.

**Module V: Measures of Pollution Control**

Measures of Pollution Control – Fiscal and Direct control measures – Taxes and Subsidies- Pollution Control Methods – Government Investment Programmes- Pollution Permits- Global Issues in Environmental Quality- Role of Government Voluntary and Consumer organization – Treaties and Agreements at Global Level.

**Text Book:**

1. Sankaran, S. Environmental Economics, Margham Publications, Chennai.

**References:**

1. Karpagam, M. (2001), Environmental Economics, Sterling Publications Pvt Ltd, New Delhi

### Course Outcomes

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the linkage between Natural Environment and Green House Effect.	1, 4	Understanding
CO-2	Explain the linkages between Environmental Degradation and Economic Development.	4, 5	Applying
CO-3	Identify the Environmental issues and enhancing Environmental quality.	2, 3	Analyzing
CO-4	Appraise the analytic tools and techniques of cost-benefit analysis and assessment of real-world policies.	1, 2, 5	Evaluating
CO-5	Plan and investigate how empirical evidence supports to refute or to control the environmental problems especially disasters.	3, 4	Creating,

### Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credit						
VI		ENVIRONMNETAL ECONOMICS	60 Hrs	4						
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓		✓	✓			✓	
CO-2	✓	✓	✓	✓	✓				✓	✓
CO-3	✓		✓	✓	✓		✓	✓		
CO-4	✓	✓	✓	✓		✓	✓			✓
CO-5	✓		✓	✓	✓			✓	✓	
Number of matches (✓) = ...32.... Relationship = Low/Medium/High										

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Dr. M. Esakkiammal	Dr. M. Sulthana Barvin

VI SEMESTER	
Course Title	ADVERTISING
Total Hrs	60
Hrs/Week	4

<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

understanding of the overall role advertising plays in the business world.

Course Objectives: The learner will be able to

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the meaning and importance of advertising.
CO-2	Explain the classification of news paper advertising.
CO-3	Analyze the media advertising.
CO-4	Assess the selling objectives and importance.
CO-5	Compose the personal selling and qualities.

**Unit -I**

Meaning-Definition-Features and importance of advertising-Objectives and functions of advertising -Media meaning -Factors influencing selection of media advertising.

**Unit-II**

Press advertising meaning-News papers -Classification of news papers - Features of news papers advertising-Foreign papers- Magazine circulation - Outdoor advertising -Features-Forms of outdoor advertising -Merits and Demerits of advertising.

**Unit-III**

Electronic media -Radio advertising -Types-Merits and Demerits of Radio advertising -Television advertising-Film advertising- Internet-Audio-Visual-Cassettes-Screen slides-Electronic Signs -Adv meaning-features-Importance of advertising budget.

**Unit-IV**

Sales Promotion -Meaning and Definition-Sales Promotion and Selling- Objectives and Importance of & Sales promotion-Promotional Mix -Legal Restrictions on Sales promotion Advertising in India.

**Unit- V**

Personal Selling-Qualities & Objectives of Personal Selling-Difference between Personal Selling,, Advertising and sales Promotion-Salesmanship-Meaning-Definition-Uses of Salesmanship.

**REFERENCE BOOKS:**

1. R.S.N.Pillai & Bagava thi ,Modern Marketing, S. Chand & Company Ltd, New Delhi.
2. Philip Kotler, Principles of Marketing

### Course Outcomes

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Describe the functions of advertising.	1, 2	Understanding
CO-2	Interpret the indoor and outdoor advertising.	3, 5	Applying
CO-3	Differentiate between radio advertising and television advertising.	1, 2, 5	Analyzing
CO-4	Evaluate the sales promotion advertising in India.	3, 5	Evaluating
CO-5	Develop the linkages between advertising and sales promotion.	4, 5	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
VI		ADVERTISING					60 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓		✓	✓			
CO-2	✓	✓	✓	✓	✓			✓		✓
CO-3	✓	✓	✓	✓		✓	✓			✓
CO-4	✓	✓	✓	✓	✓			✓		✓
CO-5	✓	✓	✓	✓	✓				✓	✓
Number of matches (✓) = ...34.... Relationship = Low/Medium/High										

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## VI SEMESTER

<b>Course Title</b>	<b>BUSINESS COMMUNICATION</b>
<b>Total Hrs.</b>	60
<b>Hrs./Week</b>	4
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	4
<b>Marks</b>	100

### **General Objective:**

To understand the fundamental principles of business communications and provides the opportunity to develop and practice communication skills; both written and oral.

### **Course Objectives: The learner will be able to:**

<b>CO</b>	<b>Course Objectives</b>
CO-1	To give the importance of communication
CO-2	To give the essential and the character of writing the business correspondence
CO-3	To offer the value of business offer and acceptance of the business communication
CO-4	The students learned about writing to complaint, collection, preparation of resume writing and also gained knowledge on report writing.
CO-5	The students will acquire skills to write letter for banking, insurance and compose mail correspondence

### **UNIT I**

Introduction - Importance - Definition - Process of communication - Media for communication - Types of communication - Barriers to communication

### **UNIT II**

Business Letter - Need - Characteristics of a good letter - Functions -Kinds - Essentials of a good business letter – Layout.

### **UNIT III**

Letters of Offer and Quotation - Enquiry and Reply - Orders and their Execution - Credit and Status Enquiry

### **UNIT IV**

Complaints and adjustments - Collection letters - Circular letters - Sales letters - Application for situation - Resume Writing - Report writing

### **UNIT V**

Banking correspondence - Insurance correspondence - Agency correspondence - Communication Network - E-mail correspondence

### **TEXTBOOK:**

Essentials of Business Communication - Rajendra Pal &S.Korlahalli - Sultan Chand & Sons - New Delhi.

### **REFERENCE BOOKS:**

1. Effective Business Communication - AshaKaul - Prentice Hall
2. Business Communication - AshaKaul - Prentice Hall
3. Business Communication-RSN Pillai and Bagavathi



### Course Outcomes

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the concepts of business communication	1,3	Understanding
CO-2	Originate creativity and innovation	5	Creating
CO-3	Execute the process of preparing a business letter and report	2	Applying
CO-4	Appraise the role of communication with sales letter. Insurance letter Enquiry and trade letters in business	4	Evaluate
CO-5	Locate the various forms of modern communication	1,3	Understanding

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
VI		<b>BUSINESS COMMUNICATION</b>					60 Hrs	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓		✓		✓	✓		✓	
CO-2	✓		✓	✓		✓	✓		✓	
CO-3	✓		✓		✓	✓		✓		✓
CO-4	✓	✓		✓		✓	✓	✓		✓
CO-5	✓		✓		✓	✓	✓			✓
Number of matches (✓) = ...31 Relationship = Low/Medium/High										

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## VI SEMESTER

<b>Course Title</b>	<b>WOMEN EMPOWERMENT IN INDIA</b>
<b>Total Hrs.</b>	<b>30</b>
<b>Hrs./Week</b>	<b>2</b>
<b>Sub. Code</b>	
<b>Course Type</b>	
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### General Objective:

To understand the basic concepts of women empowerment in India.

### Course Objectives: The learner will be able to:

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the concept, Need and Role of women empowerment
CO-2	Acquire the knowledge on Gender Socialization, Gender Inequality and Gender injustice.
CO-3	Know the challenges of women empowerment in India
CO-4	Understand the law relating to women empowerment in India
CO-5	Analyse the institutional framework for women empowerment

### UNIT - I Introduction

Concept of Empowerment- Process and Determination of Women Empowerment- Need for Women Empowerment in India-Status of women in Modern India – **Role of Women Empowerment and Social Justice.**

### UNIT - II Conceptual Framework

Gender-Meaning and Role of Gender- Gender Stratification in Historical Perspective – Gender Socialization - Gender Inequality and Gender injustice.

### UNIT - III Women Empowerment In India Problems And Challenges

Women and Education-Women and Health-Women and Economy-Women and Polity.

### UNIT -IV Laws Related To Women Empowerment In India

Fundamental Rights for Women –Constitutional Provisions-Personal laws- Need for Uniform Civil code-Special laws-Labour laws-Laws related to Crimes Against Women.

### UNIT - V Institutional Framework For Women Empowerment

Role of International Bodies-National and State commission for women-Role of UGC in Women Empowerment -Role of NGO's in Women Empowerment.

### REFERENCE BOOKS :

1. Kumar.K, Women Empowerment and Social Change.
2. Gandhi,Anjali,Womens work, health and empowerment.
3. Goel, Aruna, Education and socio-economic perspectives of women and empowerment.
4. Kumar, C. Raj and Chockalingam, K. ed.Human rights, justice, and constitutional Empowerment.
5. Mitra, Joyati, ed. Women and society: equality and empowerment.
6. Rathnaswamy, P. Empowerment for sustainable development.

## Course Outcomes

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the concept of women empowerment.	1, 4	Understanding
CO-2	Examine the Gender inequality and gender justice..	2,4,	Analyzing
CO-3	Analyse the women and health.	2, 4,5	Analyzing
CO-4	Appraise the fundamental rights for women.	1, 2,	Evaluating
CO-5	Create the knowledge about role of NGOs in women empowerment	3, 4,5	Creating,

## Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
VI		WOMEN EMPOWERMENT IN INDIA					30 Hrs	2		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓		✓	✓			✓	
CO-2	✓			✓			✓		✓	
CO-3	✓	✓	✓	✓	✓		✓		✓	✓
CO-4	✓	✓	✓	✓		✓	✓			
CO-5	✓	✓	✓	✓	✓			✓	✓	✓
Number of matches (✓) = ...32 Relationship = Low/Medium/High										

Prepared by	Checked by
Dr. M. Esakkiammal	Dr. M. Sulthana Barvin