

Sadakathullah Appa College

(Autonomous)

(Reaccredited by NAAC at an 'A++' Grade. An ISO 9001:2015 Certified Institution)

Rahmath Nagar, Tirunelveli-11.

Tamil Nadu.

DEPARTMENT OF ECONOMICS



CBCS SYLLABUS

Learning Outcomes-based Curriculum Framework for

ECONOMICS (B.A.)

**(Applicable for students admitted in June 2024 and onwards)
(As per the Resolution of the Academic Council Meetings held on
01.06.2024)**

CONTENTS

Sl. No.	Course Title	Course Code
1	Prose	24ULAR11
2	பொதுத் தமிழ் 1 - தமிழ் இலக்கிய வரலாறு - 1	24ULTA11
3	General English - I	24ULEN11
4	Micro Economics - I	24UCEC11
5	Statistics for Economics-I	24UCEC12
6	Fundamentals of Management	24UABA11
7	Business Environment	24UACO11
8	Demography	24UNEC11
9	Business Communication	24UFEC11
10	Grammar	24ULAR21
11	பொதுத் தமிழ் 2 - தமிழ் இலக்கிய வரலாறு - 2	24ULTA21
12	General English - II	24ULEN21
13	Micro Economics - II	24UCEC21
14	Statistics for Economics - II	24UCEC22
15	Human Resource Management	24UABA21
16	E-Commerce	24UACO21
17	Economics for Investors	24UNEC21
18	Value Education I	24USVE2A
19	Value Education II	24USVE2B

Sadakathullah Appa College, Rahmath Nagar, Tirunelveli – 627 011.
Programme Structure & Credits – UG (Arts) - 2024 – 2027
ECONOMICS

Sem	Part	Course Type	Title of the Course	Course Code	H/W	C	Marks		
							I	E	T
I	I	Lang-I	Prose	24ULAR11	6	3	25	75	100
			பொதுத் தமிழ் 1 - தமிழ் இலக்கிய வரலாறு - 1	24ULTA11					
	II	Lang-II	General English - I	24ULEN11	6	3	25	75	100
	III	Core-I	Micro Economics - I	24UCEC11	4	4	25	75	100
	III	Core-II	Statistics for Economics-I	24UCEC12	4	4	25	75	100
	III	EC-I (GE)	Fundamentals of Management	24UABA11	6	5	25	75	100
			Business Environment	24UACO11					
	IV	SEC-I (NME)	Demography	24UNEC11	2	2	15	35	50
IV	FC	Business Communication	24UFEC11	2	2	15	35	50	
				30	23			600	
II	I	Lang-I	Grammar	24ULAR21	6	3	25	75	100
			பொதுத் தமிழ் 2 - தமிழ் இலக்கிய வரலாறு - 2	24ULTA21					
	II	Lang-II	General English - II	24ULEN21	6	3	25	75	100
	III	Core-III	Micro Economics - II	24UCEC21	4	4	25	75	100
	III	Core - IV	Statistics for Economics - II	24UCEC22	4	4	25	75	100
	III	EC -II (GE)	Human Resource Management	24UABA21	6	5	25	75	100
			E-Commerce	24UACO21					
	IV	SEC-II (NME)	Economics for Investors	24UNEC21	2	2	15	35	50
IV	SEC-III	Value Education I	24USVE2A	2	2	15	35	50	
		Value Education II	24USVE2B						
				30	23			600	

Programme Outcomes (PO)

(Aligned with Graduate Attributes) for

B.A.

PO	Upon completion of B.A Degree Programme, the students will be able to:
PO 1	Disciplinary Knowledge <ul style="list-style-type: none">• Attain domain knowledge for understanding the origin and the developments in the respective disciplines
PO 2	Communication Skills / Digital Literacy / Self-Directed Learning / Lifelong Learning <ul style="list-style-type: none">• 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.
PO 3	Critical Thinking /Analytical Reasoning / Problem Solving Skills <ul style="list-style-type: none">• 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.
PO 4	Moral and Ethical Values / Multicultural Competence <ul style="list-style-type: none">• Imbibe moral and ethical values for upholding uprightiness, 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.
PO 5	Environmental Conservation and Sustainability <ul style="list-style-type: none">• 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.
PO 6	Research-related skills: <ul style="list-style-type: none">• A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

Programme Specific Outcomes

PSO	Upon completion of B.A Economics Degree Programme, the students will be able to :	POs mapped
PSO-1	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.	1, 2, 3, 4, 5
PSO-2	To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.	1, 3, 4, 5
PSO-3	To familiarize students with the concepts and theories related to Finance, Investments and Modern Marketing and apply them in socially relevant areas.	1, 2, 3, 4, 6
PSO-4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.	1, 2, 3, 4
PSO-5	Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.	1, 3, 6

Semester - I	PROSE		24ULAR11			
LANG – I			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 60	Marks :100				3

General Objective: To make the students to understand the structure of Arabic language and improve the reading and writing skills.

Learning Objectives

LO	The learners will be able to:
LO-1	Understand basic Arabic grammar.
LO-2	Understand the structure of Arabic language.
LO-3	Employ sentence making.
LO-4	Enhance vocabulary.
LO-5	Improve reading and writing skills.

- UNIT I -** من الدرس الأول إلى الدرس الرابع
UNIT II - من الدرس الخامس إلى الدرس الثامن
UNIT III – من الدرس التاسع إلى الدرس الثالث عشر
UNIT IV – من الدرس الرابع عشر إلى الدرس الثامن عشر
UNIT V – من الدرس التاسع عشر إلى الدرس الثالث والعشرون

Textbooks:

دروس اللغة العربية لغير الناطقين بها، الجزء الأول، الدكتور ف. عبد الرحيم.1

Reference Books:

1. معجم الكلمات الواردة في دروس اللغة العربية لغير الناطقين بها
2. مفتاح دروس اللغة العربية لغير الناطقين بها
3. القراءة الراشدة – للشيخ أبي الحسن علي الحسيني الندوي
4. القراءة المفيدة – للدكتور محمد يوسف كوكن العمري
5. منهاج العربية - السيد النبي حيدرآبادي

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Understand the correct pronunciation of Arabic letters	PSO 1	K2
CO-2	Apply the structure-based composition	PSO 1,2	K3
CO-3	List out the new vocabulary in Arabic	PSO 1	K4
CO-4	Evaluate and read the Arabic sentences without diacritical marks	PSO 1,2	K5
CO-5	Able to create the simple sentences in Arabic without errors.	PSO 1	K6

**K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;
K5 - Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24ULAR11	PROSE					90	3				
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	1	2	1	1	3	2	2	1	1	
CO-2	3	3	1	2	1	1	3	2	2	1	1	
CO-3	3	3	1	2	1	1	3	2	2	1	1	
CO-4	3	3	1	2	1	1	3	2	2	1	1	
CO-5	3	3	1	2	1	1	3	2	2	1	1	

STRONG – 3, MEDIUM – 2 , LOW – 1

Prepared by : Dr. S.A.Mohamed Rafeek

Checked by: Dr. J. Ubaiyathulla

Head of the Department

Semester - I	பொதுத்தமிழ் - 1		24ULTA11			
LANG - I	தமிழ் இலக்கிய வரலாறு - 1		L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	6	-	-	3

General Objective:

- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்.

Learning Objectives:

LO	The learners will be able to:
LO - 1	தமிழ் இலக்கண, இலக்கியங்களை மாணவர்கள் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்.
LO - 2	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.
LO - 3	அற இலக்கியங்களை அறியச் செய்து வாழ்வின் விழுமியங்களை பயிற்றுவித்தல்.
LO - 4	காப்பியங்களை அறிமுகம் செய்து அதன் வழி வாழ்வியலை புரியச் செய்தல்.
LO - 5	பக்தி இலக்கியங்களின் மூலம் பக்தியுணர்வை ஊட்டுதல்.

அலகு 1 இலக்கணம்

1. தொல்காப்பியம், இறையனார் களவியல் உரை, நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை - நூல்கள்
2. மொழிப் பயிற்சி - ஒற்றுப்பிழை தவிர்த்தல்
 - வல்லினம் மிகும் இடங்கள்
 - வல்லினம் மிகா இடங்கள்
 - ஈரொற்று வரும் இடங்கள்
 - ஒரு, ஓர் வரும் இடங்கள்
 - அது, அஃது வரும் இடங்கள்
 - தான், தாம் வரும் இடங்கள்

1. சங்க இலக்கியம் - எட்டுத் தொகை, பத்துப்பாட்டு.
2. அற இலக்கியம் - பதினெண்கீழ்க்கணக்கு நூல்கள்.

3. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்.
4. பக்தி இலக்கியமும் (பன்னிரு திருமுறைகள் நாலாயிர திவ்வியப் பிரபந்தம்), பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

**அலகு 2 சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு
எட்டுத்தொகை**

1. நற்றிணை - முதல் பாடல் - நின்ற சொல்லர்
 2. குறுந்தொகை 3 ஆம் பாடல் - நிலத்தினும் பெரிதே
 3. ஐங்குறுநூறு - “நெல் பல பொலிக! பொன் பெரிது சிறக்க!”(முதல் பாடல்) வேட்கைப் பத்து.
 4. கலித்தொகை - 51- சுடர்த்தொடிக் கேளாய் - குறிஞ்சிக் கலி.
 5. புறநானூறு - 189 தெண்கடல் வளாகம்
- பொதுமையின்றி, நாடா கொன்றோ -187

பத்துப்பாட்டு

1. முல்லைப்பாட்டு (முழுவதும்)

அலகு 3 அற இலக்கியம் பதினெண்கீழ்க்கணக்கு நூல்கள்

1. திருக்குறள் - அறன் வலியுறுத்தல் அதிகாரம்
2. நாலடியார் - பாடல் : 131 (குஞ்சியழகும்)
3. நான்மணிக்கடிகை - நிலத்துக்கு அணியென்ப
4. பழமொழி நானூறு - தம் நடை நோக்கர்
5. இனியவை நாற்பது - 37 இளமையை மூப்பு என்று

அலகு 4 காப்பிய இலக்கியம் (ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்)

1. சிலப்பதிகாரம் - வழக்குரைகாதை
2. மணிமேகலை - பாத்திரம் பெற்ற காதை
3. பெரியபுராணம் - பூசலார் நாயனார் புராணம்
4. கம்பராமாயணம் - குகப் படலம்
5. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்
6. இயேசு காவியம் - ஊதாரிப்பிள்ளை

அலகு 5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும் (பக்தி இலக்கியம் பன்னிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் - பகுத்தறிவு இலக்கியம் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

பக்தி இலக்கியம்:

1. திருநாவுக்கரசர் தேவாரம் - “நாமார்க்கும் குடியல்லோம்” எனத் தொடங்கும் பாடல் மட்டும்

2. மாணிக்கவாசகர் திருவாசகம் - “நமச்சிவாய வாழ்க நாதன் தாள் வாழ்க” முதல் “சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க” வரை.
3. பொய்கையாழ்வார் - வையந் தகளியா வார்கடலே
4. பூதத்தாழ்வார் - அன்பே தகளியா
5. பேயாழ்வார் - திருக்கண்டேன் பொன்மேனி கண்டேன்
6. ஆண்டாள் - திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்)

பகுத்தறிவு இலக்கியம்

1. திருமுலர் - திருமந்திரம் (270, 271, 274, 275 285) பட்டினத்தார் திருவிடை மருதூர் (காடே திரிந்து – எனத் தொடங்கும் பாடல் பா.எண். 279, 280)
2. கடுவெளிச் சித்தர் - பாபஞ்செய் யாதிரு மனமே (பாடல் முழுவதும்)
3. இராவண காவியம் - தாய்மொழிப் படலம் - 18, ஏடுகையில்லா ரில்லை முதல்- 22 செந்தமிழ் வளர்த்தார் வரை.

பாட நூல்:

பதிப்பாசிரியர் முனைவர் ச.மகாதேவன், பொதுத்தமிழ் 1, சதக்கத்துல்லாஹ் அப்பா கல்லூரி வெளியீடு, 2024 – 2025 (முதற் பதிப்பு).

பார்வை நூல்கள் :

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாதெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
4. தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், முனைவர்.சொ.சேதுபதி
5. புதிய தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், நீல.பத்மநாபன்
6. தமிழ் இலக்கிய வரலாறு - டாக்டர்.அ.கா.பெருமாள்
7. தமிழ் இலக்கிய வரலாறு - முனைவர். ப.ச.ஏசுதாசன்
8. தமிழ் இலக்கிய வரலாறு – ஸ்ரீகுமார்
9. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு – பாக்கியமேரி
10. தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் பதிப்பகம், சிதம்பரம்

- <https://www.chennaiLibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

Course Outcomes

CO	Upon completion of this course, students will be able to	PSO Addressed	Cognitive Level
CO-1	மொழியறிவோடு சிந்தனைத் திறனைப் பெறுவர்.	1, 2, 3	K4
CO-2	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.	1, 4	K3, K4
CO-3	அற இலக்கியம் தமிழ்க் காப்பியங்களின் வழி வாழ்வியல் சிந்தனையைப் பெறுவர்.	2,3,4	K3, K4,
CO-4	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினை அறிவர்.	4,5	K3, K6
CO-5	பகுத்தறிவு இலக்கியங்களைக் கற்பதன் வழி சமய நல்லிணக்கத்தைப் பின்பற்றுவர்.	2,3,4	K5, K6

K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24ULTA11	தமிழ் இலக்கிய வரலாறு - 1					90	3				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	2	3	3	3	2	2	2	3	2	3	
CO-2	3	3	2	2	2	3	2	3	3	2	2	
CO-3	3	2	3	3	2	2	2	3	2	3	2	
CO-4	-	3	3	2	2	2	3	2	3	2	2	
CO-5	-	3	2	2	2	3	3	2	2	2	2	

3 - STRONG, 2 - MEDIUM, 1- LOW

Prepared by : Dr. A.S. Shaik Sindha

Checked by: Dr.S.Mahadevan

Head of the Department

Semester - I	General English - 1		24ULEN11			
LANG- II			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	6	-	-	3

General Objective:

To train learners to communicate effectively, think critically, and express themselves creatively.

Learning Objectives (LO)

LO	The learners will be able to :
LO – 1	Acquire self-awareness and develop positive thinking which are required in various situations.
LO – 2	Develop the attribute of empathy
LO – 3	Acquire creative and critical thinking skills
LO – 4	Learn the basics of grammar
LO – 5	Develop Listening, Speaking, Reading and Writing (LSRW) skills

Unit - I

The Skill-focused: Self-Awareness and Positive Thinking

Autobiography

1. *I am Malala* (Chapter 1) by Malala Yousafzai.
2. *The Story of My Experiments with Truth* (Chapters 1, 2 and 3) by M.K.Gandhi.

Poetry

1. “Where the Mind is Without Fear” (*Gitanjali*, Verse – 35) by Rabindranath Tagore
2. “Love Cycle by Chinua Achebe”

Unit – II

The Skill Focused: Empathy

Poetry

1. “Nine Gold Medals” – David Roth
2. “Alice Fell or Poverty” – William Wordsworth

Short Story

1. The School for Sympathy – E.V. Lucas
2. Barn Burning – William Faulkner

Unit – III

The Skills Focused:Critical and Creative Thinking

Poetry

1. “The Things That Haven’t Been Done Before” – Edgar Guest
2. “Stopping by the Woods on a Snowy Evening” – Robert Frost

Readers Theatre

1. The Magic Brocade – A Tale of China
2. “Three Sideway Stories from Wayside School” by Louis Sachar adapted from the book *Stories on Stage* by Aaron Shepard.

Unit – IV

Parts of Speech

1. Articles
2. Noun
3. Pronoun
4. Verb
5. Adverb
6. Adjective
7. Preposition

Unit – V

Paragraph and Essay Writing

1. Descriptive
2. Expository
3. Persuasive
4. Narrative

Reading Comprehension

Types of Reading: Extensive and Intensive Reading

Vocabulary Building

Critical text analysis

Deep reading (Pages 72 to 84 from TANSICHE Syllabus - 2022)

Textbooks

1. Malala Yousafzai. *I am Malala*, Little, Brown and Company, 2013.
2. M.K. Gandhi. *An Autobiography or The Story of My Experiments with Truth* (Chapter – I), Rupa Publications, 2011.
3. Rabindranath Tagore. "Gitanjali 35" from *Gitanjali* (Song Offerings): A Collection of Prose Translations made by the Author from the Original Bengali. Mac Millan, 1913.
4. N. Krishnasamy, *Modern English: A Book of Grammar, Usage and Composition*, Macmillan, 1975.
5. Aaron Shepard. *Stories on Stage*, Shepard Publications, 2017.
6. J.C. Nesfield. *English Grammar, Composition and Usage*, Macmillan, 2019.

Web Sources

1. Malala Yousafzai. I am Malala (Chapter 1)
<https://archive.org/details/i-am-malala>.

2. M.K Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter-1)-Rupa Publication, 2011.
<https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx>
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings)
<https://www.poetryfoundation.org/poems/45668/gitanjali-35>
4. Aaron Shepard.Stories on Stage, Shepard Publications, 2017.
<https://amzn.eu/d/9rVzINv>
5. J C Nesfield. Manual of English Grammar and Composition.
<https://archive.org/details/in.ernet.dli.2015.44179>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Understand self- awareness and positive thinking required in various life situations	1,2,3	K1, K2
CO-2	Acquire the attribute of empathy.	1,2,3,4	K2, K3
CO-3	Develop creative and critical thinking abilities.	1,2,3,4	K3, K4
CO-4	Explain basic grammar, develop and integrate the use of four language skills (LSRW)	2, 3	K4, K5
CO-5	Compose original poems and personal narratives.	1,2,3,4	K5, K6

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
 K5 – Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
1	24ULEN11	General English 1					90	3				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO1	3	3	3	1	2	3	3	3	3	3	3	3
CO2	3	3	3	1	2	3	3	3	3	1	1	1
CO3	3	3	1	3	3	2	3	3	3	1	1	1
CO4	3	3	1	2	1	3	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3	3	3

STRONG - 3, MEDIUM - 2 AND LOW - 1

Prepared by: Dr.L.Faustina Leo

Checked by

Dr.S.Mohamed Haneef

Head of the Department

Semester - I	MICRO ECONOMICS – 1		24UCEC11			
Core – I			L	T	P	C
Hrs./Week: 4	Hrs./Semester : 60	Marks :100	4	-	-	4

General Objective:

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

Learning Objectives

LO	The learners will be able to:
LO-1	Equip the economic behaviours of individual units of the society.
LO-2	Describes the consumer behaviour and utility analysis
LO-3	Impart knowledge on demand and supply concepts
LO-4	Identify the relevance of Production and returns to scale of Production
LO-5	Know the costs and profit maximisation

UNIT I - Basic Concepts

Definitions of Economics– Nature and Scope of Microeconomics- Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making–Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems -Market Mechanism and Resource Allocation.

UNIT II - Utility Analysis

Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves–Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects-Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks’ Approach.

UNIT III – Demand and Supply Analysis

Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types - Engel’s Law -Supply – Law of Supply –Determinants – Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus.

UNIT IV – Production Analysis

Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quant’s-Types of Production Function – Cobb - Douglas and Constant Elasticity of Substitution(CES) Production Function –Economies and Diseconomies of Scale.

UNIT V – Cost and Revenue Concepts

Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue –Relationship between AR, MR and Elasticity of Demand- Profit Maximization Rule.

Textbooks:

2. Robert Pindyck and Daniel L.Rubinfield, Micro Economics, Macmillan, 2001.
3. Hal R. Varian , Intermediate Micro Economics (East-West Press: New Delhi, 2004.
4. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
5. Ahuja H.L, Principles of Microeconomics, S.Chand, 2016.
6. Timothy Taylor,Steven A Greenlaw and David Shapiro Principles of Economics, 12th Media Services, 2017.
7. D.Bose, A.Marimuthu, An Introduction to Micro Economics, Himalaya Publishing House, Mumbai.

Reference Books:

1. Koutsoyiannis, Modern Microeconomics Palgrave Macmillan (UK) 2nd Edition, 2003.
2. Gregory Mankiw, Principlesof Microeconomics Cengage India, 2012.
3. Dwivedi, D.N, Microeconomics: Theory and Applications, 2nd ed., Pearson, 2002.
4. Ferguson C.E., Micro Economic Theory, (Homewood, U.S.A, 1970,
5. Karl E.Case and Ray C Fair (Principles of Economics, Pearson Prentice Hall Inc Singapore South Asia, 2007.

Web Resources

1. <http://www.econlib.org/library/enc/microeconomics.html>

2. <https://www.tutor2u.net/economics>
3. <https://www.economicsnetwork.ac.uk/>
4. <https://www.cliffsnotes.com/study-guides/economics/introduction/microeconomics>
5. <http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Understand the meaning of basic concepts and the need for the study of Microeconomics.	1, 5	K2, K3
CO-2	Evaluate the Types of Utility and Consumer Behaviour.	1, 3	K4, K5
CO-3	Acquire knowledge on various market equilibrium, Demand and Supply Functions	1, 3	K2, K3
CO-4	Understand the meaning of Production Functions	1, 2, 3	K2, K4
CO-5	Understand the theory of firms, Cost and Revenue	1, 5	K2, K4

K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;

K5 – Evaluating; K6 – Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24UCEC11	MICRO ECONOMICS – 1					60	4				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	3	3	3	3	3	3	2	2	2	3	
CO-2	3	3	3	3	3	3	3	2	3	2	2	
CO-3	3	3	3	3	3	3	3	2	3	2	2	
CO-4	3	3	3	3	3	3	3	3	3	2	2	
CO-5	3	3	3	3	3	3	3	2	2	2	3	
	S-Strong-3			M-Medium-2			L-Low-1					

Prepared by: Dr.M.Esakkiammal

Checked by: Dr.M.Sulthana Barvin
Head of the Department

Semester - I	STATISTICS FOR ECONOMICS –I		24UCEC12			
Core – II			L	T	P	C
Hrs./Week: 4	Hrs./Semester : 60	Marks :100	4	-	-	4

General Objective:

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

Learning Objectives

LO	The learners will be able to:
LO-1	Know the nature and scope of statistics and its applications
LO-2	Teach students Collection, Classification, Analyzing and Presentation of data.
LO-3	Apply the measures of central tendency
LO-4	Draw measurement of dispersion and its applications
LO-5	Analyse correlation and regression and its applications

UNIT I - Introduction and Collection of Data

Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data.

UNIT II – Classification and Presentation of Data

Classification and Tabulation of Data– Types - Frequency Distribution — Cumulative Frequency Distribution- Class Interval – Diagrams – Types- Graphical Representation– Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve.

UNIT III – Measures of Central Tendency

Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.

UNIT IV – Measures of Dispersion

Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation –Skewness and Kurtosis.

UNIT V – Correlation and Regression

Correlation – Types of Correlation – Methods -Karl Pearson’s Coefficient of Correlation — Spearman’s Rank Correlation – Regression Equations – Distinction between Correlation and Regression Analysis.

Textbooks:

1. Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.
2. Sancheti. D.C and Kapoor V.K(2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi.
3. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, (2020) Probability and Statistics, S.Chand and Co.
4. Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.
5. Dominick Salvatore and Derrick Reagle, (2002) theory and problems of statistics and econometrics, Mc Graw Hill.

Reference Books:

1. Saxena H.C , Elementary Statistics, S Chand and Company New Delhi, 2016.
2. Elhance D.N., Fundamentals of Statistics Kitab Mahal, New Delhi, 2004.
3. Manoharan M , “Statistical Methods”, Palani Paramount Publications, Palani, 2010.
4. R.S.N.Pillai and V. Bagavathi, Statistics, Sultan Chand and Sons, New Delhi, 2010.
5. Dr.S.Sachdeva Statistics -Lakshmi Narain Agarwal, 2014.

Web Resources

1. <https://www.cuemath.com/data/statistics/>
2. <https://stattrek.com/statistics/resources>
3. <https://testbook.com/learn/maths-mean-median-mode/>
4. <https://www.statistics.com/>
5. <https://thisisstatistics.org/students/>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Understand the overview of statistics and basic knowledge of statistical tools.	1, 5	K2, K3
CO-2	Differentiate Types of Data and its Classification	2, 5	K3, K4
CO-3	Explain the concept of Averages and its application	4, 5	K4, K5
CO-4	Know the concept of Dispersion and its application	2, 3, 5	K3, K4
CO-5	Calculate Correlation and estimate values using Regression	2, 5	K3, K5

K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;

K5 – Evaluating; K6 – Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24UCEC12	STATISTICS FOR ECONOMICS –I					60	4				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	3	3	3	3	3	3	2	2	2	3	
CO-2	3	2	3	3	3	3	2	3	2	2	3	
CO-3	3	3	3	3	2	3	2	2	2	3	3	
CO-4	3	3	3	3	3	3	2	3	3	2	3	
CO-5	3	2	3	3	3	3	2	3	2	2	3	
		Strong-3			M-Medium-2			L-Low-1				

Prepared by Name: Dr.N.Sahar Ban

Checked by: Dr.M.Sulthana Barvin
Head of the Department

Semester - I	FUNDAMENTALS OF MANAGEMENT		24UABA11			
Elective – IA			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	5	1	-	5

General Objective:

To equip them with a thorough understanding of management principles and practices, and to develop their ability to apply these concepts in real-world organizational settings to enhance efficiency and effectiveness.

Learning Objectives

LO	The learners will be able to:
LO-1	Provide students with the basic concepts of Management.
LO-2	Probe the planning concepts and its objectives
LO-3	Analyze the Organizational Levels in an Organization
LO-4	Describes the motivation and satisfaction and its elements
LO-5	Know the importance of Quality Checks.

UNIT I - Introduction

Management – Definition-scope – Schools of Thought in Management-Levels of Management-Role and Functions of a Manager

UNIT II - Planning

Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

UNIT III – Organisational Levels

Types of Business Organizations – Structure- Span of Control – Departmentalisation-Selection, Training and Development, Performance Management, Career Planning ,and Management

UNIT IV – Directing

Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.

UNIT V – Controlling

Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations.

Textbooks:

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management" 7th Edition, Pearson Education, 2011.
2. Tripathy PC & Reddy PN, "Principles of Management", Tata McGraw Hill, 1999.
3. Pillai R.S.N and Kala .S, Principles And Practice Of Management S.Chand& Co and Company, 2013.
4. Ricky Griffin, "Fundamentals of Management", Cengage Learning, (2016).
5. Pardeep Kumar and Amanjot Sachdeva, "Fundamentals of Management",S. Chand Publishing, 2012.

Reference Books:

1. Dr. C.B. Gupta and Dr.Shruti Mathur Management Principles and Applications, Scholar Tech Press, 2022.
2. Neeru Vasisth and Vibhuti Vasishth, Principles of Management Text & Cases, Taxman Publication, 2019.
3. R.C Bhatiya, "Fundamentals of Management", S.K Kataria & Sons, 2013.
4. L.M Prasad, "Principles and Practice of Management, 2021.
5. Dr.N.Mishra and Dr.O.P.Gupta, "Fundamentals of Management", SBPD Publishing House, 2022.

Web Resources

1. <http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf>
2. <https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-of-management-introduction-and-concepts/>
3. <https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf>
4. <https://in.sagepub.com/en-in/sas/journal-of-management/journal201724>
5. <https://www.managementstudyhq.com/evolution-management-thought-theories.html>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Understand the foundations and importance of Management.	1, 2	K2, K3
CO-2	Demonstrate an understanding of Planning.	2, 3	K2, K4
CO-3	Analyze the organisational levels and Process of selection.	2, 3	K4, K5
CO-4	Discuss the relevance of Organizational Culture.	1, 4	K5, K6
CO-5	Examine the importance of quality control	2, 5	K3, K4

K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;

K5 - Evaluating; K6 - Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24UABA11	FUNDAMENTALS OF MANAGEMENT					90	5				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	3	3	3	3	2	3	3	2	2	2	
CO-2	3	3	3	3	3	3	2	3	3	2	2	
CO-3	3	3	3	3	3	3	2	3	3	2	2	
CO-4	3	3	3	3	3	2	3	2	2	3	2	
CO-5	3	2	3	3	3	3	2	3	2	2	3	
		S-Strong-3			M-Medium-2			L-Low-1				

Prepared by : Mr. S. Mohamed Meeran

Checked by: Dr. S. Shahul Hameed
Head of the Department

Semester - I	BUSINESS ENVIRONMENT		24UACO11			
Elective – IB			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	5	1	-	5

General Objective:

To develop a thorough understanding of the business environment and its components, and to gain the analytical skills necessary to make informed strategic decisions in a dynamic business landscape.

Learning Objectives

LO	The learners will be able to:
LO-1	Understand the nexus between environment and business.
LO-2	Know the Political Environment in which the businesses operate.
LO-3	Gain an insight into Social and Cultural Environment.
LO-4	Familiarize the concepts of an Economic Environment.
LO-5	Learn the trends in Global Environment / Technological Environment

UNIT I - An Introduction

The Concept of Business Environment - Its Nature and Significance – Elements of Environment- Brief Overview of Political – Cultural – Legal – Economic and Social Environments and their Impact on Business and Strategic Decisions.

UNIT II - Political Environment

Political Environment – Government and Business Relationship in India – Provisions of Indian Constitution Pertaining to Business.

UNIT III – Social and Cultural Environment

Social and Cultural Environment – Impact of Foreign Culture on Business – Cultural Heritage - Social Groups - Linguistic and Religious Groups – Types of Social Organization – Relationship between Society and Business - Social Responsibilities of Business.

UNIT IV – Economic Environment

Economic Environment – Significance and Elements of Economic Environment - Economic Systems and their Impact of Business – Macro Economic Parameters like GDP - Growth Rate of Population – Urbanization - Fiscal Deficit – Plan Investment – Per Capita Income and their Impact on Business Decisions.

UNIT V – Technological Environment

Technological Environment – Concept - Meaning - Features of Technology-Sources of Technology Dynamics - Transfer of Technology-Impact of Technology on Business - Status of Technology in India-Determinants of Technological Environment.

Textbooks:

1. C. B. Gupta, Business Environment, Sultan Chand & Sons, New Delhi.
2. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai.
3. Dr. V.C. Sinha, Business Environment, SBPD Publishing House, UP.
4. Aswathappa.K, Essentials Of Business Environment, Himalaya Publishing House, Mumbai.
5. Rosy Joshi, Sangam Kapoor & Priya Mahajan, Business Environment, Kalyani Publications, New Delhi.

Reference Books:

1. Veenakeshavpailwar, Business Environment, PHI Learning Pvt Ltd, New Delhi.
2. Shaikhsaleem, Business Environment, Pearson, New Delhi.
3. S. Sankaran, Business Environment, Margham Publications, Chennai.
4. Namitha Gopal, Business Environment, Vijay Nicole Imprints Ltd., Chennai
5. Ian Worthington, Chris Britton, Ed Thompson, The Business Environment, F T Prentice Hall, New Jersey.

Web Resources

1. www.mbaofficial.com
2. www.yourarticlelibrary.com
3. www.businesscasestudies.co.uk

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Remember the nexus between environment and business.	1, 2	K1, K2
CO-2	Apply the knowledge of Political Environment in which the businesses operate.	2, 4	K3, K4
CO-3	Analyze the various aspects of Social and Cultural Environment.	2, 4	K4, K5
CO-4	Evaluate the parameters in Economic Environment.	2, 5	K4, K5
CO-5	Create a conducive Technological Environment for business to operate globally.	2, 4	K5, K6

K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;

K5 - Evaluating; K6 - Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24UACO11	BUSINESS ENVIRONMENT					90	5				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	3	3	3	3	2	3	3	2	2	2	
CO-2	3	3	3	3	3	2	2	3	2	3	2	
CO-3	3	3	3	3	3	2	2	3	2	3	2	
CO-4	3	2	3	3	3	3	2	3	2	2	3	
CO-5	3	3	3	3	3	2	2	3	2	3	2	
	S-Strong-3						M-Medium-2			L-Low-1		

Prepared by : Dr.P.Amra Mariyam

Checked by: Dr. A.Hamil

Head of the Department

Semester - I	DEMOGRAPHY		24UNEC11			
SEC-I (NME)			L	T	P	C
Hrs./Week: 2	Hrs./Semester : 30	Marks :100	2	-	-	2

General Objective:

To gain a comprehensive understanding of demographic concepts, theories, and population trends, and to analyze the impact of migration, urbanization, and population policies on human development and demographic patterns.

Learning Objectives

LO	The learners will be able to:
LO-1	Understand the meaning and scope of demography
LO-2	Discuss the basic concepts of demographic measurements.
LO-3	Describes the concepts of urbanisation and migration
LO-4	Evaluate the international aspects of population growth and its environment
LO-5	Analyse the trends in population policy in India

UNIT I - Introduction

Meaning Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.

UNIT II - Birth Rate, Death Rate and Fertility

Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate- Age Specific Birth and Death Rates – Standardized Birth and Death Rates –Fertility – Total Fertility Rate – Gross Reproduction Rate – Net Reproduction Rate

UNIT III – Migration and Urbanisation

Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration.

UNIT IV – Population Trends

Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.

UNIT V – Population Policy in India

Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups –National Population Commission – Demographic Dividend – National Youth Policy.

Textbooks:

1. Jhingan, M. L, B.K. Bhatt, J.N. Desan, Demography, Vrinda Publications, New Delhi, 2003.
2. Rajendra K. Sharma, Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd, 2007.
3. Jennifer Hickes Lundquist, Douglas L. Anderton and David Yaukey, “Demography: The Study of Human Population”, Waveland Press Inc, 2015.
4. Dudley L. Poston, Jr. and Leon F. Bouvier, “Population and Society: An Introduction to Demography”, Cambridge University Press, 2015.
5. Richard.K Thomas, “Concepts, Methods and Practical Applications in Applied Demography”, Springer, 2018.

Reference Books:

1. Agarwala S.N., India’s Population Problem, Tata McGraw-Hill, Bombay, 1985.
2. Bhende, A. and T.R. Kanitkar, Principles of Population Studies, Himalaya Publishing House, Bombay, 1982.
3. Bogue, D.J., Principles of Demography, John Wiley, New York, 1969.
4. Sarah Harper, Demography: A Very Short Introduction, Oxford Press 2018.
5. Peter R. Cox, Demography- 5th Edition, Cambridge University Press.

Web Resources

1. <https://data.worldbank.org/indicator/SP.POP.TOTL>
2. <https://www.iom.int/>
3. <https://censusindia.gov.in>
4. <https://www.nationalgeographic.org/encyclopedia/demography/>
5. <https://www.nature.com/scitable/knowledge/library/introduction-to-population-demographics-83032908/>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Describe the various theories of Population Growth	1, 4	K2, K3
CO-2	Understand Demographic Indicators	4, 5	K2, K3
CO-3	Assess the causes and impact of Migration on rural-urban population distribution.	1, 4, 5	K4, K5
CO-4	Analyse the major demographic trends and their determinants.	4, 5	K4, K5
CO-5	Evaluate Population Policy of India and analyse recent trends.	1, 5	K5, K6

K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;

K5 - Evaluating; K6 - Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24UNEC11	DEMOGRAPHY					30	2				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	3	3	3	3	2	3	2	2	3	2	
CO-2	3	3	3	3	2	3	2	2	2	3	3	
CO-3	3	3	3	3	3	3	3	2	2	3	3	
CO-4	3	3	3	3	2	3	2	2	2	3	3	
CO-5	3	3	3	3	3	3	3	2	2	2	3	
		S-Strong-3 M-Medium-2					L-Low-1					

Prepared by : Ms. Salma Shereef

Checked by: Dr.M. Sulthana Barvin
Head of the Department

Semester - I	BUSINESS COMMUNICATION		24UFEC11			
FC			L	T	P	C
Hrs./Week: 2	Hrs./Semester : 30	Marks :100	2	-	-	2

General Objective:

To master the principles and techniques of effective business communication and to develop the skills necessary for writing professional correspondence and reports, ensuring success in various organizational contexts.

Learning Objectives

LO	The learners will be able to:
LO-1	Know the meaning, objectives and role of communication and media
LO-2	Understand the need and importance of communication in management
LO-3	Apply the need and function of business letter
LO-4	Study the business correspondents with insurance and other organisation
LO-5	Understand the meaning and importance of report writing

UNIT I - Communication

Communication: Meaning and Definition - Objectives - Role of Communication - Process and Elements of Communication - Communication Networks - Types and Media of Communication - Barriers to Communication - Characteristics for Successful Communication

UNIT II - Communication in Management

Management and Communication: Need and Importance of Communication in Management - Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.

UNIT III - Business Letters

Business Letter: Need - Functions - Kinds - Essentials of effective Business Letter - Language and Layout - Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.

UNIT IV - Correspondence

Correspondence: Bank Correspondence - Insurance Correspondence - Agency Correspondence - Import-Export Correspondence.

UNIT V – Report Writing

Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.

Textbooks:

1. Korlahalli, J. S., & Pal, R., Essentials of Business Communication. S. Chand, New Delhi, 1979.
2. Kaul A, Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited, 2015.
3. Raymond Lesikar and John Pettit, Jr., Report Writing for Business Mc Graw Hill Education, 2016.
4. Scott Mclean, "Business Communication for Success", Flat World Knowledge, 2010
5. Virander K. Jain, "Business Communication", S. Chand Limited, 2008.
6. Rajendra Pal & S. Korlahalli , Essentials of Business Communication, Sultan Chands & Sons, New Delhi.

Reference Books:

1. Kumar, R. (2010). Basic Business Communication. Excel Books India, 2010.
2. Bovee, C. L., Business Communication today. Pearson Education India, 2008.
3. Lesikar, R. V., & Pettit, J. D., Business communication: Theory and application. Irwin Professional Publishing, 1989.
4. Mary Ellen Guffy and Dana Loewy, Essentials of Business Communication Cengage Learning, 2012.
5. C.B.Gupta, Essentials of Business Communication Cengage Learning India Pvt. Ltd, 2019.
6. Asha Kaul, Effectiveness of Business Communication , Prentice Hall
7. RSN Pillai & Bhagavathi , Business Communication

Web Resources

1. https://www.managementstudyguide.com/business_communication.htm
2. <https://studiousguy.com/business-communication/>
3. <https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills>
4. <https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php>
5. <https://www.mindtools.com/page8.html>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Get a basic understanding and concepts of business communication along with its Process, Elements and importance.	1, 3, 4	K1, K2, K3
CO-2	Apply and analyze the acquired knowledge in the fields of management communication.	2, 3	K3, K4
CO-3	Develop and analyze the functions of an effective business letter	4, 5	K4, K5
CO-4	Familiarize and appraise the pre-requisite features of correspondence along with its types .	3, 5	K4, K5
CO-5	Develop the essential skills to create an efficient business report and elaborate on its types .	2, 5	K5, K6

K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;

K5 - Evaluating; K6 - Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24UFEC11	BUSINESS COMMUNICATION					30	2				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	3	3	3	3	3	3	2	3	3	2	
CO-2	3	3	3	3	3	3	2	3	3	2	2	
CO-3	3	3	3	3	2	3	2	2	2	3	3	
CO-4	3	3	3	3	2	3	2	2	3	2	3	
CO-5	3	2	3	3	3	3	2	3	2	2	3	
S-Strong-3 M-Medium-2 L-Low-1												

Prepared by : Dr.M.Petchiammal

Checked by: Dr.M. Sulthana Barvin

Head of the Department

Semester – II	GRAMMAR		24ULAR21			
LANG – I			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	6	-	-	3

General Objective: To make the students to develop the skill of basic Arabic Grammar and Translation skills from Arabic to English vice-versa.

Learning Objectives

LO	The learners will be able to:
LO 1	Understand basic Arabic grammar.
LO 2	Understand the correct usage of Arabic grammar.
LO 3	Employ sentence making.
LO 4	Enhance vocabulary.
LO 5	Improve reading and writing skills.

UNIT I - Lessons 1 to 4 (Text Book – 1) من الدرس الأول إلى الدرس الرابع

UNIT II - Lessons 5 to 8 (Text Book – 1) من الدرس الخامس إلى الدرس الثامن

UNIT III – Lessons 9 to 12 (Text Book – 1) من الدرس التاسع إلى الدرس الثاني عشر

UNIT IV – Lessons 13 to 16 (Text Book – 1) من الدرس الثالث عشر إلى الدرس السادس عشر

UNIT V – Lessons 17 to 20 (Text Book – 1) من الدرس السابع عشر إلى الدرس العشرون

Textbooks:

1. قواعد اللغة العربية الأساسية، الدكتور سيد رحمة الله، رئيس سابق لقسم اللغة العربية، الكلية الجديدة، شنائي

Basic Arabic Grammar, By Dr. Syed Rahmathullah

Reference Books:

النحو الواضح – علي الجارم ومصطفى أمين
 دليل النحو الواضح – الدكتور بشير أحمد جمالي
 سهل العوامل _ الدكتور تاج الدين المناني
 النحو الميسر للكبار والصغار – علي محمود عقيلي
 القواعد التطبيقية في اللغة العربية – الدكتور نديم دعكور

www.alnahw.com

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Able to use basic grammatical structure.	PSO-1,2,4	K2
CO-2	Develop reading skills and reading speed	PSO-1,2	K2
CO-3	Acquire new vocabulary in Arabic	PSO-1,2,3	K3
CO-4	Understand the different types of sentences.	PSO-1,2,3	K4
CO-5	Able to construct simple sentences in Arabic	PSO-1,2,5	K5

**K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;
K5 - Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
II	24ULAR21	GRAMMAR					90	3				
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	2	2	2	2	2	3	2	2	2	1	
CO-2	2	2	2	3	1	3	2	2	2	3	1	
CO-3	3	3	3	2	2	1	3	3	3	2	2	
CO-4	3	3	2	3	3	2	3	3	2	3	3	
CO-5	2	2	1	2	3	2	2	2	1	2	3	

STRONG - 3, MEDIUM - 2, LOW - 1

Prepared by : Dr. J. Ubaiyathulla

Checked by: Dr. J. Ubaiyathulla
Head of the Department

Semester - II	பொதுத்தமிழ் - 2		24ULTA21			
LANG - I	தமிழ் இலக்கிய வரலாறு - 2		L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	6	-	-	3

General Objective:

- தமிழ் இலக்கியப் போக்குகளையும் இலக்கணங்களையும் மாணவர் .
- அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல்.
- நடைமுறைகளை மேற்கொள்ளுதல்

Learning Objectives:

LO	The Learners will be able to:
LO - 1	சிற்றிலக்கியங்களின் வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுதல்
LO - 2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்
LO - 3	திராவிட இயக்க இலக்கியங்களைக் கற்பதன் மூலம் மொழி உணர்வு , இன உணர்வு, சமத்துவம் சார்ந்த சிந்தனைகளை ஊட்டுதல்
LO - 4	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்ளுதல்
LO - 5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் மேடைப்பேச்சு மற்றும் கட்டுரை, கதை எழுதுவதற்கு பயிற்சி பெறுதல்.

அலகு 1 தமிழ் இலக்கிய வரலாறு அறிமுகம்

1. சிற்றிலக்கியம் குறவஞ்சி, கலம்பகம், உலா, பரணி, பள்ளு, பிள்ளைத்தமிழ், தூது, அந்தாதி.
2. தனிப்பாடல் அறிமுகம்.
3. இக்கால இலக்கியம், கவிதை, சிறுகதை, நாடகம், உரைநடை , திராவிட இயக்கம் வளர்த்த தமிழ்

அலகு 2 சிற்றிலக்கியமும் தனிப்பாடலும்

சிற்றிலக்கியம்

1. கலிங்கத்துப் பரணி- விருந்தினரும் வறியவரு நெருங்கி யுண்ணரும் - முதல் - கேட்பாரைக் காண்மின் காண்மின் வரை.
2. திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கனிகொடுத்து.
3. முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத்.

4. அபிராமி அந்தாதி- கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்).
5. திருவரங்கக் கலம்பகம் – மறம் -பிள்ளைப் பெருமாள் ஐயங்கார்- பேசுவந்த தூத செல்லரித்த ஓலை செல்லுமோ.
6. தமிழ்விடு தூது முதல் பத்து கண்ணிகள்

தனிப்பாடல்

1. வான்குருவியின் கூடு - ஓளவையார்
2. ஆமணக்குக்கும் யானைக்கும் சிலேடை - முத்திருக்கும்
கொம்பசைக்கும் முரித்தண்டே - காளமேகப் புலவர்
3. இம்பர் வான் எல்லை இராமனையே பாடி - வீரராகவர்
4. நாராய் நாராய் - சத்தி முத்தப் புலவர்

அலகு 3 இக்கால இலக்கியம் - 1

1. பாரதியார் - பாரத சமுதாயம் வாழ்கவே
2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா
3. நாமக்கல் கவிஞர்- கத்தியின்றி
4. தமிழ் ஒளி – மீன்கள் (அந்தி நிலா பார்க்க வா)
5. ஈரோடு தமிழன்பன் – எட்டாவது சீர் (வணக்கம் வள்ளுவ)

சிறுகதைகள்

1. புதுமைப்பித்தன் - கடிதம்
2. ஜெயகாந்தன் - வாய்ச் சொற்கள் (மாலை மயக்கம் - தொகுப்பு)
3. ஆர். சூடாமணி - அந்நியர்கள்

உரைநடை

1. மு வ கடிதங்கள் - தம்பிக்கு நூலில் முதல் இரண்டு கடிதங்கள்

அலகு 4 இக்கால இலக்கியம் - 2

1. தந்தை பெரியார் – திருக்குறள்(மாநாட்டு) உரை
2. பேரறிஞர் அண்ணா – இரண்டாம் உலகத் தமிழ் மாநாட்டு உரை
3. கலைஞர் மு. கருணாநிதி – தொல்காப்பிய பூங்கா –எழுத்து -முதல்
நூற்பா கட்டுரை

நாடகம் - திரைத்தமிழ்

1. வேலைக்காரி –திரைப்படம்
2. ராஜா ராணி -சாக்ரடீஸ் -ஓரங்க நாடகம்

இதழியல் தமிழ்:

முரசொலி கடிதம்

1. செம்மொழி வரலாற்றில் சில செப்பேடுகள்

அலகு 5 மொழிப் பயிற்சி

சொல் வேறுபாடு / பிழை தவிர்த்தல்

ரகர – றகர வேறுபாடுகள்

நகர – ணகர – னகர வேறுபாடுகள்

லகர – ளகர – ழகர வேறுபாடுகள்

பாட நூல்:

பதிப்பாசிரியர் முனைவர் ச.மகாதேவன், பொதுத்தமிழ் 2,

சதக்கத்துல்லாஹ் அப்பா கல்லூரி வெளியீடு 2024 – 2025(முதற் பதிப்பு).

பார்வை நூல்கள் :

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாதெமி, புதுடெல்லி.

2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.

3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.

4. தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், முனைவர்.சொ.சேதுபதி

5. புதிய தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், நீல.பத்மநாபன்

6. தமிழ் இலக்கிய வரலாறு - டாக்டர்.அ.கா.பெருமாள்

7. தமிழ் இலக்கிய வரலாறு - முனைவர். ப.ச.ஏசுதாசன்

8. தமிழ் இலக்கிய வரலாறு – ஸ்ரீகுமார்

9. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு – பாக்கியமேரி.

10. தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் பதிப்பகம், சிதம்பரம்

- <https://www.chennaiibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

Course Outcomes

CO	Upon completion of this course, students will be able to	PSO Addressed	Cognitive Level
CO-1	சிற்றிலக்கியங்களின்வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுவர்	2,4	K2, K3
CO-2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்	1,4	K2
CO-3	திராவிட இயக்க இலக்கியங்களைக் கற்பதன் மூலம் மொழி உணர்வு, இன உணர்வு, சமத்துவம் சார்ந்த சிந்தனைகளைப் பெறுவர்	2,4,5	K4,K5
CO-4	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்வர்	1,3	K3,K6
CO-5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் மேடைப்பேச்சு மற்றும் கட்டுரை, கதை எழுதுவதற்கு பயிற்சி பெறுவர் பயிற்சி பெறுவர்.	1,2,3,4	K4, K6

K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating

Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credits							
II	24ULTA21	தமிழ் இலக்கிய வரலாறு - 2	90	3							
Course Outcomes (COs)	Programme Outcomes (POs)						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
CO-1	3	2	3	3	3	2	2	2	3	2	3
CO-2	3	3	2	2	2	3	2	3	3	2	2
CO-3	3	2	3	3	2	2	2	3	2	3	3
CO-4	3	3	3	2	2	2	3	2	3	2	2
CO-5	3	3	2	2	2	3	3	2	2	2	2

3 - STRONG, 2 - MEDIUM, 1- LOW

Prepared by : Dr. A.S. Shaik Sindha

Checked by: Dr.S.Mahadevan

Head of the Department

Semester - II	General English-II		24ULEN21			
LANG – II			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	6	-	-	3

General Objective:

To teach the four skills viz. Listening, Speaking, Reading and Writing to train the students the skills necessary for social and academic interactions.

Learning Objectives (LO)

LO	The learners will be able to:
LO-1	To make students realize the importance of resilience
LO-2	To enable them to become good decision makers
LO-3	To enable them to develop problem-solving skills
LO-4	To enable them to use tenses appropriately
LO-5	To help them use English effectively at workplace.

Unit – I

The Skill Focussed: Resilience

Poetry

1. “Don’t Quit” – Edgar A. Guest
2. “Still Here” – Langston Hughes

Short Story

- 3 Engine Trouble – R.K. Narayan
- 4 Rip Van Winkle – Washington Irving

Unit – II

The Skill Focussed: Decision Making

Short Story

1. The Scribe – Kristin Hunter
2. The Lady or the Tiger - Frank Stockton

Poetry

3. “The Road not Taken” – Robert Frost
4. “Snake” – D. H Lawrence

Unit – III

The Skill Focussed: Problem Solving

Autobiography

1. How I taught My Grandmother to Read – Sudha Murthy
2. How Frog Went to Heaven – A Tale of Angolo
3. Wings of Fire (Chapters 1,2,3) by A.P.J Abdul Kalam

Unit – IV

Grammar

Tenses

1. Present
2. Past
3. Future
4. Concord

Unit - V

English in the Workplace

1. e-mail – Invitation, Enquiry, Seeking Clarification
2. Circular
3. Memo
4. Minutes of the Meeting

Textbook:

1. Board of Editors. General English – II. Tamil Nadu State Council for Higher Education (TANSICHE). Chennai: 2024.

Reference Books:

1. Martin Hewings, *Advanced English Grammar*, Cambridge University Press, 2000.
2. SP Bakshi, Richa Sharma, *Descriptive English*, Arihant Publications (India) Ltd., 2019.
3. Sheena Cameron, Louise Dempsey, *The Reading Book: A Complete Guide to Teaching Reading*, S&L. Publishing, 2019.
4. Barbara Sherman, *Skimming and Scanning Techniques*, Liberty University Press, 2014.
5. ShaikhMoula, *Communication Skills: A Practical Approach*.
6. Ramendra Kumar, *Stories of Resilience*, Blue Rose Publications, 2020.

Course Outcomes

CO	Upon completion of this course, students will be able to	PSO Addressed	Cognitive Level
CO-1	Understand the importance of resilience	1, 2, 4	K1, K2
CO-2	Acquire knowledge to make good decisions	1, 2, 3, 4	K2, K3
CO-3	Develop problem-solving skills	1, 2, 3, 4	K3, K4
CO-4	Evaluate the uses of tenses in English	1, 2, 3	K4, K5
CO-5	Use English effectively at the workplace.	2, 4, 5	K5, K6

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
K5 – Evaluating; K6 – Creating**

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
II	24ULEN21	General English - II					90	3				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	3	1	3	1		1	3	3	3	1	
CO-2	3	3	3	3	2		3	3	3	3	2	
CO-3	3	3	3	3	1		3	3	3	3	1	
CO-4	3	3	3	2	1		3	3	3	1	2	
CO-5	1	3	2	3	3		3	3	3	3	3	
STRONG – 3, MEDIUM – 2 , LOW – 1												

Prepared by : Dr.L.Faustina Leo

Checked by: Dr. S. Mohamed Haneef

Head of the Department

Semester - II	MICRO ECONOMICS –II		24UCEC21			
Core – III			L	T	P	C
Hrs./Week: 4	Hrs./Semester : 60	Marks :100	4	-	-	4

General Objective:

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.

Learning Objectives

LO	The learners will be able to:
LO-1	Understand the students to gain knowledge on the market structures
LO-2	Analyse the monopoly and price discrimination in the market
LO-3	Probe the monopolistic and oligopoly competitions and its operation
LO-4	Enrich the students about the Theories of Distribution
LO-5	Understand the concepts of Welfare Economics

UNIT I - Perfect Competition

Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis.

UNIT II - Monopoly and Price Discrimination

Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– Dead Weight Loss -Policies to Control Monopoly – Price Discrimination–First Degree, Second Degree and Third-Degree Price Discrimination – Dumping.

UNIT III – Monopolistic and Oligopoly Competition

Monopolistic Competition–Features– Product Differentiation– Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity -Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership – Game Theory – Minimax – Maximin – Nash Equilibrium.

UNIT IV – Distribution Theory

Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.

UNIT V – Welfare Economics and General Equilibrium

Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution.

Textbooks:

1. Robert Pindyck and Daniel L. Rubinfeld, (2001) Micro Economics, Macmillan.
2. Hal R. Varian (2004), Intermediate Micro Economics East-West Press: New Delhi.
3. Walter Nicholson and Christopher Snyder, Micro Economic Theory - Basic Principles and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016.
4. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
5. Timothy Taylor, Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services.
6. D. Bose, A. Marimuthu, An Introduction to Micro Economics, Himalaya Publishing House, Mumbai.

Reference Books:

1. Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2nd Edition.
2. Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
3. Case & Fair, Principles of Economics Myeconlab series 8th Edn.
4. Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition
5. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)

Web Resources

1. <https://open.umn.edu/opentextbooks/subjects/economics>
2. <https://global.oup.com>
3. <https://www.economicsnetwork.ac.uk>
4. <https://edge.sagepub.com/sextonmicro8e>
5. <https://www.aeaweb.org/resources/students>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Understand the equilibrium conditions in Perfect Competition.	1, 3	K2, K3
CO-2	Analyze the equilibrium conditions under Monopoly Market Structure.	1, 3	K4, K5
CO-3	Describe the Market Equilibrium under Monopolistic and Oligopoly Market.	3, 5	K2, K4
CO-4	Know the importance of theories of Distribution.	1, 2, 3	K1, K2
CO-5	Evaluate the aspects of Welfare Economics and General Equilibrium.	1, 3, 5	K5, K6

K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;

K5 - Evaluating; K6 - Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
II	24UCEC21	MICRO ECONOMICS - II					60	4				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	3	3	3	3	3	3	2	3	2	2	
CO-2	3	3	3	3	3	3	3	2	3	2	2	
CO-3	3	3	3	3	2	3	2	2	3	2	3	
CO-4	3	3	3	3	3	3	3	3	3	2	2	
CO-5	3	3	3	3	3	3	3	2	3	2	3	
		S-Strong-3 M-Medium-2					L-Low-1					

Prepared by : Dr.M.Esakkiammal

Checked by: Dr.M. Sulthana Barvin
Head of the Department

Semester - II	STATISTICS FOR ECONOMICS –II		24UCEC22			
Core – IV			L	T	P	C
Hrs./Week: 4	Hrs./Semester : 60	Marks :100	4	-	-	4

General Objective:

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

Learning Objectives

LO	The learners will be able to:
LO-1	Understand the various methods of index numbers and its applications
LO-2	Analyse the components and measurement of time series data
LO-3	Know the theories of probability and its applications
LO-4	Probe the research design and sampling methods
LO-5	Acquire knowledge on the application of test of Hypotheses in Research

UNIT -I : Index Numbers

Index Numbers – Methods – Unweighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed based Index Numbers – Test of Adequacy of Index Numbers – Wholesale Price Index – Consumer Price Index – Cost of Living Index.

UNIT -II : Time Series Analysis

Definition– Components and Measurement– Graphic Method - Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis.

UNIT - IV : Theory of Probability

key Concepts of Probability – Importance – Theorems of Probability: Addition, Multiplication and Bayes’ Theorem - Discrete and Continuous Random Variables – Theoretical Distributions – Binomial, Poisson and Normal – Properties- Uses and Applications.

UNIT - IV : Sampling

Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non –Random Sampling - Size of Sample – Merits and Limitations of Sampling – Sampling and Non-Sampling Errors.

UNIT - V : Testing of Hypothesis

Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis – Test: Null and Alternative Hypothesis – Type – I and Type – II Errors– ‘t’ Test – Paired ‘t’-test – Chi –Square test, ‘F’ test –Analysis of Variance - One way and Two-way ANOVA.

Text Books

1. S.P Gupta, (2017) “Statistical Methods”, Sultan Chand & Sons.
2. Anderson, Sweeney and Williams(2012), “Statistics for Business and Economics Cengage,2012.
3. Pillai R.S.N. &BagavathiV (2012) “Statistics :Theory and Practice” S.Chand&CompanyLtd. New Delhi.
4. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.
5. Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.
6. M. Wilson, Business Statistics, Himalaya Publishing House, Mumbai.

Reference Books

1. Anderson, David Ray, “Statistics for Business and Economics”, South-Western Pub, 2001.
2. Sancheti and Kapoor, Statistics, Sultan & Sons New Delhi, 2015.
3. Gupta S.C. Statistical Methods , Sultan & sons New Delhi, 2015.
4. Monga G.S. “Mathematics and Statistics for Economics” Vikas Publishing House Pvt.Ltd New Delhi, 2001.
5. Dominick Salvatore and Derrick Reagle,theory and problems of statistics and econometrics, Mc Graw Hill, 2002.

Web Resources

1. <https://stattrek.com/statistics/resources>
2. <https://www.cuemath.com/data/f-test/>
3. <https://www.statistics.com/>
4. <https://thisisstatistics.org/students/>
5. <https://oli.cmu.edu/courses/probability-statistics-open-free/>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Gain Knowledge on the Index Numbers	2, 5	K2, K3
CO-2	Analyze the importance of Time Series Data and its measurement	2, 4	K4, K5
CO-3	Understand the concept of Probability	4, 5	K2, K3
CO-4	Identify the various Sampling Methods	1, 5	K3, K4
CO-5	Acquire Knowledge on Hypothesis Testing	1, 5	K3, K4

K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;

K5 - Evaluating; K6 - Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
II	24UCEC22	STATISTICS FOR ECONOMICS -II					60	4				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	2	3	3	3	3	2	3	2	2	3	
CO-2	3	3	3	3	3	2	2	3	2	3	2	
CO-3	3	3	3	3	2	3	2	2	2	3	3	
CO-4	3	3	3	3	3	3	3	2	2	2	3	
CO-5	3	3	3	3	2	3	3	2	2	2	3	
		S-Strong-3 M-Medium-2					L-Low-1					

Prepared by : Dr.N. Sahar Ban

Checked by: Dr.M. Sulthana Barvin
Head of the Department

Semester - II	HUMAN RESOURCE MANAGEMENT		24UABA21			
Elective – IA			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	5	1	-	5

General Objective:

Students will gain a comprehensive understanding of Human Resource Management, including its principles, functions, and strategic role within organizations, preparing them to effectively manage human capital and contribute to organizational success through informed decision-making and implementation of HR practices.

Learning Objectives

LO	The learners will be able to:
LO-1	Understand the components of job analysis for human resource planning
LO-2	Evaluate the methods of job evaluation in wage fixation
LO-3	Illustrate the different methods of recruitment for human resource selection
LO-4	Choose the appropriate method of training in enhancing employee performance
LO-5	Design a suitable performance appraisal method for career planning and advancement.

Unit - I

Human Resource Management – Meaning – Definition – Scope – Objectives - Functions – Managerial functions - Operative functions - Human Resource Management Vs Personnel Management – Role of HR Manager in an Organization.

Unit - II

Job Analysis – Concepts – Definition – Importance – Purpose - Elements - Job Description – Specification – Techniques for data collection in job analysis - Job Evaluation – Job Evaluation Methods.

Unit - III

Recruitment – Definition - Process – Factors affecting Recruitment – Sources of Recruitment – Internal sources – external sources –Selection – Definition - Selection Process – Psychological Tests for Selection.

Unit - IV

Training – Induction Vs Training – Importance of Training – Types of Training – Performance appraisal – Objectives of Performance appraisal –

Importance of Performance appraisal – Types of Performance appraisal – HR audit – Balance score card.

Unit - V

Career planning – Features – Objectives – Need – Process of career planning – Career planning V/s Human resource planning – benefits of career planning – Different stages of career planning.

Textbooks:

1. VSP. Rao, Human Resource Management, Excel Books Publication, 3rd Edition, 2013

Reference Books:

1. Personnel management – Fillippa – Mc Graw Hill.
2. Personnel management – Ahuja Kalyani Publishing
3. Personnel management – P.C. Tripathi.

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Understand the components of job analysis for human resource planning.	1, 3	K2, K3
CO-2	Evaluate the methods of job evaluation in wage fixation.	4, 5	K4, K5
CO-3	Illustrate the different methods of recruitment for human resource selection.	3, 5	K2, K3
CO-4	Choose the appropriate method of training in enhancing employee performance.	2, 4	K3, K4
CO-5	Design a suitable performance appraisal method for career planning and advancement.	4, 5	K5, K6

K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;

K5 – Evaluating; K6 – Creating

Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credits							
II	24UABA21	HUMAN RESOURCE MANAGEMENT	90	5							
Course Outcomes (COs)	Programme Outcomes (POs)						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
CO-1	3	3	3	3	3	3	3	2	3	2	2
CO-2	3	3	3	3	2	3	2	2	2	3	3
CO-3	3	3	3	3	2	3	2	2	3	2	3
CO-4	3	3	3	3	3	2	2	3	2	3	2
CO-5	3	3	3	3	2	3	2	2	2	3	3
	S-Strong-3 M-Medium-2 L-Low-1										

Prepared by : Mr. S. Mohamed Meeran

Checked by: Dr. S. Shahul Hameed
Head of the Department

Semester - II	E- Commerce		24UACO21			
Elective – IB			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	5	1	-	5

General Objective:

To provide students with a comprehensive understanding of e-commerce principles, models, applications, promotional strategies, consumer protection, and payment systems, preparing them for the digital business landscape.

Learning Objectives

LO	The learners will be able to:
LO-1	Know the goals of Electronic commerce
LO-2	Understand the various Business models in emerging E-commerce areas
LO-3	Have an insight on the internet marketing technologies
LO-4	Understand the benefits and implementation of EDI
LO-5	Examine the ethical issues of E-commerce

UNIT I Introduction To E-Commerce

Defining E - Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce - Process of E-Commerce - Types of E- Commerce; The World Wide Web, The Internet and the Web: Features, Role of Automation & Artificial Intelligence in E-Commerce.

UNIT II E-Commerce Business Models & Consumer Oriented E Commerce

E-commerce Business Models, Major Business to Consumer (B2C) Business Models, Major Business to Business (B2B) Business Models, Business Models in Emerging E-Commerce Areas - E-tailing: Traditional Retailing and E- retailing, Benefits of E-retailing, Models of E-retailing, Features of E-retailing.

UNIT –III E-Commerce Marketing Concepts

The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies – Marketing Strategy - E services: Categories of E-services, Web-Enabled Services, Information-Selling on the Web.

UNIT – IV Electronic Data Interchange & Security

Benefits of EDI, EDI Technology, EDI Standards, EDI Communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System - Digital Economy - Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web Server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.

UNIT – V Ethics in E-Commerce

Issues in E Commerce Understanding Ethical, Social and Political Issues in E-Commerce: A Model for Organizing the Issues, Basic Ethical Concepts, Analysing Ethical Dilemmas, Candidate Ethical Principles Privacy and Information Rights: Information Collected at E-Commerce Websites.

Textbooks

1. Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4 the Edition, Pearson Education Limited, New Delhi.
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI Learning Pvt. Ltd., New Delhi
3. David Whitley, E-Commerce-Strategy, Technologies & Applications, TMI, McGraw-Hill, London.
4. Kamlesh K. Bajaj, E-Commerce- The cutting edge of business, TMH, McGraw-Hill, Noida.
5. W Clarke, E-Commerce through ASP - BPB, Wrox Publisher, Mumbai.

Reference Books

1. Agarwala, K.N. and D. Agarwala, Business on the Net : What's and How's of E-Commerce, McMillan Publisher India Pvt. Ltd., Chennai
2. Ravi Kalkota, Frontiers of E-Commerce, TM, Pearson Education Limited, New Delhi
3. Elias M Awad, Electronic Commerce : From Vision to Fulfillment. PHI Learning Pvt. Ltd., New Delhi.
4. Mathew Reynolds, Beginning E-Commerce with Visual Basic, ASP, SQL Server 7.0 & MTS, Wrox Publishers, Mumbai.

Web Resources

1. <https://www.investopedia.com/terms/e/ecommerce.asp>
2. <https://www.webfx.com/industries/retail-ecommerce/ecommerce/basic-ecommerce-marketing-concepts/>
3. <https://techbullion.com/the-importance-of-ethics-in-ecommerce/>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Understand the role and features of world wide web	1, 3, 5	K2, K3
CO-2	Analyse the Benefits and model of e-tailing	1, 3	K2, K4
CO-3	Use the web enabled services	1, 3, 4, 5	K3, K4
CO-4	Tackle the threats in internet security system	1, 4	K1, K5
CO-5	Know about the Ethical principles Privacy and Information Rights	2, 4, 5	K2, K5

K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;

K5 – Evaluating; K6 – Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
II	24UACO21	E- Commerce					90	5				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	3	3	3	3	3	3	2	3	2	3	
CO-2	3	3	3	3	3	3	3	2	3	2	2	
CO-3	3	3	3	3	3	3	3	2	3	3	3	
CO-4	3	3	3	3	3	2	3	2	2	3	2	
CO-5	3	3	3	3	3	3	2	3	2	3	3	
	S-Strong-3 M-Medium-2						L-Low-1					

Prepared by : Dr. Benazir

Checked by: Dr. A. Hamil
Head of the Department

Semester – II	ECONOMICS FOR INVESTORS		24UNEC21			
SEC-II (NME)			L	T	P	C
Hrs./Week: 2	Hrs./Semester : 30	Marks :100	2	-	-	2

General Objective:

To provide students with a comprehensive understanding of savings and investments, various investment avenues, market dynamics, economic fundamentals, and strategic investment methods, enabling them to make informed investment decisions in diverse economic environments.

Learning Objectives

LO	The learners will be able to:
LO-1	Understand concepts of saving and investments
LO-2	Probe the various investment avenue and its practice applications
LO-3	Enables various investment markers and its features
LO-4	Know the economic fundamentals and the Business Environment
LO-5	Understand various investment methods and its strategies

UNIT I - Introduction

Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role

UNIT II - Investment Avenues

Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds.

UNIT III – Investment Markets

Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options

UNIT IV – Economic fundamentals for Investors

Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic. Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries

UNIT V – Investment Methods and Strategies

Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management.

Textbooks:

1. Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA
2. Esme Faerber (2013), All about Stocks ,TataMGrav Hill, New Delhi
3. Christopher D. Piros, Jerald E. Pinto(2013), “Economics for Investment Decision Makers:Micro, Macro, and International Economics, Workbook”, Wiley, 2013
4. John Calverley, “The Investor's Guide to Economic Fundamentals”, Wiley, 2003
5. Howards Marks, Mastering The Market Cycle: Getting the Odds on Your Side”, John Murray Press, 2018

Reference Books

1. Robert T. Kyosaki,(2014) Guide To Investing Business Plus ISBN: 9780446589161
2. Benjamine Graham(1949), The Intelligent Investor, Harper&Brothers
3. Mary Buffett and David Clark(2002), The New Buffettology (Simon and Schuster)
4. John C Bogle(2017) The Little Book of Common Sense Investing:The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications
5. William J. O’ Neil (2009) How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition McGraw Hill Education

Web Resources

1. <https://www.capitalmarket.com/>
2. <https://www.icmagroup.org/>
3. <https://www.nseindia.com>
4. <https://www.stockbrokers.com/guides/beginner-investors>
5. <https://www.nasdaq.com/articles/10-best-stock-trading-websites-for-beginners>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Describe the types and importance of savings and investments.	1, 3	K2, K3
CO-2	Explain the available for investment avenues	1, 2, 3	K2, K5
CO-3	Understand the operations of different types of investment markets.	3, 4	K2, K4
CO-4	Evaluate the economic fundamentals and information.	1, 4	K4, K5
CO-5	Construct objective enabling investment plans, strategy, evaluate and restructure if required.	3, 5	K5, K6

K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;

K5 - Evaluating; K6 - Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
II	24UNEC21	ECONOMICS FOR INVESTORS					30	2				
Course Outcomes (COs)	Programme Outcomes (POs)						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	
CO-1	3	3	3	3	3	3	3	2	3	2	2	
CO-2	3	3	3	3	3	3	3	3	3	2	2	
CO-3	3	3	3	3	2	3	2	2	3	3	2	
CO-4	3	3	3	3	3	3	3	2	2	3	2	
CO-5	3	3	3	3	2	3	2	2	3	2	3	
		S-Strong-3			M-Medium-2		L-Low-1					

Prepared by : Ms. Salma Shereef

Checked by: Dr.M.Sulthana Barvin
Head of the Department

Semester – II	Value Education-I		24USVE2A			
SEC-III			L	T	P	C
Hrs./Week: 2	Hrs./Semester : 30	Marks :50	2	-	-	2

General Objective: To make students inculcate moral values, leading to faith and righteous action in their life.

Unit – I:Islam – Meaning – Importance – A complete Religion – The religion accepted by God – Five Pillars of Islam – Kalima – Prayers – Fasting – Zakat – Haj.

Iman – Monotheism – Angels – Books – Prophets – Dooms Day – Life after death – Heaven and Hell.

Unit – II:Quran – The Book of Allah – Wahi – Revelation to Prophet Muhammad(sal) – Compilation – Preservance – Structure – Content – Purpose – Source of Islamic Law– SuraFathiha, Kafirun, Iqlas, Falakh and Nas.

Unit – III:Hadith – Siha Sitha – Buhari – Muslim – Tirmithi – Abu Dawood – Nasai – Ibn Maja – Collection of Hadith – Meaning of 40 Hadith.

Unit – IV:Life History of Prophet Muhammad (sal) – AiamulJahiliya – Prophet’s Childhood and Marriage – Prophethood – Life at Mecca – Life at Medinah – Farewell Address – Seal of Prophethood.

Unit – V:Good character – Etiquettes – Halal and Haram – Duties towards Allah – Duties towards fellow beings – MasnoonDuas.

Textbooks:

Publication of SadakathullahAppa College

Reference Books:

1. V.A. Moahmed Ashrof – Islamic Dimensions – Reflection and Review on Quranic Themes.
2. The Presidency of Islamic Researchers – Revised & Edited – The Holy Quran.
3. M. Manzoor Nomani – Islamic Faith & Practice.
4. Ali Nadawi, Abul Hasan– Muhammad Rasulullah., Muassasathus Sahafawa Nashr Publication Lucknow, India,1999.
5. K. Ali – A Study of Islamic History.
6. Abdul Rahuman Abdulla
h – Islamic Dress code for Women.
7. Dr. Munir Ahamed Mughal – Code For Believers.
8. Abdul Malik Mujahid – Gems and Jewels.

Semester – II	Value Education-II		24USVE2B			
SEC-III			L	T	P	C
Hrs./Week: 2	Hrs./Semester : 30	Marks :50	2	-	-	2

UNIT I

Individual Morality – Objective of Moral life – Living in accordance with the code of Morality – the goodness of Morality – Morality and *Thirukural*- The need for faith.

UNIT II

Adherence to higher code of Morality – Fear of God – Good Moral Values – Duty to Parents – Teacher, respecting elders – Moral Etiquettes – Right-minded Principle – High Principles for Proper conduct.

UNIT III

Inculcating good attitudes – Open mindedness – Morale – analysing the pros and cons of good and bad – Service to others – Mind Power, tolerance, respecting others, showing love to others, patience – tranquility – Modesty, kindness and forgiveness.

UNIT IV

Quotations and moral Stories expressing Good characters of Great personalities – Life History of Great people: Mahatma Gandhi, Abraham Lincoln, Dr. A.P.J. Abdul Kalam.

UNIT V

Truth, the importance of uprightness, integrity, friendship – Health awareness on Alcohol and drug abuse – inculcating reading habit – reading good books – Hygiene – Dowry – Corruption.

Textbooks:

Publication of Sadakathullah Appa College.