

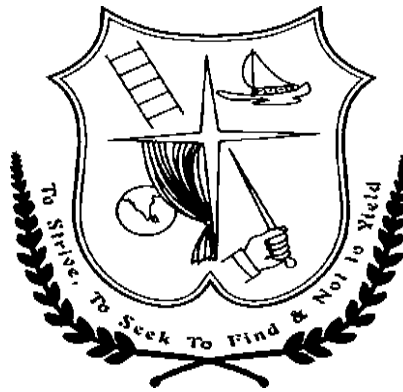
**ETHIRAJ COLLEGE FOR WOMEN**

**(AUTONOMOUS)**

**Chennai - 600 008**

**POST GRADUATE & RESEARCH**

**DEPARTMENT OF ECONOMICS**



**M.A.BUSINESS ECONOMICS**

**Syllabus**

**Choice Based Credit System**

**Outcome Based Education**

**(Offered from the Academic Year 2018-2019)**

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# **DEPARTMENT OF ECONOMICS REVISED SYLLABUS OF JUNE 2018**

Department of Economics is revising syllabi with effect from the academic year 2018-2019 with CBCS for M.A. Economics & M.A Business Economics as specified by the Government of Tamil Nadu that will seek to build the capacity of the students and provide inputs for their social service and social analysis capabilities.

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

## **PREAMBLE**

The Department of Economics submits changes and additions suggested in the PG curricula that are given in the ensuing pages.

- Reorganization of Courses in the PG programmes as specified by TANSICHE
- Modification of course content in courses based on employability of the students and the needs of the industries.
- Changes in the course title based on revised contents of curricula and course titles.
- Introduction of new innovative courses.

## **REGULATIONS**

### **1. ELIGIBILITY FOR ADMISSION:**

Candidates for admission to the first year of the Degree of **M.A.Economics&M.A Business Economics** course shall be required to have passed B.A.Economics, B.Sc Mathematics, B.Sc Statistics /B.Com/B.B.A./B.B.M/B.Com (C.S) or any under graduate degree in social sciences conducted by the University of Madras or an Examination accepted as equivalent thereto by the Syndicate of the University of Madras.

**2. ELIGIBILITY FOR THE AWARD OF DEGREE:**

A candidate shall be eligible for the award of the Degree only if she has undergone the prescribed course of study for a period of not less than two academic years and passed the examinations in all the four semesters prescribed.

**3. COURSE OF STUDY:**

The main subject of study for Masters Degree shall consist of the following:  
CORE COURSES

**ELECTIVES SOFT SKILLS INTERNSHIP**

**4. PASSING MINIMUM:**

A candidate shall be declared to have passed in each paper/practical of the main subject of study wherever prescribed, if she secured NOT LESS THAN 50% of the marks prescribed for the examination.

**5. CLASSIFICATION OF SUCCESSFUL CANDIDATES:**

Successful candidates passing the examination and securing the marks (i) 60 percent and above and (ii) 50 percent above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND class respectively.

Candidates who pass all the examinations prescribed for the course in the FIRST APPEARANCE ITSELF ALONE are eligible for ranking.

# **Programme Educational Objectives**

**On obtaining a Postgraduate Degree the students will be able to:**

- PEO1            Display higher order thinking in the knowledge domain and demonstrate professional skills**
- PEO2            Contribute to the advancement and application of relevant knowledge by self-directed learning**
- PEO3            Extend and integrate knowledge and skills to design and develop novel products and explore innovative solutions to national and international goals of development.**
- PEO4            Exercise management skills and develop social interactions in a responsive, ethical and constructive way to meet global standards of excellence in all spheres of activity.**
- PEO5            Strive for social and economic equity based on the need for gender parity and ecological sustainability**

# **Programme Outcomes**

## **Arts Stream**

### **Postgraduate Course**

- PO1:** Apply, analyze and review the knowledge gained through the study of humanities to address Political, Socio-Economic and gender issues and contribute to policy/law making.
- PO2:** Critically engage with history, human rights, linguistic, culture, economy, inclusivity and sustainability
- PO3:** Aid in the application of advanced mathematical, statistical and econometric tools in solving socio-economic issues.
- PO4:** Inculcate skills to evaluate, innovate and integrate the contemporary issues and motivate further professional learning and research
- PO5:** Enhance ethical values, upgrade communicative and employability skills.
- PO6:** Gain quality education, global in perspective to contribute towards holistic development and serve the community at large.

## **PROGRAM SPECIFIC OUTCOMES**

### **M.A. BUSINESS ECONOMICS**

- PSO1:** To develop understanding of advanced theoretical aspects in Economics and its applications in problem solving/decision making
- PSO2:** Critically review the various regional, national and global economic issues
- PSO3:** Analyse the implications of economic variables using data and models for solving development, management and business issues.
- PSO4:** To enhance their professional employability and career prospects
- PSO5:** To acquire knowledge on core aspects in financial, health and environmental economics and formulate policies for economic and sustainable development
- PSO6:** To focus on business/corporate/industrial issues in the preparation of individual projects with Mathematics, Statistics and Econometric tools using software

## PROGRAMME PROFILE - M.A. BUSINESS ECONOMICS

SEM	COUSE CODE	TITLE OF THE PAPER	CREDITS	HOURS	TOTAL HOURS	CA	SE	TOTAL
I	8P18/1C/AMT// 3P18/1C/AMT	Advanced Micro Economic Theory	4	6	90	40	60	100
		Accounting and Auditing	4	6	90	40	60	100
	8 P18/1C/MFE// 3P18/1C/MFE	Mathematics for Economists	4	6	90	40	60	100
	8P18/1C/ SFE// 3P18/1C/ SFE	Statistical Method for Economists	4	6	90	40	60	100
	8P18/1E1/ FNE// 3P18/1E1/ FNE	Financial Economics	3	4	60	40	60	100
		Personality Enrichment for Women	2	2	30		50	50
II	8P18/2C/MEA// 3P18/2C/MEA	Macro Economic Theory and Analysis	4	5	75	40	60	100
		Management Accounting	4	5	75	40	60	100
	8P18/2C/ECM// 3P18/2C/ECM	Econometric Methods	4	5	75	40	60	100
	8P18/2C/ SCA// 3P18/2C/ SCA	Statistics with Computer Applications	4	5	75	40	60	100
	8P18/2E2/ MGE// 3P18/2E2/ MGE	Managerial Economics	3	4	60	40	60	100
	8P18/2E/ HRM	Human Resource Management	3	4	60	40	60	100
		Interpersonal Communication	2	2	30		50	50
III	8P18/3C/ IEY// 3P18/3C/ IEY	Indian Economy	4	6	90	40	60	100
	8P18/3C/ MOE// 3P18/3C/ MOE	Monetary Economics	4	5	75	40	60	100
	8P18/3C/ RMC// 3P18/3C/ RMC	Research Methodology and Computer Applications in Economics	4	5	75	40	60	100
	8P18/3E3/ MKM	Marketing Management	3	4	60	40	60	100
	8P18/3E4/ PFM	Portfolio Management	3	4	60	40	60	100
	8P18/3E/ PUR	Public Relations	3	4	60	40	60	100
	8P18/3S/ YML // 3P18/3S/ YML	Yoga and Meditation for better living	2	2	30		50	50
IV	8P18/4C/EGD// 3P18/4C/EGD	Economics of Growth and Development	4	6	90	40	60	100
	8P18/4C/INE// 3P18/4C/INE	International Economics	4	6	90	40	60	100
	8P18/4C/ENE// 3P18/4C/ENE	Environmental Economics	4	6	90	40	60	100
	8P18/4C/PRJ	Project	4	6	90	40	60	100
	8P18/4E5/EMT	Event Management	3	4	60	40	60	100
	8P18/4S/EMS// 3P18/4S/EMS	Employability Skills	2	2	30		50	50
		Internship	2					
	<b>Total</b>		<b>91</b>					



**Extra Credits (Optional for Advanced Learners)**

1. MOOC Courses (One Course per year)

<b>Duration of the Course</b>	<b>No.of Credits</b>
4 weeks	1
8 Weeks	2
12 Weeks	3

## **EVALUATION PATTERN FOR CONTINUOUS ASSESSMENT-PG**

INTERNAL VALUATION BY COURSE TEACHER/S

### **CORE/ELECTIVE/PROJECT-THEORY PAPERS**

<b>COMPONENT</b>	<b>TIME</b>	<b>MAX.MARKS</b>	<b>CA MARK</b>
1.TEST I	2 HRS	50 MARKS (TO BE CONVERTED)	10
2.TEST II	2 HRS	50 MARKS (TO BE CONVERTED)	10
3.ASSIGNMENT/SEMINAR/FIELD VISIT			10
4.PARTICIPATORY LEARNING/MOCK VIVA FOR PROJECT			10
TOTAL			40

### **SOFT SKILL PAPERS**

<b>COMPONENT</b>	<b>TIME</b>	<b>MAX.MARKS</b>
1. NO INTERNAL		

## CA QUESTION PAPER PATTERN-PG

Knowledge Level	Section	Word Limit	Marks	Total
K 4	A-2/4X5 marks	500	10	50
K4. K 5	B-2/3x20 marks	1200	40	

## RUBRICS FOR CONTINUOUS ASSESSMENT

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

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

**END SEMESTER EVALUATION PATTERN-PG  
THEORY PAPERS**

**SEMESTER I/II/III/IV**

**DOUBLE VALUATION BY COURSE TEACHER AND EXTERNAL  
EXAMINER**

**MAXIMUM MARKS: 100 TO BE CONVERTED TO 60**

**PASSING MARKS: 50**

**SOFT SKILLS PAPERS**

**SEMESTER I/II/III/IV**

**SINGLE VALUATION BY COURSE TEACHER**

**MAXIMUM MARKS: 50**

**PASSING MARKS:25**

**PROJECT PAPER**

**SEMESTER: IV**

**DOUBLE VALUATION BY RESEARCH SUPERVISOR AND EXTERNAL  
EXAMINER**

**DISSERTATION:40**

**VIVA: 20**

**MAXIMUM MARKS: 60**

**PASSING MARKS:**

**INTERNSHIP**

**YEAR I**

**SEMESTER II (Summer Vacation)**

**COURSE PROFILE - M.A BUSINESS ECONOMICS  
SEMESTER - I**

COUSE CODE	TITLE OF THE PAPER	CREDITS	HOURS	TOTAL HOURS	L-T-P	CA	SE	TOTAL
8P18/1C/AMT// 3P18/1C/AMT	Advanced Micro Economic Theory	4	6	90	3/3/0	40	60	100
	Accounting and Auditing	4	6	90		40	60	100
8 P18/1C/MFE// 3P18/1C/MFE	Mathematics for Economists	4	6	90	3/3/0	40	60	100
8P18/1C/ SFE// 3P18/1C/ SFE	Statistical Method for Economists	4	6	90	3/3/0	40	60	100
8P18/1E1/ FNE// 3P18/1E1/ FNE	Financial Economics	3	4	60	2/2/0	40	60	100
	Personality Enrichment for Women	2	2	30			50	50
Total		21	30					

**SEMESTER - II**

COUSE CODE	TITLE OF THE PAPER	CREDITS	HOURS	TOTAL HOURS	L-T-P	CA	SE	TOTAL
8P18/2C/MEA// 3P18/2C/MEA	Macro Economic Theory and Analysis	4	5	75	3/3/0	40	60	100
	Management Accounting	4	5	75		40	60	100
8P18/2C/ECM// 3P18/2C/ECM	Econometric Methods	4	5	75	3/2/0	40	60	100
8P18/2C/ SCA// 3P18/2C/ SCA	Statistics with Computer Applications	4	5	75	2/2/1	40	60	100
8P18/2E2/ MGE// 3P18/2E2/ MGE	Managerial Economics	3	4	60	3/1/0	40	60	100
8P18/2E/ HRM	Human Resource Management	3	4	60	3/1/0	40	60	100
	Interpersonal Communication	2	2	30			50	50
Total		24	30					

### SEMESTER - III

COUSE CODE	TITLE OF THE PAPER	CREDITS	HOURS	TOTAL HOURS	L-T-P	CA	SE	TOTAL
8P18/3C/ IEY// 3P18/3C/ IEY	Indian Economy	4	6	90	3/3/0	40	60	100
8P18/3C/ MOE// 3P18/3C/ MOE	Monetary Economics	4	5	75	3/2/0	40	60	100
8P18/3C/ RMC// 3P18/3C/ RMC	Research Methodology and Computer Applications in Economics	4	5	75	2/2/1	40	60	100
8P18/3E3/ MKM	Marketing Management	3	4	60	3/1/0	40	60	100
8P18/3E4/ PFM	Portfolio Management	3	4	60	3/1/0	40	60	100
8P18/3E/ PUR	Public Relations	3	4	60	3/1/0	40	60	100
8P18/3S/ YML // 3P18/3S/ YML	Yoga and Meditation for better living	2	2	30	1/0/1		50	50
Total		23	30					

### SEMESTER - IV

COUSE CODE	TITLE OF THE PAPER	CREDITS	HOURS	TOTAL HOURS	L-T-P	CA	SE	TOTAL
8P18/4C/EGD// 3P18/4C/EGD	Economics of Growth and Development	4	6	90	3/3/0	40	60	100
8P18/4C/INE// 3P18/4C/INE	International Economics	4	6	90	3/3/0	40	60	100
8P18/4C/ENE// 3P18/4C/ENE	Environmental Economics	4	6	90	3/3/0	40	60	100
8P18/4C/PRJ	Project	4	6	90		40	60	100
8P18/4E5/EMT	Event Management	3	4	60	3/1/0	40	60	100
8P18/4S/EMS// 3P18/4S/EMS	Employability Skills	2	2	30	2/0/0		50	50
	Total	21	30					

## **TEACHING METHODOLOGY ADOPTED BY THE COURSE**

### **TEACHERS:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos (you tube)

Problem Solving-Group Discussion-Role Modelling

Quiz-Seminar-

Peer Learning-

Case Studies Analysis

Field Visits/Industrial visit

Power Point Presentations

Self-Study Papers

Guest Lectures

LSRW technique

**SEMESTER I**  
**ADVANCED MICRO ECONOMIC THEORY**

**Total Hours: 90**  
**Credits:4**

**Course Code: 8P18/1C/AMT//3P18/1C/AMT**  
**L-T-P: 3/3/0**

**COURSE OBJECTIVES:**

1. To enable the students to understand the advanced theories of consumer behaviour
2. To identify the significance of welfare economics and its related issues.
3. To review the models related to firms's profit and goals.

**UNIT I:** Theory of Market Demand-A Pragmatic Approach to Demand Analysis – Constant - Elasticity of Demand Model – Distributed Lag Models -Linear Expenditure System - Indirect Utility and Expenditure Function– Roy's Identity – Shepherd's Lemma –Slutsky'sEquation.  
(20 Hrs)

**UNIT II:** Oligopoly - Non-Collusive Oligopoly – Cournot's Duopoly Model- Chamberlin's Oligopoly Model- Paul. M Sweezy's Model- Stackelberg's Model - Collusive Oligopoly – Cartels -Price leadership.  
(20Hrs)

**UNIT III:** Behavioural Models - Baumol'sSales Maximization Theory - Cyert and March Model - Marris Growth Model- Williamson Model-Limit Pricing.  
(15 Hrs)

**UNIT IV:** General Equilibrium –Walrasian System - 2 x 2 x 2 Model - Pareto Optimality Conditions – Tatonnement and Non-Tatonnement process – Social Welfare Function - Arrows Impossibility Theorem – Second Best Theory.  
(20 Hrs)

**UNIT V:** Choice under Uncertainty-Neumann Morgenstern Index - Friedman-Savage Hypothesis- Markowitz Hypothesis- Hicks Logical Ordering.  
(15Hrs)



### **RECOMMENDED TEXTBOOKS:**

1. K.N. Verma, Micro Economic Theory, Vishal Publishing Company, New Delhi, 2009
2. Koutsoyannis.A; Modern Micro Economics, ELBS, Macmillan Press, London 2013.

### **REFERENCE BOOKS:**

1. Baumol W J Economic Theory and Operations Analysis; Prentice Hall of India, New Delhi April 2018 (New Edition).
2. E.Roy Weintraub, General Equilibrium Theory, Macmillan London 1974.
3. George Joseph Stigler, Theory of Price, Prentice Hall of India, New Delhi , 1996
4. Hal R. Varian; Micro Economic Analysis, Affiliated East West Press, 2006.
5. Geoffery Alexander, Jehle, Phillip J. Rey "Advanced Micro Economic theory". Financial Times/Prentice Hall 2011

### **JOURNALS:**

1. Cambridge Journal of Economics
2. American Economic Journal

### **E-LEARNING RESOURCES**

1. [www.jstor.org](http://www.jstor.org)
2. [www.oreilly.com](http://www.oreilly.com)
3. [www.econpapers.repec.org](http://www.econpapers.repec.org)
4. [www.coursera.org/learn/economics](http://www.coursera.org/learn/economics)
5. [www.tutor2u.net](http://www.tutor2u.net)

**COURSE OUTCOMES:**

On Completion of the Course the students will be able to

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Summarize the models related to consumer behaviour
CO 2	Design models related to firm's profit maximizing strategies
CO 3	Gain knowledge on long run behaviour of firms
CO 4	Explain general equilibrium model in relation to allocation of resources
CO 5	Explain theories related to choice and uncertainty.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO6</b>
<b>CO1</b>	3	2	3	2	2	3
<b>CO2</b>	3	2	3	2	2	2
<b>CO3</b>	3	2	3	2	2	2
<b>CO4</b>	2	2	2	2	3	3
<b>CO5</b>	3	2	2	2	2	2
<b>AVERAGE</b>	2.8	2.0	2.0	2.0	2.2	2.4

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED-1

MODERATELY CORRELATED-2  
NO CORRELATION-0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		

**SEMESTER – I**  
**MATHEMATICS FOR ECONOMISTS**

**Total Hours:90**

**Course Code:8P18/1C/MFE//3P18/1C/MFE**

**Credits:4**

**LTP : 3/3/0**

**COURSE OBJECTIVES:**

1. To enable Students to understand the application of Mathematical Tools to Economic Theories.
2. To formulate Mathematical Models.
3. To equip the students to apply Differential and Difference Equations in Economics.

**COURSE OUTLINE:**

**UNIT I:** Vector and Matrix Algebra– Basic Operations – Trace - Rank and Inverse of a Matrix – Orthogonal Matrix – Partitioned Matrix – Elementary Transformation of a Matrix – Vector and Matrix Differentiation – Quadratic Form – Definite Matrices - Definition - Types and Properties – Positive Definite – Negative Definite.

(20 Hours)

**UNITII:** Linear Equations - Consistency of a System of Linear Equations – Solution of a System of Linear Equations (homogenous and non-homogenous) – Linear Transformation – Eigen Values and Eigen Vectors.

(15 Hours)

**UNITIII:** Optimization Methods – Two and Three Variables – Unconstrained Optimization – Jacobian, Hessian – Constrained Optimization – Lagrangian.

(15 Hours)

**UNIT IV:** Differential Equations types (elementary ideas) – Linear Differential Equations with Constant Coefficients (First, Second and Higher Order) – Solution of Differential Equations (Homogenous and Non-Homogenous) – Applications – Samuelson’s Accelerator and Multiplier Model.

(20 Hours)

**UNIT V:** Difference Equations- Finite Differences: Operators ‘E’ and ‘ $\Delta$ ’ – Linear Difference: Equations with Constant Coefficients (first, second and higher order) – Solution of Difference Equations (Homogenous and Non- Homogenous) – Applications – Samuelson’s Accelerator and Multiplier Model.

(20 Hours)

### **RECOMMENDED TEXTBOOKS:**

1. Carl. P. Simon – Lawrence Blume “Mathematics for Economist” Norton,1994.
2. Edward T. Dowling, “Mathematical Methods for Business and Economics”, Schaums’s OutlineSeries(2002)

### **REFERENCE BOOKS:**

1. Chiang, A. C., Fundamental Methods of Mathematical Economics, McGraw-Hill,1984
2. G. Hadley, Linear Algebra Addison – Wesley Publishing Company1977.
3. K.Sydsaeter and P Hammond, “Mathematics for Economic Analysis”, Pearson Educational Asia, Delhi 2002.
4. Mabett. Alan J “Workout for Mathematics for Economist” Mac Millian1986.
5. R.G.D. Allen, Mathematical Analysis for Economists Macmillan and Co. Ltd.,2008
6. Renshaw, Geoff “Maths for Economics” Edition Oxford University Press , 2005.

### **JOURNALS:**

1. Journal of Mathematical Economics
2. Journal of Mathematical Economics and Finance

### **E-LEARNING RESOURCES:**

1. <https://ocw.mit.edu>
2. <https://oyc.yale.edu>
3. <https://www.edx.org/course/subject/economics-finance>
4. <https://www.coursera.org/learn/mathematics-for-economists>
5. <https://www.pearsonmylabandmastering.com/northamerica/mymathlab>

**COURSE OUTCOMES:**

On Completion of the course the students will be able to:

CO Number	CO STATEMENT
CO 1	Interpret the transformation of a Matrix
CO 2	Solve system of equations
CO 3	Gain Knowledge to use optimization techniques
CO 4	Apply differential equations in Economics
CO 5	Apply difference equations in Economics

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO <sub>1</sub>	PSO <sub>2</sub>	PSO <sub>3</sub>	PSO <sub>4</sub>	PSO <sub>5</sub>	PSO <sub>6</sub>
CO <sub>1</sub>	2	1	3	1	1	2
CO <sub>2</sub>	2	1	3	2	1	3
CO <sub>3</sub>	3	1	3	2	1	3
CO <sub>4</sub>	3	1	3	2	2	3
CO <sub>5</sub>	3	1	3	2	2	3
<b>Average</b>	2.6	1	3	1.8	1.4	2.8

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED-1

MODERATELY CORRELATED-2  
NO CORRELATION-0

**QUESTION PAPER PATTERN**

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory Section A must have 3 theory and 5 problems
K4,K5	B-3/5x20 marks	1200	60		Section B must have 2 theory and 3 problems

**SEMESTER – I**  
**STATISTICAL METHODS FOR ECONOMISTS**

**Total Hours: 90**  
**Credits : 4**

**Course Code: 8P18/1C/SFE//3P18/1C/SFE**  
**LTP: 3/ 3/ 0**

**COURSE OBJECTIVES:**

1. To provide a strong foundation on statistical concepts
2. To develop skills in handling complex problems in Data analysis and Research
3. To equip the students to calculate vital Statistical indicators.

**COURSE OUTLINE:**

**UNIT I:** Interpolation and Extrapolation – Newton’s and Lagrange’s Methods.  
(15 Hours)

**UNIT II:** Probability - Addition and Multiplication Theorems - Conditional - Probability - Discrete and Continuous - Random Variables - Mathematical Expectations – Bayes Theorem- Theoretical Distributions - Binomial, Poisson and Normal.  
(20 Hours)

**UNIT III:** Simple, Partial and Multiple Correlation- Regression- Regression Lines- Multiple Regression.  
(20 Hours)

**UNIT IV:** Univariate and Multivariate Techniques – Factor Analysis.  
(15 Hours)

**UNIT V:** Vital Statistics – Sources – Errors in Census and Registration – Measurement of Population rate and Ratio of vital events – Measurement of Mortality - Crude Death Rate (CDR) - Specific Death Rate (SDR) - Infant Mortality Rate (IMR) and Standardized Death Rate (SDR) - Maternal Mortality Rate(MMR)- Morbidity Rate.  
(20 Hours)

### **RECOMMENDED TEXT BOOKS:**

1. S.P Gupta, “Statistical Methods”, Sultan Chand & Sons 2017.
2. Anderson, Sweeney and Williams, “Statistics for Business and Economics”, Cengage, 2012.

### **REFERENCE BOOKS:**

1. Anderson, David Ray, “Statistics for Business and Economics”, South-Western Pub, 2001.
2. Dr.T.K.V. Iyengar, Dr.B.Krishna Gandhi S.Ranganatham, Dr.M.V.S.S.N.Prasad, Probability and Statistics, S.Chand & Co 2015.
3. R.S.N. Pillai and V.Bagavathi, Statistics, Sultan & Chand Sons, New Delhi 2010.
4. Sancheti .D.C and V.K. Kapoor,” Statistical Theory-Method and Application”, Sultan chand & Sons 2010.
5. SC. Gupta and V.K. Kapoor, Fundamentals of Mathematical Statistics 2014.
6. Dr.S.Sachdeva- Statistics -Lakshmi Narain Agarwal 2014

### **JOURNALS:**

1. Journal of Applied Statistics
2. Journal of Statistical Software
3. The STATA journal
4. Journal of Statistics Education

### **E-LEARNING RESOURCES**

1. [www.quora.com](http://www.quora.com)
2. <https://guides.library.uoit.ca>
3. <https://www.statista.com>.
4. <https://techjury.net>
5. <https://www.elearningworld.org>

**COURSE OUTCOME:**

On Completion of the Course the students will be able to

CO NUMBER	CO STATEMENT
CO1	Estimate value of unknowns
CO2	Outline the fundamentals and basic rules of probability that help in decision making.
CO3	Calculate and interpret Correlation and regression coefficients
CO4	Apply Univariate and Multivariate techniques.
CO5	Acquire knowledge on vital statistics that would equip students to calculate CDR,SDR,IMR,MMR and other vital indicators

**MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME:**

CO/PSO	PSO 1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	3	3	2	3
CO2	3	2	3	3	2	3
CO3	3	1	3	3	2	3
CO4	2	1	3	3	1	3
CO5	3	3	3	3	2	3
AVERAGE	2.8	1.8	3	3	1.8	3

**KEY:** STRONGLY CORRELATED-3  
WEAKLY CORRELATED -1

MODERATELY CORRELATED -2  
NO CORRELATION -0

**QUESTION PAPER PATTERN**

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory Section A must have 3 theory and 5 problems
K4,K5	B-3/5x20 marks	1200	60		Section B must have 2 theory and 3 problems



**SEMESTER-I**  
**FINANCIAL ECONOMICS**

**Total Hours: 60**

**Course Code:8P18/1E1/FNE//3P18/1E1/FNE**

**Credits:3**

**LTP:2 /2/ 0**

**COURSE OBJECTIVES:**

1. To have an insight about trading in the financial markets.
2. To analyse the Capital market
3. To explain the various types of investments.

**COURSE OUTLINE:**

**UNIT I:** Capital Market-Money Market- Primary Market- Definition- Kinds of Issues – General Conditions - Governing issues of shares in Primary Market- (a brief view) – Intermediaries involved in Primary Market.

(10 Hours)

**UNIT II:** Secondary Market - Definition - Securities dealt in Secondary Market - Listing of Securities –Meaning – Objectives - Classification of Listed Securities –Benefits of Listing to Companies and Investors - Stock Brokers – Types of Stock Brokers in StockExchanges.

(15 Hours)

**UNIT III:** Stock Brokers - Underwriters- Advantages- Responsibilities – Depositories- Functions- Procedure - Benefits- Remedies- Credit Rating Agencies- Benefit Instruments- Investors- Company - Basic types.

(15 Hours)

**UNIT IV:** OTCEI - Insider Trading - Online Trading System - Meaning – SEBI - Objectives - Administration and Activities of SEBI - SEBI and Primary Market – SEBI and Secondary Market / Vanilla Interest Rate Swaps – Swaptions– other types of Swaps – Currency - Equity and Commodity Swaps-Rating Derivatives

(15 Hours)

**UNITV:** Merchant Banking- Recognition-Conditions - Role- Functions-Mutual Funds- Classification-Benefits- Performance -Venture Capital - Importance – Types

(10 Hours)

### **RECOMMENDED TEXT BOOKS :**

1. B.Santhanam- Financial services (Indian Financial system) Margham Publication 2016.
2. N.K.Gupthan & Monika “Financial market-Institutions and Services” Ane Book PVT Ltd – Delhi (2002)

### **REFERENCE BOOKS:**

1. Benson Kunjukunju & S.Mohanan -Financial Markets and Financial Services in India, New Century Publications-Delhi (2004)
2. H.R.Modi Raja- Indian Financial system, Vikas Publication, 4<sup>th</sup> Edition, 2010.
3. Rajesh Kothari -Financial Services in India, Nahidhas Publisher, 2002.
4. K. Erickson-Financial Economics: A Simple Introduction, K.H.Erickson Publishers, 2014.
5. Stephen, H.Leroy-Principals of Economics, Cambridge University Press, 2014.

### **JOURNALS:**

- a. The Journal of Financial Economics
- b. International Journal of Finance and Economics.

### **E-LEARNING RESOURCES:**

1. <https://www.cpdwise.com>.
2. [www.fitchlearning.com](http://www.fitchlearning.com).
3. [www.bobsguide.com](http://www.bobsguide.com)
4. [www.udemy.com](http://www.udemy.com)
5. <http://learning.equitymaster.com>

## COURSE OUTCOMES

On completion of the course the students will be able to:

CO Number	CO STATEMENT
CO1	Assess the importance of Capital and Money market.
CO2	Have an insight about the secondary market in India.
CO3	Examine the role of intermediaries in the securities market.
CO4	Discuss the role of securities in secondary market.
CO5	Explain the various types of investment in secondary market.

## MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO1	3	3	3	3	3	3
CO2	2	3	3	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
AVERAGE	2.6	2.8	3	3	3	3

KEY: STRONGLY CORRELATED-3      MODERATELY CORRELATED-2  
WEAKLY CORRELATED -1      NO CORRELATION -0

## QUESTION PAPER PATTERN

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		

**SEMESTER II**  
**MACRO ECONOMIC THEORY AND ANALYSIS**

**TOTAL HOURS:75**

**Course Code: 8P18/2C/MEA//3P18/2C/MEA**

**CREDITS: 4**

**L-T-P: 3/3/0**

**COURSE OBJECTIVES:**

- a. To enable the students to understand advanced theories and models in Macro Economics
- b. To facilitate the students to gain knowledge on Macro Economic Policies, Tools and its relevance to wide range of real world issues.
- c. To relate the theories of Business Cycles to the working of Economies.

**COURSE OUTLINE:**

**UNIT I :** Classical Theory of Income and Employment Determination with Saving and without Saving – Keynesian theory of Income Determination – Aggregate Demand and Aggregate Supply.

(15Hours)

**UNITII:** Consumption Function – Keynesian Psychological theory – InvestmentFunction– MEC –MEI - Multiplier- Accelerator- Super Multiplier- Fiscal and Monetary Tools

(15Hours)

**UNITIII:** GeneralEquilibriumintheProductandMoneyMarket-Hicksand Hansen– Non-Walrasian – Disequilibrium Theory – Robert W.Clower – Axel Leijonhufvud.

(15Hours)

**UNITIV:** Business Cycle Model- The Samuelson Model - The Hicksian Model- The Goodwin- Kaldor - Schumpeter and Cobweb Model.

(15 Hours)

**UNITV:** Kalecki's Model- Cartters Model- Kaldor's Savings-Investment Model-Weintraub's Model.

(15 Hours)

### **RECOMMENDED TEXTBOOKS:**

1. Ahuja, H.L. “Macro Economics Theory and Policies Advanced Analysis, Ed. 10, Indiana Books and Journals, Chennai, 2005,
2. Shapiro, Edward, Macro Economic Analysis, Galgotia Publications Pvt Ltd, New Delhi 1988

### **REFERENCE BOOKS:**

1. Duesenberry J.S. Income, Savings and the Theory of Consumer Behaviours Harvard, 1940.
2. Brooman, F., Macro Economics, George Allen and Unwin Ltd, London. 1963,
3. Surrey, M.J.C. (Ed), Macro Economic Themes, OUP, Oxford, 1976
4. Ackley, Gardner, Macro Economic Analysis: Theory and Policy, Macmillan Publishing Co, New York. 1978,
5. Shapiro, Edward, Macro Economic Analysis, Galgotia Publications Pvt Ltd, New Delhi 1988,
6. Vaish, M.L, “Macro Economics”, Vikas Publishing House Pvt Ltd, Mumbai 1999,

### **JOURNALS:**

1. South Asian Journal of Macro Economics and Public Finance, Sage Publication, Centre for studies in Social Sciences, Calcutta, ISSN 22779787
2. Journals of Macro Economics, Elsevier Inc, ISSN: 0164-0704, 2019

### **E-LEARNING RESOURCES:**

1. [www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)
2. [www.economicshelp.org](http://www.economicshelp.org)
3. [www.omicsonline.org](http://www.omicsonline.org)
4. [www.khanacademy.org](http://www.khanacademy.org)
5. [www.economicdiscussion.net](http://www.economicdiscussion.net)

**COURSE OUTCOMES:**

On Completion of the Course the students will be able to

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Compare and contrast the Classical and Keynesian perspectives with regard to Income and Employment determinants.
CO 2	Interpret theories of consumption and working of the multiplier.
CO 3	Gain deeper understanding on general disequilibrium theories with regard to failure of money market.
CO 4	Relate the theories of Business cycles to understand the working of economies.
CO 5	Analyse the differences between investment and Consumption goods.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO6</b>
<b>CO1</b>	2	2	2	2	2	2
<b>CO2</b>	3	2	2	2	2	2
<b>CO3</b>	3	2	2	2	2	2
<b>CO4</b>	3	2	3	2	2	2
<b>CO5</b>	3	2	2	2	2	2
<b>AVERAGE</b>	2.8	2.0	2.2	2.0	2.0	2.0

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED-1

MODERATELY CORRELATED-2  
NO CORRELATION-0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		

## **SEMESTER – II**

### **ECONOMETRIC METHODS**

**Total Hours: 75**  
**Credits: 4**

**Course Code: 8P18/2C/ECM//3P18/2C/ECM**  
**LTP: 3/ 2/ 0**

#### **COURSE OBJECTIVES:**

1. To provide an understanding on the knowledge of Econometrics and its use for Economists and social scientists.
2. To understand how economic theories may be used to create testable hypotheses using empirical data.
3. To provide in depth knowledge on the Econometric models.

#### **COURSE OUTLINE:**

**UNIT I:** Regression Analysis - Linear Regression Model – Two Variables and Multi Variables – BLUE property – General and Confidence Approach to Hypothesis Testing – Partial Effects and Elasticity – Goodness of fit - Extension of Linear Regression Models - Definition, Sources - Consequences and Detection of Multicollinearity – Heteroscedasticity - Autocorrelation and Remedial Measures.  
(15 Hours)

**UNIT II:** Dummy Variables - Regression on Qualitative and Quantitative Variables - Dummy Variable Trap – Structural Stability of Regression Models – Chow Test – Deseasonalisation - Piecewise Linear Regression Model.  
(15Hours)

**UNIT III:** Distributed Lag Models - Formation of Expectations - Naïve Expectation Versus Adaptive Expectations Models – Partial Adjustment Models - Distributed Lag Models - Koyck's Model – Almon Lag - Polynomial Distributed Lag Models - End Point Restriction– Rational Expectation Models.  
(15Hours)

**UNIT IV:** Simultaneous Equation Methods – Approaches to Estimation – Recursive Models and Ordinary Least Squares – Estimation of Just - over and under Identified Equation - The Method of Indirect Least Squares (ILS) – Estimation of an over identified equation - The Method of Two – Stage Least Squares (2SLS).  
(15 Hours)

**UNIT V:** Time Series Analysis - Time Series Econometrics: Forecasting – Approaches to Economic Forecasting – AR - MA and ARIMA Modeling of Time Series Data – Box-Jenkins (BJ) Methodology – ARCH and GARCHs.  
(15 Hours)

### **RECOMMENDED BOOKS:**

1. Damodar N.Gujarathi&Sangeetha- Basic Econometrics, The McGraw –Hill Companies2007
2. A.Koutsoyiannis-Theory of Econometrics Palgrave Macmillan 2001
3. R. Dhanasekaran –Econometrics 2013Vrindha Publications,2012

### **REFERENCE BOOKS:**

1. Brooks,C., Introductory Econometrics for Finance, first edition, Cambridge University Press,2003.
2. Gujarati, N.D.,Basic Econometrics, Fourth Edition, McGraw Hill,2003.
3. Johnston,J.,Econometric Methods ,Third Edition,McGrawHill,1984.
4. Ramanathan,R., Introductory Econometrics with applications, Fifth Edition, Thomson Asia Private Limited,2002.
5. Wooldridge, J., Introductory Econometrics: A Modern Approach, South-Western, 2009.

### **JOURNALS:**

1. Journal of Econometrics
2. Journal of Applied Econometrics
3. Econometrica- Journal of the Econometric Society

### **E-LEARNING RESOURCES**

1. <https://learneconometricsfast.com>.
2. <https://inomics.com>.
3. <https://www.coursera.org>.
4. <https://economicsnetwork.ac.uk>.
5. <https://www.edx.org>



**COURSE OUTCOMES:**

On Completion of the Course the students will be able to

CO NUMBER	CO STATEMENT
CO1	Use the least squares method in determining relationships among different variables
CO2	Examine the meaning and applicability of dummy variables
CO3	Estimate the linear probability models and the role of lags
CO4	Gain in-depth knowledge in Simultaneous equation models
CO5	Recall the basic methods of time series data and dynamic models

**MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME:**

CO/PSO	PSO 1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	3	3	2	3
CO2	3	2	3	3	2	3
CO3	3	2	3	3	2	3
CO4	3	2	3	3	2	3
CO5	3	2	3	3	2	3
	3	2	3	3	2	3

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED -1

MODERATELY CORRELATED -2  
NO CORRELATION - 0

**QUESTION PAPER PATTERN**

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		

## SEMESTER – II

### STATISTICS WITH COMPUTER APPLICATIONS

**Total Hours: 75**

**Course Code: 8P18/2C/SCA//3P18/2C/SCA**

**Credits: 4**

**LTP :2/2/1**

#### **COURSE OBJECTIVES:**

1. To make students familiar with various statistical tools and their Application.
2. To train the students in the application of Computer software in Statistical Data Analysis
3. To enable the students to deal with economic issues using statistical data.

#### **COURSE OUTLINE:**

**UNITI:** Sampling Theory- Types of Sampling -Sampling Distributions and Standard Error of–Means - Standard Deviation and Proportions - Testing of Hypothesis - Level of Significance - Type I and Type II Error - Large Sample test for Two Means - Two Standard Deviations and Two Proportions.

(15 Hours)

**UNITII:** Estimator and Estimate – Point and Interval Estimates – Reliability of an Estimate – Sampling Variance and Mean Square Error – Properties of a good estimator.

(15 Hours)

**UNITIII:** Small Sample Test – t-test- Paired t- test - Chi-square Test- Test of Goodness of Fit – Test of Homogeneity - Test of Independence of Two Attributes.

(15 Hours)

**UNITIV:** F test – Analysis of Variance- One Way and Two Way Classifications.

(15 Hours)

**UNITV:** Introduction – Statistical Data Files- Statistical Workbook – Installation – Data Spreadsheet Toolbar - Scroll Sheet Applications- Diagrams and Graphs - Elementary concepts in Statistics – Application in Computer – Correlation, Multiple Correlation - Regression – Multiple Regression – ANOVA (**Practical Examination only. No question for End Semester Examination**)

(15 Hours)

### **RECOMMENDED TEXT BOOKS:**

1. S.P Gupta, “Statistical Methods”, Sultan Chand & Sons 2017.
2. Anderson, Sweeney and Williams, “Statistics for Business and Economics”, Cengage, 2012.

### **REFERENCE BOOKS:**

1. Anderson, David Ray, “Statistics for Business and Economics”, South-Western Pub, 2001.
2. Dr.T.K.V. Iyengar, Dr.B.Krishna Gandhi S.Ranganatham, Dr.M.V.S.S.N.Prasad, Probability and Statistics, S.Chand & Co 2015.
3. R.S.N. Pillai and V.Bagavathi, Statistics, Sultan & Chand Sons, New Delhi 2010.
4. Sancheti .D.C and V.K. Kapoor,” Statistical Theory-Method and Application”, Sultan Chand & Sons 2010.
5. SC. Gupta and V.K. Kapoor, Fundamentals of Mathematical Statistics 2014.
6. Dr.S.Sachdeva- Statistics - Lakshmi Narain Agarwal 2014

### **JOURNALS:**

1. Journal of Applied Statistics
2. Journal of Statistical Software
3. The STATA journal
4. Journal of Statistics Education

### **E-LEARNING RESOURCES:**

1. <https://www.statista.com>.
2. <https://techjury.net>
3. [elearning.ec.unipi.gr](http://elearning.ec.unipi.gr)>elearning
4. <http://www.coursera.org/learn/economics>
5. <http://www.springboard.com>

**COURSE OUTCOMES:**

On Completion of the Course the students will be able to

<b>CO NUMBER</b>	<b>CO STATEMENT</b>
CO1	Perform test of Hypothesis and estimate Mean and Proportions using confidence intervals
CO2	Construct Point and Interval estimates and the properties of estimators
CO3	Apply test of Hypotheses and use Non-Parametric test
CO4	Construct and conduct F-test, and Analysis of Variance and interpret the results obtained
CO5	Acquire an In-depth knowledge on Ms-Excel and SPSS packages

**MAPPING- COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME:**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	<b>PSO6</b>
CO1	2	1	3	3	2	3
CO2	2	1	3	2	1	3
CO3	2	2	3	3	2	3
CO4	2	2	3	3	2	3
CO5	2	2	3	3	2	3
<b>AVERAGE</b>	2	1.6	3	2.8	1.8	3

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED -1

MODERATELY CORRELATED -2  
NO CORRELATION -0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		

**SEMESTER II**  
**MANAGERIAL ECONOMICS**

**Total Hours: 60**  
**Credits: 3**

**Course Code: 8P18/2E2/MGE//3P18/2E2/MGE**  
**LTP: 4/0/0**

**COURSE OBJECTIVES:**

1. To enable the student to understand various economic models and inventory control.
2. To help them to analyse the role played by Government in market economy.
3. To help them in selecting projects and to understand about Economic and Business forecasting.

**COURSE OUTLINE:**

**UNIT I:** Definition of Economic Models – Types of Models – Analysing Cases in Managerial Economics – Usefulness of Case Study Method – Limitations of Case Study Method.

(15Hours)

**UNITII:** Inventory Management- Types of Inventory - Methods of Inventory Control – EOQ – ABC – VED Analysis.

(10Hours)

**UNIT III:** Role of Government in Market Economy – Legal and Social Framework – Restraining Unfair Competition – Increasing Market Power – Reallocation of Resources – Redistribution of Income – Regulation of Natural Monopoly – Stabilisation of the Economy.

(15Hours)

**UNITIV:** Risk in Project Analysis – Selection of a Project – Finite Horizon Method Certainty – Equivalent Approach – Decision Tree Approach – Sensitivity Analysis – Capital Budgeting – IRR –NPV.

(10Hours)

**UNITV:** Forecasting - Economics and Business Forecasting Methods of Economic Forecasting – Evaluating Forecasts

(10Hours)

### **RECOMMENDED TEXTBOOKS:**

1. Metha.P.L., “Managerial Economics – Analysis, Problems and Cases”, Sultan Chand & Sons, New Delhi, 2016
2. W. Bruce Allen, Neil A. Doherty, Keith Weigelt & Edwin Masfield – Managerial Economic Theory, Applications and Cases, W.W. Norton Company, London, 6<sup>th</sup> Edition, 2005.

### **REFERENCE BOOKS:**

1. Arnold, Chapman, Introduction to Material Management: Pearson, 5<sup>th</sup> Edition, 2008.
2. Eugene F Brigham, “Financial Management Theory and Practice”, 2<sup>nd</sup> Hinsdale III – the Dryden Press, 2014.
3. Idenbaum, M.L (1979), “Business, Government and the Public, Englewood Cliffs, N.J Prentice Hall, India.
4. Michael R Baye – Managerial Economics & Business Strategy – Mc. Graw Hill, USA, 5<sup>th</sup> Edition 2006.
5. Teman, D.R. and Stone Hill A.L., “Multi National Business Finance”, Pearson Prentice Hall, 2012.

### **JOURNALS:**

1. The IUP Journal of Managerial Economics, IUP Publications
2. Asian Journal of Research in Business Economics and Management (AJRBEM)

### **E-LEARNING RESOURCES:**

1. [www.nic.edu/calt/olc](http://www.nic.edu/calt/olc)
2. <https://ocw.mit.edu>
3. <https://libguides.humboldt.edu/openedu/econ>
4. <https://online.stmary.edu/mba/courses/managerial-economics>
5. [www.gettingsmart.com](http://www.gettingsmart.com)

**COURSE OUTCOMES:**

On completion of the course the students will be able to:

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Explain the models and analyse case studies
CO 2	Assess the various methods of inventory control
CO 3	Discuss the role played by Government in market economy.
CO 4	Analyse the risks involved in projects
CO 5	Identify Economic and Business forecasting techniques

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO6</b>
<b>CO1</b>	3	2	3	2	3	3
<b>CO2</b>	3	1	2	1	2	3
<b>CO3</b>	3	3	3	1	3	3
<b>CO4</b>	3	2	3	2	2	3
<b>CO5</b>	2	2	3	3	2	3
<b>AVERAGE</b>	2.8	2	2.8	1.8	2.4	3

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED -1

MODERATELY CORRELATED -2  
NO CORRELATION -0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		

## SEMESTER – II

### HUMAN RESOURCE MANAGEMENT

**TotalHours:60**

**CourseCode:8P18/2E/HRM**

**Credits:3**

**LTP: 3/1/0**

#### **COURSE OBJECTIVES :**

1. To make the students know about the management of human Resources and procedure of selection and recruitment
2. To provide an understanding on the recruitment process adopted by the companies.
3. To make students understand the methods of performance and potential appraisal.

#### **COURSE OUTLINE:**

**UNIT- I:** Human Resource Management - Meaning – Objectives- Functions Importance Difference between HRM and Personnel Management - Role of HR Manager - Competencies of HR Manager – Difference between HRD and HRM.

(10 Hours)

**UNIT- II:** Human Resource Planning – Definition - Objectives - Process - Need and Importance - Recruitment – Sources – Techniques - Process – Selection- Steps- Testing – Interview – Types - Group Discussion - Competency Mapping.

(10 Hours)

**UNIT - III:** Placement - Induction – Training– Need- Importance - Objectives - Types – Techniques - Executive Development – Self Development – Knowledge Management.

(15 Hours)

**UNIT–IV:** Compensation Plan – Reward – Motivation - Theories of Motivation International HRM.

(10 Hours)

**UNIT–V:** Performance Appraisal – Concept – Objectives – Uses – Steps – Methods of Performance Appraisal through MBO - 360<sup>0</sup> Appraisal – Promotion – Demotion - Transfer - Potential Appraisal.

(15 Hours)



### **RECOMMENDED TEXT BOOKS :**

1. Gary Dessler- Human Resource Management, PrenticeHall of India Pvt Ltd.,(2006).
2. S.S.Khanka -Human Resource Management, S.Chand& Co. Pvt Ltd.,(2005).

### **REFERENCE BOOKS:**

1. K.Aswathappa- Human Resource Management, Tata MC Graw Hill(2017).
2. SrinivasKandula- HRM in Practice, Prentice. Hall of India Pvt Ltd.,(2016).
3. David A,Decenze,StephenP.Robbins,SusonL.Verhulst- Human Resource Management.
4. P G.Aquinas-Human Resource Management , Principles and Practice,Vikas publishing.
5. J.P.Mahajan.Reeta- Human Resource Management, Vikas Publishing.

### **JOURNALS:**

1. The International Journal of Human Resource Management
2. Journal of Human Resources Management and Labor Studies.

### **E-LEARNING RESOURCES:**

1. <https://www.vskills.in>.
2. <https://www.efrontlearning.com>
3. <https://online-learning.harvard.edu>
4. <https://www.onlinecoursereport.com>
5. <https://www.distancelearningportal.com>

**COURSE OUTCOMES:**

On completion of the course the students will be able to:

<b>CO NUMBER</b>	<b>CO STATEMENT</b>
CO1	Explain the basic ideas of human resource management.
CO2	Estimate the importance of placement and selection.
CO3	Adapt the recruitment process adopted by Companies.
CO4	Formulate methods to motivate workforce.
CO5	Assess the performance of the workers using performance and potential appraisal.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO6</b>
<b>CO1</b>	2	2	2	3	1	3
<b>CO2</b>	3	3	3	3	2	3
<b>CO3</b>	2	3	3	3	2	3
<b>CO4</b>	3	3	3	3	2	3
<b>CO5</b>	2	3	3	3	1	3
<b>AVERAGE</b>	2.5	2.8	2.8	3	1.5	3

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED -1

MODERATELY CORRELATED -2  
NO CORRELATION -0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5X8 marks	500	40	100	Question No.- is compulsory
K4, K5	B-3/5x20 marks	1200	60		

**SEMESTER – III**  
**INDIAN ECONOMY**

**Total Hours: 90**  
**Credits:4**

**CourseCode:8P18/3C/IEY//3P18/3C/IEY**  
**LTP: 3/3/0**

**COURSE OBJECTIVES:**

1. To familiarize students with the sectoral development in the Indian Economy.
2. To analyse the various recent economic policies.
3. To review the impact of FDI on Indian Economy.

**COURSE OUTLINE:**

**UNIT I:** Features of Indian Economy - Indicators of Development - Human Development Index (HDI), Gender Development Index (GDI), PQLI, DAILYs, Happiness Index- Rank of India- The Theory of Demographic Transition –Size and Growth of Population in India – Birth Rate –Death Rate – The Sex Composition of Population –Age Composition –Density of Population–Urbanisation  
(20 Hours)

**UNIT II:** Meaning, Types and Models- Mahalanobis - Input Output Multi-Sectoral Model– Planning Commission – Overview of Indian Five Year Plans - Eleventh and Twelfth Five Year Plans – Objectives-Evaluation and Appraisal- NITI Aayog.  
(20 Hours)

**UNIT III:** Agricultural Growth – Major Factors Affecting Growth Potential – Agricultural Crisis and Rural Distress – Crop Insurance – Organic Farming – Agriculture Price Policy – Minimum Support Price linked with Production Cost – Food Management and Food Security.  
(15 Hours)

**UNIT IV:** Industrial Growth – Index of Industrial Production – Performance of the Eight Core Industries – FIRE Sector – MSME – Make in India – Start Up India – Implementation of GST and its impact on Industrial sector.  
(20 Hours)

**UNITV:** FDI – Types – Trends in FDI inflows – Sectoral Composition – FDI Policy – FDI Inflows and its Impact on Indian Economy.  
(15Hours)

### **RECOMMENDED TEXT BOOKS:**

1. I.C.Dhingra “ Indian Economy”,Sultan Chand and Sons, New Delhi,2016.
2. Uma Kapila, “Indian Economy – Performance and Policies”, 16<sup>th</sup> Edition – Academic Foundation, New Delhi2015-16.

### **REFERENCES BOOKS**

1. Economic survey – Vol.2, Government of India, Ministry of Finance, Department of Economic affairs, Economic Division, August2017.
2. Gupta K.R, “Indian Economy:Issues and Concerns”,Atlantic Publishers and Distributors Pvt.Ltd,2018.
3. Dutt and Sundaram, “Indian Economy”, Sultan.Chand and Sons,2013.
4. Chandra ShekharPrasad,“Indian Economy- A Performance Review”, New Century Publications,2010.
5. Misra and Puri; “Indian Economy”, Himalaya Publication House, New Delhi2012.

### **JOURNALS:**

1. Indian Economic Journals Sage Publications
2. International Journal of trend In Scientific Research and Development

### **E-LEARNING RESOURCES:**

1. [hdr.undp.org>themes>ind](http://hdr.undp.org/themes/ind)
2. [data.gov.in>five-yearplans](http://data.gov.in/five-yearplans)
3. [www.india.gov.in>agriculture](http://www.india.gov.in/agriculture)
4. [www.ibef.org>industry](http://www.ibef.org/industry)
5. [www.ibef.org>economy>fdi](http://www.ibef.org/economy/fdi)

**COURSE OUTCOMES:**

On Completion of the Course the students will be able to

CO NUMBER	CO STATEMENT
CO 1	Discuss the indicators of growth and the latest methods of farming with food management and food security.
CO 2	Review the status of economic farming in India.
CO 3	Identify the challenges of agricultural sector.
CO 4	Appraise the role of the industries in the current scenario.
CO 5	Analyse the impact of FDI on the Indian Economy.

**MAPPING- COURSE OUTCOME WITH PROGRAMME SECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	3	2	1	1	1
C02	2	2	1	2	2	2
C03	2	2	1	2	2	2
C04	3	3	2	2	2	2
C05	2	2	2	1	2	2
<b>AVERAGE</b>	2.2	2.4	1.6	1.6	1.8	1.8

**KEY:** STRONGLY CORRELATED-3  
WEAKLY CORRELATED-1

MODERATELY CORRELATED-2  
NO CORRELATION-0

**QUESTION PAPER PATTERN**

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		

## **SEMESTER-III MONETARY ECONOMICS**

**Total Hours: 75**  
**Credits :4**

**Course Code: 8P18/3C/MOE//3P18/3C/MOE**  
**LTP: 3/2/0**

### **COURSE OBJECTIVES:**

1. To understand the role of money supply in an economy.
2. To understand the role of banking and non banking financial intermediaries
3. To enable students to understand the impact of monetary policy on the economy.

### **COURSE OUTLINE:**

**UNIT I :** Demand for Money – The Classical Quantity Theory of Money – Cash Balance - Keynesian Theory of Demand for Money – The Post Keynesian Theory- Milton Friedman - W.J.Baumol - James Tobin – Don Patinkin’s Real Balance Effect – Transmission Mechanism of Monetary Policy.  
(15Hours)

**UNIT II:** Supply of Money – Measures of Money Supply – Determination of Money Supply – Currency Circulation in India – Empirical Relationship between Money Supply and Prices.  
(15Hours)

**UNIT III:** Implementation of Basel Norms – Capital Adequacy Ratio - Commercial Banks – Balance Sheet Analysis – Financial Indicators – Current ratio / Liquidity ratio – Debt-equity ratio – Tangible Network Operative Income – Return on Investment – Assets – Bankruptcy – Insolvency Code Act.  
(15 Hours)

**UNITIV:** Financial Intermediaries – Non Banking Financial Intermediaries (NBFI) – Nature – Functions –Money and Capital Market in India.  
(15Hours)

**UNIT V:** Phillip’s & Long Run Phillip’s Curve - Monetary Policy – Expansionary and Restrictive Monetary Policy - Time Lags in Monetary Policy- Recent Indian Monetary Policy - Demonetization and its Impact.  
(15 Hours)

**RECOMMENDED TEXT BOOKS:**

1. R.R.Paul, Monetary Economics, Kalyani Publishers,2015.
2. Gold Field and Chandler , The Economics of Money and Banking, Harper and Row, New York(2005)

**REFERENCE BOOKS:**

1. Don Patinkin Money, Interest and Price: An Intepretation of Monetary and Value Theory. A Harper, International Edition.
2. M.L.Seth-Money, Banking, International Trade and PublicFinance- Lakshmi NarianAgarwal –2017.
3. Weekly Statistical Supplement –RBI.
4. William WarrandCarlile. Monetary Economics, WentWorth Press Publishers 2016.
5. M.LJhingan “Monetary Economics- 7<sup>th</sup> Edition “ Vrinda Publications, 2015
6. R.D.Gupta&R.K.Lekhi “ Keynes and Post Keynesian Economics”,Kalyani Publishers,2017

**JOURNALS:**

1. Journal of Monetary Economics-Elsevier.
2. International Journal of Monetary Economics and Finance(IJMEF)

**E- LEARNING RESOURCES:**

1. <https://www.scimagogar.com>
2. [jme.rochester.edu](http://jme.rochester.edu)
3. <https://www.journals.elsevier/IDEAS/RePEC>.
4. <https://econpapers.repec.org>
5. <https://www.inderscience.com/jhome.php?jcode=ijmef>

**COURSE OUTCOMES:**

On Completion of the Course the students will be able to:

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Examine the latest developments in theories of demand for money.
CO 2	Quantify the relationship between money supply and price.
CO 3	Assess the financial strength of the commercial banks.
CO 4	Appraise the role of financial and non-banking financial intermediaries.
CO 5	Analyse the recent monetary policy changes and its impact on Indian economy.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO6</b>
<b>CO1</b>	3	3	3	2	3	2
<b>CO2</b>	3	2	2	2	3	2
<b>CO3</b>	3	3	2	3	3	2
<b>CO4</b>	3	3	2	3	3	2
<b>CO5</b>	3	3	3	3	3	2
<b>AVERAGE</b>	3	2.8	2.4	2.6	3	2

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED -1

MODERATELY CORRELATED -2  
NO CORRELATION -0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		



**SEMESTER-III**  
**RESEARCH METHODOLOGY AND COMPUTER**  
**APPLICATIONS IN ECONOMICS**

**TotalHours:75**  
**Credits : 4**

**Course Code: 8P18/3C/RMC//3P18/3C/RMC**  
**LTP: 2/2/1**

**COURSE OBJECTIVES**

1. To understand the scientific research process.
2. To know and apply statistical tools
3. To learn the computer applications in executing economic research.

**COURSE OUTLINE:**

**UNIT I:** The Scientific Approach – Aims of Social Sciences –Scientific Sciences – Scientific Revolution – Role of Methodology – Research Process – Conceptual Foundation of Research – Economic Theory and Methods – Axiomatic, Mathematical and Historical Methods – Theory, Models and Empirical Research – Basic Elements in Research – Identification of a Research Problem–Hypothesis Formulation and Testing–Research Process-Ethics in Research.

(15Hours)

**UNIT II:** Principles and Process in Data Collection – Primary Data – Case Study Method–Survey Research – Sample Selection – Sampling Design – Preparation of Structure Interview Schedule – Construction of Questionnaire – Pilot Study – Classification and Tabulation – Diagrammatic Representation – Secondary Data – Sourcing of Data for India and Tamil Nadu – Census of India, NSSO, Economic Survey, RBI Report, Agricultural Census, Annual Survey of Industries.

(15Hours)

**UNIT III:** Concept of Data, Record and File – Type of Data and Data Structure – Data – File handling and operations – Data storage and retrieval – Data Operations – Algorithms like Sorting , Merging, Joining and Bifurcation – Data Base Concept and Operation on Data Base.

(15 Hours)

**UNIT IV:** Series – Group tables – Groups and objects – Time and Frequency Series – Regression Methods and Techniques – Regression Analysis – Trends and Forecasting – Report writing – Plan of Research report – Style & Mechanics of writing Research report.

(15Hours)

**UNITV:** Application of Software to Economic Research – (Practical Classes).

(15 Hours)

### **RECOMMENDED TEXTBOOKS:**

1. C.R Kothari and GauravGarg, “Research Methodology: Methods and Techniques”,New Age International Publishers,2019.
2. Dr.Priti R. Majhi and Dr.PrafullK.Khatua, “Research Methodology (Concepts, Methods, Techniques and SPSS), Himalaya Publishing House, 2013.

### **REFERENCE BOOKS:**

1. A.K.Das Gupta, MethodologyofEconomicResearch,Asia Publishing House, 1995.
2. Robert Feber and P JVerdoorn, Research Methods in Economics and Business, The Macmillian Company (2005)
3. Goode, William J and Paul K Hatt, Methods in Social Research, McGraw Hill International Book Co.,London.,1983.
4. Young, Pauline V, Scientific Social Surveys and Research, Prentice Hall of India, NewDelhi,1977,
5. C.Rangarajan – GOI –Commission forStatistics.

### **JOURNALS:**

1. International Journal of Quantitative and Qualitative Research Methodology
2. International Journal of Research Methodology

### **E-LEARNING RESOURCES:**

1. <https://www.khanacademy.org>
2. <https://www.economicsnetwork.ac.uk>el>.
3. <https://elearneconomics.com>
4. <https://libguides,wits.ac.za>
5. <https://research-methodology.net>

**COURSE OUTCOMES:**

On Completion of the Course the students will be able to:

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Identify the research problem and research process scientifically.
CO 2	List the various methods and sources of collecting data.
CO 3	Explore the software tools in data maintenance and operations.
CO 4	Apply statistical tools in analyzing the project report.
CO 5	Apply software in conducting research in economics.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	3	1	2	2	1	2
<b>CO2</b>	2	3	3	2	2	3
<b>CO3</b>	1	2	3	3	3	3
<b>CO4</b>	2	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3
<b>AVERAGE</b>	2.2	2.4	2.8	2.6	2.4	2.8

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED -1

MODERATELY CORRELATED -2  
NO CORRELATION -0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		

## **SEMESTER– III MARKETINGMANAGEMENT**

**Total Hours : 60  
Credits :3**

**Course Code:8P18/3E3/MKM  
LTP : 3/1/0**

### **COURSE OBJECTIVES :**

1. To enable the students to understand the essentials of Marketing Management
2. To give them an insight on Market Segmentation.
3. To make students to understand the latest trends in Marketing andProcess

### **COURSE OUTLINE:**

**UNITI:** Definition of Marketing Management –Evolution,Functions and Characteristics-Problems – Creativity in Marketing – MarketingTools.  
(20 Hours)

**UNITII :** Marketing Mix – Personal Selling – Advertisement – Sales Promotion– Public Relations – Functions and Importance - Consumer Marketing – Services Marketing.  
(10 Hours)

**UNITIII:** Market Segmentation – Importance – Bases – Methods- MarketingNetwork.  
(10 Hours)

**UNITIV:** Marketing Planning and Strategic Planning – Definition - Importance – Benefits of Planning Process- Marketing Information – Consumer Behaviour – MarketingEthics.  
(10 Hours)

**UNITV:** Marketing Organization – Evolution – Essentials –Principles– Types, Marketing Environment – Meaning –Types – Internal and External - e-Commerce – Telemarketing – OnlineMarketing.  
(10Hours)

### **RECOMMENDED TEXTBOOKS :**

1. Phillip Kotler -Marketing Management – A South Asian Perspective , Asia Specific Holdings Pvt., Ltd., 2009.
2. M. Govindarajan -Marketing Management , PHI Learning Private Limited,2007.

### **REFERENCE BOOKS:**

1. Phillip Kotler, Kevin “Marketing Management”,Pearson Prentice Hall,2016
2. R.S.NPillai,”Marketing Management”, S. Chand & Co,2010financial
3. Dr.RajanSaxena, “Marketing Management”, Mc.Graw Hill Education, 2019.
4. Chernev Alexander, “Strategic Marketing Management”, Arch Way Publishing, 2018.
5. Dr.C.B.Gupta,Dr.N.Rajan Nair, “Marketing Management”,Sultan Chand &Sons, 13<sup>th</sup> Edition, 2010

### **JOURNALS:**

1. Marketing Management journal-Marketing Management Association
2. Journal of Marketing Management

### **E-LEARNING RESOURCES:**

1. <https://elearningindustry.com>
2. <https://www.coursera.org>
3. <https://eclass.teicrete.gr>
4. <https://study.com/academy/course/principles-of-management-course.html>
5. <http://alison.com>

**COURSE OUTLINE:**

On completion of the course the students will be able to:

<b>CO NUMBER</b>	<b>CO STATEMENT</b>
CO1	Outline the creativity and management of marketing
CO2	Appraise the various methods adopted in selling
CO3	Assess how markets are segmented
CO4	Review about planning process
CO5	Provide an insight into latest trends in marketing

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO6</b>
<b>CO1</b>	3	3	3	3	2	3
<b>CO2</b>	3	3	3	3	2	3
<b>CO3</b>	3	3	3	3	2	3
<b>CO4</b>	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3
<b>AVERAGE</b>	3	3	3	3	2.4	3

**KEY:** STRONGLY CORRELATED-3  
WEAKLY CORRELATED-1

MODERATELY CORRELATED-2  
NO CORRELATION-0

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5X8 marks	500	40	100	Question No.- is compulsory
K4, K5	B-3/5x20 marks	1200	60		

## SEMESTER – III

### PORTFOLIO MANAGEMENT

**Total hours:60**

**Credits : 3**

**Course Code: 8P18/3E4/PFM**

**LTP : 3/1/0**

#### **COURSE OBJECTIVES:**

1. To enable the students to understand the concepts in Portfolio Management.
2. To equip students with knowledge on investment criteria, risk models and uncertainties.
3. To impart knowledge on Capital Asset Pricing Model.

#### **COURSE OUTLINE:**

**UNIT I:** Definition of Investment- Risk and Return, Investment Avenues – Investment Attributes and Structure of the Capital Market - Definition – Portfolio Management - Functions of Portfolio Management, Types of Managed Portfolios - Portfolio Management Practices in India.

(10Hours)

**UNIT II :** Concept of Risk in Finance Theory - Sources of Risk - Diversification of Risk –Measurement of Risk - Return in Individual Stocks and Portfolios –Markowitz Diversification and Classification of Risks - Sharpe’s Single Index Market Model.

(15Hours)

**UNIT III:** Importance of Macro-Economic Environment in Security Evaluation- Opportunities and Threats in Macro-Economic Environment - Trade Cycles And Economic Forecasting Techniques.

(10 Hours)

**UNIT IV:** Efficient Market Theories – Cootner’s Price - Value Interaction Model-Samuelson’s Continuous Equilibrium Model - Different Forms of Efficient Market Hypothesis and Their Implications.

(15Hours)

**UNIT V:** Capital Asset Pricing Model –Basic Assumptions of the CAPM – Issues Behind the CAPM Framework - Capital Market Line-- Security Line –APT – Multi-Factor Models.

(10Hours)

### **RECOMMENDED TEXTBOOKS:**

1. David F Swenfen, "Pioneering Portfolio Management: An Unconventional Approach to Institutional Investment" Simon & Schuster Publishers,2009.
2. Frank K Reilly & Keith C Brown "Investment Analysis and Portfolio Management"Cengage Learning Publishers,2011.
3. S.Kevin,"Security Analysis and Portfolio Management", Prentice Hall India Learning Pvt., Ltd., 2015.

### **REFERENCE BOOKS**

1. Steven C. Rollins ,"Advanced Project PFM and the PMO", J. Ross Publishers USA 2003.
2. Dr.Ginger Levin John Wyzalek "PFM A Strategic Approach", CRC Press, USA 2015.
3. Harvey A Levine , "Project PFM", Wiley India Pvt Ltd New Delhi 2007.
4. David F Swensen ,"RoineeringPFM", Free Press, New York, London 2009.
5. C. Thomas Howard, " Behavioural Portfolio Management",Harriman House Ltd., 2014

### **JOURNALS:**

1. International Journal of Portfolio Analysis and Management.
2. The Journal of Portfolio Management.

### **E-LEARNING SOURCES:**

1. <https://www.strategicerp.com/project-portfolio-management>.
2. <https://www.schweser.com/search-results?search=portfolio%20Management>
3. <https://edupristine/blog/all-about-portfolio-management>
4. <https://efinancemanagement.com>
5. <https://www.cfainstitute.org/en/search?q=portfolio%20management>



**COURSE OUTCOMES:**

On Completion of the Course the student will be able to:

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Recognise the investment risks and returns.
CO 2	Get an insight into risk measurement and various models on risk
CO 3	Analyse the opportunity and threats prevalent in the Macro Economic environment
CO 4	Review market theories and their implications
CO 5	Diagnose the importance of the capital asset pricing model

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	3	3	2	3	2	2
<b>CO2</b>	3	3	3	2	3	3
<b>CO3</b>	3	2	3	2	3	3
<b>CO4</b>	3	3	3	3	2	3
<b>CO5</b>	2	3	3	2	3	3
<b>AVERAGE</b>	2.8	2.8	2.8	2.4	2.6	2.8

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED-1

MODERATELY CORRELATED-2  
NO CORRELATION-0

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5X8 marks	500	40	100	Question No.- is compulsory
K4, K5	B-3/5x20 marks	1200	60		

## **SEMESTER -III**

### **PUBLIC RELATIONS**

**Total Hours: 60**

**Credits : 3**

**Course Code : 8P18/3E/PUR**

**LTP : 3/1/0**

#### **COURSE OBJECTIVES:**

1. To know the art of developing goodwill with the public at large
2. To identify the tools used to promote public relations.
3. To help interpret code of Ethics to formulate new strategies.

#### **COURSE OUTLINE:**

**UNIT I:** Definition – Distinction between Public Relations and Related Concepts –Publicity- Advertising - Press Agency – Propaganda - and Sales Promotion.

(15Hours)

**UNIT II:** Communication – Definition- Nature - Role and Scope of Communication – Elements of Communication Model – Effect of Public Relations in Communication.

(10Hours)

**UNIT III:** Methods of Public Relations – Press – Printed Word – Photography – Exhibition and Trade Fairs – Film – Radio and Television – Speaking in Public.

(15Hours)

**UNIT IV:** Role of Research in Public Relations – Definition – Purpose – Formal and Informal Methods – Steps in the Survey Research Project.

(10Hours)

**UNIT V :** Planning in Public Relations – Strategy Planning – Objectives – Planning Process – Ethics of Public Relation – Social Responsibility – Code of Professional Standards for the Practice of PR – IRSI – Code of Ethics.

(10Hours)

### **RECOMMENDED TEXTBOOKS:**

1. Cutlip Scott M, and CenterAllen.H “Effective Public Relations (Practice)” (2009).
2. Dennis L Wilcox, “Public Relations Strategies and Tactics”, Pearson Education , 2013.

### **REFERENCE BOOKS:**

1. Edward L Bernays, Public Relations, Kessinger Publishing, 2004
2. Frank Jefkins ,”Planned Press and Public Relations”Blackie (1998).
3. Schramm, Wilbur,et.al, “The Process & Effects of Mass Communication”University of Illinois Press (1971).
4. JaishriJethwaney&N.N.Sarkar , “Public Relations Management”, Sterling Publishers, 2015.
5. Phill Hall “The New PR , An Insider’s Guide to changing the face of Public Relations”, Larstan Publishers, 2007.

### **JOURNALS:**

1. The Journal of Public Relations Research (*JPRR*)
2. International Journal of Communication and Public Relations.

### **WEBSITES AND E-LEARNING SOURCES:**

1. <https://www.pracademy.co.uk>
2. [https://corporatetrainingmaterials.com/course/Media\\_And\\_Public\\_Relations](https://corporatetrainingmaterials.com/course/Media_And_Public_Relations)
3. <https://www.x-cell.com/suchen-en?q=public+relations>
4. [www.primix.co.uk/internationalprsystems](http://www.primix.co.uk/internationalprsystems)
5. [www.smartinsights.com](http://www.smartinsights.com)

**COURSE OUTCOMES:**

On Completion of the Course the student will be able to:

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	State the meaning of public relations.
CO 2	Realise the importance of communication skills
CO 3	Analyse the different methods of publicrelations.
CO 4	Identify the importance of research in publicrelations.
CO 5	Interpret code of ethics to formulate newstrategies in CSR

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	3	2	3	3	3	2
<b>CO2</b>	3	3	2	3	3	3
<b>CO3</b>	3	2	3	3	3	2
<b>CO4</b>	3	2	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3
<b>AVERAGE</b>	3	2.4	2.8	3	3	2.6

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED-1

MODERATELY CORRELATED-2  
NO CORRELATION-0

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5X8 marks	500	40	100	Question No.- is compulsory
K4, K5	B-3/5x20 marks	1200	60		

## **SEMESTER III**

### **YOGA AND MEDITATION FOR BETTER LIVING**

**Total Hours : 30**

**Course Code:8P18/3S/YML//3P18/3S/YML**

**Credits:2**

**LTP: 1/0/1**

#### **COURSE OBJECTIVES :**

1. To enable the students to inculcate the art of Yoga Mudras and Accupressure
2. To help students experience stress relief and rejuvenation

#### **COURSE OUTLINE:**

**UNIT I:** Yoga – Introduction – Yoga as a science of art - The five elements – Balancing the five elements- Yoga and Health Benefits ( The physical and Mental) – Theoretical insight into 12 Asanas – Pranayama techniques – Surya pranayama – Nadishuddi and Bastrika – Diet – Nutrition and Health – Understanding Human anatomy and Acupressure Points and benefits.

(10Hours)

**UNIT II:** Meditation – Introduction – Brain Wave Patterns – Functions of Right brain & Left brain- The sub Conscious Mind – Chakras – Anthakarna – Koshas – Goal visualization – The physical body and the Etheric body – Positive affirmations.

(10Hours)

**UNIT III:** Practice on 12 Asanas and simplified physical exercises – Practical sessions on Meditation –Surya Namaskar– Practical lessons on few Mudras.

(10Hours)

**RECOMMENDED BOOKS:**

1. B.K.S.Iyengar,"Light on Yoga: The Classic Guide to Yoga By the World's Foremost Authority",Harper Collins,India,2006.
2. Mark Stephens,"Teaching Yoga Essential Foundations and Techniques", North Atlantic Books, 2009.

**REFERENCE BOOKS :**

1. Meditation for Beginners –Vikasthalkani.
2. Simplified Physical Exercises – VethathiriMaharishi.
3. Yoga Sutras of Patanjali – HariharanandaAranya, University of Calcutta Press, Calcutta.

**E - LEARNING RESOURCES:**

1. <https://www.verywellfit.com>
2. <https://www.meditationrelaxclub.com>
3. <https://www.heartfulness.org>

**COURSE OUTCOMES:**

On Completion of the Course the students will be able to:

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Synthesize on theoretical aspects of Asanas and Pranayama techniques
CO 2	Rejuvenate body & mind through meditation
CO 3	Practice simple exercises based on Asanas and Mudras

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED-1

MODERATELY CORRELATED-2  
NO CORRELATION-0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3,K4,K5	A-10/12X5 marks	100	50	50	Question No.- is compulsory

**SEMESTER- IV**  
**ECONOMICS OF GROWTH AND DEVELOPMENT**

**Total Hours: 90**  
**Credits:4**

**Course Code: 8P18/4C/EGD//3P18/4C/EGD**  
**LTP: 3/3/0**

**COURSE OBJECTIVES:**

1. To enable the students to know about Development indices and Development & Growth models
2. To enable the students to become competent for NET & SET Exams
3. To make them understand growth oriented strategies

**COURSE OUTLINE:**

**UNIT I:** Introduction – Economic Growth, Economic Development and Sustainable Development – Vicious Circles of Poverty, Measures of Development: HDI and Quality of Life Indices, Measures of Inequality, Development Gap, Country Characteristics and Cross Country Comparisons, Relationship between Population, Poverty and Environment – Global Happiness Index.

(15 Hours)

**UNIT II:** Model of Growth – Harrod – Domar Model – Nobel Laureate Robert Solow Model of Steady – Growth – Joan Robinson’s Model – Meade Steady Growth Model – Kaldor’s Growth Model – Two Sector Model of Uzawa.

(20Hours)

**UNIT III:** Theories of Development – Adam Smith, Thomas Robert Malthus – Nobel Laureate Arthur Lewis – Model of Development – Ranis and Fei Model of ‘Dual Economy’ – Harris – Todaro Model of ‘ Rural – Urban Migration’- Jorgensons Model- Dixit and Margline Model.

(20Hours)

**UNIT IV:** Choice of Techniques and Appropriate Technology – Nobel Laureate James M. Buchanan (1986) Cost – Benefit Analysis – Myrdal Theory of Cumulative Causation – Shadow Prices – Leibenstein’s Critical Minimum Effort Theory.

(20Hours)

**UNIT V:** New Technology and Sustainable Agriculture- Globalization and Agriculture – International Trade as an engine of growth, inward looking and outward oriented strategies for development, Import Substitution and Export led growth, Dual Gap Analysis- A Paradoxical Theorem (Mundell).

(15 Hours)



### **RECOMMENDED TEXT BOOKS:**

1. Taneja & Meier – “Growth & Development Model & Planning”,2015
2. A.PThirlwall, “Growth and Development with Special reference to Developing Economies”, Macmillan Education Limited 4th Edition. 1989.

### **REFERENCE BOOKS:**

1. BenjaminHiggins “Economic Development, Problems, Principles and Policies”, Constable, 1968.
2. Debraj Ray, “Development Economics”, Oxford IndianPaperbacks,1998.
3. Hywel G Jones “An Introduction to Modern theories of Economic Growth” McGrawHill,1976.
4. KaushikBasu, “Analytical Development Economics: The Less Developed Economy Revisited”, Oxford Indian Paperbacks, 1998.
5. M.L.Jhingan The Economics of Development and Planning, Vrinda Publication New Delhi,2017.

### **JOURNALS:**

1. Journal of Development Economics.
2. Review of Development Economics.

### **E-LEARNING RESOURCES:**

1. <http://www.coursera.org/learn/economics>
2. [www.economicdiscussion.com](http://www.economicdiscussion.com)
3. [www.intelligenteconomist.com](http://www.intelligenteconomist.com)
4. [www.iegindia.org](http://www.iegindia.org)
5. <http://link.springer.com>

**COURSE OUTCOMES:**

On Completion of the Course the students will be able to:

CO Number	CO STATEMENT
CO 1	Compare the various development indices and Macro Economic indicators
CO 2	Critically review various theories of growth
CO 3	Analyse efficiently various theories of development
CO 4	Make choice in techniques of production
CO 5	Assess the concept of Sustainable Development & Growth oriented strategies.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	2	3	2
CO3	3	3	3	2	3	2
CO4	3	3	2	3	3	2
CO5	3	3	2	3	3	3
AVERAGE	3	3	2.6	2.6	3	2.4

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED -1

MODERATELY CORRELATED -2  
NO CORRELATION -0

**QUESTION PAPER PATTERN**

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		

## **SEMESTER – IV**

### **INTERNATIONAL ECONOMICS**

**Total Hours : 90**  
**Credits : 4**

**Course Code : 8P18/4C/INE//3P18/4C/INE**  
**LTP: 3/3/0**

#### **COURSE OBJECTIVES:**

1. To enable the students to understand the theories and factors determining international trade.
2. To help them know about the determination of exchange rates and FDI
3. To help them understand the role of institutions in regulating international trade

#### **COURSE OUTLINE:**

**UNIT I:** Theories of International trade – Samuelson’s Factor – Price Equalisation Theory - Factor Intensity Reversals – Single – Multiple – Stolper Samuelson Theorem -Rybczynski Theorem –Leontief Paradox, Immiserising growth.  
(15Hours)

**UNIT II:** Trade welfare and Terms of Trade of a Small country and Large country- Factors determining Terms of Trade-Gains from trade– Potential gain and Actual gain - Gains from Trade in the case of Large and Small country – Static gain and Dynamic gain- Preferential Trade Areas (PTAs)- Free Trade Areas (FTAs)- TRIPS- TRIMS- TPRM.  
(20 Hours)

**UNIT III:** Exchange control measures – Objectives - Methods –Determination of Equilibrium Exchange Rate – Theories – Mint Par – Purchasing Power Parity– Balance of Payment theory – Fixed versus Flexible Exchange Rate; Financial Globalisation and Financial Crisis.  
(20Hours)

**UNIT IV:** Foreign Direct Investment–Types–Merits and Demerits Role and Functions of Multinational Corporations and MNC’s– Technology transfer-Impact of Foreign Capital on India’s Economic Development - Outflow of FDI.  
(20Hours)

**UNIT V:** IMF- World Bank- GATT- WTO- European Bank for Reconstruction and Development-G20-ADB-BRICS-Brexit-Globalisation and its Impact to India’s Trade – Rationale and Impact of Trade Reforms since 1991 on BOP, FDI, Employment and Growth - Trading Blocs –SAARC – NAFTA – EU – ASEAN.  
(15 Hours)

### **RECOMMENDED TEXT BOOKS:**

1. Francis Cherunilam, “International Economics”, McGraw Hill Publishers 5<sup>th</sup> Edition, 2013
2. Dominick Salvatore – “International Economics”. John Wiley International Student Edition, 2014.

### **REFERENCE BOOKS:**

1. Bo Sodersten- International Economics, Macmillan Press Ltd London 2014.
2. Charles. P Kindleberger – International Economics. Macmillan Press Ltd London, 1999.
3. Paul Krugman, Mauris Obstfield and Marc Melitz, Addison- Wesley International Economics Theory and Policy, Pearson Education Indian Edition, 2014.
4. Robert Carbaugh- International Economics- Cengage Learning, 2016.
5. M.L. Jhingan International Economics. M.L. Vrindha Publications, 2016

### **JOURNALS:**

1. Journal of International Economics Science Direct .com
2. International Economics Elsevier. IDEAS/RePEC

### **E- LEARNING RESOURCES:**

1. <https://journalistresource.org>
2. <https://wps.pearsoned.co.uk>
3. <https://krannert.purdue.edu>
4. <https://journals.elsevier.com>
5. <https://library.qmul.ac.uk>

**COURSE OUTCOMES:**

On Completion of the Course the students will be able to:

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Interpret the theories of international trade.
CO 2	Discuss the concept of terms of trade and various institutional tools
CO 3	Explain the determination of exchange rate
CO 4	Appraise the relationship between foreign direct investment and economic growth.
CO 5	Explore the role of various institutions in facilitating trade between countries.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO6</b>
<b>CO1</b>	3	3	2	2	3	2
<b>CO2</b>	2	3	2	3	2	2
<b>CO3</b>	3	3	2	2	2	2
<b>CO4</b>	3	3	2	2	2	2
<b>CO5</b>	2	3	2	2	3	2
<b>AVERAGE</b>	2.6	3	2	2.2	2.4	2

KEY: STRONGLY CORRELATED-3

MODERATELY CORRELATED -2

WEAKLY CORRELATED -1

NO CORRELATION -0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		

## **SEMESTER IV ENVIRONMENTAL ECONOMICS**

**Total Hours: 9**  
**Credits : 4**

**Course Code: 8P18/4C/ENE//3P18/4C/ENE**  
**LTP :3/3/0**

### **COURSE OBJECTIVES**

1. To provide students with a sound knowledge and understanding of Environmental Economics.
2. To make them know the hazards of Resources Depletion
3. To enhance student's ability to analyze Environmental policy issues

### **COURSE OUTLINE:**

**UNIT I:** Introduction to Environment in Economic Theory – Classification of Resources – Material Balance Approach.

(15Hours)

**UNIT II:** Environmental Resources – Scarcity and Choice – Economic Efficiency; Efficient allocation - Efficiency in Consumption Production and Product Run Efficiency - Social Welfare Function and Optimality - Inter – Temporal Efficiency - Optimal allocation and a market Economy – Market Failure and Public Policy – Externality and Public Goods- Externality and Economic Efficiency.

(20 Hours)

**UNIT III:** Harvesting Renewable and Non-Renewable Resources – Simple Optimum Resource Depletion Model – Resource extraction in Perfect Competition and Monopolistic market – Dynamic of Resources Harvesting – Socially optimal resource harvesting - Economics of Forestry – Conservation of Resource

(20 Hours)

**UNIT IV:** Pollution and Depletion of Quality and Quantity of Environmental Resources– Classification of forms of Pollution – Nature of Emissions – Transboundary Pollution– Efficient level of Pollution – Pollution Abatement – Issues in Economics of Pollution – Technological Progress.

(20 Hours)

**UNIT V:** Environment and Economic Policy – Coase Theorem – Economically efficient pollution abatement programs – Forms of Direct regulation (tax, subsidies and permits)- Hedonic Valuation- Economic growth and Natural Environment Population Growth, Economic, International and Global Environmental Population Problems – SDG (EnvironmentGoals).

(15Hours)

### **RECOMMENDED TEXTBOOKS:**

1. Barry C Field and Martha K.Field “Environmental Economics: An Introduction” McGraw –Hill Education.
2. Tom Tietenberg and Lynne “Environmental and Natural Resource Economics” 11<sup>th</sup> Edition, 2017

### **REFERENCE BOOKS:**

1. Karpagam. M., “Environmental Economics”- Sterling Publisher Private Ltd.1999.
2. Katar Singh and AnilShishodia “Environmental Economics: Theory and Applications” Sage Publication,2007.
3. JeorenC.J.M., VandenBergh , “Handbook of Environmental and Resource Economics” ,1999.
4. Al Gore “Earth in the Balance: Ecology and the Human Spirit”Houghton Mifflin ,1992
5. Stern N “The Economics of Climate Change: The Stern Review.” Cambridge University Press, Cambridge, (2007)
6. Mohan Munasinghe “Environmental Economics and Sustainable Development” World Bank Environment Paper Number 3,1993

### **JOURNALS:**

1. Journal of Environmental Economics and Policy
2. Journal of Environmental Management

### **E-LEARNING RESOURCES:**

1. <https://www.worldbank.org/en/topic/environment>
2. <https://www.unenvironment.org/>
3. <https://theconversation.com/us/topics/environmental-economics-10712>
4. <https://www.downtoearth.org.in>
5. [http://www.rgvi.gtk.szie.hu/system/files/upload/course\\_material/enviroecon-vol1.pdf](http://www.rgvi.gtk.szie.hu/system/files/upload/course_material/enviroecon-vol1.pdf)

**COURSE OUTCOMES:**

On Completion of the course the students will be able to:

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Identify core concepts in understanding the nature of Environmental problems.
CO 2	Discuss the concept of optimal allocation and reasons for market failure.
CO 3	Analyze theoretical and empirical research in environmental and natural resource Economics.
CO 4	Suggest policies to solve Environmental issues through Economic theory.
CO 5	Assess the extent of damage due to pollution and evaluate the current practices adopted in environmental protection.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	3	3	1	2	3	2
<b>CO2</b>	2	2	2	2	3	3
<b>CO3</b>	2	3	2	2	3	3
<b>CO4</b>	2	2	2	2	3	3
<b>CO5</b>	2	3	3	2	3	3
<b>AVERAGE</b>	<b>2.2</b>	<b>2.6</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED-1

MODERATELY CORRELATED-2  
NO CORRELATION-0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		



## **SEMESTER - IV**

### **PROJECT**

**Total Hours: 90**

**Course Code : 8P18/4C/PRJ**

**Credits: 4**

#### **COURSE OBJECTIVES:**

1. To enable the students to understand the significance of Empirical Research.
2. Submission of Project Report on any Business Economic Issue.

**SEMESTER – IV  
EVENT MANAGEMENT**

**Total Hours :60  
Credits: 3**

**Course Code : 8P18/4E5/EMT  
LTP: 3/1/0**

**COURSE OBJECTIVES:**

1. To get knowledge about the various aspects of Event Management
2. To help them organize various events and manage finance and accounts.
3. To help them know the Event Management industry

**COURSE OUTLINE:**

**UNITI:** Introduction to Event Management – Definition – Historical Perspective Types – Scope – Design – Code of Ethics.  
(15Hours)

**UNITII:** Principles of Event Management – Concept of Designing –Analysis of Concept – Logistics of Concept.  
(15Hours)

**UNITIII:** Departments in Event Management – Finance and Accounts in Events – Role of Event Manager – Employment Opportunities Creativity in Event Management – Set Design, Sound, Light, Special effects – Televised- Events – Use of Internet in Event Management.  
(10Hours)

**UNITIV:** International Events – Awards – Special Events – Celebrity and Artiste Management - Sports- Keys to Success – SWOT Analysis.  
(10 Hours)

**UNITV:** Event Management Industry in India—Institutions—Agencies—Networking—Contract—Subcontract—Outsourcing.  
(10Hours)

### **RECOMMENDED TEXTBOOKS:**

1. Sita Ram Singh-Event management,aph Publishing Corporation 2009
2. Alex Genadinik Event planning -management & marketing for successful events, Alex Genadinik publisher 2015

### **REFERENCE BOOKS :**

1. Bruce L. Skinner & Vladimir Rukavi – Event Sponsorship, John Wiley & Sons, inc, Canada, 2003.
2. Event Entertainment and Production – Mark Sonder Wiley & sons 2012,USA.
3. Event Management an International Approach 2nd Edition – Nicole Ferinand Paul J Kitchin Sage Publication 2017.
4. Event Management an Introduction Charles Beladen at al Routledge Publication UK – 2012.
5. Sustainable Event Management – A Practical Guide – Meegan Jones – Earlk Scan 2012.

### **JOURNALS:**

1. International Journal of Management Studies
2. South Asian journal of Marketing & Management Research.

### **WEBSITES RESOURCES:**

<https://www.eventeducation.com>

[brightlights.com](http://brightlights.com)

[kaaliaevents.com](http://kaaliaevents.com)

<https://mba-esg.in>

[www.sulekha.com/event/chennai](http://www.sulekha.com/event/chennai)

**COURSE OUTCOMES:**

On Completion of the Course the students will be able to:

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Recall the meaning of Event Management
CO 2	Recognize the Principles of Event Management
CO 3	Examine the role of Finance and Accounts in organizing Events
CO 4	Judge the relevance for celebrity and Artiste Management
CO 5	Analyse the growth of Event Management Industry in India

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO6</b>
<b>CO1</b>	3	3	1	3	3	3
<b>CO2</b>	3	3	2	3	3	3
<b>CO3</b>	3	2	3	3	3	3
<b>CO4</b>	2	2	1	3	3	3
<b>CO5</b>	2	3	2	3	3	3
<b>AVERAGE</b>	2.8	2.6	1.8	3	3	3

KEY: STRONGLY CORRELATED-3  
WEAKLY CORRELATED-1

MODERATELY CORRELATED-2  
NO CORRELATION-0

**QUESTION PAPER PATTERN**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5X8 marks	500	40	100	Question No.- is compulsory
K4, K5	B-3/5x20 marks	1200	60		

**SEMESTER – IV**  
**EMPLOYABILITY SKILLS**

**Total Hours: 30**  
**Credits : 2**

**Course Code : 8P18/4S/EMS//3P18/4S/EMS**  
**LTP : 2/0/0**

**COURSE OBJECTIVES:**

1. To train the students to prepare CV.
2. To train and prepare students to get placed in reputed organizations.

**COURSE OUTLINE:**

**UNIT I:** Employability Skills – Verbal Communication – Team Work – Awareness –Analysing and investigating – Self Motivation – Drive – Written Communication – Planning and Organising – Flexibility – Time Management-Preparing aCurriculum Vitae- Key Information.

(15Hours)

**UNIT II:** Reasoning- Cognitive Skills- Retention Skills.

(5 Hours)

**UNITIII:** Personality Skills- Expressive Skills- Leadership Skills- Attitude and Aims Skills.

(10 Hours)

## COURSE OUTCOMES

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Acquire basic employability skills.
CO 2	Have an insight into cognitive and retention skills
CO 3	Enhance personal skills

## QUESTION PAPER PATTERN

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>	<b>Special Instructions if any</b>
K 3	A-5/8X8 marks	500	40	100	Question No.- is compulsory
K4,K5	B-3/5x20 marks	1200	60		