



ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE
(Re-accredited with B+ Grade by NAAC)
Tiruppattur - 630 211.

B.A Economics Programme

Programme Outcome (POs) :

- The subject Economics is considered as the Queen of Arts.
- The subject has its own overlapping influence not only on arts subjects but also on science subjects.
- The hybridization of Economics with other subjects and their application opens up new horizons and new frontiers in the form of introduction of new subjects such as, Mathematical Economics, Econometrics, Economics of Transport, Economics of Education, Economics of Biology, Economics of Agriculture, Industrial Economics, Labour Economics, Health Economics, Economics of Human Resource Development, etc.
- The introduction, development and advancement of these subjects facilitate economic analysis of each and every activity of human beings, different sections of the society and the economy as a whole to bring rationality in all spheres of economic activities.
- The students of Economics can go for higher studies in the fields of Economics, Business Administration and Education after attaining post graduation in economics.

Programme Specific Outcome (PPOs):

- The subject matter of B.A Economics programme covers the fields of Agriculture, Industry, Banking, Financial Markets, Planning and Development, Public Finance International Trade and the functioning of international organisations such as World Bank International Monetary Fund, International Development Association, etc.
- Since these are the main subject content of State Level and National Level competitive examinations, banking service, railway service examinations and other competitive examinations the students of Economics can easily crack such examinations and can become successful in getting employment opportunities.
- The subjects such as Competitive Examination Skills and Employability Skills have also been included in the curriculum and therefore provides added support to the aspirants of competitive examinations a lot.
- The real understanding of the subject content of B A economics help in the character building of students and makes them responsible citizens. They are exposed to national and international problems and hence they will have a thorough understanding of national and international economic events.



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B.A Economics Programme

Micro Economics - I- 7BAE1C1:

Course Description:

The course is designed to introduce about Consumer Equilibrium, Firm Equilibrium, different market structures, revenue and cost analysis and about the Market Equilibrium Conditions.

Course Objectives

To make the students understand the subject of Economics, its features and importance's.

Course Outcome (COs)

1. Know the basic concepts such as value, price, market, demand and supply.
2. Will be able to know the basic structure of the market and various types of market.
3. Know the various types of basic definition given by the economist.
4. Examine the cost and revenue in the long and short run.
5. Will also help to know how the price is being determined in various forms of market.

Business Statistics - I- 7BAE1C2

Course Description:

: Students will be exposed to major topics such as introduction to statistics, measures of central tendency and dispersion, skewness, kurtosis and moments. It helps the students to successfully integrate theory and practice. It develops the ability to interpret any theoretical data into a numerical information that forms the basis of any decision whether it is personal, an institution or a nation.

Course Objectives

1. Explain the key terms, concepts and tools used in statistics.
2. Represent data both graphically and algebraically.
3. To compute averages using mean, median, mode, geometric mean and harmonic mean.
4. Apply dispersion by calculating the deviations from the averages.

Course Outcome (COs)

1. Analytical thinking, the ability to locate, analyse, evaluate and synthesis information from a wide variety of sources in a planned and timely manner.
2. Communicate concisely results to a wide audience, including those with no training in statistics.
3. Ability to critically analyse the statistical findings published by the media, research agencies and the government to validate and verified its accuracy.



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Micro Economics - II : 7BAE2C1:

Course Description:

Students will be exposed to the various factors of production such as land, labour, capital and organization.

Course Objectives

1. Know the characteristics of various factors of production.
2. Analyse the remuneration paid to the various factors of production.
3. Know the theories relating to the factors of production.
4. Analyse how the price is being determined in the various market structure for the factor of production.
5. know the breakeven point prevailing in the various market structure

Course Outcome (COs)

1. **Clear understanding** about the remuneration paid to the various factor of production.
clear view about how the price was determined for the various factors of production

Business Statistics - II- 7BAE2C2:

Course Description:

The course will provide a sound understanding knowledge on the advanced statistical concepts such as correlation, regression, probability, index numbers, time series analysis and the growth of Indian statistics. It helps the students focus on critical approach to statistical evidence.

Course Objectives

1. Highlight statistical relationship between variables using correlation and regression analysis.
2. Explain probability theory in relation to general statistical analysis.
3. Compute probabilities and conditional probabilities in appropriate ways.
4. Design evaluate and apply regression models.
5. Calculate the general price level, retail price level, consumer price index and compare the price level in percentages.

Course Outcome (COs)

1. Analytical thinking, the ability to organise, analyse and sort data from a large amount of data collected from various sources in business.
2. Critical thinking skills, to apply logic and reasoning to identify strength and weaknesses of alternative solutions, conclusions or approaches to problems.
3. Writing skills, to write reports and explain technical matters to persons without their level of statistical expertise.



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B.A Economics Programme

7BES2- ENVIRONMENTAL STUDIES

COURSE DESCRIPTION:

- This course covers the importance of environment and the necessity to protect the natural resources.

COURSE OBJECTIVES:

- This Course inculcate the student to keep environment clean
- Students will realize the impact of deforestation
- Student are motivated to utilise more renewable resources
- This Course focus in ecology and ecosystem
- Students will have knowledge on global warming and climate change
- Students go for field work and learn about environment.

COURSE OUTCOME

- The aim of the course is to have clean environment, good health of people and develop the economy through environmental quality.

7 BAE3C1 - BUSINESS MATHEMATICS - I

COURSE DESCRIPTION

- Students will be exposed to major topics in business mathematics which is a pre-requisite in solving many of the problems in business and understand the concepts behind mechanical computations.

COURSE OBJECTIVES

- Understand the use of equations, formula and mathematical expressions.
- Manage money in their everyday life with simple arithmetic tools.
- Predict the output with the help of demand structure using matrices.
- Apply logarithm using Napier table for computing very large calculation and very small calculation.
- Understand the basic definitions and notation, types of sets, equality and Venn Diagrams which would serve as a solid foundation on sets and connect to the real world.

COURSE OUTCOME (COS)

- Analytical thinking, to solve, judge, interpret and draw reasonable conclusions from various events and economic variables.
- Communicative skills, understand and communicate the underline concepts of mathematics to help another person gain insight into the situation.



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7 BAE 3C2 ECONOMIC THINKERS

COURSE DESCRIPTION:

- This course covers the economic thought by eminent economists around the Globe. Besides it gives the transition stages of different economic thinkers

COURSE OBJECTIVES:

- Students can enable to understand the about the economic thinkers
- Students will have revolutionary thoughts on socialism and communism.
- By learning Keynes and Keynesian revolution the students will be well acquainted with Macro Economics.
- Students get motivated to criticize the laws and create even new economic ideas.
- Student can clearly understand the Marginal School, Physiocrates ,mercantalist.

COURSE OUTCOME:

- History of Economic Thinkers is one of the Prime courses that students learn it. This course is like a foundation subject in B.A Programme.

7SBS3A1 - COMPETITIVE EXAMINATIONS SKILLS

COURSE DESCRIPTION:

- Students are expected to develop the skill of creativity, numerical ability to have a better job.

COURSE OBJECTIVE:

- Develop the art of speaking to have a fluency in language
- Know the various type of inductive reasoning to develop the individual memory.
- Developing the verbal skill of an individual.
- Analyze the various test of an individual.

Course outcome: (cos)

- Prompt thought to have a overall development in an individual.
- Understanding Analytical Method which are essential for the development of an individual.

7SBS3A2 - EFFECTIVE EMPLOYABILITY SKILLS

- Students will be exposed to have employment which are the basics of life to have income which lead to higher standard of living.

COURSE OBJECTIVE:

- Students completing the course will be able to,
- Fill the job application form while they are approaching for the job without others help.
- Know the frequently asked question in the interview.
- The rules to be followed while facing the interview.
- Steps to be followed in group discussion with the management.
- Leadership qualities that are needed for the growth of inculcating the characteristics of the leader.

COURSE OUTCOME (COS)

- Critical thinking about how to face the interview.
- Analytical skill to develop the art to face the interview.



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7 BAE4C1-BUSINESS MATHEMATICS - II

COURSE DESCRIPTION

- Students will be exposed to major topics in business mathematics that extends the breadth and depth of mathematical experience.

COURSE OBJECTIVES

- Determine the level of output of the firm under different market structure using differentiation.
- Apply linear programming in business to estimate the maximum output and minimum cost.
- Describe the mathematical relations and functions.
- Apply Linear Programming theory both quantitatively and qualitatively in models using graphs and trees.

COURSE OUTCOME (COS)

- Problem solving skills, explore mathematics and the ability to handle non- routine problems in the business world and day to day life.
- Communicative skills, by emphasising rigorous arguments and the practice of proof in various mathematical contexts and communicate the results in a clear and coherent way for the stakeholders.
- Social responsibility, ability to research new findings using various mathematical techniques to draw policy inferences and to explain the potential constraints of its implementation.

7BAE4C2 -AGRICULTURAL ECONOMICS

COURSE DESCRIPTION:

- This course describes the value and vital aspect of Agricultural Economics with interlinking factors between Agriculture and Economics.

COURSE OBJECTIVES:

- To realize the importance of agriculture.
- Students are motivated to guide the parents in the farming sector
- Guiding the parents and society to get redeemed from the clutches of money lenders through availing Farm loans
- Students who are interested can do agriculture and become agro based entrepreneurs through selling value added agri goods

COURSE OUTCOME:

- Agriculture is backbone to India. In recent years, agriculture sector is dwindling nature. Through this course the agri sector would be revived future. Students to create positive thinking on agriculture.



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7SBS4B2 - EMERGENCY AND MEDICAL LAB SKILLS

COURSE STRUCTURE:

- The course is designed to provide understanding about different types of emergencies and the required medical skills to be given to the people being affected.

COURSE OBJECTIVES:

- To prepare the students to rise to the occasion of emergencies.
- To provide the medical lab skills to those people affected by natural and other situations.

COURSE OUTCOMES:

- provide knowledge and skills to rescue people affected by fractures fire Snake bite road and bite and heat stroke and those people affected by the diseases like diarrhoea and dysentery.
- Introduces the traffic rules and precautions to be followed during the Travels along the roads.
- Introduces the basic knowledge about medical lab tests for the human beings
- Use knowledge about treating different types of diseases by using locally available Herbals.
- The project work given to the students main provide them chances to learn about different types of diseases and the methods of curing Dum by using native treatments.

7BVE4- WOMEN STUDIES

COURSE DESCRIPTION:

- The students will be exposed to gender identity, gender equality, role of gender in different aspects, capacity of women and the various schemes and programmes implemented for women empowerment.

COURSE OBJECTIVES:

- Explain the concepts of socialisation and internalisation and gain knowledge on gender ideology.
- Understand the role of women in various capacity and how she balances both work and family efficiently.
- Explain the different indexes such as HDI, GDI, GEM and participation of women in decision making and the political arena.
- Explain physical and biological differences of gender in sports and the mental ability of women in handling emotions.
- Understand the different policies, welfare schemes and programmes introduced by the central and state government.
- Explain the concepts, levels and tools of women empowerment.

COURSE OUTCOME:

- Inculcates social responsibility by imparting the role of women to the stakeholders and play active role in empowering women to have a balanced development.



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7BMY4 - MANAVALAKALAI YOGA

COURSE DESCRIPTION:

- It provides a thorough arena for meditation, yoga and physical exercise which leads to holistic health that totally transforms a person.

COURSE OBJECTIVES:

- Understand the health concepts and the different aspects of physical body.
- Have the basic knowledge on simplified physical exercise and asanas.
- Introspect and improve the behaviour of an individual.
- Understand how to improve concentration and focus.
- Improve intellectual sharpness.

COURSE OUTCOME:

- To enhance soft skills and develop the ability for an efficient management in their field chosen.
- Inculcates the social responsibility, to realize the enduring values of peace, Non-Violence and hormone to revitalize human society for restoring its sanity and strength.

7 BAE5C1 -MONEY AND BANKING

COURSE DESCRIPTION:

- Student are express to know the role of banks in influencing the value of money.

COURSE OBJECTIVE:

- Know the qualities of good money in determining the value of money.
- Know the different theory related to the value of money.
- Examine the function of commercial and central bank is the developing economy.
- Analyze the effects of demonetization in the individual economy and throughout the world.
- Know the various quantitative and qualitative credit control measures.

COURSE OUTCOME (COS):

- Clear thinking about the role of money in various forms of economy.
- Prompt idea to overcome the defect the money in cases of demonetization.

7BAE5C2 - MACRO ECONOMICS

COURSE DESCRIPTION:

- Students will be exposed to know the aggregates of economics aspects such as price, income and employment etc.

COURSE OBJECTIVE:

- Know the basic concept involved in the classical and the modern theory of income, price, employment etc.
- Examine the basic difference exist in the classical and the Keynesian theory of employment.
- Help the student to understand how the budget is being framed and what are the aspect which are being involved while framing the budget.
- Examine the basic difference exist between marginal and average propensity to save and consume have a clear idea on multiplier and accelerator.

COURSE OUTCOME:

- Clear understanding about the economy as a whole with respect to average and marginal propensity to consume and save.
- Prompt thought about the various method of calculating national income.



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7BAE5C3 - FISCAL ECONOMICS

COURSE DESCRIPTION:

This course covers the Public Finance – Public Expenditure – Public Debt and Fiscal Federalism

COURSE OBJECTIVES:

- To learn one of the core subjects – Public Finance
- Students studying economics enrich their knowledge on financial matters and management
- Will be able to analyze the tax system and GST etc.
- The students will be able to understand the local body system in their living areas

COURSE OUTCOME:

- Students studying Fiscal Economics will have the knowledge on Fiscal Matters. This course will help them to deal the direct tax or GST effectively. Besides this course will pave the way to succeed in their competitive exams.
- Critical Thinking will be developed to the students on Public Finance concepts.
- To inculcate Social responsibility to pay taxes and adjust with regional and national administration

7BAEE1B-HUMAN RESOURCE MANAGEMENT

COURSE DESCRIPTION:

- This course covers the Importance of HRD- measures to promote HRD – Problems and solving measures in HRD.

COURSE OBJECTIVES:

- Every Student should know how he/she could develop the HRD themselves
- Enhancement of Employability skill
- Mindset creation on Gender equality
- Motivation to students for self-study about their potential
- Emphasizing on Health and Nutrition for HRD

COURSE OUTCOME:

- Through enhancement of employability skill every student should be a better human resource. The students should get employment after passing their programme (Degree).
- To inculcate the “Confidence Building” thoughts and feelings to achieve in the job market.



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7BAEE2A - Fundamentals of Computer

COURSE DESCRIPTION

- Economics Students will get fundamentals of knowledge in MS-Word, MS-Excel, a preparation of power point slides, Internet browsing and application of tools in social science.

OBJECTIVES OF THE COURSE:

- MS-Word is introduced in the syllabus to help the students learn typing, alignment, cut, copy, paste etc., of theoretical work
- MS-Excel is help the students in diagrammatic and statistical representation of data, Drafting documents, preparation of balance sheet accounts etc.,
- MS- PowerPoint to enhance the knowledge of students in the presentations of slides, flex, animation work etc.,
- Internet and Browsing to give access to students in downloading reading materials, literature etc., their subject.
- Statistical Package for Social Science (SPSS) to apply statistical and mathematical tools in the preparation of thesis, dissertation, project etc.,

COURSE OUTCOMES

- Application of computer knowledge in economics has widened the scope of Economics.
- Ms-Word and Excel to highly useful in the analysis, evaluation, interpretation and presentation of statistical data collected.
- Through the knowledge in internet browsing, students can download relevant literature or any study material they need.
- SPSS is highly useful, when they go for higher studies or when they undertake research works.
- PowerPoint presentation helps the students to effectively give the substance of a topic in a nutshell.

7BSA4 - HERITAGE AND TOURISM

COURSE DESCRIPTION:

- This course covers the Importance of Tourism and inter-linkage factors between Heritage and tourism.

COURSE OBJECTIVES:

- To illustrate the complexity of “heritage” and heritage tourism;
- Students will learn the tourist places in regional, state level and national level
- To outline the challenges of conserving, managing and marketing heritage tourism;
- Inculcate and mindset creation to go around the tourist places to enrich their knowledge on cultural and linguistic integration.
- Speak and write other Indian languages for national competency, for that tourism will motivate the students.
- Will be able to get new innovative ideas to promote tourism by attracting even foreign tourists.

COURSE OUTCOME:

- This course will bring national integration through tourism. Students will turn into broad minded humans and social reforms, also economic development will be enhanced.
- These texts will pave the way for critical understanding of the relationships between culture, heritage and tourism;



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7SBS5A5 -MARKETING AND SALES MANAGEMENT

COURSE DESCRIPTION:

- This course is meant to be an introduction to a career in sales. Despite the “sales” focus, students can find significant value in the sales techniques for many other elements of their lives, from leadership and management to career-building concepts such as interviews.

COURSE OBJECTIVES

- Recognize the key drivers of change in selling and sales management.
- Understand the best practices in selling that lead to exceeding customer expectations.
- Explain the historical basis for stereotypical views of selling in society.
- Identify and explain key success factors for salesperson performance.
- Discuss and give examples of different types of selling jobs.
- List and explain the role of various participants in an organizational buying center.

COURSE OUTCOME:

- This course is designed to provide students with an understanding of the processes involved in personal selling and sales management.

7BAE6C1 - INDIAN ECONOMY

COURSE DESCRIPTION:

- The students are exposed the various issues of the Indian economy and will have the ability to comprehend and critically analyse the current situation of the Indian economy.

COURSE OBJECTIVE:

- Understand the economy and the measurement of various economic variables.
- Explain the key concepts of the Indian economy.
- Understand the Indian Economy better and gain ideas to solve the problems faced by the economy.
- Understand the role of the Indian Economy the global context and how different factors have affected this process.

COURSE OUTCOME:

- Communicate to the stakeholders, the different problems and approaches to economic planning and development.



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7BAE6C2 - INTERNATIONAL ECONOMICS

COURSE DESCRIPTION

- It is conventional subject enriched with modern concepts and application of economic theories into practice, particularly in international trade.

Course Objectives

- The syllabus is framed in such a manner that students get an indepth knowledge in the following aspects of international trade.
- to on how international take place
- To know about balance of payments and balance of trade, disequilibrium in balance of payments
- How the rate of exchange is determined.
- International financial institutions like IMF, World Bank, GATT, WTO
- The composition, volume and direction of India's international trade.

COURSE OUTCOMES

- Economics is nothing but a life science. The syllabus for international Economics and Reference Books clearly show the objectives of the subject. The following are the outcome of the course.
- It explains the differences between internal and international trade and the basis of international trade.
- the problems of balance of payments and its effect on the economy is analysed.
- the rate of exchange, problems in determining the rate of exchange is discussed.
- the rate of international financial institutions like the IMF, World Bank, GATT, WTO current international liquidity problems are explained
- All the above relate to current economic problems in the world scenario and the subject will enhance the knowledge of Economics Students and will definitely help them when they appear for competitive examinations or in facing an interview

7BAE6C3 - ENVIRONMENTAL ECONOMICS

COURSE DESCRIPTION:

- Focuses on Inter Linkages factors between environment and economics.

COURSE OBJECTIVES:

- To study about Environment
- To learn the inter linkages factors between environment and economics
- Emphasizing on the mitigating measures of Global warming and climate change
- Students will learn about pollution control and importance of forestation.
- Enriching knowledge on conservation and preservation of natural resources
- Awareness creation to protect the ecology and eco-system

COURSE OUTCOME:

- Through student, the society will be benefited by utilizing more renewable resources- pollution control – conservation of forest resources – rain water harvesting – protection of ecology an ecosystem, Quality environment and economic development are positively correlated.
- To inculcate Social responsibility to protect the environment and develop the economy
- Analytical thinking on “How, why and what extent” environment gets degraded and ‘How far, what ways and what innovative ideas’ will safeguard the environment.



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7BAE6C4 PRINCIPLES OF MANAGEMENT

COURSE OBJECTIVES

- To introduce The role of managers, the origin, evolution of management, Scientific management, Human relations management and important functions of Management in Planning, organizing, staffing, directing, coordinating and control.

COURSE LEARNING OUTCOMES (CLOs)

- Discuss and communicate the management evolution and how it will affect future managers.
- Observe and evaluate the influence of historical forces on the current practice of management.
- Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- Practice the process of management's four functions: planning, organizing, leading, and controlling.
- Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.
- Evaluate leadership styles to anticipate the consequences of each leadership style.
- Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

7SBS6B3 -BASIC INTERNET AND OFFICE AUTOMATION LAB

COURSE DESCRIPTION

- Economics Students will get fundamentals of knowledge in MS-Word, MS-Excel, a preparation of power point slides, Internet browsing and application of tools in social science.

OBJECTIVES OF THE COURSE:

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- Statistical Package for Social Science (SPSS) to apply statistical and mathematical tools in the preparation of thesis, dissertation, project etc.,

COURSE OUTCOMES

- Application of computer knowledge in economics has widened the scope of Economics.
- Ms-Word and Excel to highly useful in the analysis, evaluation, interpretation and presentation of statistical data collected.
- Through the knowledge in internet browsing, students can download relevant literature or any study material they need.
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7SBS6B4 - FRUITS AND VEGETABLES PRESERVATION SKILLS

COURSE DESCRIPTION:

- Provides the knowledge related to the various types of vegetables and fruits that could be preserved, the preservation techniques available the related equipment's and methodology.

COURSE OBJECTIVES:

- To improve income earning skills through fruits and vegetable preservation.
- To open up new areas of self-employment opportunities for the youth.

COURSE OUTCOMES

Introduces the principles and method available in the preservation process.

- Provides knowledge about various types of equipment available and different types of containers that are being used in the preservation process.
- To introduce various methods available for the preservation of vegetables and fruits. Also gives knowledge related to personal hygiene and the sanitary standards to be followed in the preservation process.
- Gives the practical knowledge of fruits and their preservation methods.
- The project work helps the students to know the various centres that are involved in the reservation practices. Also it helps to understand the area specific Technology that could be applied.