

**ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE**  
**(Re-accredited with 'B+' Grade by NAAC)**  
**TIRUPPATTUR-630211, SIVAGANGAI DISTRICT**



**PG & RESEARCH DEPARTMENT OF ECONOMICS**



**ALAGAPPA UNIVERSITY**  
**B.A- ECONOMICS-SYLLABUS**

**2018-2019 To 2023-2024**

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**ALAGAPPA UNIVERSITY, KARAIKUDI**  
**NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2017-18)**

**B.A. ECONOMICS - PROGRAMME STRUCTURE**

Sem.	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
I	I	711T	<b>Tamil / other languages – I</b>	3	6	25	75	100
	II	712E	<b>English – I</b>	3	6	25	75	100
	III	7BAE1C1	<b>Core – I – Micro Economics – I</b>	4	6	25	75	100
		7BAE1C2	<b>Core– II– Business Statistics – I</b>	4	6	25	75	100
			<b>Allied – I</b>	5	5	25	75	100
IV	7NME1A / 7NME1B / 7NME1C	<b>(1) Non-Major Elective – I –</b> (A)தமிழ்மொழியின் அடிப்படைகள்/ (B)இக்கால இலக்கியம் / (C) Communicative English	2	1	25	75	100	
			<b>Total</b>	<b>21</b>	<b>30</b>	--	--	<b>600</b>
II	I	721T	<b>Tamil/other languages – II</b>	3	6	25	75	100
	II	722E	<b>English – II</b>	3	6	25	75	100
	III	7BAE2C1	<b>Core–III– Micro Economics – II</b>	4	6	25	75	100
		7BAE2C2	<b>Core–IV–Business Statistics – II</b>	4	5	25	75	100
			<b>Allied – II</b>	5	5	25	75	100
IV	7BES2	<b>(3) Environmental Studies</b>	2	2	25	75	100	
			<b>Total</b>	<b>21</b>	<b>30</b>	--	--	<b>600</b>
III	I	731T	<b>Tamil/other languages – III</b>	3	6	25	75	100
	II	732E	<b>English – III</b>	3	6	25	75	100
	III	7BAE3C1	<b>Core–V–Business Mathematics– I</b>	4	5	25	75	100
		7BAE3C2	<b>Core – VI – Economic Thinkers</b>	4	5	25	75	100
			<b>Allied – III</b>	5	5	25	75	100
	IV	7NME3A / 7NME3B / 7NME3C	<b>(1) Non-major Elective – II –</b> (A)இலக்கியமும் மொழிப் பயன்பாடும்/ (B) பழந்தமிழ் இலக்கியங்களும் இலக்கியவரலாறும் / (C) Employability Skills	2	1	25	75	100
		7SBS3A1/ 7SBS3A2/ 7SBS3A3	<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
V	7BEA3	<b>Extension activities</b>	1	-	--	--	100	
			<b>Total</b>	<b>24</b>	<b>30</b>	--	--	<b>800</b>
IV	I	741T	<b>Tamil/other languages – IV</b>	3	6	25	75	100
	II	742E	<b>English – IV</b>	3	6	25	75	100
	III	7BAE4C1	<b>Core–VII–Business Mathematics–II</b>	4	4	25	75	100
		7BAE4C2	<b>Core–VIII–Agricultural Economics</b>	4	5	25	75	100
			<b>Allied – IV</b>	5	5	25	75	100
	IV	7SBS4B1/ 7SBS4B2/ 7SBS4B3	<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
	7BVE4/ 7BMY4/ 7BWS4	<b>(4) Value Education/ Manavalakalai Yoga/ Women’s Studies</b>	2	2	25	75	100	
			<b>Total</b>	<b>23</b>	<b>30</b>	--	--	<b>700</b>

**ALAGAPPA UNIVERSITY, KARAIKUDI**  
**NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2014-15)**

**B.A., ECONOMICS PROGRAMME STRUCTURE**

Sem	Course			Cr.	Hrs./ Week	Marks		Total
	Part	Subject code	Name			Int.	Ext.	
V	III	4BAE5C1	<b>Core – IX – Money and Banking</b>	4	6	25	75	100
		4BAE5C2	<b>Core – X – Macro Economics</b>	4	5	25	75	100
		4BAE5C3	<b>Core – XI – Fiscal Economics</b>	4	5	25	75	100
		4BAEE1A/ 4BAEE1B	<b>Elective – I – Tourism Economics (or) Human Resource Development</b>	5	5	25	75	100
		4BAEE2A/ 4BAEE2B	<b>Elective – II – Fundamentals of Computer (or) Fundamentals of Econometrics</b>	5	5	25	75	100
	IV	4SBS5A3/ 4SBS5A4/ 4SBS5A5	<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
			<b>Total</b>	<b>26</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>
VI	III	4BAE6C1	<b>Core – XII – Indian Economy</b>	4	6	25	75	100
		4BAE6C2	<b>Core – XIII – International Economics</b>	4	5	25	75	100
		4BAE6C3	<b>Core – XIV – Environmental Economics</b>	4	5	25	75	100
		4BAE6C4	<b>Core – XV – Principles of Management</b>	4	5	25	75	100
		4BAEE3A/ 4BAEE3B	<b>Elective – III – Labour Economics (or) Gender Economics</b>	5	5	25	75	100
	IV	4SBS6B3/ 4SBS6B4/ 4SBS6B5	<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
		<b>Total</b>	<b>25</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>	

PART-I-TAMIL

முதலாம் ஆண்டு - முதல் பருவம்  
பாடக்குறியீட்டு எண்:711T

பொதுத்தமிழ் தாள் - 1 - தற்காலக் கவிதையும் உரைநடையும்

அலகு 1

அ. மரபுக் கவிதை

1. பாரதி - நிலாவும் வான்மீனும் காற்றும் (முழுமையும்)
2. பாரதிதாசன் - தோழனே! உன்னிடம் சொல்வேன்!
3. நாமக்கல் கவிஞர் - உலகம் வாழ்க!
4. ஜீவானந்தம் - கோடிக்கால் பூதமடா
5. முடியரசன் - தலைமை வகிப்போம் (பாடுங்குயில், ப.8)
6. கண்ணதாசன் - புதியதோர் உலகு செய்வோம் (ஏழாவது தொகுதி)

ஆ. புதுக்கவிதை

7. மு.மேத்தா - தேசப்பிதாவிற்கு ஒரு தெருப் பாடகனின் அஞ்சலி (கண்ணீர் பூக்கள்)
8. கவிக்கோ அப்துல்ரகுமான் - மானுடத்தின் மகுடாபிகே'கம் (பால்வீதி)
9. மீரா - காதல் என்ன கத்திரிக்காயா? (ஊசிகள்)
10. வைரமுத்து - மரங்களைப் பாடுவேன் (இந்தப் பூக்கள் விற்பனைக்கு அல்ல)

அலகு 2

1. எண்ணங்கள் - எம்.எஸ்.உதயமூர்த்தி.

அலகு 3 இலக்கணம்

எழுத்திலக்கணம், எண், பெயர், முறை, பிறப்பு, வடிவம், மாத்திரை, மொழி முதல் எழுத்துக்கள், மொழி இறுதி எழுத்துக்கள், இடைநிலை மெயம்மயக்கம், மொழி, பகுபத உறுப்பு, வடமொழி எழுத்து, (ஆ.சிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள், பக்கம் 26 முதல் 69 வரை, கபிலன் பதிப்பகம், புதுச்சேரி)

அலகு 4 இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

அலகு 5 படைப்பாற்றல்

பொதுக்கட்டுரை படைத்தல்.



**PART - II – ENGLISH**

**I YEAR – I SEMESTER  
COURSE CODE: 712E**

**COURSE – I - ENGLISH FOR ENRICHMENT – I**

**Texts Prescribed**

1. Gate Way to English – *An Anthology of Prose and Poetry* Ed. By the Board of Editors, Harrows Publications, Chennai.
2. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I Prose**

1. Education for New India – C.Rajagopalachari.
2. All about a Dog – A.G.Gardiner
3. I have a Dream – Martin Lutherking

**Unit II Prose**

1. How I Became a Public Speaker – G.B. Shaw
2. With the Photographer – Stephen Leacock
3. Early Influences: Dr. APJ. Abdul Kalam

**Unit III Poetry**

1. Gitanjali (Songs : 1-2) Rabindranath Tagore
2. Shall I Compare thee to a Summer’s Day(Sonnet 18)–William Shakespeare
3. On his Blindness – John Milton.

**Unit IV Grammar**

Noun, Pronoun, Verb, Adverb

**Unit V Composition**

Informal Letter, Comprehension, Dialogue Writing, Hints Developing

**Allocation of Working Hours per week**

Prose	-	2 hours
Poetry	-	2 hours
Grammar &	-	2 hours
Composition	-----	
<b>Total -</b>	<b>6 hours</b>	-----



**B.A. ECONOMICS**

**I YEAR – I SEMESTER  
COURSE CODE: 7BAE1C1**

**CORE COURSE I – MICRO ECONOMICS – I**

**Unit I**

Evolution and definition of Economics, Nature & Scope of Economics, Methods of Economics Analysis

**Unit II**

Basic Concepts: Utility Demand, Supply, Commodity and their types, Value and Price, Market, Demand Supply equilibrium

**Unit III**

Utility: Cardinal (Marshal) and Ordinal Utility Approaches to Demand-Indifference Curve-Consumer equilibrium (Hicks) Price, Income and Substitution effects-Derivation of Demand Curve

**Unit IV**

Elasticity of Demand, Price, Income and Cross elasticity, Consumer Surplus and its measurement

**Unit V**

Production: Factors of Production and their Characteristics; Laws of Production – Returns to scale, Law of Variable Proportion, Isoquants –Producer’s equilibrium

**Books for Reference:**

1. Sankaran, S. (2000), Micro Economics, Margham Publications, Chennai.
2. Dutt & Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.
3. Agarwal & Verma, M.M. (1987), Micro Economics Forwarded
4. Book depot,New Delhi.
5. Cauvery,R.,Sudhanayak,U.K.Girija,M.,KruparaniN.,andMeenakshi,R.
6. (1998), Micro Economic Theory, S. Chand & Co. Ltd, New Delhi
7. Loganathan.V-Principles of Economics, Economic Analysis,S.Chand & Co, New Delhi, 2003.
8. Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007.
9. 7. A. Koutsoyiannis, (1979), Modern Micro Economics, Palgrave McMillan.



**I YEAR – I SEMESTER  
COURSE CODE: 7BAE1C2**

**CORE COURSE II – BUSINESS STATISTICS – I**

**Unit I Introduction to statistics and collection of data**

Definition – meaning – Function – limitation of statistics-Primary data – methods of collection – secondary data – sources of secondary data – Sampling design – census and sampling methods – types of sampling

**Unit II Classification of Data**

Classification – meaning and types – Tabulation – meaning – object – differences between classification and tabulation – parts of table – general rules for tabulation – Diagrammatic and graphic representation – diagrams – importance – types – rules – Graphs – rules and types

**Unit III Measures of Central Tendency**

Objectives – features of good average – mean – median – mode – harmonic mean – geometric mean – merits and demerits

**Unit IV Measures of Dispersion**

Dispersion – meaning – importance – range – quartile deviation – mean deviation – standard deviation and coefficient of variation

**Unit V Skewnes, Kurtosis, Moments**

Introduction, meaning, skewness, and its measures –Karl Pearson’s coefficient of skewness, Bowley’s coefficient Moments, Meaning, Kutosis-Meaning

**Books for Reference:**

1. Pillai, R.S.N. and Bhagavathi V.S., Statistics S. Chand & Company Ltd., New Delhi.
2. Gupta S.P., Statistical Methods, Sultan Chand, New Delhi.
3. S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi. 2. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
4. M. Satayanarayana, Lalitha Raman- Management opertions Research.
5. V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons, Delhi.
6. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi
7. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi
8. Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London
9. Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.
10. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi.
11. Nagar. A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi.
12. Salvatore, Dominick (1982), Statistics and Econometrics, McGraw Hill, New Delhi





**B.A. ECONOMICS**

**I YEAR – I SEMESTER  
COURSE CODE: 7BAEA1**

**ALLIED COURSE I – INDUSTRIAL ECONOMICS**

**Unit I**

Industry and economic development industry and sectoral linkages-industrial Classification and data information

**Unit II**

Public, private joint and co-operative sectors - private corporate sector- Role of MNCs

**Unit III**

Industrial productivity - concept - measurement - productivity in Indian industries - industrial sickness - under utilisation of capacity - factors accounting for it and its consequences.

**Unit IV**

Globalization and Indian industry privatization and issues relating to disinvestment policy

**Unit V**

Industrial development in India - industrial policy - role of the state - new industrial policy and economic reforms industrial growth and pattern.

**Books for Reference:**

1. Barthwal, R.R. "Industrial Economics as Introductory" Text Book, Wiley Eastern Ltd., New Delhi, 2000.
2. Sivayya, K.V. and Das, V.B.M. "Indian Industrial Economy" S. Chand & Co., New Delhi, 2004.
3. Devine, P.J. "An Introduction to Industrial Economics" George Allen and Unwin, London, 1978. Sadhu, A.N., and Singh, A. "Industrial Economics" Himalaya Publishing House, Mumbai, 1998.
4. Dutt and Sundaram, K.P.M. "Indian Economy" S. Chand & Co., New Delhi (2007).
5. Dhingra, I.C., "Indian Industrial Economy" Sultan Chand & Co., New Delhi (1972).



**PART IV (I) – (C)**

**NON – MAJOR ELECTIVE – COURSE – I**

**I YEAR – I SEMESTER  
COURSE CODE: 7NME1C**

**COURSE 1 – COMMUNICATIVE ENGLISH  
15 hours per Semester – 1 hour per Week**

**Objective**

To enable each learner at the college level to communicate effectively in English both in the spoken and in the written mode

**Theory**

Practice oriented course. Hence, 75:25 scheme of marking has to be followed. 75 marks for external assessment. 25 marks for internal marks assessment. Internal assessment will be carried out by the teacher who teaches the course while the external evaluation will be done by a group of 2 or 3 teachers who teach the course from the same college or from the nearby colleges.

**Unit I           BASICS OF ENGLISH**

Sentence- Clause-Phrase-Word-Morpheme. Introduction to sounds of English-stress-intonations

**Unit II           INTRODUCTION TO LSRW SKILLS**

Listening –Reading-Speaking-Writing skills

**Unit III          SPOKEN COMMUNICATION**

Participating in Conversation  
Preparation of Speech for shorter or longer duration

**Unit IV          WRITTEN COMMUNICATION-I**

Note-Making-Summarizing-Paraphrasing-letter writing

## Unit V WRITTEN COMMUNICATION-II

Introduction to preparing curriculum vitae-Creating and verifying personal and official e-mail-Preparing notice circulars, memos and agenda for a meeting-Report writing-Common errors in English Translation.

### ACTIVITIES

1. Arrange the conversation between the students.
2. Preparing the speeches (for example, introducing a speaker or proposing a vote of thanks at the college function, explaining an experiment & etc.,)
3. Passage for note making
4. Passage for summarizing
5. Writing a paragraph on any topic(Statements and proverbs can be given)
6. Writing a C.V.
7. Writing a memo/notice/agenda/email/report
8. Ten sentences form Tamil to English & English to Tamil
9. Ten Sentences from error correction.

### RECOMMENDED BOOKS

1. "Success with Spoken English II" Dr. Saraswathi and Dr. Noorjahan kother adham (2000), Common Wealth University books, Chennai.
2. "Teaching Spoken English and Communication Skills" Rev.Dr.Francis Soundararaj (1995), T.R.Publication, Chennai.
3. "Developing Communication Skills," Krishna Mohan and Meera Benerji (2002) Macmillan India Limited.
4. 3 volumes – vowels  
– Consonants  
– Rhythm and Intonation prepared by Ciefc and published by Oxford University Press, Chennai.



முதலாம் ஆண்டு - இரண்டாம் பருவம்  
பாடக்குறியீட்டு எண்: 721T

பொதுத்தமிழ் தாள் -2 இடைக்கால இலக்கியமும் சிறுகதையும்

அலகு 1

அ. திருஞானசம்பந்தர்

1. திருவாடாணை - “மாதோர் கூறு” எனத் தொடங்கும் பாடல்.
2. திருப்புனவாசல் - “மின்னியல் செஞ்சடை” எனத் தொடங்கும் பாடல்.
3. திருக்கொடுங்குன்றம் - “வானிற் பொலிவெய்தும்” எனத் தொடங்கும் பாடல்.

ஆ. திருநாவுக்கரசர்

1. திருப்புத்தூர் - “மின்காட்டும்” எனத் தொடங்கும் பாடல்.
2. திருஇராமேச்சுரம் - “பாசமும்” எனத் தொடங்கும் முதல் பாடல்.
3. திருப்புவணம் - “வடியேறு” எனத் தொடங்கும் பாடல்.

இ. சுந்தரர்

1. திருக்கானப்பேர் - “தொண்டர் அடித் தொழிலும்” எனத் தொடங்கும் பாடல்.
2. திருச்சுழியல் - “ஊனாய் உயிர் உகலாய்” எனத் தொடங்கும் பாடல்.

ஈ. மாணிக்கவாசகர் - திருவாசகம்

1. திருப்பெருந்துறை - இன்பம் பெருக்கி எனத் தொடங்கும் பாடல்.(திருவெண்பா.11)
2. திரு உத்தரகோசமங்கை - நீத்தல் விண்ணப்பம், இருதலைக்கொள்ளி என்று தொடங்கும் பாடல்.

உ. திருமூலர் - திருமந்திரம்

1. அன்பும் சிவமும் எனத் தொடங்கும் பாடல்.
2. எட்டிப் பழுத்த எனத் தொடங்கும் பாடல்.
3. படமடக் கோயில் எனத் தொடங்கும் பாடல்.

ஊ. திருமங்கை ஆழ்வார்

திருப்புல்லாணி - ஒன்பதாம் பத்து நாலாம் திருமொழி “காவார் மடல் பெண்ணை” எனத் தொடங்கும் ஒன்றாம் பாடல் முதல் “வில்லாள் இலங்கை” எனத் தொடங்கும் ஐந்தாம் பாடல் வரை (மொத்தம் ஐந்து பாடல்கள்)

எ. சிற்றிலக்கியம்

1. அபிராமி அந்தாதி - உதிக்கின்ற செங்கதிர் எனத் தொடங்கும் முதற்பாடல் தொடங்கி அதனைத் தொடர்ந்து வரும் 9 பாடல்கள் (ஆக மொத்தம் 10 பாடல்கள்).
2. தமிழ்விடு தூது - 17 ஆம் கண்ணி முதல் 27 ஆம் கண்ணி வரை.
3. திருக்குற்றாலக்குறவஞ்சி, வசந்தவள்ளி பந்தடித்தல்.
4. பாடுவார் முத்தப்பர், செயங்கொண்டார் சதகம் முதல் இரு பாடல்கள்.

அலகு 2 - சிறுகதை

சிறுகதைகள் 10 ஆசிரியர் குழு, அறிவுப் பதிப்பகம்.

அலகு 3 - இலக்கணம்

சொல்லிலக்கணம்

சொல்வகை, பெயர்ச்சொல், வினைச்சொல்,இடைச்சொல், உரிச்சொல்,இலக்கணம், வேற்றுமை, மயக்கம், ஆகுபெயர், (ஆ.சிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள் - கபிலன் பதிப்பகம், புதுச்சேரி).

அலகு 4 - இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

அலகு 5 - படைப்பாற்றல்

சிறுகதை படைத்தல்.



**I YEAR – II SEMESTER**

**COURSE CODE: 722E**

**COURSE - II – ENGLISH FOR ENRICHMENT – II**

**Texts Prescribed**

1. Gate Way to English – *An Anthology of Prose and Poetry* Ed. by the Board of Editors, Harrows Publications, Chennai.
2. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I Prose**

1. My Greatest Olympic Prize – Jesse Owens
2. Voluntary Poverty – Mahatma Gandhi
3. Helen Kellar – Ishbel Ross

**Unit II Prose**

1. Coffee Worries – R.K. Narayan
2. A Night Among the Pines – R.L. Stevenson
3. Spoon Feeding – W.R.Inge

**Unit III Poetry**

1. Daffodils - Wordsworth
2. Mending Wall – Robert Frost
3. A River – A.K.Ramanujan

**Unit IV Grammar**

Adjective, Preposition, Conjunction and Interjection.

**Unit V Composition**

Formal Letters, Resume Writing, Precise Writing and General Essays.

**Allocation of Working Hours per week**

Prose	-	3 hours
Poetry	-	1 hour
Grammar &	-	2 hours
Composition	-----	
<b>Total</b>	<b>-</b>	<b>6 hours</b>

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**I YEAR – II SEMESTER  
COURSE CODE: 7BAE2C1**

**CORE COURSE III – MICRO ECONOMICS – II**

**Unit I**

Economies of Scale, Different Concepts of Costs – Explicit & Implicit, Accounting, Opportunity, Total – fixed and Variable Costs, Marginal & Average Costs & its Relationship. Concept of Revenue – Total, Marginal & Average Revenue and Break – Even Point

**Unit II**

Market – Concept and Classification, Perfect Competition – Characteristics, Price and Output Determination for Firm and Industry, Market Equilibrium.

**Unit III**

Monopoly-Characteristics and Price - Output Determination, Price Discrimination- Monopolistic Competition - Characteristics - Price - Output Determination.

**Unit IV**

Factor Pricing - Theory of Marginal Productivity of Distribution- Concept of Adding up Theorem- Theories of Wages and Rent

**Unit V**

Interest- Concept- Classical and Keynesian Theories of Interest- Profit- Net and Gross theories of Profit.

**Books for Reference:**

1. Dr. S. Sankaran , Micro Economics, Margham Publications, Chennai, 2000.
2. H.L.Ahuja Principles of Micro Economics, A New Look at Economic Theory, S Chand Company Ltd., New Delhi (1996)
3. Misra and Puri , Advanced Micro Economics ,Himalaya Publishing House, Mumbai, 1996. M.L. Jhingan Micro Economic Theory, Vrinda Publications Ltd., New Delhi, 2002.
4. V. Lokanathan, Principles of Economics, Economic Analysis S. Chand & Co., New Delhi 2003.
5. M.L.Seth,(2001), Principles of Economics, Lakshmi Narain Agarwal , Agra.
6. Dutt & Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.



**I YEAR – II SEMESTER  
COURSE CODE: 7BAE2C2**

**CORE COURSE IV – BUSINESS STATISTICS – II**

**Unit I**

Meaning – importance – types – methods – scatter diagram – karlpearson’s coefficient – rank correlation – Concurrent Deviation - Regression - Regression equation- Least square method –Definition

**Unit II**

Meaning–Probability—FundamentalPrinciples-Permutationand Combination-Theories of Probability (Simple problems only)

**Unit III**

**Time-Series analysis**

Definition – components – importance – measurement of trend and seasonal variation

**Unit IV**

**Index Number**

Definition – uses – problems in construction – methods – weighted and unweighted – methods of weighted index number calculation – test for ideal index numbers.

**Unit V**

**Growth of Indian statistics**

Statistical Organization of India - CSO- Divisions-Functions -Publications, Population Statistics –Sources-methods -Features of 2011 census-Vital Statistics-meaning-uses-sources- measurements of fertility and mortality (only concepts)

**Books for Reference:**

1. Pillai R.S.N. and Bhagavathi V.S. Statistics S.Chand & company Ltd. New Delhi.
2. Gupta S.P. Statistical Methods, Sulthan chand, New Delhi. 1991.
3. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.
4. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi
5. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi.
6. Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London.
7. Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.
8. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi
9. Nagar, A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi
10. Salvatore, Dominick (1982), Statistics and Economics, McGraw Hill, New Delhi.



**I YEAR-II SEMESTER  
COURSE CODE: 7BAEA2**

**ALLIED COURSE II – INDIAN ECONOMIC ISSUES**

**Unit I**

Characteristics of Indian Economy as a Developing Economy – Demographic Trends In The Post-Independence Period – Birth Rate, Death Rate, Age Composition, Sex Ratio, Density, Life Expectancy, Literacy, Urbanization - Workforce Participation Rate – Unemployment – Kinds – Government’s Policy Measures To Remove Unemployment

**Unit II**

Place of Agriculture in Indian Economy – Causes for Low Productivity – Sources of Rural Credit – Present System of Indian Agricultural Marketing – New Agricultural Strategy - Green Revolution – Problems Agricultural Price Policy – Indian Agriculture and WTO – Recent Initiatives In Indian Agriculture.

**Unit III**

Role of Industrialization – Industrial Policy - Importance of Small Scale Industries – Recent Policy Initiatives for Promoting Small Scale Industries – Industrial Sickness In India – Causes, Consequences and Remedial Measures – Changing- National Wage Policy – Social Security Measures In India – Impact of WTO on Indian Industry.

**Unit IV**

India’s Foreign Trade-Growth and Structure–India’s Foreign Trade Policy-Main Features-Phases-Export–Import Policy-Foreign Capital-Types-Government’s Policy towards Foreign Capital - WTO and India’s Foreign Trade.

**Unit V**

Inflationary Trends In India – Causes–Control- External Value of Rupee and Foreign Exchange Reserves -Demonetisation – Reasons for the Growth of MNC’s – Impact of MNC’s on Indian Economy.

**Books for Reference:**

1. Ruddar Dutt and K.P.M Sundaram , Indian Economy, S.Chand & Company Ltd., New Delhi, 2004
2. S.K Misra & V.K. Puri, Indian Economy, Its Development Experience, Himalaya Publishing House, Mumbai, 2004
3. Ishwar D.Dhingra , Indian Economy, S.Chand & Co., Dr.S.Sankaran , Indian Economy, Margham Publications, Chennai,
4. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education Inc., 8th Edition, 2007.
5. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition, 2007.
6. Joseph E. Stiglitz and Carl E. Walsh, Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th Edition, 2007.





## **PART-IV (3)**

**COURSE CODE: 7BES2**  
**I YEAR – II SEMESTER**

### **COURSE – ENVIRONMENTAL STUDIES**

#### **Unit I            The Multidisciplinary Nature of Environmental Studies**

Definition, Scope and importance  
Need for public awareness

#### **Unit II            Natural Resources**

Renewable and non-renewable resources

- a. Forest Resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effect on forests and tribal people
- b. Water Resources: Use and over-Utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- c. Mineral resources: Use and exploitation, experimental effects of extracting and using mineral resources, case studies.
- d. Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources, Case studies.
- f. Land resources: Land as a resource, land degradation, main induced landslides, soil-erosion and desertification
  - Role of individual in conservation of natural resources
  - Equitable use of resources for sustainable lifestyle

#### **Unit III            Ecosystems, Bio-diversity and its conservation**

##### **Ecosystems**

- Concept of an Ecosystem
- Structure and function of an Ecosystem
- Energy Flow in the Ecosystem
- Food Chains, Food Webs and Ecological Pyramids

##### **Biodiversity and its conservation**

- Introduction- Definition: Genetic, Species and Ecosystem Diversity
- Bio-Geographical Classification of India
- Value of Biodiversity: Consumptive Use, Productive Use, Social Ethical, Aesthetic and Option Values.
- Biodiversity at Global, National and Local Levels
- India as a Mega-Diversity Nation
- Hot Spots of Biodiversity
- Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts
- Endangered and Endemic Species of India

- Conservation of Biodiversity in-Situ and Ex-Situ Conservation of Biodiversity

#### **Unit IV Environmental Pollution**

- Causes, Effects and Control measures of:-
  - a. Air Pollution
  - b. Water pollution
  - c. Soil pollution
  - d. Marine pollution
  - e. Noise pollution
  - f. Thermal pollution
  - g. Nuclear hazards

#### **Unit V Field Work**

- Visit to a local area to document environmental assets—river/ forest/ grassland/ hill/ mountain
- Visit to a local polluted site- Urban/Rural/Industrial/Agricultural
- Study of common Plants, insects, birds
- Study of simple ecosystem-pond, River, Hill slopes, etc

#### **Books for Reference:**

1. Agarwal, K.C.2001 Environmental Biology, Nidi Publ.Ltd., Bikaner
2. Bharucha Erach The Biodiversity of India, Mapin Publishing Pvt. Ltd, Ahamedabad-380013,India, Email: mapin@cent.net®
3. Burner R.C. 1989, Hazardous Waste Inclination McGraw Hill Inc.480p
4. Clark R.S. Marine Pollution, Clanderson Press Oxford(TB)
5. Cunnigham, W.P.Cooper, T.H.Gorhani, E& Hepworth, M.T 2001 Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p.
6. De.A.K.Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment®
8. Gleick H.P. 1993, Water in crisis, Pacific Instutue for studies in Dev, Environment & Security, Stockholm Env. Institute,Oxford Univ.Press,473p
9. Hawlinks R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood, V.H & Watson, R.T.1995, global biodiversity Assesment, Cambridge Univ.Press, 114op
11. Jadhav, H&Bhosale V.M.1995, Environmental Protection and Laws, Himalaya Pub; House, Delhi 284p
12. Trivedi R.K., Hand book of Environmental laws, Rules, Guidelines, compliances and Standards, Vol I and II, Enviro Meida ®
13. Trivedi R.K. & P.K.Goel Introduction to Air pollution,Techno-Science Publications (TB)
14. Wanger K.D, 1998 Environmental Management W.B. Environmental Management. W.B.Saunders Co. Philadelphia, USA.499p

இரண்டாம் ஆண்டு - மூன்றாம் பருவம் -

பாடக்குறியீட்டு எண்: 731T

பொதுத் தமிழ் தாள் - 3 - காப்பியமும் புதினமும்

அலகு 1

1. சிலப்பதிகாரம் - மங்கல வாழ்த்துப்பாடல்.
2. மணிமேகலை - பாத்திர மரபு கூறிய காதை.
3. கம்பராமாயணம் - சேது பந்தனப்படலம்.
4. பெரியபுராணம் - கோச்செங்கட்சோழ நாயனார் புராணம்.
5. தேம்பாவணி - கோலியாத் படலம்.
6. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்

அலகு 2 - புதினம்

வேரில் பழுத்தபலா - சு.சமுத்திரம்.

அலகு 3 - இலக்கணம்

யாப்புத் அணியும்

செய்யுள் உறுப்புகள், எழுத்து, அசை, சீர், தளை, அடி, தொடை ஆகியன பற்றிய விளக்கம். பாவகை, வெண்பா, ஆசிரியப்பா ஆகியவற்றின் பொது இலக்கணங்கள்.

அணி, வகைகள், உவமை, உருவகம், வேற்றுமை, பின்வருநிலை, சிலேடை அணிகள்.

அலகு 4 - இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

அலகு 5 - படைப்பாற்றல்

மரபுக் கவிதை - புதுக்கவிதை படைத்தல்.

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**II YEAR – III SEMESTER  
COURSE CODE: 732E**

**COURSE – III - ENGLISH FOR ENRICHMENT – III**

**Texts Prescribed**

1. *Six Short Stories*, Ed. by the Board of Editors, Harrows Publications, Chennai.
2. *One Act Plays*, Ed. by the Board of Editors, Harrows Publications, Chennai.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.
4. *English for Communication*, Ed. by the Board of Editors, Harrows Publications, Chennai.

**Unit I            Short Stories**

1. Two Old Men – Leo Tolstoy
2. The Diamond Necklace – Guy de Maupassant
3. The Verger – Somerset Maugham
4. The Postmaster – Rabindranath Tagore.

**Unit II            One Act Plays**

1. Riders to the Sea – J.M.Synge
2. The Rising of the Moon – Lady Gregory

**Unit III           One Act Plays**

1. A Kind of Justice – Margaret Wood
2. The Refugee – Asif Currimbhoy

**Unit IV           Grammar**

Tenses, Voices, Degrees of Comparison

**Unit V            Composition**

Agenda, Minutes, Notice, Descriptive Writing

**Allocation of Working Hours per week**

Short Stories    - 2 hours  
One Act Plays   - 2 hours  
Grammar &       - 2 hours  
Composition    -----  
**Total            - 6 hours**  
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**II YEAR – III SEMESTER  
COURSE CODE: 7BAE3C1**

**CORE COURSE V – BUSINESS MATHEMATICS – I**

**Unit I**

**Logarithms**-Definition – laws of operation – logarithmic tables – operation with logarithmic

**Unit II**

**Basic Algebra**-Theory of indices – algebraic expression – basic identities – factorization – solution to linear and quadratic equation

**Unit III**

**Set Theory**-Definition – equality of sets and subsets – universal set – operation of set union – intersection– complement – differences – laws of set operation – cartesian product

**Unit IV**

**Functions**-Meaning – types – linear, quadratic, Cubic, logarithmic and exponential functions – linear function – equation of a straight line – slope intercept form – slope & one point form – two points form – x, y intercept.

**Unit V**

**Matrix Algebra**-Definition – types – addition – subtraction – multiplication, transpose determinant of a square matrix – co-factor and minor – inverse of a matrix using ad joint matrix solution of a system of a linear equation – Cramer’s rule.

**Books for Reference:**

1. Allen, R.G.D., Mathematical Analysis for Economists, Macmillan, New York.
2. Mehta and Madnani, Mathematics for Economists, Sultan Chand & Sons, New Delhi - 2000.
3. Chiang, Fundamentals of Mathematical Economics, Macmillan, New York.
4. Srinath Baruah, Basic Mathematics and its application in Economics - Macmilan India Ltd., Chennai.
5. Sancheti D.C. and V.K.Kapoor, Business Mathematics Sulthan chand New Delhi.
6. Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthan chand New Delhi.

**Note: Question should be asked 50% in theory and 50% in problems.**



**II YEAR – III SEMESTER  
COURSE CODE: 7BAE3C2**

**CORE COURSE VI –ECONOMIC THINKERS**

**Unit I**

Nature and Importance of Economic Thought- Mercantilism: Views on Trade, Money and Prices. Marxian Economics: Dialectical Materialism, Theory of Value, Theory of Capital Accumulation, Theories of Crisis

**Unit II**

Physiocracy: Natural Order; Net product and Circulation of Wealth- Classical Political Economy- Adam Smith: Theories of Value and Distribution. Jevon's Theory of Value, Bohm-Bawerk's Theory of Capital

**Unit III**

Ricardian Economics: Value Analysis, Theories of Trade and Distribution Walras's Theory of General Equilibrium. A General Overview of Marshall's Contribution.

**Unit IV**

J S Mill: Theory of Value, Views On Production and Distribution. Classical Stationary State with special reference to Mill's views

**Unit V**

Neo-classical economics- Features - J.M Keynes and his contribution; Welfare Economics: Arrow and Social choice Theory; Rational Expectation Models and the New Classical Macro Economics.

**Books for Reference:**

1. Louise Haney - History of economic Thought – Surjith publication New Delhi
2. Eric Roll – History of Economic thought – Faber Lendon
3. Mar Blaug – Economics Theory in retrospect
4. AK Das Guptha – Indian Economic Thought
5. Scrapanti E and S Zamagiri (2005) an Outline of the Economic thought (OUP New Delhi)
6. Hajela TN - History of Economic Thought – Ane's Student Edition



## II YEAR - III SEMESTER

### COURSE CODE: 7BAEA3

#### ALLIED COURSE III – HISTORY OF ECONOMIC THOUGHT

##### Unit I

Nature and Significance of the History of Economic Thought - Mercantilism and Physiocracy- Their Views on Development

##### Unit II

Classical School - Adam Smith - Malthus - David Ricardo - J.B.Say - J.S.Mill-Mahatma Gandhi-Jawaharlal Nehru- Dr.B.R Ambedkar

##### Unit III

Karl Marx - Early Socialistic Critics, Dialectical Materialism

##### Unit IV

Veblen and Institutional School - Schmoller and Historical school - Marginal School – Schumpeter's theory of Innovation

##### Unit V

Keynesian Revolution- limitations- Welfare Economics - Pigou - Hicks – Pareto Noble Laureates Since 1985

##### Books for Reference:

1. Alexander Grey: Development of Economic Doctrines.
2. Eric Roll: History of Economic Thought
3. Ganguli, B.W.: Indian Economic Thought
4. Haney, L.H.: History of Economic Thought
5. Hecksher, Eli: Mercantilism, Macmillan
6. Keynes, J.M.: General Theory of Employment, Interest and Money.
7. Melvin W.Reder : Studies in the Theory of Welfare Economics.
8. Newman, P.C.: Development of Economic Thought
9. Loganathan. V. (1998), History of Economic thought, S.Chand & Co., New Delhi.
10. Sankaran. S: History of Economic Thought, Margham Publications.Chennai
11. Desai and Nirmal Bhalerao (1999), Economic History of Indian, Himalaya Publishing House, New Delhi
12. Girija and Manimekalai, (1998), History of Economic Thought, Virinda Publications, New Delhi.
13. Hagela, (2000), History of Economic Thought, Konark Publications, New Delhi.
14. Lionel Robbins, (2000), A History of Economic Thought, Oxford University Press, Chennai.
15. Mittal Sanjay and Prakash Sharma (1999), Economic thought – then and new, RBSA Publications, Jaipur.



**II YEAR – III SEMESTER  
COURSE CODE: 7BHIA3**

**ALLIED COURSE – III – PRINCIPLES OF TOURISM IN INDIA**

**Unit I**

Meaning and Definition - Nature and Scope – Elements of Tourism – Type of Tourism – Economic, Social and cultural Importance of Tourism – Causes for the Rapid growth of Tourism.

**Unit II**

Growth of Tourism in India –Sargent Committee – The Ministry of Tourism and Civil Aviation - Formation, functions and Achievements of ITDC and TTDC.

**Unit III**

Tourist Offices in India and Abroad – Role of Tourist officers and Tourist Guides – Role of Air, Rail and Road Transport in Tourism Industry – Travel Documents.

**Unit IV**

Tourism Marketing – Tourism Products – The Art of Preparing Booklets, Posters, Pamphlets, Folders etc – Role of Mass Media in Tourism Promotion: the Press, T.V, Radio, Films , Advertisement - their importance.

**Unit V**

Development of Hotel Industry in India – Ways of Awarding Star Ranks – Reception and Catering Services – Entertainments in Star Hotels – Organization and Working of a Travel Agency – Importance of Accommodation in Tourism Industry.

**Books for Reference:**

1. Bhatia, A.K. – Tourism in India, History and Development.
2. Dr.Ram Acharya – Tourism in India-2007.
3. Dosell, R. – Studies in Hotel Management.
4. Basham, A.L. – The Wonder That Was India-1966.
5. Manoj Dos – India-A Tourist Paradise-1999
6. Abbas.R – Tourism and Travel Management
7. Bhatia .A.K – International Tourism
8. Prannathseth – An Introduction to Travel andTourism





**PART V**

**II YEAR – III SEMESTER  
COURSE CODE: 7BEA3**

**PART – V – EXTENSION ACTIVITIES**

Extension Activities will be organized for 2 days in the Third Semester. The programme may be organized in any Saturday and Sunday.

A meeting of all the staff of the College (Teaching, Administrative and Technical Staff) be conducted before departing to the camp in which each and every aspect like Programmes to carried out, accommodation, food, medical aid, transport facilities, etc., should be thoroughly discussed.

One credit will be allotted for this Extension Activities. The marks allotted for each camp will be 100. Each student participating in the camp will be evaluated internally for 100 marks. The criteria for evaluation of Extension Activities will be as follows:

<b>S. No.</b>	<b>Criteria</b>	<b>Maximum Marks</b>
1.	Interaction with villagers	10
2.	Participation / Attitude towards work	10
3.	Participation in interaction and discussion	10
4.	Knowledge of problems / issues	10
5.	Organising & decision making ability	20
6.	Expression: a) Cultural programmes	10
	b) Report Writing	20
7.	Ability to adjust and work in a team	10
<b>Total</b>		<b>100</b>



**PART IV (I) – (C)**

**NON – MAJOR ELECTIVE – COURSE II**

**II YEAR – III SEMESTER  
COURSE CODE: 7NME3C**

**COURSE II – EFFECTIVE EMPLOYABILITY SKILLS**

**Unit I Curriculum Vitae & Facing the Interview**

Applying for jobs, Preparing the curriculum Different formats vita, Facing the interviews, Frequently Asked Questions (FAQs).

**Unit II Interpersonal Communication**

One to one Communication  
One to group Communication

**Unit III Group Discussion**

Listening, Ice-breaking, Leader – Member Moderates his role responsibility, Conflict, Management, Consensus, Steps involved

**Unit IV Team Work**

Qualities Selection constant & comfort, Orientation Review Tea, Review of the team work

**Unit V Motivation**

Leadership & Motivation, Behaviour, Motives Managerial Skills

**Books for Reference:**

1. E.H.McGrath, S.J., “Basic Managerial Skills For All”, Prentice-Hall of India Private Limited, New Delhi 110 001. ISBN-0-87692-498-4.
2. D.K.Sarma, “You & Your Career”, Wheeler Publishing, 755, Anna Salai, Chennai 600002. ISBN 81-7544-170-4. -1999
3. Indian Jaycees, “Skills” Series, published by Indian Jaycees.
4. S.P.Sachdeva, “Interview In A Nutshell”, Sudha Publications (P) Ltd., B-5, Prabhat Kiran, Rajendra Place, New Delhi 110 008.



**PART IV (2) – SKILL BASED SUBJECTS (SBS)**

**GROUP I – SET I**

**II YEAR – III SEMESTER**

**COURSE CODE: 7SBS3A1**

**COURSE I – COMPETITIVE EXAMINATION SKILLS**

**Objectives:**

- To build a sense of awareness among students through proper guidance about various competitive examinations in order to motivate students for prospective career in government and corporate sector.
- To intensively guide students for competitive examinations like TNPSC, UPSC, SSC, RRB, IBPS etc.

**Unit I**

Public Service Commission: Tamil Nadu Public Service Commission (TNPSC) and its role -History of TNPSC - Constitutional Provisions on the Formation, Functions, and Powers of Public Service Commissions for the Union and for the States - TNPSC and its rules of Procedure.

Eligibility and examination pattern: TNPSC - Union Public Service Commission (UPSC) - Staff Selection Commission (SSC) - Railway Recruitment Board (RRB) – Institute of Banking Personnel Selection (IBPS).

**Unit II**

Intelligence, creativity & application, testing & assessment - Types, verbal abilities & fluency

**Unit III**

Numerical ability:

Numbers, simplification, time and work, percentage, fraction, speed and distance, simple and compound interest, ratio and proportion

**Unit IV**

Spatial and perceptual abilities, situation reaction test

**Unit V**

Memory and inductive reasoning, Logical reasoning, Coding and Decoding, Direction Test, Syllogism

**Books for Reference:**

1. Ajay rai, “intelligence tests”, sterling paperbacks, published by sterling publishers pvt. Ltd., 1-  
10, green park extension, new delhi 110 016., 2001
2. Competition success review magazines.



**இரண்டாம் ஆண்டு - நான்காம் பருவம்**  
**பாடக்குறியீட்டு எண்: 741T**

**பொதுத்தமிழ் தாள் - 4 - பண்டைய இலக்கியமும் நாடகமும்**

**அலகு 1**

- அ. பத்துப்பாட்டு - சிறுபாணாற்றுப்படை  
ஆ. நற்றிணை - வெள்ளிவிதியார் பாடல் எண்கள்: 70,335,348.  
இ. குறுந்தொகை -  
பாடல் எண்.40 - யாயும் ஞாயும் எனத் தொடங்கும் பாடல்  
(குறிஞ்சி) செம்புலப்பெயல் நீரார்  
பாடல் எண்.43 - செல்வார் அல்லர் எனத் தொடங்கும் பாடல்  
(பாலை) ஒளவையார்  
பாடல் எண்.49 - அணிற் பல்லன்ன எனத் தொடங்கும் பாடல்  
(நெய்தல்) அம்முவனார்  
பாடல் எண்.61 - தச்சன் செய்த எனத் தொடங்கும் பாடல் (மருதம்)  
தும்பிசேர்கீரன்  
பாடல் எண்.110 - வாரார் ஆயினும் எனத் தொடங்கும் பாடல் (முல்லை)  
கிள்ளிமங்கலக்கிழார்  
ஈ. கலித்தொகை - பாடல் எண்.105. அரைசுபட எனத் தொடங்கும் பாடல்  
(முல்லை) சோழன் நல்லுருத்திரன்.  
உ. அகநானூறு - திருமணச் சடங்குப் பாடல்கள் 2 (86,128)  
ஊ. புறநானூறு - பிசிராந்தையார் பாடல்கள் (பாடல் எண்கள்.  
67,184)  
எ. திருக்குறள் - பெரியாரைத் துணைக்கோடல், சிற்றினம் சேரமை  
ஆகிய இரு அதிகாரங்கள்.  
ஏ. நாலடியார் -  
பாடல் எண்.135 - கல்வி கரையில எனத் தொடங்கும் பாடல்.  
பாடல் எண்.215 - கோட்டுப் பூப்போல எனத் தொடங்கும் பாடல்.  
பாடல் எண்.248 - நல் நிலைக்கண் தன்னை நிறுப்பானும் எனத்  
தொடங்கும் பாடல்.  
ஐ. பழமொழி நானூறு  
பாடல் எண்.46 - நெடியாது எனத் தொடங்கும் பாடல்.  
பாடல் எண்.47 - தோற்றத்தாலர் எனத் தொடங்கும் பாடல்.  
பாடல் எண்.48 - மிக்குடையார் ஆகி எனத் தொடங்கும் பாடல்.

**அலகு 2 - நாடகம் - நீதிதேவன் மயக்கம் - அறிஞர் அண்ணா.**

**அலகு 3 - இலக்கணம்**

அகப்பொருள், (7 திணைகள்), புறப்பொருள் (12 திணைகள்), களவும், கற்பும், உள்ளுறை, இறைச்சி (ஆ.சிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள், கபிலன் பதிப்பகம், புதுச்சேரி.

**அலகு 4 - இலக்கிய வரலாறு**

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

**அலகு 5 - படைப்பாற்றல்**

ஓரங்க நாடகம் படைத்தல்.



**II YEAR – IV SEMESTER**  
**COURSE CODE: 742E**

**COURSE – IV- ENGLISH FOR ENRICHMENT – IV**

**Texts Prescribed**

1. *Pygmalion* – G.B. Shaw
2. *Swami and Friends* – R.K. Narayan
3. *Tales from Shakespeare* Ed. by the Board of Editors, Harrows Publications, Chennai.
4. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I        Drama**

*Pygmalion* – G.B. Shaw

**Unit II – Fiction**

*Swami and Friends* – R.K.Narayan

**Unit III – Tales from Shakespeare**

1. *The Merchant of Venice*
2. *Romeo and Juliet*
3. *The Winter’s Tale*

**Unit IV - Grammar**

1. Concord
2. Question Tag
3. Kinds of Sentences
4. Direct and Indirect speeches

**Unit V - Composition**

1. Expansion of Proverbs
2. Group Discussion
3. Conversation (Apologizing, Requesting, Thanking)

**Allocation of Working Hours per week**

Drama	-	2 hours
Fiction	-	2 hours
Grammar &	-	2 hours
Composition	-----	
<b>Total</b>	<b>-</b>	<b>6 hours</b>



**II YEAR – IV SEMESTER  
COURSE CODE: 7BAE4C1**

**CORE COURSE VII – BUSINESS MATHEMATICS –II**

**Unit I            Simple Differentiation**

Meaning – rules –  $u+v$ ,  $uv$ ,  $u/v$ , function of a function – derivatives of polynomial logarithmic Exponential, composite and implicit function - derivatives of higher order – application in economics – cost, revenue, utility, production function.

**Unit II            Optimisation (Function of One Variable)**

Sign of first order derivatives and nature of function – sign of second order derivative and nature of curves – maximum and minimum values of function – point of inflection — profit maximization – cost minimization.

**Unit III          Partial and Total Differentiation**

Function of two variables – first and second order partial derivatives – first order of total differential.

**Unit IV          Optimisation (Function of Two Variables)**

Optimisation of a function of two variables without constraint – optimisation of a function of two variables with linear constraint – application – consumer's and producer's equilibrium

**Unit V            Linear Programming**

Formulation – maximization and minimization problems – graphical method only

**Books for Reference:**

1. S.P. Gupta - Statistical Methods, Sultan Chand & Sons., New Delhi 1991. Elhance - Statistics
2. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd.,Bombay 1982.
3. R.S.N. Pillai & Mrs. Bagavathi – Statistics, S. Chand & Company Ltd., New Delhi 1997.
4. Madhani, Mathematics for Economics, Sulthan chand New Delhi.
5. Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthan chand New Delhi.
6. Arora, P N & Arora S (2000) : CA Foundation Course in Mathematics
7. Bose, D C (1996) : An Introduction to Mathematical Economics.

**Note: Question should be asked 50% in theory and 50% in problems.**



**II YEAR – IV SEMESTER  
COURSE CODE: 7BAE4C2**

**CORE COURSE VIII – AGRICULTURAL ECONOMICS**

**Unit I**

Agriculture and Economic Development – Meaning – Features – Importance – Rationale of agriculture in economic development – Problems

**Unit II**

Agriculture Labour – Definition – Types and Characteristics – Growth – Problems – Government measures

**Unit III**

Land Reforms: Meaning – Forms – Land Tenure – Land Ceiling; Farm production – Causes for low Productivity in agriculture – Cropping Pattern: Meaning – Factor.-organic farming -Genital modified crops-contract farm & corporate farming

**Unit IV**

Agriculture Finance – Need and Types – Sources of agricultural finance – Money lenders – Co-operatives – Commercial banks – RDBs – NABARD – RRBs – Government assistance.

**Unit V**

Agricultural price Policy: Meaning – Objectives – Instruments – Minimum Support Price – Buffer Stock Operations – Public Distribution System – Agricultural Price Commission – Food problems and Food Security-Recent development – Food policy in India – Government measures.

**Books for Reference:**

1. Ruddar Dutt and K.P.M Sundaram, 2014, Indian Economy, S.Chand&Co Ltd, New Delhi.
2. S.K.Mishra & V.K.Puri, 2011, Indian Economy, Himalaya Publishing House, Mumbai.
3. A.N. Agarwal, 2007, Indian Economy Problems of Development and Planning.
4. C.S.Prasad, 2006, Sixty Years of Indian Agriculture.
5. P.Mala, 2014, Agricultural Economics, Dominant Publishers, New Delhi



**II YEAR - IV SEMESTER  
COURSE CODE: 7BAEA4**

**ALLIED COURSE IV - HEALTH ECONOMICS**

**Unit I**

Role of Health Education in Human Development - Importance of poverty alleviation- Health education outcomes and their relationship with macroeconomic performance

**Unit II**

Microeconomic Foundations of Health Economics - Demand for health- uncertainty and health insurance market- alternative insurance mechanisms- market failure and rationale for public intervention- equity and inequality.

**Unit III**

Evaluation of Health Programs - Costing, cost effectiveness and cost-benefit analysis- burden of disease.

**Unit IV**

Health Sector in India: An Overview Health outcomes- health systems- health financing.

**Unit V**

Education: Investment in Human Capital Rate of return to education: private and social-quality of education; gender and caste discrimination in India. - Education Sector in India: An overview Literacy rates, school participation, school quality measures.

**Books for Reference:**

1. William, Jack, Principles of Health Economics for Developing Countries, World Bank Institute Development Studies, 1999.
2. World Development Report, Investing in Health, the World Bank, 1993.
3. Ronald G., Ehrenberg and Robert S., Smith, Modern Labor Economics: Theory and Public Policy, Addison Wesley, 2005
4. Ronald G., Ehrenberg and Robert S., Smith, Modern Labor Economics: Theory and Public Policy, Addison Wesley, 2005.





**II YEAR – IV SEMESTER  
COURSE CODE: 7BHIA4**

**ALLIED COURSE - IV – HUMAN RIGHTS**

**Unit I**

Meaning and Definition of Human Rights – Origin and development – Natural Rights - Concept of Human Rights – Magnacarta –Bill of Rights - Declaration of Independence - Declaration of Rights of man- Rousseau, Thomas Paine – Abraham Lincoln –Mahatma Gandhi - Subramania Bharati - Martin Luther King – Nelson Mandela – Ambedkar – their Ideas on Human Rights.

**Unit II**

Human Rights Charter – International Human Rights Commission – Universal Declaration of Human Rights (1948) – Human Rights Day – International covenant on Civil and Political Rights - International covenant on Economic, Social and Cultural Rights.

**Unit III**

European convention on Human Rights – Mexico Declaration – Helsinki Charter – Role of the NGO -Amnesty International – Human Rights Watch –America Watch–Asia Watch–India Watch – Peoples watch.

**Unit IV**

National Human Rights Commission – Powers and Functions - State Human Rights Commission Human Rights courts - Human Rights Provisions in Indian Constitution – Fundamental Rights – Directive Principles of State Policy – Right to Information Act.

**Unit V**

Human Rights violations in India – Woman Rights – Children Rights – Child Labour – Bonded Labour – Refugees Rights – Capital Punishment – Court Decisions.

**Books for Reference:**

- |  |   |   |
|--|---|---|
| 1. Stephen Shute and Susan Hurley (ed.)            | – | On Human Rights   |
| 2. Allan Grewirth                                  | – | Human Rights: Essays on Justification&Application                                   |
| 3. Richard Pierre Claude and Burns H. Weston (ed.) | – | Human Rights in the World Community.  |
| 4. Krishna Iyer. V.R.                              | – | The Dialectics and Dynamics of Human Rights in India: Yesterday, Today and Tomorrow |
| 5. ArjunDev  | – | Human Rights  |
| 6. Sivagami Paramasivam                            | – | Human Rights – A Study  |
| 7. Iyathurai C.                                    | – | Manitha Urimaihal (Tamil)   |
| 8. Singhal S.C                                     | – | Human Rights  |
| 9. Jayapalan .N                                    | – | Studies in Human Rights   |
| 10. Leah Levin                                     | – | Human Rights Questions and Answers.   |
| 11. Subbian .A                                     | – | Human Rights Systems.   |
| 12. Krishna Iyer V.R                               | – | Human Rights and Human Wrongs   |
| 13. Chaurasia .R.S                                 | – | Indian Constitution.  |



## II YEAR – IV SEMESTER

COURSE CODE: 7BMY4

### COURSE – MANAVALAKALAI YOGA

#### VALUE EDUCATION

மனவளக்கலை யோகா

#### A Brief Introduction about Manavalakalai Yoga

In the “Manavalakalai Yoga”, practices formulated by Thathuvagani Vethathiri Maharishi do not have any bearing on religion, caste or creed. This is an education for culturing the mind. It does not contain any customary observances of any sect. It comprises only rational and scientific education and practices. These are offered to all people without any discrimination.

Learning and practicing Manavalakalai Yoga by students would help them to acquire physical health, mental acuteness, strength of life force and wisdom. Offering this yoga to students is the only means through which social welfare could be derived. On the whole, Manavalakalai Yoga would be of immense help to achieve a holistic life for any human folk.

“For education to be complete, it should include not only the training of the intellect but also the refinement of the heart and discipline of the soul” declared Dr.Radhakrishnan.

The heart of education is to educate the heart and such an education alone can lead to health, happiness and harmony. It is the need of the hour that the students of colleges and Universities and the general public be given a basic spiritual knowledge about their body, mind, soul, the cosmic link that runs through every system of the universe binding us all and above all, their duty to society of which every individual is a part. Every individual knowingly or unknowingly lives by the labours of the various sections of society and as a solemn duty it is imperative on our part back to the society as much as we can by labour of our body or mind or both. Our education to be socially relevant, it must inculcate in our youth this duty consciousness. Every institution has this obligation to the society.

The quality of Mind determines the quality of the Man. Mind can be considered to be the collective form of the thoughts arising spontaneously. An understanding of this leads to corrective measures on the thoughts and evolution of good thoughts only. Then only good thoughts, words and deeds and also other virtues would prevail among the students.

#### **This course strives to achieve the following:**

- To train and develop the physical body for leading a healthy life.

- To rejuvenate the life energy, to retard the ageing process and to achieve spiritual development
- To offer meditation practices and introspection so as to strengthen the mind, increase its will power, concentration, creativity and receptivity and ultimately to transform the mind to achieve self realization
- To help every individual to realize the enduring values of peace, non-violence and harmony to revitalize human society for restoring its sanity and strength

### Annexure – II

#### Details of number of Centres and Yoga Masters in each District of Tamil Nadu

S. No.	District	Centres	Yoga Masters
1.	Ariyalur District	9	39
2.	Chennai District	127	676
3.	Coimbatore District	122	678
4.	Cuddalore District	50	212
5.	Dharmapuri District	22	118
6.	Dindigul District	41	186
7.	Erode District	101	506
8.	Kanchipuram District	109	522
9.	Kanniyakumari District	11	79
10.	Karur District	16	67
11.	Krishnagiri District	13	72
12.	Madurai District	29	182
13.	Nagapattinam District	16	64
14.	Namakkal District	34	185
15.	The Nilgiri District	37	172
16.	Perambalur District	21	88
17.	Pudukottai District	34	152
18.	Ramanathapuram District	15	79
19.	Salem District	75	403
20.	Sivaganga District	20	100
21.	Thanjavur District	66	306
22.	Theni District	18	101
23.	Thirunelveli District	98	457
24.	Thiruvallur District	68	303
25.	Thiruvannamalai District	34	222
26.	Thiruvarur District	66	276
27.	Tutikorin District	36	162
28.	Tiruchy District	77	379
29.	Vellore District	80	418
30.	Villupuram District	31	160
31.	Viruthunagar District	13	110
<b>Total</b>		<b>1489</b>	<b>7667</b>

<b>VALUE EDUCATION</b> மனவளக்கலை யோகா		
		<b>80 Hours</b>
<b>Units</b>	<b>Title of the Paper</b>	<b>Hrs of Instruction</b>
<b>Unit I</b> Yoga and Physical Health (16 Hours)	1.1. Physical Structure of Human Body	4 hours
	1.2 Simplified Physical Exercises	4 hours
	1.3 Maharasanas	4 hours
	1.4 Yogasanas	4 hours
<b>Unit II</b> Art of Nurturing life Force and Mind (16 hours)	2.1 Maintaining Youthfulness	4 hours
	2.2 Sex and Spirituality	4 hours
	2.3 Ten Stages of Mind	4 hours
	2.4 Mental Frequency	4 hours
<b>Unit III</b> Sublimation (16 hours)	3.1 Purpose of life	4 hours
	3.2 Analysis of Thought	4 hours
	3.3 Moralization of Desire	4 hours
	3.4 Neutralization of Anger	4 hours
<b>Unit IV</b> Human Resource Development (16 hours)	4.1 Eradication of Worries	4 hours
	4.2 Benefits of Blessings	4 hours
	4.3 Greathness of Friendship	4 hours
	4.4 Individual Peace	4 hours
<b>Unit V</b> Law of Nature (16 hours)	5.1 Cause and Effect System	4 hours
	5.2 Purity of Thought and Deed	4 hours
	5.3 Love and Compassion	4 hours

## VALUE EDUCATION

மனவளக்கலை யோகா

**80 Hours**

### **Unit I      Yoga and Physical Health**

1. Physical Structure – Three bodies – Five limitations
2. Simplified Physical Exercises – Hand Exercises – Leg Exercises – Breathing Exercises – Eye Exercises – Kapalpathi
3. Maharasanas 1-2 Massages – Acu-puncture – Relaxation
4. Yogasanas – Padmasana – Vajrasanas – Chakrasanas (Side) – Viruchasanas – Yoga muthra – Patchimothasanas – Ustrasanas – Vakkarasanas – Salabasanas

### **Unit II                      Art of Nurturing the life force and Mind**

- 2.1 Maintaining the youthfulness – Postponing their ageing process
- 2.2 Sex and Spirituality – Significance of sexual vital fluid – Married life – Chastity

2.3 Ten Stages of Mind

2.4 Mental frequency – Methods for concentration

### **Unit III      Sublimation**

3.1 Purpose and Philosophy of life

3.2 Introspection – Analysis of Thought

3.3 Moralization of Desires

3.4 Neutralization of Anger

### **Unit IV      Human Resources Development**

4.1 Eradication of worries

4.2 Benefits of Blessings

4.3 Greatness of Friendship

4.4 Individual Peace and World Peace

### **Unit V              Law of Nature**

5.1 Unified force – Cause and Effect system

5.2 Purity of Thought and Deed and Genetic Centre

5.3 Love and Compassion

5.4 Cultural Education – Five Fold Culture

**GROUP II – SET I**

**II YEAR – IV SEMESTER  
COURSE CODE: 7SBS4B2**

**COURSE II – EMERGENCY AND MEDICAL LAB SKILLS**

**Objectives:**

- To recognize the nature and seriousness of the patient's condition or extent of Injuries to assess requirements for emergency medical care
- Administer appropriate emergency medical care based on assessment findings of the patient's condition
- To Perform safely and effectively the expectations of the job

**Unit I**

First Aid – Fracture and Fire

First Aid – Drowning and Snake animal, rodent bites.

First Aid – Diarrhoea, Dysentery and Heat Stroke

**Unit II**

Traffic Rules

Road accidents: precautions, preventions & emergency steps to be taken on the spot advantages of 108 ambulance.

**Unit III**

Basic Clinical lab Tests

Blood, Urine, saliva, stool Tests

**Unit IV**

Awareness Programmes on the importance of locally available herbal plants and Vegetables. Skin lashes poor eye-sight anemia

**Unit V**

Project on Locally available native treatments for various Health Problems (Project Report 15 to 25 Pages)

**Books for Reference:**

1. Era.Su.Muthu and Meera Ravishankar, “First Aid”, aug-2013 published by Sura Books (PVT) Ltd., 1620, ‘J’ Block, 16<sup>th</sup> Main Road, Anna Nagar, Chennai – 600 040.
2. Dr.Rama Rao, “Handbook of First Aid”, Chennai.



**III YEAR – V SEMESTER  
COURSE CODE: 4BAE5C1**

**CORE COURSE IX – MONEY AND BANKING**

**Unit I            Evolution of Money**

Money meaning and definition – functions – qualities of good money – currency standard – methods of note issue – role of money in mixed economy

**Unit II            Value of Money**

Value of money – fisher's quantity theory of money – cambridge equation – keyne's income theory – theories of money supply – measuring money supply – high powered money & money multiplier – inflation – types affect – controlling measures.

**Unit III          Commercial Banking**

Definition – functions – Role of commercial banks in economic development – Recent trends (privatisation of Banks).

**Unit IV          Central Banking**

Function – Role of central bank in a developing economy – credit control – meaning – objectives – quantitative and qualitative credit control measures

**Unit V            Financial Reforms**

Recent developments in banking sectors – ATM merits and demerits – Different credit cards and Online Banking – Money market – Defects of Indian money market

**Reference**

1. Mishra M.N. Money, Banking and International Trade, Sulthanchant New Delhi.
2. Paul. R.R. Money and Banking, Kalyani Publishers, Chennai.
3. Mithani D.A. Money Banking International Trade and Public Finance, Himalaya publishing House, Mumbai.
4. Sethu T.T. Money Banking and International Trade, S.chand Company, New Delhi



**III YEAR – V SEMESTER  
COURSE CODE: 4BAE5C2**

**CORE COURSE X – MACRO ECONOMICS**

**Unit I**

**Nature and Scope of Macro Economics**

Meaning – Evaluation of Macro Economics- importance – Relationship between Macro and Micro economics – Limitations

**Unit II**

**National Income Accounting**

Definition – concepts and components – methods of measuring national income – difficulties in the measurement of National Income – Problem of measurement in developing economy – importance of national income analysis

**Unit III**

**Theories of Employment**

Classical and Keynesian Theory of Employment and Income determination – Comparison between the classical view and the Keynesian view – Full employment equilibrium

**Unit IV**

**Consumption Function**

Meaning – Factor determinates of the consumption function – Meaning – types of investment– Determinates of investment in Keynes theory – Multiplier and accelerator

**Unit V**

**Macro Economic Policy**

Role of monetary and fiscal policy in a developing economy

**Reference Books**

1. Macro Economics – R. Cauvery, U.K. Sudhnanyak, M. Girira and R. Meenakshi, Suithan Chand & Company Pvt Ltd., (1995).
2. Macro Economics – Theory and Policy, H.L. Ahuja – Suithan Chand & Company Pvt Ltd., (1992).
3. Macro Economics Theroy – M.L. Jhiganvrinda Publication (P) Ltd., 2003.





**III YEAR – V SEMESTER  
COURSE CODE: 4BAE5C3**

**CORE COURSE XI – FISCAL ECONOMICS**

**Unit I**

Nature and scope of Public Finance – Public and Private Finance – increase in the role of the modern Government – Principle of Maximum social Advantages.

**Unit II**

Public Expenditure – Public Expenditure and Private Expenditure – causes for the growth of Public Expenditure – Classification – Principles – Effects – Public Expenditure in India since 1951.

**Unit III**

Sources of Public Revenue – Tax Revenue and Non-Tax Revenue – Deficit Finance – Direct and Indirect Taxes – Income Tax and VAT, custom and excise duties.

**Unit IV**

Public Debt – Meaning – classification – sources – causes for borrowing – effects – methods of debt redemption. Budget – meaning – type importance – effects of surplus and deficits budget of the Economy.

**Unit V**

Fiscal Federalism in India – Centre – State Financial relationship in India – Role of Finance Commissions of India – Recommendations of the recent Finance Commission – Local Finance – Problems and perspectives Fiscal Policy of India.

**References**

- |                   |   |                                   |
|-------------------|---|-----------------------------------|
| H.L.Rhatia        | – | Public Finance (Vikas Pub. House) |
| K.P.M.Sundaram    | – | Public Finance (S.Chand)          |
| Sarena and mathur | – | Public Finance (K.Nath)           |



**III YEAR – V SEMESTER  
COURSE CODE: 4BAEE1A**

**ELECTIVE COURSE I (A) – TOURISM ECONOMICS**

**Unit I**

Definition – Concepts – Scope – Importance of Tourism – Challenges; Transnational and domestic tourism; Socio – Economic benefits of tourism

**Unit II**

Tourism Classification: Social tourism – Mass tourism – Group tourism – Independent tourism; Tourism demand and supply – Tourism multiplier; Tourism product – Marketing of Tourism product – Visual presentation – Folders – Media advertisement – Image building methods – Interest.

**Unit III**

Safe and rapid transport system – Quality restaurants and holiday inns – Tourist Guides: Functions – need for private entrepreneurship.

**Unit IV**

Indian Tourism Development Corporation – TamilNadu Tourism Development Corporation – Tourism administration – Tourism Policy

**Unit V**

Popular tourist places in Tamilnadu – Promotion of Tourism in Tamilnadu

**Book Recommended**

1. Bhatia A.K., (2001) – International Tourism Management, Sterling Publishers Pvt, Ltd., New Delhi
2. Viswanath Ghosh (2000) – Tourism and Travel Management, Vikas Publishing House, Pvt., Ltd., New Delhi.
3. Johan M. Bryder (1973) – Tourism and Development, Cambridge University Press, London.
4. Michael Peters (1969) – International Tourism, Hutchinson, London.
5. Rajasekara Thangaman (2003) – Tourism Development, Madras art printers, Chennai.



**III YEAR – V SEMESTER  
COURSE CODE: 4BAEE1B**

**ELECTIVE COURSE I (B) – HUMAN RESOURCE DEVELOPMENT**

**Unit I**

Evolution and concept of Human Resource Development – Definition – Concepts – Meaning– Objectives and need for Human Resources Development – Components – Problems in HRD – Measures to promote human resources

**Unit II**

Education and Economic Development – Health, Nutrition and Economic Development – Suhultz Approach to human Capital formation – motivation – concept – theories of motivation

**Unit III**

Man Power planning; Meaning – Objectives – Types – Importance – Methods (Job Analysis – Skills Analysis – Performance Appraisal – Man Power Audit – Computerized Data Bank Method) Process – Problems.

**Unit IV**

Training and developing – objectives, training needs – methods of training – promotions – transfers – turnover – rewards – and incentives – benefits and employee services – performance appraisal

**Unit V**

Women and Economic Development – Gender and Inequality – Women Empowerment – Women entrepreneurship – worker’s participation in management

**Books Recommended**

1. Man Power Planning, Selection, Training & Development – Dharma Vira Aggarwala.
2. Personal Management – R.N.Tripathi
3. Personal Management – C.B.Memoria
4. Human side of Management – S. Rustom, Davar
5. Human Resource Management – Mathur B.L.
6. Dynamics of Entrepreneurship Development – Vasant Desai



**III YEAR – V SEMESTER  
COURSE CODE: 4BAEE2A**

**ELECTIVE COURSE II (A) – FUNDAMENTALS OF COMPUTER**

**Unit I**

Word processing with MS Word : Starting MS Word - MS Word environment - working with word documents - working with text - working with tables - checking spelling and grammar - printing a document.

**Unit II**

Spreadsheets and MS Excel : Starting MS Excel - MS Excel environment -Working with Excel workbook - working with worksheet - Formulas and functions - Inserting charts - printing in Excel.

**Unit III**

Making presentation with MS power point ; starting MS power point - MS Power point environment - working with power point - Designing presentation - printing in power point.

**Unit IV**

Internet Browsing-Search Engines-Opening E-Mail-Sending and checking Emails-Downloading and saving files-Attachement of files

**Unit V**

Major features of SPSS and its utilities.

**Reference Books**

1. V.Rajaram Fundamentals of computers, Prentice Hall of India, New Delhi.
2. P.K.Singa, Computer Fundamentals, BPB publication, New Delhi.
3. E.Balagurusamy, Programming in Basic, TataMcGraw Hill publication New Delhi.



**III YEAR – V SEMESTER  
COURSE CODE: 4BAEE2B**

**ELECTIVE COURSE II (B) FUNDAMENTALS OF ECONOMETRICS**

Subject description: This course introduces the application of statistical methods to economic Phenomena.

**Goal:** To enable the students to establish and verify economic relationships.

**Objective:** On successful completion of the course the students should have understood Econometric Model, estimation and testing of parameters, forecasting and verification of economic theory and application of models in planning.

**Unit I**

Definition-Scope-objectives of Econometrics-Limitations-Divisions of Econometrics.

**Unit II**

Single equation model two variable case-Reasons for introducing error term in the model-least square method of estimation and testing of parameters of the model-Estimation of error variance –Simple problems.

**Unit III**

General linear model-Assumptions – Least square method of estimation and testing of the parameters of the models .

**Unit IV**

Multicollinearity- Effects of multicollinearity – detecting multicollinearity – Remedies – Autocorrelation-sources of autocorrelation- Durbin-watson test-Dummy variables (concept only)- Specification errors.

**Unit V:**

Econometric models in planning: Mahalanobis four sector model-criticism of the model problems.

**Books for study:**

1. Econometrics Basic and applied by Aaron C Johnson Jr,Marvin B Johnson and Rueben C Buse (Maxwell Maxmillan Intl editions)
2. Econometric methods by Johnston. J (McGraw Hill Intl students' editions)
3. Theory of Econometrics by Koutsoyannis.
4. D. N. Gujarati and D.C. Porter, Essentials of Econometrics, McGraw Hill, 4th edition, International Edition, 2009.
5. Christopher Dougherty, Introduction to Econometrics, Oxford University Press, 3rd edition, Indian Edition, 2007.
6. Jan Kmenta, Elements of Econometrics, Indian Reprint, Khosla Publishing House, 2nd edition, 2008.



**GROUP I – SET II**

**III YEAR – V SEMESTER  
COURSE CODE: 4SBS5A4**

**COURSE II – HERITAGE AND TOURISM**

**UNIT I**

TOURISM – INTRODUCTION – CONCEPTS – SIGNIFICANCE – FORMS OF TOURISM – EFFECTS OF TOURISM – SOCIAL, ECONOMIC AND ENVIRONMENTAL ASPECTS – HUMAN RIGHTS

**UNIT II**

IMPORTANCE OF PRESERVING HERITAGE – HERITAGE SPOTS IN INDIA – IN TAMIL NADU – BRIEF HISTORY OF THE HERITAGE SPOTS – THE ROLE OF HERITAGE SPOTS IN PROMOTING TOURISM – UNESCO GUIDELINES ON HERITAGE

**UNIT III**

ROLE OF GOVERNMENT IN PROMOTING TOURISM – ITDC- TTDC-PALACE ON WHEELS – TRAVEL INDUSTRY SERVICE NETWORK – LAND (RAIL AND ROAD) AIR – WATER – TRAVEL AGENCY – HOSPITALITY AND ACCOMMODATION

**UNIT IV**

TRAVEL GUIDE – FEATURES – REQUIREMENTS – ONE’S ROLE AS A GUIDE – INCOME AND EMPLOYABILITY – QUALITIES AND SKILLS OF A PROFESSIONAL TRAVEL OR TOURIST GUIDE

**UNIT V**

PROJECT WORK – FIELD VISIT TO HERITAGE AND TOURISM SPOTS IN SIVAGANGAI AND RAMANATHAPURAM DISTRICTS AND SUBMISSION OF A REPORT (15 TO 25 PAGES)

**REFERENCES**

- BHATIA, A. K – TOURISM DEVELOPMENT PRINCIPLES AND PRACTICES,  
(STERLING PUBLISHERS (P) LTD., NEW DELHI)
- ANANAND M. M – TOURISM AND HOTEL INDUSTRY IN INDIA  
(STERLING PUBLISHERS (P) LTD., NEW DELHI)
- ACHARYA RAM – TOURISM AND CULTURAL HERITAGE  
(ROSA PUBLICATIONS: JAIPUR, 1986)
- JHA, S.M – TOURISM MARKETING (HIMALAYA PUBLISHING HOUSE)



**GROUP I – SET II**

**III YEAR – V SEMESTER  
COURSE CODE: 4SBS5A5**

**COURSE III – MARKETING AND SALES MANAGEMENT**

**UNIT I**

**Introduction: Evolution of marketing – Types of marketing: Consumer Products**

**Marketing, Industrial Marketing and Services Marketing – Demographic and Behavioural dimensions of marketing – Marketing Planning**

**UNIT II**

**Basics of Market Segmentation, Targeting and Positioning – Components of the Marketing**

**Mix: Product – Price – Place – Promotion – Distribution Channels: Types – Merits and Demerits**

**UNIT III**

**MARKETING VS SELLING – NATURE AND SCOPE OF SALES MANAGEMENT – PERSONAL SELLING AND SALESMANSHIP – SELLING FUNCTION – UNDERSTANDING CONSUMER'S DECISION MAKING PROCESS – SALES ORGANIZATION AND TYPES OF SELLING**

**UNIT IV**

**Prospecting – Approaching the customer – Sales presentation – Sales demonstration –**

**Negotiating buyer concerns – Closing the sale – Post Sales Service and Complaint Handling**

**UNIT V**

**Modern Trends in Marketing and Sales: Internet Marketing – Direct Marketing – Multi**

**Level Marketing – Relationship Marketing – Selling through Kiosks**

**REFERENCES**

1. CHUNAWALLA, S. A., SALES MANAGEMENT, 5<sup>TH</sup> EDITION (2007), HIMALAYA PUBLISHING HOUSE
2. HAVALDAR, KRISHNA; SALES AND DISTRIBUTION MANAGEMENT, 1<sup>ST</sup> EDITION (2006), TATA MCGRAW HILL
3. PERREAULT, JR., WILLIAM; MCCARTHY, E. JEROME, **BASIC MARKETING, 15<sup>TH</sup> EDITION, 2006, TATA MCGRAW HILL**



**. VI SEMESTER  
COURSE CODE: 4BAE6C1**

**CORE COURSE XII – INDIAN ECONOMY**

**Unit I**

Economic Growth and development – underdevelopment – Common characteristics of UDCs– Transition of Indian Economy from Plan Period to reform period – Basis of I Generation and II Generation reforms – features of Tamilnadu state economy

**Unit II**

Population and Economic growth – Population and Human Recourse Development – causes for rapid growth of Population – Population Policy of India and Tamilnadu state

**Unit III**

Human Capital Vs Physical – Human Capital formation – Unemployment – Employment – Problems and measures

**Unit IV**

Industrial Policy-New industrial Policy 1991-Recent Trends and Role of SSI in Indian Economy- Problems-Government measures

**Unit V**

Economic Planning – objective – Achievements and Failures of Five year Plans – Recent Five year Plan – prerequisites of successful Planning

**Reference**

1. Indian Economy – Rudder Datt and Sundharam (S.Chand &Co)
2. Indian Economy – Dewett K.K, Varna J.D. and Sharma M.L.





**III YEAR – VI SEMESTER  
COURSE CODE: 4BAE6C2**

**CORE COURSE XIII – INTERNATIONAL ECONOMICS**

**Unit I**

Introduction to International Trade – Internal and International trade – Theories of International trade – Classical – Theories of Trade-Adam smith – Ricardo – Hicks and Ohlin

**Unit II**

Balance of Payments – Concepts – Components – Balance of trade – Disequilibrium in BOP and BOT – Measures for removal of Disequilibrium.

**Unit III**

Foreign Exchange – Meaning – Demand for and supply of Foreign Exchange – Equilibrium Exchange rate – Foreign Exchange market – Functions – purchasing power parity theory – Stable and flexible exchange rates .

**Unit IV**

International Trade and Financial Institutions – IMF, World Bank, GATT - WTO and Indian Economy.

**Unit V**

India's Foreign Trade – Foreign Trade and Economic Development – composition – Direction– Trends – Foreign Trade Policy .

**Reference**

1. Mithani – International Economics
2. Gupta K.P – International Trade
3. M.L.Jhingan – International Economics



**III YEAR – VI SEMESTER  
COURSE CODE: 4BAE6C3**

**CORE COURSE XIV – ENVIRONMENTAL ECONOMICS**

**Unit I**

Environmental Ecology – biotic and Ecosystem – Limiting Factors and law of Tolerance. Economics, Environmental and Ecology – inter – linkages .

**Unit II**

Basis concept in Environmental Economics – Market failure – Externality – Environmental Quality – Tragedy of Commons.

**Unit III**

Environmental Pollution – Air, water and noise Pollution – urbanization and its impact on Environmental Economics.

**Unit IV**

Economic Growth and Environmental quality – Environmental Problem in Developed and Developing countries – Sustainable Economic Development.

**Unit V**

Global Environmental issues – Global warming – ozone depletion – acid rain – deforestation and bio-diversity (genetic loss) – Stockholm and bio summit.

**Reference**

1. Sankaran. S – Environmental Economics
2. Karpagam. M – Environmental Economics
3. Chandra Pal – Environmental Pollution and Development
4. Sahoo – Environmental and Economic Development



**III YEAR – VI SEMESTER  
COURSE CODE: 4BAE6C4**

**CORE COURSE XV – PRINCIPLES OF MANAGEMENT**

**Unit I**

Management – Meaning and Definition – Characteristics – Functions – Importance – Scope – Difference between Administration and Management– F.W.Taylor’s Scientific Management – Contributions of Peter F. Drucker’s ideas on Management

**Unit II**

Planning; Meaning and Definition – Characteristics – Objective – Step in Planning Process – Methods of Planning – Significance – Obstacles of Effective Planning; Decision Making – Meaning and Definition – Features

**Unit III**

Organizing – Meaning and Definition – Functions – Characteristics of Organization – importance – Centralisation and decentralization – Types of organization – Delegation.  
Directing – meaning and Definition – Direction – Importance – leadership – Supervision – MBO;  
Communication – Meaning and Definition – Nature and Importance – Methods of Communication – Barriers in Communication.

**Unit IV**

Controlling – Definition – Needs for Control – Characteristics – Types of Managerial Control– Steps in Control Process – Techniques of Control

**Unit V**

Co-ordination – Meaning and Need – Features – Types – Importance – Techniques of Co-ordination Problems of Co-ordination – Steps for Effective Co-ordination.

**Books Recommended**

1. Principles of Management – Dinkar Pagare (Sultan and Sons).
2. Principles of Management – T. Ramasamy (Himalaya Publishing Housing)
3. Principles of Management – G. Venkatesan (J.J. Publications)



**III YEAR – VI SEMESTER  
COURSE CODE: 4BAEE3A**

**ELECTIVE COURSE III (A) – LABOUR ECONOMICS**

**Unit I**

Labour – meaning – characteristics – migratory character – causes for migration – Absenteeism – causes for absenteeism – measures to reduce absenteeism – Labour turnover – measurement – difficulties in measurement – causes for Labour turnover – measures to reduce Labour turnover.

**Unit II**

Industrial disputes – forms of industrial disputes – causes for industrial disputes – effects of industrial disputes – prevention of industrial disputes – methods for the settlement of industrial disputes.

**Unit III**

Wages – real wages and nominal wages – factors affecting real wages – causes for wages difference – methods of wage payment.

**Unit IV**

Social security – benefits provided under social security measures in India – Working conditions – hours of work – Occupational hazards – Housing conditions – workers Education.

**Unit V**

Trade union – meaning – objective – structure of trade union in India – Functions of trade unions – factors affecting the growth of trade union – growth of trade unions in India – ILO – aim – Functions.

**Reference**

1. Tyagi B.P – Labour Economics and Social welfare
2. Tyagi B.P – Labour Problem In Indian, S.Chand & Co.



**III YEAR – VI SEMESTER  
COURSE CODE: 4BAEE3B**

**ELECTIVE COURSE III (B) – GENDER ECONOMICS**

**Unit I**

**Introduction**

Definition of Gender – Gender and sex ratio – Gender Equity and Gender Equality – Gender Development – Human Development Index and Gender Development index – Gender Disparity Index – Gender Empowerment Measure

**Unit II**

**Gender Discrimination in India and Kerala**

Gender Discrimination in Labour Force Participation – Occupational Segregation and Wage Differences – Gender Discrimination in Education, Health, Employment, Political Participation and Decision Making

**Unit III**

**Gender Budgeting**

Gender awareness in planning – Invisibility of Women’s Work in Budgeting – How to Adjust our Budgeting Policies to Reduce Gender Disparities

**Unit IV**

**Gender Issues in Contemporary World**

Women and Globalization – Social and Economic Empowerment of Women –women and technology

**Unit V**

**Gender status in India and tamilnadu & Concept of Missing Women.**

**Reference**

1. Gita Sen and Canen Crown; Gender and Class in Development Experience
2. Gender profile in Tamilnadu – Census 2011.
3. Neera Desai and Maithreyi Krishnaraj; Health – A Gender Issue in India
4. Lourdes Beneria and Savithri Biswanath; Gender and Development: Theoretical, Empirical and practical Approaches
5. Lekha Chakraborti; Invisibility of Women’s Work in Budgeting.
6. vNational vInstitute vof vpublic vFinance vand vpolicy v(NIPFP); vGender vBudgeting vin vIndia,



## **GROUP II – SET II**

### **III YEAR – VI SEMESTER COURSE CODE: 4SBS6B3**

#### **COURSE I – BASIC INTERNET AND OFFICE AUTOMATION LAB**

THE COURSE WILL HAVE A PROFESSIONAL COMPUTER SKILL AND PRACTICAL ORIENTED.

#### **UNIT I - INTERNET**

1. CREATE & DEMONSTRATE AN E-MAIL ID IN ANY ONE OF THE MAIL SERVER?
2. WRITE THE STEP BY STEP PROCEDURE TO SEND A LETTER TO YOUR FRIEND THROUGH E-MAIL AND DEMONSTRATE WITH YOUR SYSTEM.
3. WRITE AND DEMONSTRATE THE PROCEDURE TO APPLY FOR THE POST WITH THE ATTACHMENT OF YOUR BIODATA TO ANY ONE OF THE COMPANY THROUGH E-MAIL
4. A) DEMONSTRATE THE PROCEDURE TO COPY A GIVEN FILE TO THE CD,USB DEVICE, FLOPPY DISK  
B) WRITE THE STEPS TO ZIP & UNZIP THE GIVEN FILE IN WINDOWS.  
C) DEMONSTRATE THE STEPS TO SCAN THE PICTURE WITH THE HELP OF THE SCANNER & TO PERFORM THE ZOOMING OPERATION.
5. WEBSITE USING ANY ONE OF THE SEARCH ENGINE.

#### **UNIT II - MS-WORD**

1. PREPARE A PONGAL AND DEEPAVALI GREETING CARDS WITH PICTURE INSERTION AND ALIGNMENT, WRITE THE PROCEDURE TO TAKE HARD COPY.
2. PREPARE A LETTER USING MAIL MERGE FACILITIES TO SEND THE ADMISSION CARDS TO THE SELECTED CANDIDATES FOR THE VARIOUS COURSES OFFERED BY THE UNIVERSITY.
3. USING MS-WORD PREPARE YOUR OWN BIODATA WITH THE HELP OF THE TEMPLATE AND USING NUMBERING AND BULLETS WHERE EVER NECESSARY.
4. CREATE THE TABLE WITH FOLLOWING DATA:  
ACCOUNT NUMBER, DEBIT, CREDIT, BALANCE AMOUNT  
ENTER THE DATA AND PERFORM THE VARIOUS OPERATIONS IN TABLE.
5. TYPE THE DOCUMENT AND DO THE FOLLOWING:  
A) FIND AND REPLACE THE WORD.  
B) EXTRACT SOME PARAGRAPH TO ANOTHER FILE  
C) PERFORM SPELL CHECK OPERATIONS  
D) PERFORM THE VARIOUS OPERATIONS IN THE FORMAT MENU.

#### **UNIT III - MS-EXCEL**

1. CREATE THE WORKSHEET IN MS-EXCEL TO STORE THE FOLLOWING INFORMATION:  
REG.NO      NAMEMARK1      MARK2      MARK3      TOTAL  
AVERAGE  
A) USING FORMULA AND FUNCTION FIND THE TOTAL, AVERAGE MAXIMUM, MINIMUM TOTAL MARKS  
B) SORT THE NAMES IN ALPHABETICAL ORDER  
C) CREATE THE BAR CHART FOR AVERAGE MARK WITH PROPER TITLES, LEGEND AND GRIDLINES.
2. PREPARE THE ATTENDANCE REPORT FOR THE FOLLOWING IN EXCEL

STUDENT ATTENDANCE REPORT

COURSE NAME: BCA  
 SEMESTER II  
 TOTAL NUMBER OF WORKING DAYS: 80

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REGNO	NAME	NO. OF ABSENT	NO. OF PRESENT
	PERCENTAGE OF		ATTENDANCE
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3. CREATE A WORKSHEET IN MS-EXCEL WITH FOLLOWING DETAILS
  - A) EMPLOYEE NUMBER, EMPLOYEE NAME, DESIGNATION, BASIC PAY AND LIC, PF
  - B) CALCULATE HRA = 20% OF BASIC  
 DA = 30% OF BASIC  
 GROSS PAY = BASIC PAY + HRA + DA  
 NET PAY = GROSS PAY – (LIC+PF)
  
4. CREATE A WORKSHEET IN MS EXCEL WITH THE FOLLOWING DETAILS:  
 NAME, DESCRIPTION OF THE ITEM, PRICE OF EACH ITEM, QUANTITY PURCHASED, STOCK IN HAND,  
 ENTER THE 5 DATA IN THE ABOVE FORMAT
  - A) CALCULATE AMOUNT=PRICE\* QUANTITY
  - B) IN TABLE SORT THE FIELD ITEM WISE

**UNIT IV - POWERPOINT**

1. PREPARE THREE SLIDES IN POWER POINT SHOWING THE FEATURES OF MS OFFICE AND ALSO SET TIMINGS TO VIEW IT.
2. PREPARE THREE SLIDES FOR SHOWING THE TYPES OF COMPUTERS WITH THE FOLLOWING SETTINGS:
  - A) SET DIFFERENT SLIDE TRANSITIONS
  - B) GIVE HEADER & FOOTER FOR EACH SLIDE
  - C) SET SLIDE TIMINGS FOR EACH SLIDE
3. PREPARE THREE SLIDES WITH A TEXT & PICTURE EXPRESSING THE INTRODUCTION OF NEW PRODUCT.
4. **Prepare five slides with a text and picture for various courses offered by the University with animation effect.**

Unit V

**DTP – Page maker – Coral Draw – Photoshop- Flash**

References

1. PC Software For Windows By R.K.Taxali – Tata Mc Graw-Hill
2. DTP Course Kit by Vikas Gupta – 2007 Comdex publications
3. Photoshop 6 In Depth–David Xenakis Benjamin Levisa–Dream Tech Press,New Delhi



**GROUP II – SET II**

**III YEAR – VI SEMESTER**

**COURSE CODE: 4SBS6B4**

**COURSE II – FRUIT, VEGETABLE PRESERVATION SKILLS**

**UNIT I**

PRINCIPLES, METHODS, TYPES OF PRESERVATION.  
PRESERVATION MEDIA AND MODE OF ACTION OF PRESERVATION. TRADITIONAL  
& MODERN METHODS.

**UNIT II**

STUDY OF VARIOUS TYPES OF EQUIPMENTS – CARE & PRECAUTIONS AND USAGE.  
STUDY OF VARIOUS TYPES OF CONTAINERS.

**UNIT III**

VEGETABLES & THEIR PRODUCT PRESERVATION METHODS  
IMPORTANCE OF PERSONAL HYGIENE AND SANITARY STANDARDS

**UNIT IV**

FRUITS & THEIR PRESERVATION

**UNIT V**

**PROJECT:**

1. MAPPING OF PRESERVATION PRACTICES & CENTRES  
(OR)
2. PRESERVATION PRACTICES SPECIFIC TO FRUITS & VEGETABLES IN YOUR  
AREA  
(PROJECT REPORT 15 TO 25 PAGES)

**REFERENCES**

1. SRIVASTAVA R.P. AND KUMAR.S “FRUIT AND VEGETABLE PRESERVATION:  
PRINCIPLES”
2. RANJIT SINGH “FRUITS” NATIONAL BOOK TRUST.
3. GIRDHARI LAL TANDON ET AL “PRESERVATION OF FRUIT AND VEGETABLE  
PRODUCTS”.





**ALAGAPPA UNIVERSITY, KARAIKUDI**  
**NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2017-18)**

**B.A. ECONOMICS - PROGRAMME STRUCTURE**

Sem.	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
I	I	711T	Tamil / other languages – I	3	6	25	75	100
	II	712E	English – I	3	6	25	75	100
	III	7BAE1C1	Core – I – Micro Economics – I	4	6	25	75	100
		7BAE1C2	Core– II– Business Statistics – I	4	6	25	75	100
			Allied – I	5	5	25	75	100
IV	7NME1A / 7NME1B / 7NME1C	(1) Non-Major Elective – I – (A)தமிழ்மொழியின் அடிப்படைகள்/ (B)இக்கால இலக்கியம் / (C) Communicative English	2	1	25	75	100	
			<b>Total</b>	<b>21</b>	<b>30</b>	--	--	<b>600</b>
II	I	721T	Tamil/other languages – II	3	6	25	75	100
	II	722E	English – II	3	6	25	75	100
	III	7BAE2C1	Core–III– Micro Economics – II	4	6	25	75	100
		7BAE2C2	Core–IV–Business Statistics – II	4	5	25	75	100
			Allied – II	5	5	25	75	100
IV	7BES2	(3) Environmental Studies	2	2	25	75	100	
			<b>Total</b>	<b>21</b>	<b>30</b>	--	--	<b>600</b>
III	I	731T	Tamil/other languages – III	3	6	25	75	100
	II	732E	English – III	3	6	25	75	100
	III	7BAE3C1	Core–V–Business Mathematics– I	4	5	25	75	100
		7BAE3C2	Core – VI – Economic Thinkers	4	5	25	75	100
			Allied – III	5	5	25	75	100
	IV	7NME3A / 7NME3B / 7NME3C	(1) Non-major Elective – II – (A)இலக்கியமும் மொழிப் பயன்பாடும்/ (B) பழந்தமிழ் இலக்கியங்களும் இலக்கியவரலாறும் / (C) Employability Skills	2	1	25	75	100
			7SBS3A1/ 7SBS3A2/ 7SBS3A3	(2) Skill Based Subjects – I	2	2	25	75
V	7BEA3	Extension activities	1	-	--	--	100	
			<b>Total</b>	<b>24</b>	<b>30</b>	--	--	<b>800</b>
IV	I	741T	Tamil/other languages – IV	3	6	25	75	100
	II	742E	English – IV	3	6	25	75	100
	III	7BAE4C1	Core–VII–Business Mathematics–II	4	4	25	75	100
		7BAE4C2	Core–VIII–Agricultural Economics	4	5	25	75	100
			Allied – IV	5	5	25	75	100
	IV	7SBS4B1/ 7SBS4B2/ 7SBS4B3	(2) Skill Based Subjects – II	2	2	25	75	100
		7BVE4/ 7BMY4/ 7BWS4	(4) Value Education/ Manavalakalai Yoga/ Women’s Studies	2	2	25	75	100
			<b>Total</b>	<b>23</b>	<b>30</b>	--	--	<b>700</b>
V	III	7BAE5C1	Core– IX – Money and Banking	4	6	25	75	100
		7BAE5C2	Core – X – Macro Economics	4	5	25	75	100
		7BAE5C3	Core – XI – Fiscal Economics	4	5	25	75	100
		7BAEE1A/ 7BAEE1B	Elective–I–A)Tamilnadu Economy (or) B)Human Resource Development	5	5	25	75	100

		7BAEE2A/ 7BAEE2B	<b>Elective-II-A)</b> Fundamentals of Computer <b>(or)B)</b> Fundamentals of Econometrics	5	5	25	75	100
	IV	7SBS5A4/ 7SBS5A5/ 7SBS5A6/ 7SBS5A7	<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
			<b>Total</b>	<b>26</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>
VI	III	7BAE6C1	<b>Core – XII –</b> Indian Economy	4	6	25	75	100
		7BAE6C2	<b>Core-XIII–</b> International Economics	4	5	25	75	100
		7BAE6C3	<b>Core-XIV–</b> Environmental Economics	4	5	25	75	100
		7BAE6C4	<b>Core-XV–</b> Principles of Management	4	5	25	75	100
		7BAEE3A/ 7BAEE3B	<b>Elective-III–A)</b> Principles of Marketing <b>(or) B)</b> Gender Economics	5	5	25	75	100
	IV	7SBS6B4/ 7SBS6B5/ 7SBS6B6/ 7SBS6B7	<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
			<b>Total</b>	<b>25</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>
			<b>Grand Total</b>	<b>140</b>	<b>180</b>	<b>--</b>	<b>--</b>	<b>4100</b>

PART-I-TAMIL  
முதலாம் ஆண்டு - முதல் பருவம்  
பாடக்குறியீட்டு எண்:711T

பொதுத்தமிழ் தாள் - 1 - தற்காலக் கவிதையும் உரைநடையும்

அலகு 1

அ. மரபுக் கவிதை

- |                     |   |   |
|---------------------|---|---|
| 11. பாரதி           | - | நிலாவும் வான்மீனும் காற்றும் (முழுமையும்) |
| 12. பாரதிதாசன்      | - | தோழனே! உன்னிடம் சொல்வேன்!                 |
| 13. நாமக்கல் கவிஞர் | - | உலகம் வாழ்க!                              |
| 14. ஜீவானந்தம்      | - | கோடிக்கால் பூதமடா                         |
| 15. முடியரசன்       | - | தலைமை வகிப்போம் (பாடுங்குயில், ப.8)       |
| 16. கண்ணதாசன்       | - | புதியதோர் உலகு செய்வோம் (ஏழாவது தொகுதி)   |

ஆ. புதுக்கவிதை

- |                            |   |   |
|----------------------------|---|---|
| 17. மு.மேத்தா              | - | தேசப்பிதாவிற்கு ஒரு தெருப் பாடகனின் அஞ்சலி<br>(கண்ணீர் பூக்கள்) |
| 18. கவிக்கோ அப்துல்ரகுமான் | - | மானுடத்தின் மகுடாபிகேம் (பால்வீதி)                              |
| 19. மீரா                   | - | காதல் என்ன கத்திரிக்காயா? (ஊசிகள்)                              |
| 20. வைரமுத்து              | - | மரங்களைப் பாடுவேன் (இந்தப் பூக்கள்<br>விற்பனைக்கு அல்ல)         |

அலகு 2

1. எண்ணங்கள் - எம்.எஸ்.உதயமூர்த்தி.

அலகு 3 இலக்கணம்

எழுத்திலக்கணம், எண், பெயர், முறை, பிறப்பு, வடிவம், மாத்திரை, மொழி முதல் எழுத்துக்கள், மொழி இறுதி எழுத்துக்கள், இடைநிலை மெயம்மயக்கம், மொழி, பகுபத உறுப்பு, வடமொழி எழுத்து, (ஆ.சிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள், பக்கம் 26 முதல் 69 வரை, கபிலன் பதிப்பகம், புதுச்சேரி)

அலகு 4 இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

அலகு 5 படைப்பாற்றல்

பொதுக்கட்டுரை படைத்தல்.



**PART - II – ENGLISH  
I YEAR – I SEMESTER  
COURSE CODE: 712E**

**COURSE – I - ENGLISH FOR ENRICHMENT – I**

**Texts Prescribed**

3. Gate Way to English – *An Anthology of Prose and Poetry* Ed. By the Board of Editors, Harrows Publications, Chennai.
4. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I**

**Prose**

1. Education for New India – C.Rajagopalachari.
2. All about a Dog – A.G.Gardiner
3. I have a Dream – Martin Lutherking

**Unit II**

**Prose**

1. How I Became a Public Speaker – G.B. Shaw
2. With the Photographer – Stephen Leacock
3. Early Influences: Dr. APJ. Abdul Kalam

**Unit III**

**Poetry**

1. Gitanjali (Songs : 1-2) Rabindranath Tagore
2. Shall I Compare thee to a Summer's Day(Sonnet 18)–William Shakespeare
3. On his Blindness – John Milton.

**Unit IV**

**Grammar**

Noun, Pronoun, Verb, Adverb

**Unit V Composition**

Informal Letter, Comprehension, Dialogue Writing, Hints Developing

**Allocation of Working Hours per week**

Prose	-	2 hours
Poetry	-	2 hours
Grammar &	-	2 hours
Composition	-----	
<b>Total -</b>	<b>6 hours</b>	



**B.A. ECONOMICS**

**I YEAR – I SEMESTER  
COURSE CODE: 7BAE1C1**

**CORE COURSE I – MICRO ECONOMICS – I**

**Unit I**

Evolution and definition of Economics, Nature & Scope of Economics, Methods of Economics Analysis

**Unit II**

Basic Concepts: Utility Demand, Supply, Commodity and their types, Value and Price, Market, Demand Supply equilibrium

**Unit III**

Utility: Cardinal (Marshal) and Ordinal Utility Approaches to Demand-Indifference Curve-Consumer equilibrium (Hicks) Price, Income and Substitution effects-Derivation of Demand Curve

**Unit IV**

Elasticity of Demand, Price, Income and Cross elasticity, Consumer Surplus and its measurement

**Unit V**

Production: Factors of Production and their Characteristics; Laws of Production – Returns to scale, Law of Variable Proportion, Isoquants –Producer’s equilibrium

**Books for Reference:**

10. Sankaran, S. (2000), Micro Economics, Margham Publications, Chennai.
11. Dutt & Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.
12. Agarwal & Verma, M.M. (1987), Micro Economics Forwarded
13. Book depot,New Delhi.
14. Cauvery,R.,Sudhanayak,U.K.Girija,M.,KruparaniN.,andMeenakshi,R.
15. (1998), Micro Economic Theory, S. Chand & Co. Ltd, New Delhi
16. Loganathan.V-Principles of Economics, Economic Analysis,S.Chand & Co, New Delhi, 2003.
17. Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007.
18. 7. A. Koutsoyiannis, (1979), Modern Micro Economics, Palgrave McMillan.



**I YEAR – I SEMESTER  
COURSE CODE: 7BAE1C2**

**CORE COURSE II – BUSINESS STATISTICS – I**

**Unit I Introduction to statistics and collection of data**

Definition – meaning – Function – limitation of statistics-Primary data – methods of collection – secondary data – sources of secondary data – Sampling design – census and sampling methods – types of sampling

**Unit II Classification of Data**

Classification – meaning and types – Tabulation – meaning – object – differences between classification and tabulation – parts of table – general rules for tabulation – Diagrammatic and graphic representation – diagrams – importance – types – rules – Graphs – rules and types

**Unit III Measures of Central Tendency**

Objectives – features of good average – mean – median – mode – harmonic mean – geometric mean – merits and demerits

**Unit IV Measures of Dispersion**

Dispersion – meaning – importance – range – quartile deviation – mean deviation – standard deviation and coefficient of variation

**Unit V Skewnes, Kurtosis, Moments**

Introduction, meaning, skewness, and its measures –Karl Pearson’s coefficient of skewness, Bowley’s coefficient Moments, Meaning, Kutosis-Meaning

**Books for Reference:**

13. Pillai, R.S.N. and Bhagavathi V.S., Statistics S. Chand & Company Ltd., New Delhi.
14. Gupta S.P., Statistical Methods, Sultan Chand, New Delhi.
15. S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi. 2. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
16. M. Satayanarayana, Lalitha Raman- Management opertions Research.
17. V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons, Delhi.
18. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi
19. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi
20. Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London
21. Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.
22. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi.
23. Nagar. A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi.
24. Salvatore, Dominick (1982), Statistics and Econometrics, McGraw Hill, New Delhi



## **PROFESSIONAL ENGLISH FOR ARTS & SOCIAL SCIENCES**

### **UNIT 1: COMMUNICATION**

- Listening: Listening to audio text and answering questions- Listening to Instructions
- Speaking: Pair work and small group work.
- Reading: Comprehension passages –Differentiate between facts and opinion
- Writing: Developing a story with pictures.
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 2: DESCRIPTION**

- Listening: Listening to process description.-Drawing a flow chart.
- Speaking: Role play (formal context)
- Reading: Skimming/Scanning
- Reading passages on products, equipment and gadgets.
- Writing: Process Description –Compare and Contrast
- Paragraph-Sentence Definition and Extended definition-
- Free Writing.
- Vocabulary: Register specific -Incorporated into the LSRW tasks.

### **UNIT 3: NEGOTIATION STRATEGIES**

- Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)
- Speaking: Brainstorming. (Mind mapping).
- Small group discussions (Subject- Specific)
- Reading: Longer Reading text.
- Writing: Essay Writing (250 words)
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 4: PRESENTATION SKILLS**

- Listening: Listening to lectures.
- Speaking: Short talks.
- Reading: Reading Comprehension passages
- Writing: Writing Recommendations
- Interpreting Visuals inputs
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 5: CRITICAL THINKING SKILLS**

- Listening: Listening comprehension- Listening for information.
- Speaking: Making presentations (with PPT- practice).
- Reading : Comprehension passages –Note making.
- Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)
- Writing: Problem and Solution essay– Creative writing –Summary writing
- Vocabulary: Register specific - Incorporated into the LSRW tasks

**B.A. ECONOMICS**

**I YEAR – I SEMESTER  
COURSE CODE: 7BAEA1**

**ALLIED COURSE I – INDUSTRIAL ECONOMICS**

**Unit I**

Industry and economic development industry and sectoral linkages-industrial Classification and data information

**Unit II**

Public, private joint and co-operative sectors - private corporate sector- Role of MNCs

**Unit III**

Industrial productivity - concept - measurement - productivity in Indian industries - industrial sickness - under utilisation of capacity - factors accounting for it and its consequences.

**Unit IV**

Globalization and Indian industry privatization and issues relating to disinvestment policy

**Unit V**

Industrial development in India - industrial policy - role of the state - new industrial policy and economic reforms industrial growth and pattern.

**Books for Reference:**

6. Barthwal, R.R. "Industrial Economics as Introductory" Text Book, Wiley Eastern Ltd., New Delhi, 2000.
7. Sivayya, K.V. and Das, V.B.M. "Indian Industrial Economy" S. Chand & Co., New Delhi, 2004.
8. Devine, P.J. "An Introduction to Industrial Economics" George Allen and Unwin, London, 1978. Sadhu, A.N., and Singh, A. "Industrial Economics" Himalaya Publishing House, Mumbai, 1998.
9. Dutt and Sundaram, K.P.M. "Indian Economy" S. Chand & Co., New Delhi (2007).
10. Dhingra, I.C., "Indian Industrial Economy" Sultan Chand & Co., New Delhi (1972).





**PART IV (I) – (C)**

**NON – MAJOR ELECTIVE – COURSE – I**

**I YEAR – I SEMESTER**

**COURSE CODE: 7NME1C**

**COURSE 1 – COMMUNICATIVE ENGLISH**

**15 hours per Semester – 1 hour per Week**

**Objective**

To enable each learner at the college level to communicate effectively in English both in the spoken and in the written mode

**Theory**

Practice oriented course. Hence, 75:25 scheme of marking has to be followed. 75 marks for external assessment. 25 marks for internal marks assessment. Internal assessment will be carried out by the teacher who teaches the course while the external evaluation will be done by a group of 2 or 3 teachers who teach the course from the same college or from the nearby colleges.

**Unit I           BASICS OF ENGLISH**

Sentence- Clause-Phrase-Word-Morpheme. Introduction to sounds of English-stress-intonations

**Unit II           INTRODUCTION TO LSRW SKILLS**

Listening –Reading-Speaking-Writing skills

**Unit III          SPOKEN COMMUNICATION**

Participating in Conversation

Preparation of Speech for shorter or longer duration

**Unit IV          WRITTEN COMMUNICATION-I**

Note-Making-Summarizing-Paraphrasing-letter writing

**Unit V          WRITTEN COMMUNICATION-II**

Introduction to preparing curriculum vitae-Creating and verifying personal and official e-mail-Preparing notice circulars, memos and agenda for a meeting-Report writing-Common errors in English Translation.

### **ACTIVITIES**

10. Arrange the conversation between the students.
11. Preparing the speeches (for example, introducing a speaker or proposing a vote of thanks at the college function, explaining an experiment & etc.,)
12. Passage for note making
13. Passage for summarizing
14. Writing a paragraph on any topic (Statements and proverbs can be given)
15. Writing a C.V.
16. Writing a memo/notice/agenda/email/report
17. Ten sentences from Tamil to English & English to Tamil
18. Ten Sentences from error correction.

### **RECOMMENDED BOOKS**

5. "Success with Spoken English II" Dr. Saraswathi and Dr. Noorjahan kother adham (2000), Common Wealth University books, Chennai.
6. "Teaching Spoken English and Communication Skills" Rev. Dr. Francis Soundararaj (1995), T.R. Publication, Chennai.
7. "Developing Communication Skills," Krishna Mohan and Meera Benerji (2002) Macmillan India Limited.
8. 3 volumes – vowels  
– Consonants  
– Rhythm and Intonation prepared by Ciefc and published by Oxford University Press, Chennai.



முதலாம் ஆண்டு - இரண்டாம் பருவம்

பாடக்குறியீட்டு எண்: 721T

பொதுத்தமிழ் தாள் -2 இடைக்கால இலக்கியமும் சிறுகதையும்

அலகு 1

அ. திருஞானசம்பந்தர்

1. திருவாடாணை - “மாதோர் கூறு” எனத் தொடங்கும் பாடல்.
2. திருப்புனவாசல் - “மின்னியல் செஞ்சடை” எனத் தொடங்கும் பாடல்.
3. திருக்கொடுங்குன்றம் - “வானிற் பொலிவெய்தும்” எனத் தொடங்கும் பாடல்.

ஆ. திருநாவுக்கரசர்

1. திருப்புத்தூர் - “மின்காட்டும்” எனத் தொடங்கும் பாடல்.
2. திருஇராமேச்சுரம் - “பாசமும்” எனத் தொடங்கும் முதல் பாடல்.
3. திருப்புவணம் - “வடியேறு” எனத் தொடங்கும் பாடல்.

இ. சுந்தரர்

2. திருக்கானப்பேர் - “தொண்டர் அடித் தொழிலும்” எனத் தொடங்கும் பாடல்.
2. திருச்சுழியல் - “ஊனாய் உயிர் உகலாய்” எனத் தொடங்கும் பாடல்.

ஈ. மாணிக்கவாசகர் - திருவாசகம்

1. திருப்பெருந்துறை - இன்பம் பெருக்கி எனத் தொடங்கும் பாடல்.(திருவெண்பா.11)
2. திரு உத்தரகோசமங்கை - நீத்தல் விண்ணப்பம், இருதலைக்கொள்ளி என்று தொடங்கும் பாடல்.

உ. திருமுலர் - திருமந்திரம்

1. அன்பும் சிவமும் எனத் தொடங்கும் பாடல்.
2. எட்டிப் பழுத்த எனத் தொடங்கும் பாடல்.
3. படமாடக் கோயில் எனத் தொடங்கும் பாடல்.

ஊ. திருமங்கை ஆழ்வார்

திருப்புல்லாணி - ஒன்பதாம் பத்து நாலாம் திருமொழி “காவார் மடல் பெண்ணை” எனத் தொடங்கும் ஒன்றாம் பாடல் முதல் “வில்லாள் இலங்கை” எனத் தொடங்கும் ஐந்தாம் பாடல் வரை (மொத்தம் ஐந்து பாடல்கள்)

எ. சிற்றிலக்கியம்

5. அபிராமி அந்தாதி - உதிக்கின்ற செங்கதிர் எனத் தொடங்கும் முதற்பாடல் தொடங்கி

அதனைத் தொடர்ந்து வரும் 9 பாடல்கள் (ஆக மொத்தம் 10 பாடல்கள்).

6. தமிழ்விடு தூது - 17 ஆம் கண்ணி முதல் 27 ஆம் கண்ணி வரை.

7. திருக்குற்றாலக்குறவஞ்சி, வசந்தவள்ளி பந்தடித்தல்.

8. பாடுவார் முத்தப்பர், செயங்கொண்டார் சதகம் முதல் இரு பாடல்கள்.

அலகு 2 - சிறுகதை

சிறுகதைகள் 10 ஆசிரியர் குழு, அறிவுப் பதிப்பகம்.

அலகு 3 - இலக்கணம்

சொல்லிலக்கணம்

சொல்வகை, பெயர்ச்சொல், வினைச்சொல்,இடைச்சொல், உரிச்சொல்,இலக்கணம், வேற்றுமை, மயக்கம், ஆகுபெயர், (ஆ.சிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள் - கபிலன் பதிப்பகம், புதுச்சேரி).

அலகு 4 - இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.அலகு 5 - படைப்பாற்றல் சிறுகதை படைத்தல்.❀❀❀❀❀❀❀❀❀

I YEAR – II SEMESTER

**COURSE CODE: 722E**  
**COURSE - II – ENGLISH FOR ENRICHMENT – II**

**Texts Prescribed**

3. Gate Way to English – *An Anthology of Prose and Poetry* Ed. by the Board of Editors, Harrows Publications, Chennai.
4. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I Prose**

1. My Greatest Olympic Prize – Jesse Owens
2. Voluntary Poverty – Mahatma Gandhi
3. Helen Kellar – Ishbel Ross

**Unit II Prose**

1. Coffee Worries – R.K. Narayan
2. A Night Among the Pines – R.L. Stevenson
3. Spoon Feeding – W.R.Inge

**Unit III Poetry**

1. Daffodils - Wordsworth
2. Mending Wall – Robert Frost
3. A River – A.K.Ramanujan

**Unit IV Grammar**

Adjective, Preposition, Conjunction and Interjection.

**Unit V Composition**

Formal Letters, Resume Writing, Precise Writing and General Essays.

**Allocation of Working Hours per week**

Prose	-	3 hours
Poetry	-	1 hour
Grammar &	-	2 hours
Composition	-----	

**Total - 6 hours**

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**I YEAR – II SEMESTER  
COURSE CODE: 7BAE2C1**

**CORE COURSE III – MICRO ECONOMICS – II**

**Unit I**

Economies of Scale, Different Concepts of Costs – Explicit & Implicit, Accounting, Opportunity, Total – fixed and Variable Costs, Marginal & Average Costs & its Relationship. Concept of Revenue – Total, Marginal & Average Revenue and Break – Even Point

**Unit II**

Market – Concept and Classification, Perfect Competition – Characteristics, Price and Output Determination for Firm and Industry, Market Equilibrium.

**Unit III**

Monopoly-Characteristics and Price - Output Determination, Price Discrimination- Monopolistic Competition - Characteristics - Price - Output Determination.

**Unit IV**

Factor Pricing - Theory of Marginal Productivity of Distribution- Concept of Adding up Theorem- Theories of Wages and Rent

**Unit V**

Interest- Concept- Classical and Keynesian Theories of Interest- Profit- Net and Gross theories of Profit.

**Books for Reference:**

7. Dr. S. Sankaran , Micro Economics, Margham Publications, Chennai, 2000.
8. H.L.Ahuja Principles of Micro Economics, A New Look at Economic Theory, S Chand Company Ltd., New Delhi (1996)
9. Misra and Puri , Advanced Micro Economics ,Himalaya Publishing House, Mumbai, 1996. M.L. Jhingan Micro Economic Theory, Vrinda Publications Ltd., New Delhi, 2002.
10. V. Lokanathan, Principles of Economics, Economic Analysis S. Chand & Co., New Delhi 2003.
11. M.L.Seth,(2001), Principles of Economics, Lakshmi Narain Agarwal , Agra.
12. Dutt & Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.



**I YEAR – II SEMESTER  
COURSE CODE: 7BAE2C2**

**CORE COURSE IV – BUSINESS STATISTICS – II**

**Unit I**

Meaning – importance – types – methods – scatter diagram – karlpearson’s coefficient – rank correlation – Concurrent Deviation - Regression - Regression equation- Least square method –Definition

**Unit II**

Meaning–Probability—FundamentalPrinciples-Permutationand Combination-Theories of Probability (Simple problems only)

**Unit III**

**Time-Series analysis**

Definition – components – importance – measurement of trend and seasonal variation

**Unit IV**

**Index Number**

Definition – uses – problems in construction – methods – weighted and unweighted – methods of weighted index number calculation – test for ideal index numbers.

**Unit V**

**Growth of Indian statistics**

Statistical Organization of India - CSO- Divisions-Functions -Publications, Population Statistics –Sources-methods -Features of 2011 census-Vital Statistics-meaning-uses-sources- measurements of fertility and mortality (only concepts)

**Books for Reference:**

11. Pillai R.S.N. and Bhagavathi V.S. Statistics S.Chand & company Ltd. New Delhi.
12. Gupta S.P. Statistical Methods, Sulthan chand, New Delhi. 1991.
13. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.
14. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi
15. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi.
16. Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London.
17. Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.
18. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi
19. Nagar, A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi
20. Salvatore, Dominick (1982), Statistics and Economics, McGraw Hill, New Delhi.



## Second Semester

### Professional English Course for Arts and Social Science

#### Unit 1- Communicative Competence

- Listening – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)
- Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)
- Reading: Two subject-based reading texts followed by comprehension activities/exercises
- Writing: Summary writing based on the reading passages.
- Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

#### Unit 2 - Persuasive Communication

- Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication
- Speaking: debates – Just-A Minute Activities
- Reading: reading texts on advertisements ( on products relevant to the subject areas) and answering inferential questions
- Writing: dialogue writing- writing an argumentative /persuasive essay.

#### Unit 3- Digital Competence

- Listening to interviews (subject related)
- Speaking: Interviews with subject specialists (using video conferencing skills)
- Creating Vlogs (How to become a vlogger and use vlogging to nurture interests –subject related)
- Reading: Selected sample of Web Page (subject area)
- Writing: Creating Web Pages
- Reading Comprehension: Essay on Digital Competence for Academic and Professional Life. The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

#### Unit 4 - Creativity and Imagination

- Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other)
- MOOC videos on Indian academic sites – E.g.  
<https://www.youtube.com/watch?v=tpvicScuDy0>
- Speaking: Making oral presentations through short films – subject based
- Reading: Essay on Creativity and Imagination (subject based)
- Writing – Basic Script Writing for short films (subject based)
  - Creating webpages, blogs, flyers and brochures (subject based)

- Poster making – writing slogans/captions (subject based)

### **Unit 5- Workplace Communication& Basics of Academic Writing**

- **Speaking: Short academic presentation using PowerPoint**
- **Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.**
- **Writing an introduction, paraphrasing Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)**
- **Capitalization (use of upper case)**



**I YEAR-II SEMESTER  
COURSE CODE: 7BAEA2**

**ALLIED COURSE II – INDIAN ECONOMIC ISSUES**

**Unit I**

Characteristics of Indian Economy as a Developing Economy – Demographic Trends In The Post-Independence Period – Birth Rate, Death Rate, Age Composition, Sex Ratio, Density, Life Expectancy, Literacy, Urbanization - Workforce Participation Rate – Unemployment – Kinds – Government’s Policy Measures To Remove Unemployment

**Unit II**

Place of Agriculture in Indian Economy – Causes for Low Productivity – Sources of Rural Credit – Present System of Indian Agricultural Marketing – New Agricultural Strategy - Green Revolution – Problems Agricultural Price Policy – Indian Agriculture and WTO – Recent Initiatives In Indian Agriculture.

**Unit III**

Role of Industrialization – Industrial Policy - Importance of Small Scale Industries – Recent Policy Initiatives for Promoting Small Scale Industries – Industrial Sickness In India – Causes, Consequences and Remedial Measures – Changing- National Wage Policy – Social Security Measures In India – Impact of WTO on Indian Industry.

**Unit IV**

India’s Foreign Trade-Growth and Structure–India’s Foreign Trade Policy-Main Features-Phases-Export–Import Policy-Foreign Capital-Types-Government’s Policy towards Foreign Capital - WTO and India’s Foreign Trade.

**Unit V**

Inflationary Trends In India – Causes–Control- External Value of Rupee and Foreign Exchange Reserves -Demonetisation – Reasons for the Growth of MNC’s – Impact of MNC’s on Indian Economy.

**Books for Reference:**

7. Ruddar Dutt and K.P.M Sundaram , Indian Economy, S.Chand & Company Ltd., New Delhi, 2004
8. S.K Misra & V.K. Puri, Indian Economy, Its Development Experience, Himalaya Publishing House, Mumbai, 2004
9. Ishwar D.Dhingra , Indian Economy, S.Chand & Co., Dr.S.Sankaran , Indian Economy, Margham Publications, Chennai,
10. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education Inc., 8th Edition, 2007.
11. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition, 2007.
12. Joseph E. Stiglitz and Carl E. Walsh, Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th Edition, 2007.



## **PART-IV (3)**

**COURSE CODE: 7BES2**

**I YEAR – II SEMESTER**

### **COURSE – ENVIRONMENTAL STUDIES**

#### **Unit I        The Multidisciplinary Nature of Environmental Studies**

Definition, Scope and importance

Need for public awareness

#### **Unit II        Natural Resources**

Renewable and non-renewable resources

g.        Forest Resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effect on forests and tribal people

h.        Water Resources: Use and over-Utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.

i. Mineral resources: Use and exploitation, experimental effects of extracting and using mineral resources, case studies.

j. Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

k.        Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources, Case studies.

l. Land resources: Land as a resource, land degradation, man induced landslides, soil-erosion and desertification

- Role of individual in conservation of natural resources
- Equitable use of resources for sustainable lifestyle

#### **Unit III        Ecosystems, Bio-diversity and its conservation**

**Ecosystems**

- Concept of an Ecosystem
- Structure and function of an Ecosystem
- Energy Flow in the Ecosystem
- Food Chains, Food Webs and Ecological Pyramids

### **Biodiversity and its conservation**

- Introduction- Definition: Genetic, Species and Ecosystem Diversity
- Bio-Geographical Classification of India
- Value of Biodiversity: Consumptive Use, Productive Use, Social Ethical, Aesthetic and Option Values.
- Biodiversity at Global, National and Local Levels
- India as a Mega-Diversity Nation
- Hot Spots of Biodiversity
- Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts
- Endangered and Endemic Species of India
- Conservation of Biodiversity in-Situ and Ex-Situ Conservation of Biodiversity

### **Unit IV Environmental Pollution**

- Causes, Effects and Control measures of:-
  - h. Air Pollution
  - i. Water pollution
  - j. Soil pollution
  - k. Marine pollution
  - l. Noise pollution
  - m. Thermal pollution
  - n. Nuclear hazards

### **Unit V Field Work**

- Visit to a local area to document environmental assets–river/ forest/ grassland/ hill/ mountain
- Visit to a local polluted site- Urban/Rural/Industrial/Agricultural
- Study of common Plants, insects, birds
- Study of simple ecosystem-pond, River, Hill slopes, etc

### **Books for Reference:**

15. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ.Ltd., Bikaner
16. Bharucha Erach The Biodiversity of India, Mapin Publishing Pvt. Ltd, Ahamedabad-380013, India, Email: mapin@cent.net®

17. Burner R.C. 1989, Hazardous Waste Inclineration McGraw Hill Inc.480p
18. Clark R.S. Marine Pollution, Clanderson Press Oxford(TB)
19. Cunnigham, W.P.Cooper, T.H.Gorhani, E& Hepworth, M.T 2001  
Environmental Encylopedia, Jaico Publ. House, Mumbai, 1196p.
20. De.A.K.Environmental Chemistry, Wiley Eastern Ltd.
21. Down to Earth, Centre for Science and Environment®
22. Gleick H.P. 1993, Water in crisis, Pacific Instutue for studies in Dev,  
Environment & Security, Stockholm Env. Institute,Oxford Univ.Press,473p
23. Hawlinks R.E., Encyclopedia of Indian Natural History, Bombay Natural  
History Society, Bombay (R)
24. Heywood, V.H & Watson, R.T.1995, global biodiversity Assesment,  
Cambridge Univ.Press, 114op
25. Jadhav, H&Bhosale V.M.1995, Environmental Protection and Laws,  
Himalaya Pub; House, Delhi 284p
26. Mckinney, M.L & Schoch, RM.1996 Environmental Science systems&  
Solutions, web enhanced edition 639p
27. Mhaskar A.K.Matter Hazardous, techno-Science Publications(TB)
28. Miller T.G. Jr.Environmental Science wadsworth Publicing Co(TB)
29. Odurm, E.P.1971 fudamentalof Ecology, W.B.Saunders Co. USA 584p
30. Rao M.N & Datta, A.K., 1987, Tehchno-Science, Waste water Treatment.  
Oxford& IBH publ, Co.Pvt. Ltd.,345p
31. Sharma B.K. 2001, environemtal chemistry Goel publ,House,Meerut
32. Survey of the Environmental the Hindu(M)
33. Townsend C, harper J, and Michael Degon,Essential of ecology,Blakewell  
Science (TB)
34. Trivedi R.K., Hand book of Environmental laws, Rules, Guidelines,  
compliances and Standards, Vol I and II, Enviro Meida ®
35. Trivedi R.K. & P.K.Goel Introduction to Air pollution,Techno-Science  
Publications (TB)
36. Wanger K.D, 1998 Environmental Management W.B. Environmental  
Management. W.B.Saunders Co. Philadelphia, USA.499p

இரண்டாம் ஆண்டு - மூன்றாம் பருவம் -

பாடக்குறியீட்டு எண்: 731T

பொதுத் தமிழ் தாள் - 3 - காப்பியமும் புதினமும்

அலகு 1

7. சிலப்பதிகாரம் - மங்கல வாழ்த்துப்பாடல்.
8. மணிமேகலை - பாத்திர மரபு கூறிய காதை.
9. கம்பராமாயணம் - சேது பந்தனப்படலம்.
10. பெரியபுராணம் - கோச்செங்கட்சோழ நாயனார் புராணம்.
11. தேம்பாவணி - கோலியாத் படலம்.
12. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்

அலகு 2 - புதினம்

வேரில் பழுத்தபலா - சு.சமுத்திரம்.

அலகு 3 - இலக்கணம்

யாப்பும் அணியும்

செய்யுள் உறுப்புகள், எழுத்து, அசை, சீர், தளை, அடி, தொடை ஆகியன பற்றிய விளக்கம். பாவகை, வெண்பா, ஆசிரியப்பா ஆகியவற்றின் பொது இலக்கணங்கள்.

அணி, வகைகள், உவமை, உருவகம், வேற்றுமை, பின்வருநிலை, சிலேடை அணிகள்.

அலகு 4 - இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

அலகு 5 - படைப்பாற்றல்

மரபுக் கவிதை - புதுக்கவிதை படைத்தல்.



**II YEAR – III SEMESTER**  
**COURSE CODE: 732E**  
**COURSE – III - ENGLISH FOR ENRICHMENT – III**

**Texts Prescribed**

1. *Six Short Stories*, Ed. by the Board of Editors, Harrows Publications, Chennai.
2. *One Act Plays*, Ed. by the Board of Editors, Harrows Publications, Chennai.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.
4. *English for Communication*, Ed. by the Board of Editors, Harrows Publications, Chennai.

**Unit I            Short Stories**

1. Two Old Men – Leo Tolstoy
2. The Diamond Necklace – Guy de Maupassant
3. The Verger – Somerset Maugham
4. The Postmaster – Rabindranath Tagore.

**Unit II            One Act Plays**

1. Riders to the Sea – J.M.Synge
2. The Rising of the Moon – Lady Gregory

**Unit III           One Act Plays**

1. A Kind of Justice – Margaret Wood
2. The Refugee – Asif Currimbhoy

**Unit IV           Grammar**

Tenses, Voices, Degrees of Comparison

**Unit V            Composition**

Agenda, Minutes, Notice, Descriptive Writing

**Allocation of Working Hours per week**

Short Stories	- 2 hours
One Act Plays	- 2 hours
Grammar &	- 2 hours
Composition	-----
<b>Total</b>	<b>- 6 hours</b>



**II YEAR – III SEMESTER  
COURSE CODE: 7BAE3C1**

**CORE COURSE V – BUSINESS MATHEMATICS – I**

**Unit I**

**Logarithms**-Definition – laws of operation – logarithmic tables – operation with logarithmic

**Unit II**

**Basic Algebra**-Theory of indices – algebraic expression – basic identities – factorization – solution to linear and quadratic equation

**Unit III**

**Set Theory**-Definition – equality of sets and subsets – universal set – operation of set union – intersection – complement – differences – laws of set operation – cartesian product

**Unit IV**

**Functions**-Meaning – types – linear, quadratic, Cubic, logarithmic and exponential functions – linear function – equation of a straight line – slope intercept form – slope & one point form – two points form – x, y intercept.

**Unit V**

**Matrix Algebra**-Definition – types – addition – subtraction – multiplication, transpose determinant of a square matrix – co-factor and minor – inverse of a matrix using ad joint matrix solution of a system of a linear equation – Cramer's rule.

**Books for Reference:**

7. Allen, R.G.D., Mathematical Analysis for Economists, Macmillan, New York.
8. Mehta and Madnani, Mathematics for Economists, Sultan Chand & Sons, New Delhi - 2000.
9. Chiang, Fundamentals of Mathematical Economics, Macmillan, New York.
10. Srinath Baruah, Basic Mathematics and its application in Economics - Macmilan India Ltd., Chennai.
11. Sancheti D.C. and V.K.Kapoor, Business Mathematics Sulthan chand New Delhi.
12. Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthan chand New Delhi.

**Note: Question should be asked 50% in theory and 50% in problems.**



**II YEAR – III SEMESTER  
COURSE CODE: 7BAE3C2**

**CORE COURSE VI –ECONOMIC THINKERS**

**Unit I**

Nature and Importance of Economic Thought- Mercantilism: Views on Trade, Money and Prices. Marxian Economics: Dialectical Materialism, Theory of Value, Theory of Capital Accumulation, Theories of Crisis

**Unit II**

Physiocracy: Natural Order; Net product and Circulation of Wealth- Classical Political Economy- Adam Smith: Theories of Value and Distribution. Jevon's Theory of Value, Bohm-Bawerk's Theory of Capital

**Unit III**

Ricardian Economics: Value Analysis, Theories of Trade and Distribution Walras's Theory of General Equilibrium. A General Overview of Marshall's Contribution.

**Unit IV**

J S Mill: Theory of Value, Views On Production and Distribution. Classical Stationary State with special reference to Mill's views

**Unit V**

Neo-classical economics- Features - J.M Keynes and his contribution; Welfare Economics: Arrow and Social choice Theory; Rational Expectation Models and the New Classical Macro Economics.

**Books for Reference:**

7. Louise Haney - History of economic Thought – Surjith publication New Delhi
8. Eric Roll – History of Economic thought – Faber Lendon
9. Mar Blaug – Economics Theory in retrospect
10. AK Das Guptha – Indian Economic Thought
11. Scrapanti E and S Zamagiri (2005) an Outline of the Economic thought (OUP New Delhi)
12. Hajela TN - History of Economic Thought – Ane's Student Edition





**II YEAR - III SEMESTER  
COURSE CODE: 7BAEA3**

**ALLIED COURSE III – HISTORY OF ECONOMIC THOUGHT**

**Unit I**

Nature and Significance of the History of Economic Thought - Mercantilism and Physiocracy- Their Views on Development

**Unit II**

Classical School - Adamsmith - Malthus - David Ricardo - J.B.Say - J.S.Mill-Mahathma Gandhi-Jawaharlal Nehru- Dr.B.R Ambedkar

**Unit III**

Karl Marx - Early Socialistic Critics, Dialectical Materialism

**Unit IV**

Veblen and Institutional School - Schmoller and Historical school - Marginal School – Schumpeters theory of Innovation

**Unit V**

Keynesian Revolution- limitations- Welfare Economics - Pigou - Hicks – Pareto Noble Laureates Since 1985

**Books for Reference:**

16. Alexander Grey: Development of Economic Doctrines.
17. Eric Roll: History of Economic Thought
18. Ganguli, B.W.: Indian Economic Thought
19. Haney, L.H.: History of Economic Thought
20. Hecksher, Eli: Mercantilism, Macmillan
21. Keynes, J.M.: General Theory of Employment, Interest and Money.
22. Melvin W.Reder : Studies in the Theory of Welfare Economics.
23. Newman, P.C.: Development of Economic Thought
24. Loganathan. V. (1998), History of Economic thought, S.Chand & Co., New Delhi.
25. Sankaran. S: History of Economic Thought, Margham Publications.Chennai
26. Desai and Nirmal Bhalerao (1999), Economic History of Indian, Himalaya Publishing House, New Delhi
27. Girija and Manimekalai, (1998), History of Economic Thought, Virinda Publications, New Delhi.
28. Hagela, (2000), History of Economic Thought, Konark Publications, New Delhi.
29. Lionel Robbins, (2000), A History of Economic Thought, Oxford University Press, Chennai.
30. Mittal Sanjay and Prakash Sharma (1999), Economic thought – then and new, RBSA Publications, Jaipur.



**II YEAR – III SEMESTER  
COURSE CODE: 7BHIA3**

**ALLIED COURSE – III – PRINCIPLES OF TOURISM IN INDIA**

**Unit I**

Meaning and Definition - Nature and Scope – Elements of Tourism – Type of Tourism – Economic, Social and cultural Importance of Tourism – Causes for the Rapid growth of Tourism.

**Unit II**

Growth of Tourism in India –Sargent Committee – The Ministry of Tourism and Civil Aviation - Formation, functions and Achievements of ITDC and TTDC.

**Unit III**

Tourist Offices in India and Abroad – Role of Tourist officers and Tourist Guides – Role of Air, Rail and Road Transport in Tourism Industry – Travel Documents.

**Unit IV**

Tourism Marketing – Tourism Products – The Art of Preparing Booklets, Posters, Pamphlets, Folders etc – Role of Mass Media in Tourism Promotion: the Press, T.V, Radio, Films , Advertisement - their importance.

**Unit V**

Development of Hotel Industry in India – Ways of Awarding Star Ranks – Reception and Catering Services – Entertainments in Star Hotels – Organization and Working of a Travel Agency – Importance of Accommodation in Tourism Industry.

**Books for Reference:**

- |                    |   |  |
|--------------------|---|--|
| 9. Bhatia, A.K.    | – | Tourism in India, History and Development. |
| 10. Dr.Ram Acharya | – | Tourism in India-2007.                     |
| 11. Dosell, R.     | – | Studies in Hotel Management.               |
| 12. Basham, A.L.   | – | The Wonder That Was India-1966.            |
| 13. Manoj Dos      | – | India-A Tourist Paradise-1999              |
| 14. Abbas.R        | – | Tourism and Travel Management              |
| 15. Bhatia .A.K    | – | International Tourism                      |
| 16. Prannathseth   | – | An Introduction to Travel andTourism       |



**PART IV (I) – (C)**

**NON – MAJOR ELECTIVE – COURSE II**

**II YEAR – III SEMESTER**

**COURSE CODE: 7NME3C**

**COURSE II – EFFECTIVE EMPLOYABILITY SKILLS**

**Unit I Curriculum Vitae & Facing the Interview**

Applying for jobs, Preparing the curriculum Different formats vita, Facing the interviews, Frequently Asked Questions (FAQs).

**Unit II Interpersonal Communication**

One to one Communication

One to group Communication

**Unit III Group Discussion**

Listening, Ice-breaking, Leader – Member Moderates his role responsibility, Conflict, Management, Consensus, Steps involved

**Unit IV Team Work**

Qualities Selection constant & comfort, Orientation Review Tea, Review of the team work

**Unit V Motivation**

Leadership & Motivation, Behaviour, Motives Managerial Skills

**Books for Reference:**

5. E.H.McGrath, S.J., “Basic Managerial Skills For All”, Prentice-Hall of India Private Limited, New Delhi 110 001. ISBN-0-87692-498-4.
6. D.K.Sarma, “You & Your Career”, Wheeler Publishing, 755, Anna Salai, Chennai 600002. ISBN 81-7544-170-4. -1999
7. Indian Jaycees, “Skills” Series, published by Indian Jaycees.
8. S.P.Sachdeva, “Interview In A Nutshell”, Sudha Publications (P) Ltd., B-5, Prabhat Kiran, Rajendra Place, New Delhi 110 008.



**PART IV (2) – SKILL BASED SUBJECTS (SBS)**

**GROUP I – SET I**

**II YEAR – III SEMESTER**

**COURSE CODE: 7SBS3A1**

**COURSE I – COMPETITIVE EXAMINATION SKILLS**

**Objectives:**

- To build a sense of awareness among students through proper guidance about various competitive examinations in order to motivate students for prospective career in government and corporate sector.
- To intensively guide students for competitive examinations like TNPSC, UPSC, SSC, RRB, IBPS etc.

**Unit I**

Public Service Commission: Tamil Nadu Public Service Commission (TNPSC) and its role -History of TNPSC - Constitutional Provisions on the Formation, Functions, and Powers of Public Service Commissions for the Union and for the States - TNPSC and its rules of Procedure.

Eligibility and examination pattern: TNPSC - Union Public Service Commission (UPSC) - Staff Selection Commission (SSC) - Railway Recruitment Board (RRB) – Institute of Banking Personnel Selection (IBPS).

**Unit II**

Intelligence, creativity & application, testing & assessment - Types, verbal abilities & fluency

**Unit III**

Numerical ability:

Numbers, simplification, time and work, percentage, fraction, speed and distance, simple and compound interest, ratio and proportion

**Unit IV**

Spatial and perceptual abilities, situation reaction test

**Unit V**

Memory and inductive reasoning, Logical reasoning, Coding and Decoding, Direction Test, Syllogism

**Books for Reference:**

1. Ajay rai, “intelligence tests”, sterling paperbacks, published by sterling publishers pvt. Ltd., 1-10, green park extension, new delhi 110 016., 2001
2. Competition success review magazines.



## PART V

### II YEAR – III SEMESTER COURSE CODE: 7BEA3

#### PART – V – EXTENSION ACTIVITIES

Extension Activities will be organized for 2 days in the Third Semester. The programme may be organized in any Saturday and Sunday.

A meeting of all the staff of the College (Teaching, Administrative and Technical Staff) be conducted before departing to the camp in which each and every aspect like Programmes to carried out, accommodation, food, medical aid, transport facilities, etc., should be thoroughly discussed.

One credit will be allotted for this Extension Activities. The marks allotted for each camp will be 100. Each student participating in the camp will be evaluated internally for 100 marks. The criteria for evaluation of Extension Activities will be as follows:

S. No.	Criteria	Maximum Marks
1.	Interaction with villagers	10
2.	Participation / Attitude towards work	10
3.	Participation in interaction and discussion	10
4.	Knowledge of problems / issues	10
5.	Organising & decision making ability	20
6.	Expression: a) Cultural programmes	10
	b) Report Writing	20
7.	Ability to adjust and work in a team	10
	<b>Total</b>	<b>100</b>



இரண்டாம் ஆண்டு - நான்காம் பருவம்

பாடக்குறியீட்டு எண்: 741T

பொதுத்தமிழ் தாள் - 4 - பண்டைய இலக்கியமும் நாடகமும்

அலகு 1

அ. பத்துப்பாட்டு - சிறுபாணாற்றுப்படை

ஆ. நற்றிணை - வெள்ளிவீதியார் பாடல் எண்கள்: 70,335,348.

இ. குறுந்தொகை -

பாடல் எண்.40 - யாயும் ஞாயும் எனத் தொடங்கும் பாடல்  
(குறிஞ்சி)

செம்புலப்பெயல் நீரார்

பாடல் எண்.43 - செல்வார் அல்லர் எனத் தொடங்கும் பாடல்  
(பாலை)

ஒளவையார்

பாடல் எண்.49 - அணிந் பல்லன்ன எனத் தொடங்கும் பாடல்  
(நெய்தல்)

அம்முவனார்

பாடல் எண்.61 - தச்சன் செய்த எனத் தொடங்கும் பாடல்  
(மருதம்)

தும்பிசேர்கீரன்

பாடல் எண்.110 - வாரார் ஆயினும் எனத் தொடங்கும் பாடல்  
(முல்லை)

கிள்ளிமங்கலக்கிழார்

ஈ. கலித்தொகை - பாடல் எண்.105. அரைசுபட எனத் தொடங்கும்  
பாடல்

(முல்லை) சோழன் நல்லுருத்திரன்.

உ. அகநானூறு - திருமணச் சடங்குப் பாடல்கள் 2 (86,128)

ஊ. புறநானூறு - பிசிராந்தையார் பாடல்கள் (பாடல் எண்கள்.  
67,184)

எ. திருக்குறள் - பெரியாரைத் துணைக்கோடல், சிற்றினம்  
சேராமை ஆகிய

இரு அதிகாரங்கள்.

ஏ. நாலடியார் -

பாடல் எண்.135 - கல்வி கரையில் எனத் தொடங்கும் பாடல்.

பாடல் எண்.215 - கோட்டுப் பூப்போல எனத் தொடங்கும் பாடல்.

பாடல் எண்.248 - நல் நிலைக்கண் தன்னை நிறுப்பானும் எனத்  
தொடங்கும்

பாடல்.

ஐ. பழமொழி நானூறு

பாடல் எண்.46 - நெடியாது எனத் தொடங்கும் பாடல்.

பாடல் எண்.47 - தோற்றத்தாலர் எனத் தொடங்கும் பாடல்.

பாடல் எண்.48 - மிக்குடையார் ஆகி எனத் தொடங்கும் பாடல்.

**அலகு 2 - நாடகம்- நீதிதேவன் மயக்கம் - அறிஞர் அண்ணா.**

**அலகு 3 - இலக்கணம்**

அகப்பொருள், (7 திணைகள்), புறப்பொருள் (12 திணைகள்), களவும்,  
கற்பும், உள்ளுறை, இறைச்சி (ஆ.சிவலிங்கனார், தமிழ் இலக்கண  
உணர்வுகள், கபிலன் பதிப்பகம், புதுச்சேரி.

**அலகு 4 - இலக்கிய வரலாறு**

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள்  
தொடர்பான இலக்கிய வரலாறு.

**அலகு 5 - படைப்பாற்றல்**

ஓரங்க நாடகம் படைத்தல்.



**II YEAR – IV SEMESTER**

**COURSE CODE: 742E**

**COURSE – IV- ENGLISH FOR ENRICHMENT – IV**

**Texts Prescribed**

1. *Pygmalion* – G.B. Shaw
2. *Swami and Friends* – R.K. Narayan
3. *Tales from Shakespeare* Ed. by the Board of Editors, Harrows Publications, Chennai.
4. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I Drama**

*Pygmalion* – G.B. Shaw

**Unit II – Fiction**

*Swami and Friends* – R.K.Narayan

**Unit III – Tales from Shakespeare**

1. *The Merchant of Venice*
2. *Romeo and Juliet*
3. *The Winter’s Tale*

**Unit IV - Grammar**

1. Concord
2. Question Tag
3. Kinds of Sentences
4. Direct and Indirect speeches

**Unit V - Composition**

1. Expansion of Proverbs
2. Group Discussion
3. Conversation (Apologizing, Requesting, Thanking)

**Allocation of Working Hours per week**

Drama	-	2 hours
Fiction	-	2 hours
Grammar &	-	2 hours
Composition	-----	
<b>Total</b>	<b>-</b>	<b>6 hours</b>



**II YEAR – IV SEMESTER  
COURSE CODE: 7BAE4C1**

**CORE COURSE VII – BUSINESS MATHEMATICS –II**

**Unit I            Simple Differentiation**

Meaning – rules –  $u+v$ ,  $uv$ ,  $u/v$ , function of a function – derivatives of polynomial logarithmic Exponential, composite and implicit function - derivatives of higher order – application in economics – cost, revenue, utility, production function.

**Unit II            Optimisation (Function of One Variable)**

Sign of first order derivatives and nature of function – sign of second order derivative and nature of curves – maximum and minimum values of function – point of inflection — profit maximization – cost minimization.

**Unit III          Partial and Total Differentiation**

Function of two variables – first and second order partial derivatives – first order of total differential.

**Unit IV          Optimisation (Function of Two Variables)**

Optimisation of a function of two variables without constraint – optimisation of a function of two variables with linear constraint – application – consumer's and producer's equilibrium

**Unit V            Linear Programming**

Formulation – maximization and minimization problems – graphical method only

**Books for Reference:**

8. S.P. Gupta - Statistical Methods, Sultan Chand & Sons., New Delhi 1991. Elhance - Statistics
9. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.
10. R.S.N. Pillai & Mrs. Bagavathi – Statistics, S. Chand & Company Ltd., New Delhi 1997.
11. Madhani, Mathematics for Economics, Sulthan chand New Delhi.
12. Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthan chand New Delhi.
13. Arora, P N & Arora S (2000) : CA Foundation Course in Mathematics
14. Bose, D C (1996) : An Introduction to Mathematical Economics.

**Note: Question should be asked 50% in theory and 50% in problems.**





**II YEAR – IV SEMESTER  
COURSE CODE: 7BAE4C2**

**CORE COURSE VIII – AGRICULTURAL ECONOMICS**

**Unit I**

Agriculture and Economic Development – Meaning – Features – Importance – Rationale of agriculture in economic development – Problems

**Unit II**

Agriculture Labour – Definition – Types and Characteristics – Growth – Problems – Government measures

**Unit III**

Land Reforms: Meaning – Forms – Land Tenure – Land Ceiling; Farm production – Causes for low Productivity in agriculture – Cropping Pattern: Meaning – Factor.-organic farming -Genital modified crops-contract farm & corporate farming

**Unit IV**

Agriculture Finance – Need and Types – Sources of agricultural finance – Money lenders – Co-operatives – Commercial banks – RDBs – NABARD – RRBs – Government assistance.

**Unit V**

Agricultural price Policy: Meaning – Objectives – Instruments – Minimum Support Price – Buffer Stock Operations – Public Distribution System – Agricultural Price Commission – Food problems and Food Security-Recent development – Food policy in India – Government measures.

**Books for Reference:**

6. Ruddar Dutt and K.P.M Sundaram, 2014, Indian Economy, S.Chand&Co Ltd, New Delhi.
7. S.K.Mishra & V.K.Puri, 2011, Indian Economy, Himalaya Publishing House, Mumbai.
8. A.N. Agarwal, 2007, Indian Economy Problems of Development and Planning.
9. C.S.Prasad, 2006, Sixty Years of Indian Agriculture.
10. P.Mala, 2014, Agricultural Economics, Dominant Publishers, New Delhi



**II YEAR - IV SEMESTER**

**COURSE CODE: 7BAEA4**

**ALLIED COURSE IV - HEALTH ECONOMICS**

**Unit I**

Role of Health Education in Human Development - Importance of poverty alleviation- Health education outcomes and their relationship with macroeconomic performance

**Unit II**

Microeconomic Foundations of Health Economics - Demand for health- uncertainty and health insurance market- alternative insurance mechanisms- market failure and rationale for public intervention- equity and inequality.

**Unit III**

Evaluation of Health Programs - Costing, cost effectiveness and cost-benefit analysis- burden of disease.

**Unit IV**

Health Sector in India: An Overview Health outcomes- health systems- health financing.

**Unit V**

Education: Investment in Human Capital Rate of return to education: private and social- quality of education; gender and caste discrimination in India. - Education Sector in India: An overview Literacy rates, school participation, school quality measures.

**Books for Reference:**

5. William, Jack, Principles of Health Economics for Developing Countries, World Bank Institute Development Studies, 1999.
6. World Development Report, Investing in Health, the World Bank, 1993.
7. Ronald G., Ehrenberg and Robert S., Smith, Modern Labor Economics: Theory and Public Policy, Addison Wesley, 2005
8. Ronald G., Ehrenberg and Robert S., Smith, Modern Labor Economics: Theory and Public Policy, Addison Wesley, 2005.





## II YEAR – IV SEMESTER

COURSE CODE: 7BMY4

### COURSE – MANAVALAKALAI YOGA

#### VALUE EDUCATION

மனவளக்கலை யோகா

#### A Brief Introduction about Manavalakalai Yoga

In the “Manavalakalai Yoga”, practices formulated by Thathuvagani Vethathiri Maharishi do not have any bearing on religion, caste or creed. This is an education for culturing the mind. It does not contain any customary observances of any sect. It comprises only rational and scientific education and practices. These are offered to all people without any discrimination.

Learning and practicing Manavalakalai Yoga by students would help them to acquire physical health, mental acuteness, strength of life force and wisdom. Offering this yoga to students is the only means through which social welfare could be derived. On the whole, Manavalakalai Yoga would be of immense help to achieve a holistic life for any human folk.

“For education to be complete, it should include not only the training of the intellect but also the refinement of the heart and discipline of the soul” declared Dr.Radhakrishnan.

The heart of education is to educate the heart and such an education alone can lead to health, happiness and harmony. It is the need of the hour that the students of colleges and Universities and the general public be given a basic spiritual knowledge about their body, mind, soul, the cosmic link that runs through every system of the universe binding us all and above all, their duty to society of which every individual is a part. Every individual knowingly or unknowingly lives by the labours of the various sections of society and as a solemn duty it is imperative on our part back to the society as much as we can by labour of our body or mind or both. Our education to be socially relevant, it must inculcate in our youth this duty consciousness. Every institution has this obligation to the society.

The quality of Mind determines the quality of the Man. Mind can be considered to be the collective form of the thoughts arising spontaneously. An understanding of this leads to corrective measures on the thoughts and evolution of good thoughts only. Then only good thoughts, words and deeds and also other virtues would prevail among the students.

#### **This course strives to achieve the following:**

- To train and develop the physical body for leading a healthy life.

- To rejuvenate the life energy, to retard the ageing process and to achieve spiritual development
- To offer meditation practices and introspection so as to strengthen the mind, increase its will power, concentration, creativity and receptivity and ultimately to transform the mind to achieve self realization
- To help every individual to realize the enduring values of peace, non-violence and harmony to revitalize human society for restoring its sanity and strength

### Annexure – II

#### Details of number of Centres and Yoga Masters in each District of Tamil Nadu

S. No.	District	Centres	Yoga Masters
1.	Ariyalur District	9	39
2.	Chennai District	127	676
3.	Coimbatore District	122	678
4.	Cuddalore District	50	212
5.	Dharmapuri District	22	118
6.	Dindigul District	41	186
7.	Erode District	101	506
8.	Kanchipuram District	109	522
9.	Kanniyakumari District	11	79
10.	Karur District	16	67
11.	Krishnagiri District	13	72
12.	Madurai District	29	182
13.	Nagapattinam District	16	64
14.	Namakkal District	34	185
15.	The Nilgiri District	37	172
16.	Perambalur District	21	88
17.	Pudukottai District	34	152
18.	Ramanathapuram District	15	79
19.	Salem District	75	403
20.	Sivaganga District	20	100
21.	Thanjavur District	66	306
22.	Theni District	18	101
23.	Thirunelveli District	98	457
24.	Thiruvallur District	68	303
25.	Thiruvannamalai District	34	222
26.	Thiruvarur District	66	276
27.	Tutikorin District	36	162
28.	Tiruchy District	77	379
29.	Vellore District	80	418
30.	Villupuram District	31	160
31.	Viruthunagar District	13	110
<b>Total</b>		<b>1489</b>	<b>7667</b>

<b>VALUE EDUCATION</b> மனவளக்கலை யோகா		
		<b>80 Hours</b>
<b>Units</b>	<b>Title of the Paper</b>	<b>Hrs of Instruction</b>
<b>Unit I</b> Yoga and Physical Health (16 Hours)	1.1. Physical Structure of Human Body	4 hours
	1.2 Simplified Physical Exercises	4 hours
	1.3 Maharasanas	4 hours
	1.4 Yogasanas	4 hours
<b>Unit II</b> Art of Nurturing life Force and Mind (16 hours)	2.1 Maintaining Youthfulness	4 hours
	2.2 Sex and Spirituality	4 hours
	2.3 Ten Stages of Mind	4 hours
	2.4 Mental Frequency	4 hours
<b>Unit III</b> Sublimation (16 hours)	3.1 Purpose of life	4 hours
	3.2 Analysis of Thought	4 hours
	3.3 Moralization of Desire	4 hours
	3.4 Neutralization of Anger	4 hours
<b>Unit IV</b> Human Resource Development (16 hours)	4.1 Eradication of Worries	4 hours
	4.2 Benefits of Blessings	4 hours
	4.3 Greathness of Friendship	4 hours
	4.4 Individual Peace	4 hours
<b>Unit V</b> Law of Nature (16 hours)	5.1 Cause and Effect System	4 hours
	5.2 Purity of Thought and Deed	4 hours
	5.3 Love and Compassion	4 hours

## VALUE EDUCATION

மனவளக்கலை யோகா

**80 Hours**

### **Unit I      Yoga and Physical Health**

5. Physical Structure – Three bodies – Five limitations
6. Simplified Physical Exercises – Hand Exercises – Leg Exercises – Breathing Exercises – Eye Exercises – Kapalpathi
7. Maharasanas 1-2 Massages – Acu-puncture – Relaxation
8. Yogasanas – Padmasana – Vajrasanas – Chakrasanas (Side) – Viruchasanas – Yoga muthra – Patchimothasanas – Ustrasanas – Vakkarasanas – Salabasanas

### **Unit II      Art of Nurturing the life force and Mind**

- 2.1 Maintaining the youthfulness – Postponing their ageing process
- 2.2 Sex and Spirituality – Significance of sexual vital fluid – Married life – Chastity

2.3 Ten Stages of Mind

2.4 Mental frequency – Methods for concentration

### **Unit III      Sublimation**

3.1 Purpose and Philosophy of life

3.2 Introspection – Analysis of Thought

3.3 Moralization of Desires

3.4 Neutralization of Anger

### **Unit IV      Human Resources Development**

4.1 Eradication of worries

4.2 Benefits of Blessings

4.3 Greatness of Friendship

4.4 Individual Peace and World Peace

### **Unit V              Law of Nature**

5.1 Unified force – Cause and Effect system

5.2 Purity of Thought and Deed and Genetic Centre

5.3 Love and Compassion

5.4 Cultural Education – Five Fold Culture

**GROUP II – SET I**

**II YEAR – IV SEMESTER  
COURSE CODE: 7SBS4B2**

**COURSE II – EMERGENCY AND MEDICAL LAB SKILLS**

**Objectives:**

- To recognize the nature and seriousness of the patient's condition or extent of Injuries to assess requirements for emergency medical care
- Administer appropriate emergency medical care based on assessment findings of the patient's condition
- To Perform safely and effectively the expectations of the job

**Unit I**

First Aid – Fracture and Fire

First Aid – Drowning and Snake animal, rodent bites.

First Aid – Diarrhoea, Dysentery and Heat Stroke

**Unit II**

Traffic Rules

Road accidents: precautions, preventions & emergency steps to be taken on the spot advantages of 108 ambulance.

**Unit III**

Basic Clinical lab Tests

Blood, Urine, saliva, stool Tests

**Unit IV**

Awareness Programmes on the importance of locally available herbal plants and Vegetables. Skin lashes poor eye-sight anemia

**Unit V**

Project on Locally available native treatments for various Health Problems (Project Report 15 to 25 Pages)

**Books for Reference:**

3. Era.Su.Muthu and Meera Ravishankar, “First Aid”, aug-2013 published by Sura Books (PVT) Ltd., 1620, ‘J’ Block, 16<sup>th</sup> Main Road, Anna Nagar, Chennai – 600 040.
4. Dr.Rama Rao, “Handbook of First Aid”, Chennai.





**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C1**

**CORE COURSE IX – MONEY AND BANKING**

**Unit I Evolution of Money**

Money meaning and definition – functions – qualities of good money – currency standard – methods of note issue – role of money in mixed economy

**Unit II Value of Money**

Value of money – fisher's quantity theory of money – cambridge equation – keyne's income theory – theories of money supply –inflation – types – controlling –effects-measures of control

**Unit III Commercial Banking**

Definition – functions – Role of commercial banks in economic development – Recent trends

**Unit IV Central Banking**

Function – Role of central bank in a developing economy – credit control – meaning – objectives – quantitative and qualitative credit control measures

**Unit V Financial Reforms**

Recent developments in banking sectors – ATM merits and demerits – Different credit cards and Online Banking –Money market – Defects of Indian money market-Demonitisation and Indian economy –RBI and its functions

**Books for Reference:**

1. Dr. S. Sankaran - Monetary Economics, Himalaya Publishing House, Bombay, 1989.
2. B.N. Ghosh and Rama Ghosh - Fundamentals of Monetary Economics , Himalaya Publishing House, Bombay, 1989.
3. M.L. Jhingan - Monetary Economics, Konark Publishers Pvt. Ltd., New Delhi, 1997.
4. T.T. Sethi - Monetary Economics, S. Chand & Company Ltd., New Delhi, 1996.
5. Mishra M.N. Money, Banking and International Trade, Sulthanchant New Delhi.
6. Paul. R.R. Money and Banking, Kalyani Publishers, Chennai.
7. Mithani D.A. Money Banking International Trade and Public Finance, Himalaya publishing House, Mumbai.
8. Sethu T.T. Money Banking and International Trade, S.chand Company, New Delhi



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C2**

**CORE COURSE X – MACRO ECONOMICS**

**Unit I Nature and Scope of Macro Economics**

Meaning – Evaluation of Macro Economics- importance – Relationship between Macro and Micro economics – Limitations

**Unit II National Income Accounting**

Definition – concepts and components – methods of measuring national income – difficulties in the measurement of National Income – Problem of measurement in developing economy – importance of national income analysis –Gross value added (GDP)

**Unit III Theories of Employment**

Classical and Keynesian Theory of Employment and Income determination – Comparison between the classical view and the Keynesian view – Full employment equilibrium

**Unit IV Consumption Function**

Meaning – Factor determining consumption function – Meaning – types of investment– Determinants of investment in Keynes theory – Multiplier and accelerator

**Unit V Macro Economic Policy**

Role of monetary and fiscal policy in a developing economy

**Books for Reference:**

1. R. Cauvery, U.K. Sudhnanyak, M. Girira and R. Meenakshi, Macro Economics, Sulthan Chand & Company Pvt Ltd., (2004).
2. H.L. Ahuja Macro Economics – Theory and Policy,– Suithan Chand & Company Pvt Ltd., (1992).
3. Edward Shapiro – ‘Macro economic Analysis’ Oxford University press.
4. Gregory Mankiw - ‘Macro economics’ - 6th Edn. Tata McGraw Hill.
5. Dr. S. Sankaran - Macro Economics, Margham Publications, Chennai, 2004.
6. M.L. Jhingan - Macro Economics, Konark Publishers Pvt. Ltd., New Delhi, 2006.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C3**

**CORE COURSE XI – FISCAL ECONOMICS**

**Unit I**

Nature and scope of Public Finance – Public and Private Finance – increase in the role of the modern Government – Principle of Maximum social Advantages.

**Unit II**

Public Expenditure – Public Expenditure and Private Expenditure – causes for the growth of Public Expenditure – Classification – Principles – Effects – Public Expenditure in India since 1951.

**Unit III**

Sources of Public Revenue – Tax Revenue and Non-Tax Revenue – Deficit Finance – Direct and Indirect Taxes – Income Tax and VAT, Custom and Excise duties & Goods and service Tax

**Unit IV**

Public Debt – Meaning – classification – sources – causes for borrowing – effects – methods of debt redemption. Budget – meaning – type importance – effects of surplus and deficits budget of the Economy-Special features of current union budget

**Unit V**

Fiscal Federalism in India – Centre – State Financial relationship in India – Role of Finance Commissions of India – Recommendations of the recent Finance Commission – Local Finance – Problems and perspectives Fiscal Policy of India.

**Books for Reference:**

1. P. Tyagi - Public Finance, Jai Prakash Nath & Co., Meeret.
2. K.P.M. Sundaram - Fiscal Economics
3. Andley & Sundaram - Public Finance & Policy
4. Tripathy - Public Finance & Economic Development
5. Cauvery, Sudha Nayak, Girija, Kriparani & Meenakshi - Public Finance, S. Chand & Company Ltd., New Delhi.
6. R.C. Saxena & P.C. Mathur - Public Finance, K. Nath & Co., Meeret.
7. Dr. S. Sankaran - Fiscal Economics, Margham Publications, Chennai.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE1A**

**ELECTIVE COURSE I (A) – TAMILNADU ECONOMY**

**Unit I            BASIC CHARACTERISTICS OF TAMIL NADU**

Resource endowment - Land, Minerals, Forests and Monsoon - Population – Growth – Demographic Trends – National Family Health Survey – Human Development India Index – Gender Development Index.

**Unit II            PERFORMANCE OF TAMIL NADU ECONOMY**

Trends in State income - Structural growth before and after reforms - Dynamism of the economy - State Planning Commission - Targets and Achievements - Financing of plans: Revenue, expenditure, debt – Current year Budget.

**Unit III          AGRICULTURAL SECTOR**

Sources of irrigation - Cropping pattern - Productivity and yield of major crops - Agricultural marketing - Regulated Markets - Uzhavar Sandhai – Agricultural finance – Livestock.

**Unit IV          INDUSTRIAL SECTOR**

Trends and patterns in industrial growth - Large scale and smallscale industries - Industrial Estate – KVIC and DIC - Labour Welfare measures.

**Unit V          INFRASTRUCTURE**

Transport: road, rail, air and sea - Energy generation: Hydro, thermal and nuclear power systems-Banking – Housing - Social Welfare - Programmes of the State Government - Education and health - ICDS - Unemployment – Anti-poverty strategies – PDS - Women Development.

**Books for Reference:**

1. Leonard A.G., TamilNadu Economy, Macmillan, New Delhi, 2006.
2. MIDS, Tamil Nadu Economy - Performance and Issues
3. Rajalakshmi, Tamil Nadu Economy, Business Publishers, 1999.
4. Perumalsamy.S, Economic Development of Tamil Nadu, S. Chand, New Delhi, 1995.
5. Perumalsamy. S., Tamil Nadu Economy Performance and Issues, Oxford and IBH, 1988
6. Veeramani A.R, Tamil Nadu Agricultural Economy, Divyasre, Chennai, 2005. 7. Manickam. S, Economic Development of TamilNadu in Perspective, 2007.
7. RajaLakshmi, (2000) - Tamil Nadu Economy, Sultan Chand & Sons, Educational Publishers, New Delhi – 2.
8. Perumalsamy (2000), Tamil Nadu Economy, Sultan Chand & So., New Delhi
9. Kurien. CT. (1996), Economics Changes in Tamil Nadu, Orient Publishing, House.
10. Manorama Year Book – Recent – issues – 2016.
11. IC.Dhingra(2000)IndianEconomy–SultanChand&Sons,EducationalPublishers,NewDelhi–2
12. MIDS – Tamil Nadu Economy – Performance and issues.
13. Tamil Nadu – An Economic Appraisal, Directorate of Resolution of Applied Research, Kuralagam, Chennai - 600 108                      ♣♣♣♣♣♣♣♣♣♣

**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE1B**

**ELECTIVE COURSE I (B) – HUMAN RESOURCE DEVELOPMENT**

**Unit I**

Evolution and concept of Human Resource Development – Definition – Concepts – Meaning– Objectives and need for Human Resources Development – Components – Problems in HRD – Measures to promote human resources

**Unit II**

Education and Economic Development – Health, Nutrition and Economic Development – Suhultz Approach to human Capital formation – motivation – concept – theories of motivation

**Unit III**

Man Power planning; Meaning – Objectives – Types – Importance – Methods (Job Analysis – Skills Analysis – Performance Appraisal – Man Power Audit – Computerized Data Bank Method) Process – Problems.

**Unit IV**

Training and developing – objectives, training needs – methods of training – promotions – transfers – turnover – rewards – and incentives – benefits and employee services – performance appraisal

**Unit V**

Women and Economic Development – Gender and Inequality – Women Empowerment – Women entrepreneurship – worker’s participation in management

**Books for Reference:**

1. Man Power Planning, Selection, Training & Development – Dharma Vira Aggarwala.
2. Personal Management – R.N.Tripathi
3. Personal Management – C.B.Memoria
4. Human side of Management – S. Rustom, Davar
5. Human Resource Management – Mathur B.L.
6. Dynamics of Entrepreneurship Development – Vasant Desai



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE2A**

**ELECTIVE COURSE II (A) – FUNDAMENTALS OF COMPUTER**

**Unit I**

Word processing with MS Word: Starting MS Word - MS Word Environment - working with word documents - working with text - working With tables - checking spelling and grammar - printing a document.

**Unit-II**

Spreadsheets and MS Excel: Starting MS Excel - MS Excel environment - Working with Excel workbook - working with worksheet - Formulas and functions - Inserting charts - printing in Excel.

**Unit-III**

Making presentation with MS power point - starting MS power point - MS Power point environment - working with power point - Designing presentation - printing in power point.

**Unit IV**

Internet Browsing-Search Engines-OpeningE-Mail-Sending and checking Emails- Downloading and saving files-Attachement of files

**Unit V**

Features of SPSS and its utilities

**Books for Reference:**

1. V.Rajaram Fundamentals of computers, Prentice Hall of India, New Delhi.
2. P.K.Singa, Computer Fundamentals, BPB publication, New Delhi.
3. R.K. Taxali - PC Software for windows made simplex Tata Mcraw Hill Publishers Pvt. Ltd.
4. T. Karthikeyan&Dr.C. Muthu - PC Software for Office Automation - Sultan Chand.
5. R. Krishnamoorthi - Computer programming and application
6. A.L. Stevens - Teach; yourself windows



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE2B**

**ELECTIVE COURSE II (B) FUNDAMENTALS OF ECONOMETRICS**

**Unit I**

Definition-Scope-objectives of Econometrics- Limitations-Divisions of Econometrics.

**Unit II**

Single equation model two variable case-Reasons for introducing error term in the model-least square method of estimation and testing of parameters of the model-Estimation of error variance –Simple problems.

**Unit III**

General linear model-Assumptions – Least square method of estimation and testing of the parameters of the models.

**Unit IV**

Multicollinearity- Effects of multicollinearity – detecting multicollinearity – Remedies – Autocorrelation-sources of autocorrelation- Dubin-watson test-Dummy variables (concept only)- Specification errors.

**Unit V**

Econometric models in planning: Mahalanobis four sector model-criticism of the model problems.

**Books for Reference:**

1. Econometric methods by Johnston. J (McGraw Hill Intl students' editions)
2. D. N. Gujarati and D.C. Porter, Essentials of Econometrics, McGraw Hill, 4th Edition, International Edition, 2009.
3. Jan Kmenta, Elements of Econometrics, Indian Reprint, Khosla Publishing House, 2nd edition, 2008.
4. Kotsoyiannis, A.. Basic Econometrics. McGraw Hill, New Delhi.
5. Richard J. Larsen and Morris L. Marx, An Introduction to Mathematical Statistics and its Applications, Prentice Hall, 2011.



**GROUP I – SET II**

**III YEAR – V SEMESTER**

**COURSE CODE: 7SBS5A5**

**COURSE II – HERITAGE AND TOURISM**

**Objectives:**

- To understand the definitions, terminology and concepts of cultural heritage and its relationships with tourism.
- To Understand heritage tourism supply by examining different categories of heritage attractions and the contexts within which heritage exists and additional perspectives on scale from the supply perspective
- To understand the role of interpretation in cultural heritage sites and the relevance of such interpretation approaches to visitors.
- Provide a framework to plan, design, and assess interpretation programs for tourists

**Unit I**

Tourism – Introduction – Concepts – Significance – Forms of Tourism – Effects of Tourism – Social, Economic and Environmental aspects – Human Rights

**Unit II**

Importance of preserving heritage – Heritage Spots in India – In Tamil Nadu – Brief history of the heritage spots – The role of heritage spots in promoting tourism – UNESCO guidelines on Heritage

**Unit III**

Role of Government in promoting tourism – ITDC- TTDC-Palace on wheels – Travel industry service network – Land (rail and road) Air – Water – Travel Agency – Hospitality and Accommodation

**Unit IV**

Travel Guide – Features – requirements – One's role as a guide – Income and Employability – Qualities and skills of a professional travel or tourist guide

**Unit V**

Project work – Field visit to heritage and tourism spots in Sivagangai and Ramanathapuram Districts and submission of a report (15 to 25 pages)

**Books for Reference:**

- |              |   |  |
|--------------|---|--|
| Bhatia, A. K | – | Tourism Development Principles and Practices,<br>(Sterling Publishers (P) Ltd., New Delhi) |
| Ananand M. M | – | Tourism and Hotel Industry in India<br>(Sterling Publishers (P) Ltd., New Delhi)           |
| Acharya Ram  | – | Tourism and Cultural Heritage<br>(Rosa Publications: Jaipur, 1986)                         |
| Jha, S.M     | – | Tourism Marketing (Himalaya Publishing House)  |





**GROUP I – SET II**

**III YEAR – V SEMESTER**

**COURSE CODE: 7SBS5A6**

**COURSE III – MARKETING AND SALES MANAGEMENT**

**Objectives:**

- To acquire analytical skills for solving marketing related problems and challenges and to familiar with the strategic marketing management process
- To learn the elements of sales force to be an effective component of an organization's overall marketing strategy.

**Unit I**

Introduction: Evolution of Marketing – Types of Marketing: Consumer Products Marketing, Industrial Marketing and Services Marketing – Demographic and Behavioural Dimensions of Marketing – Marketing Planning

**Unit II**

Basics of Market Segmentation, Targeting and Positioning – Components of The Marketing Mix: Product – Price – Place – Promotion – Distribution Channels: Types – Merits and Demerits

**Unit III**

Marketing Vs Selling – Nature and Scope of Sales Management – Personal Selling and Salesmanship – Selling Function – Understanding Consumer's Decision Making Process – Sales Organization and Types Of Selling

**Unit IV**

Prospecting – Approaching The Customer – Sales Presentation – Sales Demonstration – Negotiating Buyer Concerns – Closing The Sale – Post Sales Service and Complaint Handling

**Unit V**

Modern Trends in Marketing and Sales: Internet Marketing – Direct Marketing – Multi Level Marketing – Relationship Marketing – Selling through Kiosks

**Books for Reference:**

1. Chunawalla, S. A., Sales Management, 5<sup>th</sup> Edition (2007), Himalaya Publishing House
2. Havaldar, Krishna; Sales And Distribution Management, 1<sup>st</sup> Edition (2006), Tata Mcgraw Hill
3. Perreault, Jr., William; Mccarthy, E. Jerome, Basic Marketing, 15<sup>th</sup> Edition, 2006, Tata Mcgraw Hill



**III YEAR - VI SEMESTER  
COURSE CODE: 7BAE6C1**

**CORE COURSE XII – INDIAN ECONOMY**

**Unit I**

Economic Growth and development – underdevelopment – Common characteristics of UDCs– Transition of Indian Economy from Plan Period to reform period – Basis of I Generation and II Generation reforms – features of Tamilnadu state economy

**Unit II**

Population and Economic growth – Population and Human Recourse Development – causes for rapid growth of Population – Population Policy of India and Tamilnadu state

**Unit III**

Human Capital Vs Physical – Human Capital formation – Unemployment – Employment – Problems and measures

**Unit IV**

Industrial Policy-New industrial Policy-Recent Special Economic Zones -Recent Trends and Role of SSI in Indian Economy-Problems-Government measures

**Unit V**

Economic Planning – Objective – Achievements and Failures of Five year Plans – Make in India scheme –Swachha Bharath Scheme

**Books for Reference:**

1. U. Kapila (2010): Indian economy since Independence. Academic Foundation, New Delhi
2. S. Chakraborty (): Development Planning: The Indian Experience. Clarendon Press.
3. Jalan Bimal 1992, The Indian Economy - Problems and Prospects.
4. Panagariya (2008): India: the Emerging Giant, Oxford University Press, New York
5. S. Acharya and R. Mohan (Eds.) (2010): India's Economy: Performance and Challenges, Oxford University Press, New Delhi.
6. J. Ahluwalia and I. M. D. Little (Eds.) (1998): India's Economic Reforms and Development: Essays for Manmohan Singh, Oxford University Press, New Delhi.



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C2**

**CORE COURSE XIII – INTERNATIONAL ECONOMICS**

**Unit I**

Introduction to International Trade – Internal and International trade – Theories of International trade – Classical – Theories of Trade-Adam smith – Ricardo – Hicksher and Ohlin

**Unit II**

Balance of Payments – Concepts – Components – Balance of trade – Disequilibrium in BOP and BOT – Measures for removal of Disequilibrium- types –Role of foreign aid in economic development

**Unit III**

Foreign Exchange – Meaning – Demand for and supply of Foreign Exchange – Equilibrium Exchange rate – Foreign Exchange market – Functions – purchasing power parity theory – Stable and flexible exchange rates – Euro dollar market

**Unit IV**

International Trade and Financial Institutions – IMF, World Bank, GATT - WTO & Indian Economy -Impact of MNC in Indian Economy –New Development Bank (BRICK Development Bank)

**Unit V**

India's Foreign Trade – Foreign Trade and Economic Development – Composition – Direction– Trends – Foreign Trade Policy

**Books for Reference:**

1. G. Haberler - Theory of International Trade
2. Francis Cherunilam - International Economics
3. Ellsworth - International Economics
4. Kindleberger - International Economics
5. M.L. Jhinghan - International Economics, Konark Publishers, New Delhi, 2007.
6. D.M. Mithani - International Economics, Himalaya Publishing House, Mumbai, 2003.
7. K.R. Gupta - International Economics
8. S.S.M. Desai - International Economics, Himalaya Publishing House, Mumbai, 1990.
9. K.P.M. Sundaram - Money, Banking and International Trade, S. Chand and Company, New Delhi, 2005



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C3**

**CORE COURSE XIV – ENVIRONMENTAL ECONOMICS**

**Unit I**

Environmental Ecology – Biotic and Ecosystem – Limiting Factors and law of Tolerance- Economics, Environmental and Ecology – inter linkages

**Unit II**

Basic concept in Environmental Economics – Market failure – Externality – Environmental Quality – Tragedy of Commons

**Unit III**

Environmental Pollution – Air, water and noise Pollution – Clean development mechanism (swachhaa bharath)

**Unit IV**

Economic Growth and Environmental quality – Environmental Problem in Developed and Developing countries – Energy Conservation – Sustainable Economic Development conservation

**Unit V**

Global Environmental issues – Global warming – Ozone depletion – Acid rain – Deforestation and Bio-diversity- Global tragedy — Stockholm and Bio summit.

**Books for Reference:**

1. Kolstad, C.D. (2007), Environmental Economics, Oxford University Press, New Delhi.
2. Nick Hanley et al (2007), Environmental Economics: Theory and Practice, Palgrave MacMillan
3. Katar Singh and Anil Sisodia (2007), Environmental Economics: Theory and Application, Sage Publications, New Delhi.
4. Karpagam (2008), Environmental Economics, Sterling Publishers. New Delhi
5. R.K. Lekhi et al. (2008), Development and Environmental Economics, Kalyani Publishers, Ludhiana.
6. S.P. Misra & S.N. Pandey (2008), Essential Environmental Studies, Ane Books, New Delhi.
7. Maureen L. Cropper and Wallace E. Oates, 1992, —Environmental Economics: A Survey, Journal of Economic Literature, Volume 30:675-740.
8. Charles Kolstad, Intermediate Environmental Economics Oxford University Press, 2nd edition, 2010.



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C4**

**CORE COURSE XV – PRINCIPLES OF MANAGEMENT**

**Unit I**

Management – Meaning and Definition – Characteristics – Functions – Importance – Scope – Difference between Administration and Management – F.W.Taylor’s Scientific Management – Contributions of Peter F. Drucker’s ideas on Management

**Unit II**

Planning; Meaning and Definition – Characteristics – Objective – Step in Planning Process – Methods of Planning – Significance – Obstacles of Effective Planning; Decision Making – Meaning and Definition – Features

**Unit III**

Organizing – Meaning and Definition – Functions – Characteristics of Organization – importance – Centralisation and decentralization – Types of organization – Delegation  
Directing – meaning and Definition – Importance – leadership – Supervision – MBO;  
Communication – Meaning and Definition – Nature and Importance – Methods of Communication – Barriers in Communication.

**Unit IV**

Controlling – Definition – Needs for Control – Characteristics – Types of Managerial Control – Steps in Control Process – Techniques of Control

**Unit V**

Co-ordination – Meaning and Need – Features – Types – Importance – Techniques of Co-ordination Problems of Co-ordination – Steps for Effective Co-ordination.

**Books for Reference:**

1. Principles of Management – Dinkar Pagare (Sultan and Sons), Newdelhi
2. Principles of Management – T. Ramasamy (Himalaya Publishing Housing)
3. Principles of Management – G. Venkatesan (J.J. Publications)
4. Essential of Business Administration - K.Aswhatha Himalaya Publishing House
5. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
6. Business Organization & Management - Dr. Y.K. Bhushan
7. Management: Concept and Strategies by J. S. Chandan, Vikas Publishing
8. Principles of Management, By Tripathi, Reddy Tata McGraw Hill



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAEE3A**

**ELECTIVE COURSE III (A) – PRINCIPLES OF MARKETING**

**Unit I**

Introduction Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy- Role & functions of Marketing Manager.

**Unit II**

Types of Marketing -Tele Marketing, E-Marketing-Service Marketing, Rural Marketing-feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies.

**Unit III**

Marketing Mix Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.

**Unit IV**

Types of Channels -Factors influencing channels, Elements of Promotion Mix – Sales Promotion System- Recent Trends in Promotion Sale- Advertising – Role of Advertising-Advertising Media.

**Unit V**

Market Segmentation Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, Distinction between differential Marketing & Concentrated Marketing.

**Books for Reference:**

1. Dr. Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition – Financial Service in India.
2. Philip Kotler - Marketing Management, PHI
3. Rekha. M.P. & Vibha V – Marketing & Services Mgt – VBH.
4. Sunil B. Rao - Marketing & Services Mgt – HPH.
5. Dr. Alice Mani: Marketing & Services Management, SBH.
6. J.C. Gandhi - Marketing Management, TMH
7. Human Recourse Management – Ian Breadsevece and len Holden
8. Human Recourse Management – S.S. Khankar
9. Human Recourse Management –Biswajeet Patnayak
10. Human Recourse Management and Industrial Management – Aswathappa
11. Management of Human Recourse – R.S. Diwivedi



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAEE3B**

**ELECTIVE COURSE III (B) – GENDER ECONOMICS**

**Unit I Introduction**

Definition of Gender – Gender and sex ratio – Gender Equity and Gender Equality – Gender Development – Human Development Index and Gender Development index – Gender Disparity Index – Gender Empowerment Measure

**Unit II Gender Discrimination in India**

Gender Discrimination in Labour Force Participation – Occupational Segregation and Wage Differences – Gender Discrimination in Education, Health, Employment, Political Participation and Decision Making

**Unit III Gender Budgeting**

Gender awareness in planning – Invisibility of Women’s Work in Budgeting – How to adjust our Budgeting Policies to reduce Gender Disparities-Social Budgeting- Measures-Methods

**Unit IV Gender Issues in Contemporary World**

Women and Globalization – Social and Economic Empowerment of Women –women and technology

**Unit V Gender status**

**Gender status in India and Tamilnadu- Concept of Missing Women.**

**Books for Reference:**

- Gita Sen and Canen Crown; Gender and Class in Development Experience
7. Gender profile in Tamilnadu – Census 2011.
  8. Neera Desai and Maithreyi Krishnaraj; Health – A Gender Issue in India
  9. Lourdes Beneria and Savithri Biswanath; Gender and Development: Theoretical, Empirical and practical Approaches
  10. Lekha Chakraborti; Invisibility of Women’s Work in Budgeting.
  11. National Institute of public Finance and policy (NIPFP);Gender Budgeting in India,



**GROUP II – SET II**  
**III YEAR – VI SEMESTER**  
**COURSE CODE: 7SBS6B4**

**COURSE II – FRUIT AND VEGETABLE PRESERVATION SKILLS**

**Objectives:**

- To understand the science, principles and techniques involved in fruits and vegetables preservation techniques
- To impart thorough knowledge on the technical skills in various aspects of food processing and preservation

**Unit I**

Principles, Methods, types of Preservation.

Preservation media and mode of action of preservation. Traditional & Modern methods.

**Unit II**

Study of various types of equipments – care & precautions and usage.

Study of various types of containers.

**Unit III**

Vegetables & their product preservation Methods

Importance of personal hygiene and sanitary standards

**Unit IV**

Fruits & their preservation

**Unit V**

**Project:**

1. Mapping of preservation practices & centre's  
(or)
2. Preservation practices specific to fruits & Vegetables in your area  
(Project Report 15 to 25 Pages)

**Books for Reference:**

1. Srivastava R.P. and Kumar.S “Fruit and Vegetable Preservation: Principles”
2. Ranjit Singh “Fruits” National Book Trust.
3. Girdhari Lal Tandon et al “Preservation of Fruit and Vegetable Products”.





**GROUP II – SET II**

**III YEAR – VI SEMESTER**

**COURSE CODE: 7SBS6B7**

**COURSE IV- NATIONAL CADET CORPS(NCC)**

**Objectives:**

- After going through this unit, the students would be able to gain an insight into aims and objectives of NCC.
- Explore the importance of NCC in nation building.
- Understand the concept of National Integration and its importance.

**Unit – I**

National Cadet Corps(NCC)-Introduction to NCC- Genesis –Objectives of NCC- Concept of Training in NCC- Organization of the NCC – Associate NCC officers – Cert Exam.

**Unit –II National Integration:**

National interests, Objectives, Threats and Opportunities. Religions, culture, traditions and customs of India, Importance and necessity. Freedom struggle and nationalist movement in India

**Drill:**Foot drill, Arms drill, Ceremonial drill, Qualities of immediate and implicit obedience of orders.

**Unit-III Social Awareness and Community Development:**

NGO's Role and Contribution, Drug abuse and trafficking, Basics of social service and its need, Civic responsibility, Contribution of youth towards social welfare, Rural development programmes.

**Unit –IV Environmental Awareness and Conservation:**

Natural resources conservation and management, Water conservation and rain water harvesting, Hygiene and sanitation, structure and function of the human body, infectious and contagious diseases and its prevention.

**Unit –V Personality Development and Leadership:**

Introduction to personality development, self awareness, communication skills, Leadership traits, Time management.

**Books for Reference:**

1. Anonymous. 1995. Officers training manual. PRECIS, NCC, OTS, Kamptee
2. Bose, R and Faust, L. 2011. Mother Teresa, CEO, Unexpected Principles for Practical Leaders, Tata McGraw Hill Publications, New Delhi.
3. Ganapathi, R. 2003. Swami Vivekanandar, Ramakrishna Math Press, Chennai.
4. Gandhi, M.K. 1983. An Autobiography or The story of My Experiments with Truth, Navajivan Publishing House, Ahamedabad
5. Gupta, S.K. and Joshi, R. 2008. Human Resource Management, Kalyani Publishers, New Delhi.
6. Kalam, A.P.J. 1999. Wings of Fire, University Press, Hyderabad
7. Mishra, R.C. 2000. A Hand book of NCC, Kanti Prakashan, Etawah.Precis
8. Rana, B.S 2004. Maharana Pratap, Diamond Books (P) Ltd., New Delhi. Rana, B.S. 2004. Chatrapati Shivaji, Diamond Books (P) Ltd., New Delhi



**ALAGAPPA UNIVERSITY, KARAIKUDI**  
**NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2017-18)**

**B.A. ECONOMICS - PROGRAMME STRUCTURE**

Sem.	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
I	I	711T	<b>Tamil / other languages – I</b>	3	6	25	75	100
	II	712E	<b>English – I</b>	3	6	25	75	100
	III	7BAE1C1	<b>Core – I – Micro Economics – I</b>	4	6	25	75	100
		7BAE1C2	<b>Core– II– Business Statistics – I</b>	4	6	25	75	100
			<b>Allied – I</b>	5	5	25	75	100
IV	7NME1A / 7NME1B / 7NME1C	<b>(1) Non-Major Elective – I –</b> <b>(A)தமிழ்மொழியின் அடிப்படைகள்/ (B)இக்கால இலக்கியம் / (C) Communicative English</b>	2	1	25	75	100	
			<b>Total</b>	<b>21</b>	<b>30</b>	--	--	<b>600</b>
II	I	721T	<b>Tamil/other languages – II</b>	3	6	25	75	100
	II	722E	<b>English – II</b>	3	6	25	75	100
	III	7BAE2C1	<b>Core–III– Micro Economics – II</b>	4	6	25	75	100
		7BAE2C2	<b>Core–IV–Business Statistics – II</b>	4	5	25	75	100
			<b>Allied – II</b>	5	5	25	75	100
IV	7BES2	<b>(3) Environmental Studies</b>	2	2	25	75	100	
			<b>Total</b>	<b>21</b>	<b>30</b>	--	--	<b>600</b>
III	I	731T	<b>Tamil/other languages – III</b>	3	6	25	75	100
	II	732E	<b>English – III</b>	3	6	25	75	100
	III	7BAE3C1	<b>Core–V–Business Mathematics– I</b>	4	5	25	75	100
		7BAE3C2	<b>Core – VI – Economic Thinkers</b>	4	5	25	75	100
			<b>Allied – III</b>	5	5	25	75	100
	IV	7NME3A / 7NME3B / 7NME3C	<b>(1) Non-major Elective – II –</b> <b>(A)இலக்கியமும் மொழிப் பயன்பாடும்/ (B) பழந்தமிழ் இலக்கியங்களும் இலக்கியவரலாறும் / (C) Employability Skills</b>	2	1	25	75	100
		7SBS3A1/ 7SBS3A2/ 7SBS3A3	<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
V	7BEA3	<b>Extension activities</b>	1	-	--	--	100	
			<b>Total</b>	<b>24</b>	<b>30</b>	--	--	<b>800</b>
IV	I	741T	<b>Tamil/other languages – IV</b>	3	6	25	75	100
	II	742E	<b>English – IV</b>	3	6	25	75	100
	III	7BAE4C1	<b>Core–VII–Business Mathematics–II</b>	4	4	25	75	100
		7BAE4C2	<b>Core–VIII–Agricultural Economics</b>	4	5	25	75	100
			<b>Allied – IV</b>	5	5	25	75	100
	IV	7SBS4B1/ 7SBS4B2/ 7SBS4B3	<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
	7BVE4/ 7BMY4/ 7BWS4	<b>(4) Value Education/ Manavalakalai Yoga/ Women’s Studies</b>	2	2	25	75	100	
			<b>Total</b>	<b>23</b>	<b>30</b>	--	--	<b>700</b>
V	III	7BAE5C1	<b>Core– IX – Money and Banking</b>	4	6	25	75	100
		7BAE5C2	<b>Core – X – Macro Economics</b>	4	5	25	75	100
		7BAE5C3	<b>Core – XI – Fiscal Economics</b>	4	5	25	75	100
		7BAEE1A/ 7BAEE1B	<b>Elective–I–A)Tamilnadu Economy (or) B)Human Resource Development</b>	5	5	25	75	100

		7BAEE2A/ 7BAEE2B	<b>Elective-II-A)</b> Fundamentals of Computer(or) <b>B)</b> Fundamentals of Econometrics	5	5	25	75	100
	IV	7SBS5A4/ 7SBS5A5/ 7SBS5A6/ 7SBS5A7	<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
			<b>Total</b>	<b>26</b>	<b>30</b>	--	--	<b>700</b>
VI	III	7BAE6C1	<b>Core – XII –</b> Indian Economy	4	6	25	75	100
		7BAE6C2	<b>Core-XIII–</b> International Economics	4	5	25	75	100
		7BAE6C3	<b>Core-XIV–</b> Environmental Economics	4	5	25	75	100
		7BAE6C4	<b>Core-XV–</b> Principles of Management	4	5	25	75	100
		7BAEE3A/ 7BAEE3B	<b>Elective-III–A)</b> Principles of Marketing (or) <b>B)</b> Gender Economics	5	5	25	75	100
	IV	7SBS6B4/ 7SBS6B5/ 7SBS6B6/ 7SBS6B7	<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
			<b>Total</b>	<b>25</b>	<b>30</b>	--	--	<b>700</b>
			<b>Grand Total</b>	<b>140</b>	<b>180</b>	--	--	<b>4100</b>

PART-I-TAMIL  
முதலாம் ஆண்டு - முதல் பருவம்  
பாடக்குறியீட்டு எண்:711T

பொதுத்தமிழ் தாள் - 1 - தற்காலக் கவிதையும் உரைநடையும்

அலகு 1

அ. மரபுக் கவிதை

- |                     |   |   |
|---------------------|---|---|
| 21. பாரதி           | - | நிலாவும் வான்மீனும் காற்றும் (முழுமையும்) |
| 22. பாரதிதாசன்      | - | தோழனே! உன்னிடம் சொல்வேன்!                 |
| 23. நாமக்கல் கவிஞர் | - | உலகம் வாழ்க!                              |
| 24. ஜீவானந்தம்      | - | கோடிக்கால் பூதமடா                         |
| 25. முடியரசன்       | - | தலைமை வகிப்போம் (பாடுங்குயில், ப.8)       |
| 26. கண்ணதாசன்       | - | புதியதோர் உலகு செய்வோம் (ஏழாவது தொகுதி)   |

ஆ. புதுக்கவிதை

- |                            |   |   |
|----------------------------|---|---|
| 27. மு.மேத்தா              | - | தேசப்பிதாவிற்கு ஒரு தெருப் பாடகனின் அஞ்சலி<br>(கண்ணீர் பூக்கள்) |
| 28. கவிக்கோ அப்துல்ரகுமான் | - | மானுடத்தின் மகுடாபிகேம் (பால்வீதி)                              |
| 29. மீரா                   | - | காதல் என்ன கத்திரிக்காயா? (ஊசிகள்)                              |
| 30. வைரமுத்து              | - | மரங்களைப் பாடுவேன் (இந்தப் பூக்கள்<br>விற்பனைக்கு அல்ல)         |

அலகு 2

1. எண்ணங்கள் - எம்.எஸ்.உதயமூர்த்தி.

அலகு 3

**இலக்கணம்**

எழுத்திலக்கணம், எண், பெயர், முறை, பிறப்பு, வடிவம், மாத்திரை, மொழி முதல் எழுத்துக்கள், மொழி இறுதி எழுத்துக்கள், இடைநிலை மெயம்மயக்கம், மொழி, பகுபத உறுப்பு, வடமொழி எழுத்து, (ஆ, சிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள், பக்கம் 26 முதல் 69 வரை, கபிலன் பதிப்பகம், புதுச்சேரி)

அலகு 4

**இலக்கிய வரலாறு**

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

அலகு 5

**படைப்பாற்றல்**

பொதுக்கட்டுரை படைத்தல்.



**PART - II – ENGLISH  
I YEAR – I SEMESTER  
COURSE CODE: 712E**

**COURSE – I - ENGLISH FOR ENRICHMENT – I**

**Texts Prescribed**

5. Gate Way to English – *An Anthology of Prose and Poetry* Ed. By the Board of Editors, Harrows Publications, Chennai.
6. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I**

**Prose**

1. Education for New India – C.Rajagopalachari.
2. All about a Dog – A.G.Gardiner
3. I have a Dream – Martin Lutherking

**Unit II**

**Prose**

1. How I Became a Public Speaker – G.B. Shaw
2. With the Photographer – Stephen Leacock
3. Early Influences: Dr. APJ. Abdul Kalam

**Unit III**

**Poetry**

1. Gitanjali (Songs : 1-2) Rabindranath Tagore
2. Shall I Compare thee to a Summer's Day(Sonnet 18)–William Shakespeare
3. On his Blindness – John Milton.

**Unit IV**

**Grammar**

Noun, Pronoun, Verb, Adverb

**Unit V Composition**

Informal Letter, Comprehension, Dialogue Writing, Hints Developing

**Allocation of Working Hours per week**

Prose	-	2 hours
Poetry	-	2 hours
Grammar &	-	2 hours
Composition	-----	
<b>Total -</b>	<b>6 hours</b>	



## **B.A. ECONOMICS**

### **I YEAR – I SEMESTER COURSE CODE: 7BAE1C1**

#### **CORE COURSE I – MICRO ECONOMICS – I**

##### **Unit I**

Evolution and definition of Economics, Nature & Scope of Economics, Methods of Economics Analysis

##### **Unit II**

Basic Concepts: Utility Demand, Supply, Commodity and their types, Value and Price, Market, Demand Supply equilibrium

##### **Unit III**

Utility: Cardinal (Marshall) and Ordinal Utility Approaches to Demand-Indifference Curve-Consumer equilibrium (Hicks) Price, Income and Substitution effects-Derivation of Demand Curve

##### **Unit IV**

Elasticity of Demand, Price, Income and Cross elasticity, Consumer Surplus and its measurement

##### **Unit V**

Production: Factors of Production and their Characteristics; Laws of Production – Returns to scale, Law of Variable Proportion, Isoquants –Producer's equilibrium

##### **Books for Reference:**

19. Sankaran, S. (2000), Micro Economics, Margham Publications, Chennai.
20. Dutt & Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.
21. Agarwal & Verma, M.M. (1987), Micro Economics Forwarded
22. Book depot, New Delhi.
23. Cauvery, R., Sudhanayak, U.K. Girija, M., Kruparani N., and Meenakshi, R.
24. (1998), Micro Economic Theory, S. Chand & Co. Ltd, New Delhi
25. Loganathan. V-Principles of Economics, Economic Analysis, S. Chand & Co, New Delhi, 2003.
26. Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007.
27. 7. A. Koutsoyiannis, (1979), Modern Micro Economics, Palgrave McMillan.



**I YEAR – I SEMESTER  
COURSE CODE: 7BAE1C2**

**CORE COURSE II – BUSINESS STATISTICS – I**

**Unit I Introduction to statistics and collection of data**

Definition – meaning – Function – limitation of statistics-Primary data – methods of collection – secondary data – sources of secondary data – Sampling design – census and sampling methods – types of sampling

**Unit II Classification of Data**

Classification – meaning and types – Tabulation – meaning – object – differences between classification and tabulation – parts of table – general rules for tabulation – Diagrammatic and graphic representation – diagrams – importance – types – rules – Graphs – rules and types

**Unit III Measures of Central Tendency**

Objectives – features of good average – mean – median – mode – harmonic mean – geometric mean – merits and demerits

**Unit IV Measures of Dispersion**

Dispersion – meaning – importance – range – quartile deviation – mean deviation – standard deviation and coefficient of variation

**Unit V Skewnes, Kurtosis, Moments**

Introduction, meaning, skewness, and its measures –Karl Pearson’s coefficient of skewness, Bowley’s coefficient Moments, Meaning, Kutosis-Meaning

**Books for Reference:**

25. Pillai, R.S.N. and Bhagavathi V.S., Statistics S. Chand & Company Ltd., New Delhi.
26. Gupta S.P., Statistical Methods, Sultan Chand, New Delhi.
27. S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi. 2. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
28. M. Satayanarayana, Lalitha Raman- Management opertions Research.
29. V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons, Delhi.
30. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi
31. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi
32. Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London
33. Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.
34. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi.
35. Nagar. A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi.
36. Salvatore, Dominick (1982), Statistics and Econometrics, McGraw Hill, New Delhi



## **PROFESSIONAL ENGLISH FOR ARTS & SOCIAL SCIENCES**

### **UNIT 1: COMMUNICATION**

- Listening: Listening to audio text and answering questions- Listening to Instructions
- Speaking: Pair work and small group work.
- Reading: Comprehension passages –Differentiate between facts and opinion
- Writing: Developing a story with pictures.
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 2: DESCRIPTION**

- Listening: Listening to process description.-Drawing a flow chart.
- Speaking: Role play (formal context)
- Reading: Skimming/Scanning
- Reading passages on products, equipment and gadgets.
- Writing: Process Description –Compare and Contrast
- Paragraph-Sentence Definition and Extended definition-
- Free Writing.
- Vocabulary: Register specific -Incorporated into the LSRW tasks.

### **UNIT 3: NEGOTIATION STRATEGIES**

- Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)
- Speaking: Brainstorming. (Mind mapping).
- Small group discussions (Subject- Specific)
- Reading: Longer Reading text.
- Writing: Essay Writing (250 words)
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 4: PRESENTATION SKILLS**

- Listening: Listening to lectures.
- Speaking: Short talks.
- Reading: Reading Comprehension passages
- Writing: Writing Recommendations
- Interpreting Visuals inputs
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 5: CRITICAL THINKING SKILLS**

- Listening: Listening comprehension- Listening for information.
- Speaking: Making presentations (with PPT- practice).
- Reading : Comprehension passages –Note making.
- Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)
- Writing: Problem and Solution essay– Creative writing –Summary writing
- Vocabulary: Register specific - Incorporated into the LSRW tasks



**B.A. ECONOMICS**

**I YEAR – I SEMESTER  
COURSE CODE: 7BAEA1**

**ALLIED COURSE I – INDUSTRIAL ECONOMICS**

**Unit I**

Industry and economic development industry and sectoral linkages-industrial Classification and data information

**Unit II**

Public, private joint and co-operative sectors - private corporate sector- Role of MNCs

**Unit III**

Industrial productivity - concept - measurement - productivity in Indian industries - industrial sickness - under utilisation of capacity - factors accounting for it and its consequences.

**Unit IV**

Globalization and Indian industry privatization and issues relating to disinvestment policy

**Unit V**

Industrial development in India - industrial policy - role of the state - new industrial policy and economic reforms industrial growth and pattern.

**Books for Reference:**

11. Barthwal, R.R. "Industrial Economics as Introductory" Text Book, Wiley Eastern Ltd., New Delhi, 2000.
12. Sivayya, K.V. and Das, V.B.M. "Indian Industrial Economy" S. Chand & Co., New Delhi, 2004.
13. Devine, P.J. "An Introduction to Industrial Economics" George Allen and Unwin, London, 1978. Sadhu, A.N., and Singh, A. "Industrial Economics" Himalaya Publishing House, Mumbai, 1998.
14. Dutt and Sundaram, K.P.M. "Indian Economy" S. Chand & Co., New Delhi (2007).
15. Dhingra, I.C., "Indian Industrial Economy" Sultan Chand & Co., New Delhi (1972).



**PART IV (I) – (C)**

**NON – MAJOR ELECTIVE – COURSE – I**

**I YEAR – I SEMESTER**

**COURSE CODE: 7NME1C**

**COURSE 1 – COMMUNICATIVE ENGLISH**

**15 hours per Semester – 1 hour per Week**

**Objective**

To enable each learner at the college level to communicate effectively in English both in the spoken and in the written mode

**Theory**

Practice oriented course. Hence, 75:25 scheme of marking has to be followed. 75 marks for external assessment. 25 marks for internal marks assessment. Internal assessment will be carried out by the teacher who teaches the course while the external evaluation will be done by a group of 2 or 3 teachers who teach the course from the same college or from the nearby colleges.

**Unit I           BASICS OF ENGLISH**

Sentence- Clause-Phrase-Word-Morpheme. Introduction to sounds of English-stress-intonations

**Unit II           INTRODUCTION TO LSRW SKILLS**

Listening –Reading-Speaking-Writing skills

**Unit III          SPOKEN COMMUNICATION**

Participating in Conversation

Preparation of Speech for shorter or longer duration

**Unit IV          WRITTEN COMMUNICATION-I**

Note-Making-Summarizing-Paraphrasing-letter writing

**Unit V          WRITTEN COMMUNICATION-II**

Introduction to preparing curriculum vitae-Creating and verifying personal and official e-mail-Preparing notice circulars, memos and agenda for a meeting-Report writing-Common errors in English Translation.

### **ACTIVITIES**

19. Arrange the conversation between the students.
20. Preparing the speeches (for example, introducing a speaker or proposing a vote of thanks at the college function, explaining an experiment & etc.,)
21. Passage for note making
22. Passage for summarizing
23. Writing a paragraph on any topic (Statements and proverbs can be given)
24. Writing a C.V.
25. Writing a memo/notice/agenda/email/report
26. Ten sentences from Tamil to English & English to Tamil
27. Ten Sentences from error correction.

### **RECOMMENDED BOOKS**

9. "Success with Spoken English II" Dr. Saraswathi and Dr. Noorjahan kother adham (2000), Common Wealth University books, Chennai.
10. "Teaching Spoken English and Communication Skills" Rev. Dr. Francis Soundararaj (1995), T.R. Publication, Chennai.
11. "Developing Communication Skills," Krishna Mohan and Meera Benerji (2002) Macmillan India Limited.
12. 3 volumes – vowels  
– Consonants  
– Rhythm and Intonation prepared by Ciefc and published by Oxford University Press, Chennai.



முதலாம் ஆண்டு - இரண்டாம் பருவம்

பாடக்குறியீட்டு எண்: 721T

பொதுத்தமிழ் தாள் -2 இடைக்கால இலக்கியமும் சிறுகதையும்

அலகு 1

அ. திருஞானசம்பந்தர்

1. திருவாடாணை - “மாதோர் கூறு” எனத் தொடங்கும் பாடல்.
2. திருப்புனவாசல் - “மின்னியல் செஞ்சடை” எனத் தொடங்கும் பாடல்.
3. திருக்கொடுங்குன்றம் - “வானிற் பொலிவெய்தும்” எனத் தொடங்கும் பாடல்.

ஆ. திருநாவுக்கரசர்

1. திருப்புத்தூர் - “மின்காட்டும்” எனத் தொடங்கும் பாடல்.
2. திருஇராமேச்சுரம் - “பாசமும்” எனத் தொடங்கும் முதல் பாடல்.
3. திருப்புவணம் - “வடியேறு” எனத் தொடங்கும் பாடல்.

இ. சுந்தரர்

3. திருக்கானப்பேர் - “தொண்டர் அடித் தொழிலும்” எனத் தொடங்கும் பாடல்.
2. திருச்சுழியல் - “ஊனாய் உயிர் உகலாய்” எனத் தொடங்கும் பாடல்.

ஈ. மாணிக்கவாசகர் - திருவாசகம்

1. திருப்பெருந்துறை - இன்பம் பெருக்கி எனத் தொடங்கும் பாடல்.(திருவெண்பா.11)
2. திரு உத்தரகோசமங்கை - நீத்தல் விண்ணப்பம், இருதலைக்கொள்ளி என்று தொடங்கும் பாடல்.

உ. திருமுலர் - திருமந்திரம்

1. அன்பும் சிவமும் எனத் தொடங்கும் பாடல்.
2. எட்டிப் பழுத்த எனத் தொடங்கும் பாடல்.
3. படமாடக் கோயில் எனத் தொடங்கும் பாடல்.

ஊ. திருமங்கை ஆழ்வார்

திருப்புல்லாணி - ஒன்பதாம் பத்து நாலாம் திருமொழி “காவார் மடல் பெண்ணை” எனத் தொடங்கும் ஒன்றாம் பாடல் முதல் “வில்லாள் இலங்கை” எனத் தொடங்கும் ஐந்தாம் பாடல் வரை (மொத்தம் ஐந்து பாடல்கள்)

எ. சிற்றிலக்கியம்

9. அபிராமி அந்தாதி - உதிக்கின்ற செங்கதிர் எனத் தொடங்கும் முதற்பாடல் தொடங்கி

அதனைத் தொடர்ந்து வரும் 9 பாடல்கள் (ஆக மொத்தம் 10 பாடல்கள்).

10. தமிழ்விடு தூது - 17 ஆம் கண்ணி முதல் 27 ஆம் கண்ணி வரை.

11. திருக்குற்றாலக்குறவஞ்சி, வசந்தவள்ளி பந்தடித்தல்.

12. பாடுவார் முத்தப்பர், செயங்கொண்டார் சதகம் முதல் இரு பாடல்கள்.

அலகு 2 - சிறுகதை

சிறுகதைகள் 10 ஆசிரியர் குழு, அறிவுப் பதிப்பகம்.

அலகு 3 - இலக்கணம்

சொல்லிலக்கணம்

சொல்வகை, பெயர்ச்சொல், வினைச்சொல், இடைச்சொல், உரிச்சொல், இலக்கணம், வேற்றுமை, மயக்கம், ஆகுபெயர், (ஆ.சிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள் - கபிலன் பதிப்பகம், புதுச்சேரி).

அலகு 4 - இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு. அலகு 5 - படைப்பாற்றல் சிறுகதை படைத்தல். ❀❀❀❀❀❀❀❀❀

I YEAR – II SEMESTER

**COURSE CODE: 722E**  
**COURSE - II – ENGLISH FOR ENRICHMENT – II**

**Texts Prescribed**

5. Gate Way to English – *An Anthology of Prose and Poetry* Ed. by the Board of Editors, Harrows Publications, Chennai.
6. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I Prose**

1. My Greatest Olympic Prize – Jesse Owens
2. Voluntary Poverty – Mahatma Gandhi
3. Helen Kellar – Ishbel Ross

**Unit II Prose**

1. Coffee Worries – R.K. Narayan
2. A Night Among the Pines – R.L. Stevenson
3. Spoon Feeding – W.R.Inge

**Unit III Poetry**

1. Daffodils - Wordsworth
2. Mending Wall – Robert Frost
3. A River – A.K.Ramanujan

**Unit IV Grammar**

Adjective, Preposition, Conjunction and Interjection.

**Unit V Composition**

Formal Letters, Resume Writing, Precise Writing and General Essays.

**Allocation of Working Hours per week**

Prose	-	3 hours
Poetry	-	1 hour
Grammar &	-	2 hours
Composition	-----	

**Total - 6 hours**

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**I YEAR – II SEMESTER  
COURSE CODE: 7BAE2C1**

**CORE COURSE III – MICRO ECONOMICS – II**

**Unit I**

Economies of Scale, Different Concepts of Costs – Explicit & Implicit, Accounting, Opportunity, Total – fixed and Variable Costs, Marginal & Average Costs & its Relationship. Concept of Revenue – Total, Marginal & Average Revenue and Break – Even Point

**Unit II**

Market – Concept and Classification, Perfect Competition – Characteristics, Price and Output Determination for Firm and Industry, Market Equilibrium.

**Unit III**

Monopoly-Characteristics and Price - Output Determination, Price Discrimination- Monopolistic Competition - Characteristics - Price - Output Determination.

**Unit IV**

Factor Pricing - Theory of Marginal Productivity of Distribution- Concept of Adding up Theorem- Theories of Wages and Rent

**Unit V**

Interest- Concept- Classical and Keynesian Theories of Interest- Profit- Net and Gross theories of Profit.

**Books for Reference:**

13. Dr. S. Sankaran , Micro Economics, Margham Publications, Chennai, 2000.
14. H.L.Ahuja Principles of Micro Economics, A New Look at Economic Theory, S Chand Company Ltd., New Delhi (1996)
15. Misra and Puri , Advanced Micro Economics ,Himalaya Publishing House, Mumbai, 1996. M.L. Jhingan Micro Economic Theory, Vrinda Publications Ltd., New Delhi, 2002.
16. V. Lokanathan, Principles of Economics, Economic Analysis S. Chand & Co., New Delhi 2003.
17. M.L.Seth,(2001), Principles of Economics, Lakshmi Narain Agarwal , Agra.
18. Dutt & Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.



**I YEAR – II SEMESTER  
COURSE CODE: 7BAE2C2**

**CORE COURSE IV – BUSINESS STATISTICS – II**

**Unit I**

Meaning – importance – types – methods – scatter diagram – karlpearson’s coefficient – rank correlation – Concurrent Deviation - Regression - Regression equation- Least square method –Definition

**Unit II**

Meaning–Probability—FundamentalPrinciples-Permutationand Combination-Theories of Probability (Simple problems only)

**Unit III**

**Time-Series analysis**

Definition – components – importance – measurement of trend and seasonal variation

**Unit IV**

**Index Number**

Definition – uses – problems in construction – methods – weighted and unweighted – methods of weighted index number calculation – test for ideal index numbers.

**Unit V**

**Growth of Indian statistics**

Statistical Organization of India - CSO- Divisions-Functions -Publications, Population Statistics –Sources-methods -Features of 2011 census-Vital Statistics-meaning-uses-sources- measurements of fertility and mortality (only concepts)

**Books for Reference:**

21. Pillai R.S.N. and Bhagavathi V.S. Statistics S.Chand & company Ltd. New Delhi.
22. Gupta S.P. Statistical Methods, Sulthan chand, New Delhi. 1991.
23. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.
24. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi
25. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi.
26. Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London.
27. Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.
28. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi
29. Nagar, A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi
30. Salvatore, Dominick (1982), Statistics and Economics, McGraw Hill, New Delhi.



## Second Semester

### Professional English Course for Arts and Social Science

#### Unit 1- Communicative Competence

- Listening – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)
- Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)
- Reading: Two subject-based reading texts followed by comprehension activities/exercises
- Writing: Summary writing based on the reading passages.
- Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

#### Unit 2 - Persuasive Communication

- Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication
- Speaking: debates – Just-A Minute Activities
- Reading: reading texts on advertisements ( on products relevant to the subject areas) and answering inferential questions
- Writing: dialogue writing- writing an argumentative /persuasive essay.

#### Unit 3- Digital Competence

- Listening to interviews (subject related)
- Speaking: Interviews with subject specialists (using video conferencing skills)
- Creating Vlogs (How to become a vlogger and use vlogging to nurture interests –subject related)
- Reading: Selected sample of Web Page (subject area)
- Writing: Creating Web Pages
- Reading Comprehension: Essay on Digital Competence for Academic and Professional Life. The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

#### Unit 4 - Creativity and Imagination

- Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other)
- MOOC videos on Indian academic sites – E.g.  
<https://www.youtube.com/watch?v=tpvicScuDy0>
- Speaking: Making oral presentations through short films – subject based
- Reading: Essay on Creativity and Imagination (subject based)
- Writing – Basic Script Writing for short films (subject based)
  - Creating webpages, blogs, flyers and brochures (subject based)



- Poster making – writing slogans/captions (subject based)

### **Unit 5- Workplace Communication& Basics of Academic Writing**

- **Speaking: Short academic presentation using PowerPoint**
- **Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.**
- **Writing an introduction, paraphrasing Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)**
- **Capitalization (use of upper case)**

**I YEAR-II SEMESTER  
COURSE CODE: 7BAEA2**

**ALLIED COURSE II – INDIAN ECONOMIC ISSUES**

**Unit I**

Characteristics of Indian Economy as a Developing Economy – Demographic Trends In The Post-Independence Period – Birth Rate, Death Rate, Age Composition, Sex Ratio, Density, Life Expectancy, Literacy, Urbanization - Workforce Participation Rate – Unemployment – Kinds – Government’s Policy Measures To Remove Unemployment

**Unit II**

Place of Agriculture in Indian Economy – Causes for Low Productivity – Sources of Rural Credit – Present System of Indian Agricultural Marketing – New Agricultural Strategy - Green Revolution – Problems Agricultural Price Policy – Indian Agriculture and WTO – Recent Initiatives In Indian Agriculture.

**Unit III**

Role of Industrialization – Industrial Policy - Importance of Small Scale Industries – Recent Policy Initiatives for Promoting Small Scale Industries – Industrial Sickness In India – Causes, Consequences and Remedial Measures – Changing- National Wage Policy – Social Security Measures In India – Impact of WTO on Indian Industry.

**Unit IV**

India’s Foreign Trade-Growth and Structure–India’s Foreign Trade Policy-Main Features-Phases-Export–Import Policy-Foreign Capital-Types-Government’s Policy towards Foreign Capital - WTO and India’s Foreign Trade.

**Unit V**

Inflationary Trends In India – Causes–Control- External Value of Rupee and Foreign Exchange Reserves -Demonetisation – Reasons for the Growth of MNC’s – Impact of MNC’s on Indian Economy.

**Books for Reference:**

13. Ruddar Dutt and K.P.M Sundaram , Indian Economy, S.Chand & Company Ltd., New Delhi, 2004
14. S.K Misra & V.K. Puri, Indian Economy, Its Development Experience, Himalaya Publishing House, Mumbai, 2004
15. Ishwar D.Dhingra , Indian Economy, S.Chand & Co., Dr.S.Sankaran , Indian Economy, Margham Publications, Chennai,
16. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education Inc., 8th Edition, 2007.
17. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition, 2007.
18. Joseph E. Stiglitz and Carl E. Walsh, Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th Edition, 2007.



## **PART-IV (3)**

**COURSE CODE: 7BES2**

**I YEAR – II SEMESTER**

### **COURSE – ENVIRONMENTAL STUDIES**

#### **Unit I        The Multidisciplinary Nature of Environmental Studies**

Definition, Scope and importance

Need for public awareness

#### **Unit II        Natural Resources**

Renewable and non-renewable resources

- m.        Forest Resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effect on forests and tribal people
- n.        Water Resources: Use and over-Utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- o.        Mineral resources: Use and exploitation, experimental effects of extracting and using mineral resources, case studies.
- p.        Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- q.        Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources, Case studies.
- r. Land resources: Land as a resource, land degradation, man induced landslides, soil-erosion and desertification
  - Role of individual in conservation of natural resources
  - Equitable use of resources for sustainable lifestyle

#### **Unit III        Ecosystems, Bio-diversity and its conservation**

**Ecosystems**

- Concept of an Ecosystem
- Structure and function of an Ecosystem
- Energy Flow in the Ecosystem
- Food Chains, Food Webs and Ecological Pyramids

### **Biodiversity and its conservation**

- Introduction- Definition: Genetic, Species and Ecosystem Diversity
- Bio-Geographical Classification of India
- Value of Biodiversity: Consumptive Use, Productive Use, Social Ethical, Aesthetic and Option Values.
- Biodiversity at Global, National and Local Levels
- India as a Mega-Diversity Nation
- Hot Spots of Biodiversity
- Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts
- Endangered and Endemic Species of India
- Conservation of Biodiversity in-Situ and Ex-Situ Conservation of Biodiversity

### **Unit IV Environmental Pollution**

- Causes, Effects and Control measures of:-
  - o. Air Pollution
  - p. Water pollution
  - q. Soil pollution
  - r. Marine pollution
  - s. Noise pollution
  - t. Thermal pollution
  - u. Nuclear hazards

### **Unit V Field Work**

- Visit to a local area to document environmental assets–river/ forest/ grassland/ hill/ mountain
- Visit to a local polluted site- Urban/Rural/Industrial/Agricultural
- Study of common Plants, insects, birds
- Study of simple ecosystem-pond, River, Hill slopes, etc

### **Books for Reference:**

37. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ.Ltd., Bikaner
38. Bharucha Erach The Biodiversity of India, Mapin Publishing Pvt. Ltd, Ahamedabad-380013, India, Email: mapin@cent.net®

39. Burner R.C. 1989, Hazardous Waste Incineration McGraw Hill Inc. 480p
40. Clark R.S. Marine Pollution, Clarendon Press Oxford (TB)
41. Cunningham, W.P. Cooper, T.H. Gorhani, E& Hepworth, M.T 2001  
Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p.
42. De. A.K. Environmental Chemistry, Wiley Eastern Ltd.
43. Down to Earth, Centre for Science and Environment®
44. Gleick H.P. 1993, Water in crisis, Pacific Institute for studies in Dev,  
Environment & Security, Stockholm Env. Institute, Oxford Univ. Press, 473p
45. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural  
History Society, Bombay (R)
46. Heywood, V.H & Watson, R.T. 1995, global biodiversity Assessment,  
Cambridge Univ. Press, 1140p
47. Jadhav, H&Bhosale V.M. 1995, Environmental Protection and Laws,  
Himalaya Pub; House, Delhi 284p
48. McKinney, M.L & Schoch, R.M. 1996 Environmental Science systems &  
Solutions, web enhanced edition 639p
49. Mhaskar A.K. Matter Hazardous, techno-Science Publications (TB)
50. Miller T.G. Jr. Environmental Science wadsworth Publishing Co (TB)
51. Odum, E.P. 1971 fundamental of Ecology, W.B. Saunders Co. USA 584p
52. Rao M.N & Datta, A.K., 1987, Techno-Science, Waste water Treatment.  
Oxford & IBH publ, Co. Pvt. Ltd., 345p
53. Sharma B.K. 2001, environmental chemistry Goel publ, House, Meerut
54. Survey of the Environment the Hindu (M)
55. Townsend C, Harper J, and Michael Degon, Essential of ecology, Blakewell  
Science (TB)
56. Trivedi R.K., Hand book of Environmental laws, Rules, Guidelines,  
compliances and Standards, Vol I and II, Enviro Meida ®
57. Trivedi R.K. & P.K. Goel Introduction to Air pollution, Techno-Science  
Publications (TB)
58. Wanger K.D, 1998 Environmental Management W.B. Environmental  
Management. W.B. Saunders Co. Philadelphia, USA. 499p

இரண்டாம் ஆண்டு - மூன்றாம் பருவம் -

பாடக்குறியீட்டு எண்: 731T

பொதுத் தமிழ் தாள் - 3 - காப்பியமும் புதினமும்

அலகு 1

13. சிலப்பதிகாரம் - மங்கல வாழ்த்துப்பாடல்.
14. மணிமேகலை - பாத்திர மரபு கூறிய காதை.
15. கம்பராமாயணம் - சேது பந்தனப்படலம்.
16. பெரியபுராணம் - கோச்செங்கட்சோழ நாயனார் புராணம்.
17. தேம்பாவணி - கோலியாத் படலம்.
18. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்

அலகு 2 - புதினம்

வேரில் பழுத்தபலா - சு.சமுத்திரம்.

அலகு 3 - இலக்கணம்

யாப்பும் அணியும்

செய்யுள் உறுப்புகள், எழுத்து, அசை, சீர், தளை, அடி, தொடை ஆகியன பற்றிய விளக்கம். பாவகை, வெண்பா, ஆசிரியப்பா ஆகியவற்றின் பொது இலக்கணங்கள்.

அணி, வகைகள், உவமை, உருவகம், வேற்றுமை, பின்வருநிலை, சிலேடை அணிகள்.

அலகு 4 - இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

அலகு 5 - படைப்பாற்றல்

மரபுக் கவிதை - புதுக்கவிதை படைத்தல்.



**II YEAR – III SEMESTER**  
**COURSE CODE: 732E**  
**COURSE – III - ENGLISH FOR ENRICHMENT – III**

**Texts Prescribed**

1. *Six Short Stories*, Ed. by the Board of Editors, Harrows Publications, Chennai.
2. *One Act Plays*, Ed. by the Board of Editors, Harrows Publications, Chennai.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.
4. *English for Communication*, Ed. by the Board of Editors, Harrows Publications, Chennai.

**Unit I            Short Stories**

1. Two Old Men – Leo Tolstoy
2. The Diamond Necklace – Guy de Maupassant
3. The Verger – Somerset Maugham
4. The Postmaster – Rabindranath Tagore.

**Unit II            One Act Plays**

1. Riders to the Sea – J.M.Synge
2. The Rising of the Moon – Lady Gregory

**Unit III           One Act Plays**

1. A Kind of Justice – Margaret Wood
2. The Refugee – Asif Currimbhoy

**Unit IV           Grammar**

Tenses, Voices, Degrees of Comparison

**Unit V            Composition**

Agenda, Minutes, Notice, Descriptive Writing

**Allocation of Working Hours per week**

Short Stories	- 2 hours
One Act Plays	- 2 hours
Grammar &	- 2 hours
Composition	-----
<b>Total</b>	<b>- 6 hours</b>



**II YEAR – III SEMESTER  
COURSE CODE: 7BAE3C1**

**CORE COURSE V – BUSINESS MATHEMATICS – I**

**Unit I**

**Logarithms**-Definition – laws of operation – logarithmic tables – operation with logarithmic

**Unit II**

**Basic Algebra**-Theory of indices – algebraic expression – basic identities – factorization – solution to linear and quadratic equation

**Unit III**

**Set Theory**-Definition – equality of sets and subsets – universal set – operation of set union – intersection– complement – differences – laws of set operation – cartesian product

**Unit IV**

**Functions**-Meaning – types – linear, quadratic, Cubic, logarithmic and exponential functions – linear function – equation of a straight line – slope intercept form – slope & one point form – two points form – x, y intercept.

**Unit V**

**Matrix Algebra**-Definition – types – addition – subtraction – multiplication, transpose determinant of a square matrix – co-factor and minor – inverse of a matrix using ad joint matrix solution of a system of a linear equation – Cramer’s rule.

**Books for Reference:**

13. Allen, R.G.D., Mathematical Analysis for Economists, Macmillan, New York.
14. Mehta and Madnani, Mathematics for Economists, Sultan Chand & Sons, New Delhi - 2000.
15. Chiang, Fundamentals of Mathematical Economics, Macmillan, New York.
16. Srinath Baruah, Basic Mathematics and its application in Economics - Macmilan India Ltd., Chennai.
17. Sancheti D.C. and V.K.Kapoor, Business Mathematics Sulthan chand New Delhi.
18. Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthan chand New Delhi.

**Note: Question should be asked 50% in theory and 50% in problems.**





**II YEAR – III SEMESTER  
COURSE CODE: 7BAE3C2**

**CORE COURSE VI –ECONOMIC THINKERS**

**Unit I**

Nature and Importance of Economic Thought- Mercantilism: Views on Trade, Money and Prices. Marxian Economics: Dialectical Materialism, Theory of Value, Theory of Capital Accumulation, Theories of Crisis

**Unit II**

Physiocracy: Natural Order; Net product and Circulation of Wealth- Classical Political Economy- Adam Smith: Theories of Value and Distribution. Jevon's Theory of Value, Bohm-Bawerk's Theory of Capital

**Unit III**

Ricardian Economics: Value Analysis, Theories of Trade and Distribution Walras's Theory of General Equilibrium. A General Overview of Marshall's Contribution.

**Unit IV**

J S Mill: Theory of Value, Views On Production and Distribution. Classical Stationary State with special reference to Mill's views

**Unit V**

Neo-classical economics- Features - J.M Keynes and his contribution; Welfare Economics: Arrow and Social choice Theory; Rational Expectation Models and the New Classical Macro Economics.

**Books for Reference:**

13. Louise Haney - History of economic Thought – Surjith publication New Delhi
14. Eric Roll – History of Economic thought – Faber Lendon
15. Mar Blaug – Economics Theory in retrospect
16. AK Das Guptha – Indian Economic Thought
17. Scrapanti E and S Zamagiri (2005) an Outline of the Economic thought (OUP New Delhi)
18. Hajela TN - History of Economic Thought – Ane's Student Edition



**II YEAR - III SEMESTER  
COURSE CODE: 7BAEA3**

**ALLIED COURSE III – HISTORY OF ECONOMIC THOUGHT**

**Unit I**

Nature and Significance of the History of Economic Thought - Mercantilism and Physiocracy- Their Views on Development

**Unit II**

Classical School - Adamsmith - Malthus - David Ricardo - J.B.Say - J.S.Mill-Mahathma Gandhi-Jawaharlal Nehru- Dr.B.R Ambedkar

**Unit III**

Karl Marx - Early Socialistic Critics, Dialectical Materialism

**Unit IV**

Veblen and Institutional School - Schmoller and Historical school - Marginal School – Schumpeters theory of Innovation

**Unit V**

Keynesian Revolution- limitations- Welfare Economics - Pigou - Hicks – Pareto Noble Laureates Since 1985

**Books for Reference:**

31. Alexander Grey: Development of Economic Doctrines.
32. Eric Roll: History of Economic Thought
33. Ganguli, B.W.: Indian Economic Thought
34. Haney, L.H.: History of Economic Thought
35. Hecksher, Eli: Mercantilism, Macmillan
36. Keynes, J.M.: General Theory of Employment, Interest and Money.
37. Melvin W.Reder : Studies in the Theory of Welfare Economics.
38. Newman, P.C.: Development of Economic Thought
39. Loganathan. V. (1998), History of Economic thought, S.Chand & Co., New Delhi.
40. Sankaran. S: History of Economic Thought, Margham Publications.Chennai
41. Desai and Nirmal Bhalerao (1999), Economic History of Indian, Himalaya Publishing House, New Delhi
42. Girija and Manimekalai, (1998), History of Economic Thought, Virinda Publications, New Delhi.
43. Hagela, (2000), History of Economic Thought, Konark Publications, New Delhi.
44. Lionel Robbins, (2000), A History of Economic Thought, Oxford University Press, Chennai.
45. Mittal Sanjay and Prakash Sharma (1999), Economic thought – then and new, RBSA Publications, Jaipur.



**II YEAR – III SEMESTER  
COURSE CODE: 7BHIA3**

**ALLIED COURSE – III – PRINCIPLES OF TOURISM IN INDIA**

**Unit I**

Meaning and Definition - Nature and Scope – Elements of Tourism – Type of Tourism – Economic, Social and cultural Importance of Tourism – Causes for the Rapid growth of Tourism.

**Unit II**

Growth of Tourism in India –Sargent Committee – The Ministry of Tourism and Civil Aviation - Formation, functions and Achievements of ITDC and TTDC.

**Unit III**

Tourist Offices in India and Abroad – Role of Tourist officers and Tourist Guides – Role of Air, Rail and Road Transport in Tourism Industry – Travel Documents.

**Unit IV**

Tourism Marketing – Tourism Products – The Art of Preparing Booklets, Posters, Pamphlets, Folders etc – Role of Mass Media in Tourism Promotion: the Press, T.V, Radio, Films, Advertisement - their importance.

**Unit V**

Development of Hotel Industry in India – Ways of Awarding Star Ranks – Reception and Catering Services – Entertainments in Star Hotels – Organization and Working of a Travel Agency – Importance of Accommodation in Tourism Industry.

**Books for Reference:**

- |                    |   |  |
|--------------------|---|--|
| 17. Bhatia, A.K.   | – | Tourism in India, History and Development. |
| 18. Dr.Ram Acharya | – | Tourism in India-2007.                     |
| 19. Dosell, R.     | – | Studies in Hotel Management.               |
| 20. Basham, A.L.   | – | The Wonder That Was India-1966.            |
| 21. Manoj Dos      | – | India-A Tourist Paradise-1999              |
| 22. Abbas.R        | – | Tourism and Travel Management              |
| 23. Bhatia .A.K    | – | International Tourism                      |
| 24. Prannathseth   | – | An Introduction to Travel andTourism       |



**PART IV (I) – (C)**

**NON – MAJOR ELECTIVE – COURSE II**

**II YEAR – III SEMESTER**

**COURSE CODE: 7NME3C**

**COURSE II – EFFECTIVE EMPLOYABILITY SKILLS**

**Unit I Curriculum Vitae & Facing the Interview**

Applying for jobs, Preparing the curriculum Different formats vita, Facing the interviews, Frequently Asked Questions (FAQs).

**Unit II Interpersonal Communication**

One to one Communication

One to group Communication

**Unit III Group Discussion**

Listening, Ice-breaking, Leader – Member Moderates his role responsibility, Conflict, Management, Consensus, Steps involved

**Unit IV Team Work**

Qualities Selection constant & comfort, Orientation Review Tea, Review of the team work

**Unit V Motivation**

Leadership & Motivation, Behaviour, Motives Managerial Skills

**Books for Reference:**

9. E.H.McGrath, S.J., “Basic Managerial Skills For All”, Prentice-Hall of India Private Limited, New Delhi 110 001. ISBN-0-87692-498-4.
10. D.K.Sarma, “You & Your Career”, Wheeler Publishing, 755, Anna Salai, Chennai 600002. ISBN 81-7544-170-4. -1999
11. Indian Jaycees, “Skills” Series, published by Indian Jaycees.
12. S.P.Sachdeva, “Interview In A Nutshell”, Sudha Publications (P) Ltd., B-5, Prabhat Kiran, Rajendra Place, New Delhi 110 008.



**PART IV (2) – SKILL BASED SUBJECTS (SBS)**

**GROUP I – SET I**

**II YEAR – III SEMESTER**

**COURSE CODE: 7SBS3A1**

**COURSE I – COMPETITIVE EXAMINATION SKILLS**

**Objectives:**

- To build a sense of awareness among students through proper guidance about various competitive examinations in order to motivate students for prospective career in government and corporate sector.
- To intensively guide students for competitive examinations like TNPSC, UPSC, SSC, RRB, IBPS etc.

**Unit I**

Public Service Commission: Tamil Nadu Public Service Commission (TNPSC) and its role -History of TNPSC - Constitutional Provisions on the Formation, Functions, and Powers of Public Service Commissions for the Union and for the States - TNPSC and its rules of Procedure.

Eligibility and examination pattern: TNPSC - Union Public Service Commission (UPSC) - Staff Selection Commission (SSC) - Railway Recruitment Board (RRB) – Institute of Banking Personnel Selection (IBPS).

**Unit II**

Intelligence, creativity & application, testing & assessment - Types, verbal abilities & fluency

**Unit III**

Numerical ability:

Numbers, simplification, time and work, percentage, fraction, speed and distance, simple and compound interest, ratio and proportion

**Unit IV**

Spatial and perceptual abilities, situation reaction test

**Unit V**

Memory and inductive reasoning, Logical reasoning, Coding and Decoding, Direction Test, Syllogism

**Books for Reference:**

1. Ajay rai, “intelligence tests”, sterling paperbacks, published by sterling publishers pvt. Ltd., 1-10, green park extension, new delhi 110 016., 2001
2. Competition success review magazines.



## PART V

### II YEAR – III SEMESTER COURSE CODE: 7BEA3

#### PART – V – EXTENSION ACTIVITIES

Extension Activities will be organized for 2 days in the Third Semester. The programme may be organized in any Saturday and Sunday.

A meeting of all the staff of the College (Teaching, Administrative and Technical Staff) be conducted before departing to the camp in which each and every aspect like Programmes to carried out, accommodation, food, medical aid, transport facilities, etc., should be thoroughly discussed.

One credit will be allotted for this Extension Activities. The marks allotted for each camp will be 100. Each student participating in the camp will be evaluated internally for 100 marks. The criteria for evaluation of Extension Activities will be as follows:

S. No.	Criteria	Maximum Marks
1.	Interaction with villagers	10
2.	Participation / Attitude towards work	10
3.	Participation in interaction and discussion	10
4.	Knowledge of problems / issues	10
5.	Organising & decision making ability	20
6.	Expression: a) Cultural programmes	10
	b) Report Writing	20
7.	Ability to adjust and work in a team	10
<b>Total</b>		<b>100</b>

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இரண்டாம் ஆண்டு - நான்காம் பருவம்

பாடக்குறியீட்டு எண்: 741T

பொதுத்தமிழ் தாள் - 4 - பண்டைய இலக்கியமும் நாடகமும்

அலகு 1

அ. பத்துப்பாட்டு - சிறுபாணாற்றுப்படை

ஆ. நற்றிணை - வெள்ளிவீதியார் பாடல் எண்கள்: 70,335,348.

இ. குறுந்தொகை -

பாடல் எண்.40 - யாயும் ஞாயும் எனத் தொடங்கும் பாடல்  
(குறிஞ்சி)

செம்புலப்பெயல் நீரார்

பாடல் எண்.43 - செல்வார் அல்லர் எனத் தொடங்கும் பாடல்  
(பாலை)

ஔவையார்

பாடல் எண்.49 - அணிந் பல்லன்ன எனத் தொடங்கும் பாடல்  
(நெய்தல்)

அம்முவனார்

பாடல் எண்.61 - தச்சன் செய்த எனத் தொடங்கும் பாடல்  
(மருதம்)

தும்பிசேர்கீரன்

பாடல் எண்.110 - வாரார் ஆயினும் எனத் தொடங்கும் பாடல்  
(முல்லை)

கிள்ளிமங்கலக்கிழார்

ஈ. கலித்தொகை - பாடல் எண்.105. அரைசுபட எனத் தொடங்கும்  
பாடல்

(முல்லை) சோழன் நல்லுருத்திரன்.

உ. அகநானூறு - திருமணச் சடங்குப் பாடல்கள் 2 (86,128)

ஊ. புறநானூறு - பிசிராந்தையார் பாடல்கள் (பாடல் எண்கள்.  
67,184)

எ. திருக்குறள் - பெரியாரைத் துணைக்கோடல், சிற்றினம்  
சேராமை ஆகிய

இரு அதிகாரங்கள்.

ஏ. நாலடியார் -

பாடல் எண்.135 - கல்வி கரையில் எனத் தொடங்கும் பாடல்.

பாடல் எண்.215 - கோட்டுப் பூப்போல எனத் தொடங்கும் பாடல்.

பாடல் எண்.248 - நல் நிலைக்கண் தன்னை நிறுப்பானும் எனத்  
தொடங்கும்

பாடல்.

ஐ. பழமொழி நானூறு

பாடல் எண்.46 - நெடியாது எனத் தொடங்கும் பாடல்.

பாடல் எண்.47 - தோற்றத்தாலர் எனத் தொடங்கும் பாடல்.

பாடல் எண்.48 - மிக்குடையார் ஆகி எனத் தொடங்கும் பாடல்.

**அலகு 2 - நாடகம்- நீதிதேவன் மயக்கம் - அறிஞர் அண்ணா.**

**அலகு 3 - இலக்கணம்**

அகப்பொருள், (7 திணைகள்), புறப்பொருள் (12 திணைகள்), களவும்,  
கற்பும், உள்ளுறை, இறைச்சி (ஆ.சிவலிங்கனார், தமிழ் இலக்கண  
உணர்வுகள், கபிலன் பதிப்பகம், புதுச்சேரி.

**அலகு 4 - இலக்கிய வரலாறு**

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள்  
தொடர்பான இலக்கிய வரலாறு.

**அலகு 5 - படைப்பாற்றல்**

ஓரங்க நாடகம் படைத்தல்.



**II YEAR – IV SEMESTER  
COURSE CODE: 742E**

**COURSE – IV- ENGLISH FOR ENRICHMENT – IV**

**Texts Prescribed**

1. *Pygmalion* – G.B. Shaw
2. *Swami and Friends* – R.K. Narayan
3. *Tales from Shakespeare* Ed. by the Board of Editors, Harrows Publications, Chennai.
4. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I        Drama**

Pygmalion – G.B. Shaw

**Unit II – Fiction**

Swami and Friends – R.K.Narayan

**Unit III – Tales from Shakespeare**

1. The Merchant of Venice
2. Romeo and Juliet
3. The Winter's Tale

**Unit IV - Grammar**

1. Concord
2. Question Tag
3. Kinds of Sentences
4. Direct and Indirect speeches

**Unit V - Composition**

1. Expansion of Proverbs
2. Group Discussion
3. Conversation (Apologizing, Requesting, Thanking)

**Allocation of Working Hours per week**

Drama	-	2 hours
Fiction	-	2 hours
Grammar &	-	2 hours
Composition	-----	
<b>Total</b>	<b>-</b>	<b>6 hours</b>





**II YEAR – IV SEMESTER  
COURSE CODE: 7BAE4C1**

**CORE COURSE VII – BUSINESS MATHEMATICS –II**

**Unit I            Simple Differentiation**

Meaning – rules –  $u+v$ ,  $uv$ ,  $u/v$ , function of a function – derivatives of polynomial logarithmic Exponential, composite and implicit function - derivatives of higher order – application in economics – cost, revenue, utility, production function.

**Unit II            Optimisation (Function of One Variable)**

Sign of first order derivatives and nature of function – sign of second order derivative and nature of curves – maximum and minimum values of function – point of inflection — profit maximization – cost minimization.

**Unit III          Partial and Total Differentiation**

Function of two variables – first and second order partial derivatives – first order of total differential.

**Unit IV          Optimisation (Function of Two Variables)**

Optimisation of a function of two variables without constraint – optimisation of a function of two variables with linear constraint – application – consumer's and producer's equilibrium

**Unit V            Linear Programming**

Formulation – maximization and minimization problems – graphical method only

**Books for Reference:**

15. S.P. Gupta - Statistical Methods, Sultan Chand & Sons., New Delhi 1991. Elhance - Statistics
16. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.
17. R.S.N. Pillai & Mrs. Bagavathi – Statistics, S. Chand & Company Ltd., New Delhi 1997.
18. Madhani, Mathematics for Economics, Sulthan chand New Delhi.
19. Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthan chand New Delhi.
20. Arora, P N & Arora S (2000) : CA Foundation Course in Mathematics
21. Bose, D C (1996) : An Introduction to Mathematical Economics.

**Note: Question should be asked 50% in theory and 50% in problems.**



**II YEAR – IV SEMESTER  
COURSE CODE: 7BAE4C2**

**CORE COURSE VIII – AGRICULTURAL ECONOMICS**

**Unit I**

Agriculture and Economic Development – Meaning – Features – Importance – Rationale of agriculture in economic development – Problems

**Unit II**

Agriculture Labour – Definition – Types and Characteristics – Growth – Problems – Government measures

**Unit III**

Land Reforms: Meaning – Forms – Land Tenure – Land Ceiling; Farm production – Causes for low Productivity in agriculture – Cropping Pattern: Meaning – Factor.-organic farming -Genital modified crops-contract farm & corporate farming

**Unit IV**

Agriculture Finance – Need and Types – Sources of agricultural finance – Money lenders – Co-operatives – Commercial banks – RDBs – NABARD – RRBs – Government assistance.

**Unit V**

Agricultural price Policy: Meaning – Objectives – Instruments – Minimum Support Price – Buffer Stock Operations – Public Distribution System – Agricultural Price Commission – Food problems and Food Security-Recent development – Food policy in India – Government measures.

**Books for Reference:**

11. Ruddar Dutt and K.P.M Sundaram, 2014, Indian Economy, S.Chand&Co Ltd, New Delhi.
12. S.K.Mishra & V.K.Puri, 2011, Indian Economy, Himalaya Publishing House, Mumbai.
13. A.N. Agarwal, 2007, Indian Economy Problems of Development and Planning.
14. C.S.Prasad, 2006, Sixty Years of Indian Agriculture.
15. P.Mala, 2014, Agricultural Economics, Dominant Publishers, New Delhi



**II YEAR - IV SEMESTER  
COURSE CODE: 7BAEA4**

**ALLIED COURSE IV - HEALTH ECONOMICS**

**Unit I**

Role of Health Education in Human Development - Importance of poverty alleviation- Health education outcomes and their relationship with macroeconomic performance

**Unit II**

Microeconomic Foundations of Health Economics - Demand for health- uncertainty and health insurance market- alternative insurance mechanisms- market failure and rationale for public intervention- equity and inequality.

**Unit III**

Evaluation of Health Programs - Costing, cost effectiveness and cost-benefit analysis- burden of disease.

**Unit IV**

Health Sector in India: An Overview Health outcomes- health systems- health financing.

**Unit V**

Education: Investment in Human Capital Rate of return to education: private and social-quality of education; gender and caste discrimination in India. - Education Sector in India: An overview Literacy rates, school participation, school quality measures.

**Books for Reference:**

9. William, Jack, Principles of Health Economics for Developing Countries, World Bank Institute Development Studies, 1999.
10. World Development Report, Investing in Health, the World Bank, 1993.
11. Ronald G., Ehrenberg and Robert S., Smith, Modern Labor Economics: Theory and Public Policy, Addison Wesley, 2005
12. Ronald G., Ehrenberg and Robert S., Smith, Modern Labor Economics: Theory and Public Policy, Addison Wesley, 2005.



**II YEAR – IV SEMESTER  
COURSE CODE: 7BHIA4**

**ALLIED COURSE - IV – HUMAN RIGHTS**

**Unit I**

Meaning and Definition of Human Rights – Origin and development – Natural Rights - Concept of Human Rights – Magnacarta –Bill of Rights - Declaration of Independence - Declaration of Rights of man- Rousseau, Thomas Paine – Abraham Lincolon –Mahatma Gandhi - Subramania Bharati - Martin Luther King – Nelson Mandela – Ambedkar – their Ideas on Human Rights.

**Unit II**

Human Rights Charter – International Human Rights Commission – Universal Declaration of Human Rights (1948) – Human Rights Day – International covenant on Civil and Political Rights - International covenant on Economic, Social and Cultural Rights.

**Unit III**

European convention on Human Rights – Mexico Declaration – Helsinki Charter – Role of the NGO -Amnesty International – Human Rights Watch –America Watch–Asia Watch–India Watch – Peoples watch.

**Unit IV**

National Human Rights Commission – Powers and Functions - State Human Rights Commission Human Rights courts - Human Rights Provisions in Indian Constitution – Fundamental Rights – Directive Principles of State Policy – Right to Information Act.

**Unit V**

Human Rights violations in India – Woman Rights – Children Rights – Child Labour – Bonded Labour – Refugees Rights – Capital Punishment – Court Decisions.

**Books for Reference:**

1. Stephen Shute and Susan Hurley (ed.) – On Human Rights
2. Allan Grewirth – Human Rights: Essays on Justification&Application
3. Richard Pierre Claude and Burns H.Weston (ed.) – Human Rights in the World Community.
4. Krishna Iyer. V.R. – The Dialectics and Dynamics of Human Rights in India:Yesterday, Today and Tomorrow
5. ArjunDev – Human Rights
6. Sivagami Paramasivam – Human Rights – A Study
7. Iyathurai C. – Manitha Urimaihal (Tamil)
8. Singhal S.C – Human Rights
9. Jayapalan .N – Studies in Human Rights
10. Leah Levin – Human Rights Questions and Answers.
11. Subbian .A – Human Rights Systems.
12. Krishna Iyer V.R – Human Rights and Human Wrongs
13. Chaurasia .R.S – Indian Constitution.



## II YEAR – IV SEMESTER

COURSE CODE: 7BMY4

### COURSE – MANAVALAKALAI YOGA

#### VALUE EDUCATION

மனவளக்கலை யோகா

#### A Brief Introduction about Manavalakalai Yoga

In the “Manavalakalai Yoga”, practices formulated by Thathuvagani Vethathiri Maharishi do not have any bearing on religion, caste or creed. This is an education for culturing the mind. It does not contain any customary observances of any sect. It comprises only rational and scientific education and practices. These are offered to all people without any discrimination.

Learning and practicing Manavalakalai Yoga by students would help them to acquire physical health, mental acuteness, strength of life force and wisdom. Offering this yoga to students is the only means through which social welfare could be derived. On the whole, Manavalakalai Yoga would be of immense help to achieve a holistic life for any human folk.

“For education to be complete, it should include not only the training of the intellect but also the refinement of the heart and discipline of the soul” declared Dr.Radhakrishnan.

The heart of education is to educate the heart and such an education alone can lead to health, happiness and harmony. It is the need of the hour that the students of colleges and Universities and the general public be given a basic spiritual knowledge about their body, mind, soul, the cosmic link that runs through every system of the universe binding us all and above all, their duty to society of which every individual is a part. Every individual knowingly or unknowingly lives by the labours of the various sections of society and as a solemn duty it is imperative on our part back to the society as much as we can by labour of our body or mind or both. Our education to be socially relevant, it must inculcate in our youth this duty consciousness. Every institution has this obligation to the society.

The quality of Mind determines the quality of the Man. Mind can be considered to be the collective form of the thoughts arising spontaneously. An understanding of this leads to corrective measures on the thoughts and evolution of good thoughts only. Then only good thoughts, words and deeds and also other virtues would prevail among the students.

#### **This course strives to achieve the following:**

- To train and develop the physical body for leading a healthy life.

- To rejuvenate the life energy, to retard the ageing process and to achieve spiritual development
- To offer meditation practices and introspection so as to strengthen the mind, increase its will power, concentration, creativity and receptivity and ultimately to transform the mind to achieve self realization
- To help every individual to realize the enduring values of peace, non-violence and harmony to revitalize human society for restoring its sanity and strength

### Annexure – II

#### Details of number of Centres and Yoga Masters in each District of Tamil Nadu

S. No.	District	Centres	Yoga Masters
1.	Ariyalur District	9	39
2.	Chennai District	127	676
3.	Coimbatore District	122	678
4.	Cuddalore District	50	212
5.	Dharmapuri District	22	118
6.	Dindigul District	41	186
7.	Erode District	101	506
8.	Kanchipuram District	109	522
9.	Kanniyakumari District	11	79
10.	Karur District	16	67
11.	Krishnagiri District	13	72
12.	Madurai District	29	182
13.	Nagapattinam District	16	64
14.	Namakkal District	34	185
15.	The Nilgiri District	37	172
16.	Perambalur District	21	88
17.	Pudukottai District	34	152
18.	Ramanathapuram District	15	79
19.	Salem District	75	403
20.	Sivaganga District	20	100
21.	Thanjavur District	66	306
22.	Theni District	18	101
23.	Thirunelveli District	98	457
24.	Thiruvallur District	68	303
25.	Thiruvannamalai District	34	222
26.	Thiruvarur District	66	276
27.	Tutikorin District	36	162
28.	Tiruchy District	77	379
29.	Vellore District	80	418
30.	Villupuram District	31	160
31.	Viruthunagar District	13	110
<b>Total</b>		<b>1489</b>	<b>7667</b>

<b>VALUE EDUCATION</b> மனவளக்கலை யோகா		
		<b>80 Hours</b>
<b>Units</b>	<b>Title of the Paper</b>	<b>Hrs of Instruction</b>
<b>Unit I</b> Yoga and Physical Health (16 Hours)	1.1. Physical Structure of Human Body	4 hours
	1.2 Simplified Physical Exercises	4 hours
	1.3 Maharasanas	4 hours
	1.4 Yogasanas	4 hours
<b>Unit II</b> Art of Nurturing life Force and Mind (16 hours)	2.1 Maintaining Youthfulness	4 hours
	2.2 Sex and Spirituality	4 hours
	2.3 Ten Stages of Mind	4 hours
	2.4 Mental Frequency	4 hours
<b>Unit III</b> Sublimation (16 hours)	3.1 Purpose of life	4 hours
	3.2 Analysis of Thought	4 hours
	3.3 Moralization of Desire	4 hours
	3.4 Neutralization of Anger	4 hours
<b>Unit IV</b> Human Resource Development (16 hours)	4.1 Eradication of Worries	4 hours
	4.2 Benefits of Blessings	4 hours
	4.3 Greathness of Friendship	4 hours
	4.4 Individual Peace	4 hours
<b>Unit V</b> Law of Nature (16 hours)	5.1 Cause and Effect System	4 hours
	5.2 Purity of Thought and Deed	4 hours
	5.3 Love and Compassion	4 hours

## VALUE EDUCATION

மனவளக்கலை யோகா

**80 Hours**

### **Unit I      Yoga and Physical Health**

9. Physical Structure – Three bodies – Five limitations
10. Simplified Physical Exercises – Hand Exercises – Leg Exercises – Breathing Exercises  
– Eye Exercises – Kapalpathi
11. Maharasanas 1-2 Massages – Acu-puncture – Relaxation
12. Yogasanas – Padmasana – Vajrasanas – Chakrasanas (Side) – Viruchasanas – Yoga  
muthra – Patchimothasanas – Ustrasanas – Vakkarasanas – Salabasanas

### **Unit II              Art of Nurturing the life force and Mind**

- 2.1 Maintaining the youthfulness – Postponing their ageing process
- 2.2 Sex and Spirituality – Significance of sexual vital fluid – Married life – Chastity

2.3 Ten Stages of Mind

2.4 Mental frequency – Methods for concentration

### **Unit III      Sublimation**

3.1 Purpose and Philosophy of life

3.2 Introspection – Analysis of Thought

3.3 Moralization of Desires

3.4 Neutralization of Anger

### **Unit IV      Human Resources Development**

4.1 Eradication of worries

4.2 Benefits of Blessings

4.3 Greatness of Friendship

4.4 Individual Peace and World Peace

### **Unit V              Law of Nature**

5.1 Unified force – Cause and Effect system

5.2 Purity of Thought and Deed and Genetic Centre

5.3 Love and Compassion

5.4 Cultural Education – Five Fold Culture



**GROUP II – SET I**

**II YEAR – IV SEMESTER  
COURSE CODE: 7SBS4B2**

**COURSE II – EMERGENCY AND MEDICAL LAB SKILLS**

**Objectives:**

- To recognize the nature and seriousness of the patient's condition or extent of Injuries to assess requirements for emergency medical care
- Administer appropriate emergency medical care based on assessment findings of the patient's condition
- To Perform safely and effectively the expectations of the job

**Unit I**

First Aid – Fracture and Fire

First Aid – Drowning and Snake animal, rodent bites.

First Aid – Diarrhoea, Dysentery and Heat Stroke

**Unit II**

Traffic Rules

Road accidents: precautions, preventions & emergency steps to be taken on the spot advantages of 108 ambulance.

**Unit III**

Basic Clinical lab Tests

Blood, Urine, saliva, stool Tests

**Unit IV**

Awareness Programmes on the importance of locally available herbal plants and Vegetables. Skin lashes poor eye-sight anemia

**Unit V**

Project on Locally available native treatments for various Health Problems (Project Report 15 to 25 Pages)

**Books for Reference:**

5. Era.Su.Muthu and Meera Ravishankar, “First Aid”, aug-2013 published by Sura Books (PVT) Ltd., 1620, ‘J’ Block, 16<sup>th</sup> Main Road, Anna Nagar, Chennai – 600 040.
6. Dr.Rama Rao, “Handbook of First Aid”, Chennai.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C1**

**CORE COURSE IX – MONEY AND BANKING**

**Unit I            Evolution of Money**

Money meaning and definition – functions – qualities of good money – currency standard – methods of note issue – role of money in mixed economy

**Unit II            Value of Money**

Value of money – fisher's quantity theory of money – cambridge equation – keyne's income theory – theories of money supply –inflation – types – controlling –effects-measures of control

**Unit III           Commercial Banking**

Definition – functions – Role of commercial banks in economic development – Recent trends

**Unit IV           Central Banking**

Function – Role of central bank in a developing economy – credit control – meaning – objectives – quantitative and qualitative credit control measures

**Unit V            Financial Reforms**

Recent developments in banking sectors – ATM merits and demerits – Different credit cards and Online Banking –Money market – Defects of Indian money market-Demonitisation and Indian economy –RBI and its functions

**Books for Reference:**

9. Dr. S. Sankaran - Monetary Economics, Himalaya Publishing House, Bombay, 1989.
10. B.N. Ghosh and Rama Ghosh - Fundamentals of Monetary Economics , Himalaya Publishing House, Bombay, 1989.
11. M.L. Jhingan - Monetary Economics, Konark Publishers Pvt. Ltd., New Delhi, 1997.
12. T.T. Sethi - Monetary Economics, S. Chand & Company Ltd., New Delhi, 1996.
13. Mishra M.N. Money, Banking and International Trade, Sulthanchant New Delhi.
14. Paul. R.R. Money and Banking, Kalyani Publishers, Chennai.
15. Mithani D.A. Money Banking International Trade and Public Finance, Himalaya publishing House, Mumbai.
16. Sethu T.T. Money Banking and International Trade, S.chand Company, New Delhi



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C2**

**CORE COURSE X – MACRO ECONOMICS**

**Unit I Nature and Scope of Macro Economics**

Meaning – Evaluation of Macro Economics- importance – Relationship between Macro and Micro economics – Limitations

**Unit II National Income Accounting**

Definition – concepts and components – methods of measuring national income – difficulties in the measurement of National Income – Problem of measurement in developing economy – importance of national income analysis –Gross value added (GDP)

**Unit III Theories of Employment**

Classical and Keynesian Theory of Employment and Income determination – Comparison between the classical view and the Keynesian view – Full employment equilibrium

**Unit IV Consumption Function**

Meaning – Factor determining consumption function – Meaning – types of investment– Determinants of investment in Keynes theory – Multiplier and accelerator

**Unit V Macro Economic Policy**

Role of monetary and fiscal policy in a developing economy

**Books for Reference:**

6. R. Cauvery, U.K. Sudhnanyak, M. Girira and R. Meenakshi, Macro Economics, Sulthan Chand & Company Pvt Ltd., (2004).
7. H.L. Ahuja Macro Economics – Theory and Policy,– Sulthan Chand & Company Pvt Ltd., (1992).
8. Edward Shapiro – ‘Macro economic Analysis’ Oxford University press.
9. Gregory Mankiw - ‘Macro economics’ - 6th Edn. Tata McGraw Hill.
10. Dr. S. Sankaran - Macro Economics, Margham Publications, Chennai, 2004.      6. M.L. Jhingan - Macro Economics, Konark Publishers Pvt. Ltd., New Delhi, 2006.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C3**

**CORE COURSE XI – FISCAL ECONOMICS**

**Unit I**

Nature and scope of Public Finance – Public and Private Finance – increase in the role of the modern Government – Principle of Maximum social Advantages.

**Unit II**

Public Expenditure – Public Expenditure and Private Expenditure – causes for the growth of Public Expenditure – Classification – Principles – Effects – Public Expenditure in India since 1951.

**Unit III**

Sources of Public Revenue – Tax Revenue and Non-Tax Revenue – Deficit Finance – Direct and Indirect Taxes – Income Tax and VAT, Custom and Excise duties & Goods and service Tax

**Unit IV**

Public Debt – Meaning – classification – sources – causes for borrowing – effects – methods of debt redemption. Budget – meaning – type importance – effects of surplus and deficits budget of the Economy-Special features of current union budget

**Unit V**

Fiscal Federalism in India – Centre – State Financial relationship in India – Role of Finance Commissions of India – Recommendations of the recent Finance Commission – Local Finance – Problems and perspectives Fiscal Policy of India.

**Books for Reference:**

8. P. Tyagi - Public Finance, Jai Prakash Nath & Co., Meeret.
9. K.P.M. Sundaram - Fiscal Economics
10. Andley & Sundaram - Public Finance & Policy
11. Tripathy - Public Finance & Economic Development
12. Cauvery, Sudha Nayak, Girija, Kriparani & Meenakshi - Public Finance, S. Chand & Company Ltd., New Delhi.
13. R.C. Saxena & P.C. Mathur - Public Finance, K. Nath & Co., Meeret.
14. Dr. S. Sankaran - Fiscal Economics, Margham Publications, Chennai.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE1A**

**ELECTIVE COURSE I (A) – TAMILNADU ECONOMY**

**Unit I BASIC CHARACTERISTICS OF TAMIL NADU**

Resource endowment - Land, Minerals, Forests and Monsoon - Population – Growth – Demographic Trends – National Family Health Survey – Human Development India Index – Gender Development Index.

**Unit II PERFORMANCE OF TAMIL NADU ECONOMY**

Trends in State income - Structural growth before and after reforms - Dynamism of the economy - State Planning Commission - Targets and Achievements - Financing of plans: Revenue, expenditure, debt – Current year Budget.

**Unit III AGRICULTURAL SECTOR**

Sources of irrigation - Cropping pattern - Productivity and yield of major crops - Agricultural marketing - Regulated Markets - Uzhavar Sandhai – Agricultural finance – Livestock.

**Unit IV INDUSTRIAL SECTOR**

Trends and patterns in industrial growth - Large scale and smallscale industries - Industrial Estate – KVIC and DIC - Labour Welfare measures.

**Unit V INFRASTRUCTURE**

Transport: road, rail, air and sea - Energy generation: Hydro, thermal and nuclear power systems-Banking – Housing - Social Welfare - Programmes of the State Government - Education and health - ICDS - Unemployment – Anti-poverty strategies – PDS - Women Development.

**Books for Reference:**

14. Leonard A.G., TamilNadu Economy, Macmillan, New Delhi, 2006.
15. MIDS, Tamil Nadu Economy - Performance and Issues
16. Rajalakshmi, Tamil Nadu Economy, Business Publishers, 1999.
17. Perumalsamy.S, Economic Development of Tamil Nadu, S. Chand, New Delhi, 1995.
18. Perumalsamy. S., Tamil Nadu Economy Performance and Issues, Oxford and IBH, 1988
19. Veeramani A.R, Tamil Nadu Agricultural Economy, Divyasre, Chennai, 2005. 7.  
Manickam. S, Economic Development of TamilNadu in Perspective, 2007.
20. RajaLakshmi, (2000) - Tamil Nadu Economy, Sultan Chand & Sons, Educational Publishers, New Delhi – 2.
21. Perumalsamy (2000), Tamil Nadu Economy, Sultan Chand & So., New Delhi
22. Kurien. CT. (1996), Economics Changes in Tamil Nadu, Orient Publishing, House.
23. Manorama Year Book – Recent – issues – 2016.
24. IC.Dhingra(2000)IndianEconomy–SultanChand&Sons,EducationalPublishers,NewDelhi–2
25. MIDS – Tamil Nadu Economy – Performance and issues.
26. Tamil Nadu – An Economic Appraisal, Directorate of Resolution of Applied Research, Kuralagam, Chennai - 600 108



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE1B**

**ELECTIVE COURSE I (B) – HUMAN RESOURCE DEVELOPMENT**

**Unit I**

Evolution and concept of Human Resource Development – Definition – Concepts – Meaning– Objectives and need for Human Resources Development – Components – Problems in HRD – Measures to promote human resources

**Unit II**

Education and Economic Development – Health, Nutrition and Economic Development – Suhultz Approach to human Capital formation – motivation – concept – theories of motivation

**Unit III**

Man Power planning; Meaning – Objectives – Types – Importance – Methods (Job Analysis – Skills Analysis – Performance Appraisal – Man Power Audit – Computerized Data Bank Method) Process – Problems.

**Unit IV**

Training and developing – objectives, training needs – methods of training – promotions – transfers – turnover – rewards – and incentives – benefits and employee services – performance appraisal

**Unit V**

Women and Economic Development – Gender and Inequality – Women Empowerment – Women entrepreneurship – worker’s participation in management

**Books for Reference:**

7. Man Power Planning, Selection, Training & Development – Dharma Vira Aggarwala.
8. Personal Management – R.N.Tripathi
9. Personal Management – C.B.Memoria
10. Human side of Management – S. Rustom, Davar
11. Human Resource Management – Mathur B.L.
12. Dynamics of Entrepreneurship Development – Vasant Desai



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE2A**

**ELECTIVE COURSE II (A) – FUNDAMENTALS OF COMPUTER**

**Unit I**

Word processing with MS Word: Starting MS Word - MS Word Environment - working with word documents - working with text - working With tables - checking spelling and grammar - printing a document.

**Unit-II**

Spreadsheets and MS Excel: Starting MS Excel - MS Excel environment - Working with Excel workbook - working with worksheet - Formulas and functions - Inserting charts - printing in Excel.

**Unit-III**

Making presentation with MS power point - starting MS power point - MS Power point environment - working with power point - Designing presentation - printing in power point.

**Unit IV**

Internet Browsing-Search Engines-OpeningE-Mail-Sending and checking Emails- Downloading and saving files-Attachement of files

**Unit V**

Features of SPSS and its utilities

**Books for Reference:**

7. V.Rajaram Fundamentals of computers, Prentice Hall of India, New Delhi.
8. P.K.Singa, Computer Fundamentals, BPB publication, New Delhi.
9. R.K. Taxali - PC Software for windows made simplex Tata Mcraw Hill Publishers Pvt. Ltd.
10. T. Karthikeyan&Dr.C. Muthu - PC Software for Office Automation - Sultan Chand.
11. R. Krishnamoorthi - Computer programming and application
12. A.L. Stevens - Teach; yourself windows



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE2B**

**ELECTIVE COURSE II (B) FUNDAMENTALS OF ECONOMETRICS**

**Unit I**

Definition-Scope-objectives of Econometrics- Limitations-Divisions of Econometrics.

**Unit II**

Single equation model two variable case-Reasons for introducing error term in the model-least square method of estimation and testing of parameters of the model-Estimation of error variance –Simple problems.

**Unit III**

General linear model-Assumptions – Least square method of estimation and testing of the parameters of the models.

**Unit IV**

Multicollinearity- Effects of multicollinearity – detecting multicollinearity – Remedies – Autocorrelation-sources of autocorrelation- Dubin-watson test-Dummy variables (concept only)- Specification errors.

**Unit V**

Econometric models in planning: Mahalanobis four sector model-criticism of the model problems.

**Books for Reference:**

7. Econometric methods by Johnston. J (McGraw Hill Intl students' editions)
8. D. N. Gujarati and D.C. Porter, Essentials of Econometrics, McGraw Hill, 4th Edition, International Edition, 2009.
9. Edition, International Edition, 2009.
10. Jan Kmenta, Elements of Econometrics, Indian Reprint, Khosla Publishing House, 2nd edition, 2008.
11. Kotsoyiannis, A.. Basic Econometrics. McGraw Hill, New Delhi.
12. Richard J. Larsen and Morris L. Marx, An Introduction to Mathematical Statistics and its Applications, Prentice Hall, 2011.





## **GROUP I – SET II**

### **III YEAR – V SEMESTER**

### **COURSE CODE: 7SBS5A5**

### **COURSE II – HERITAGE AND TOURISM**

#### **Objectives:**

- To understand the definitions, terminology and concepts of cultural heritage and its relationships with tourism.
- To Understand heritage tourism supply by examining different categories of heritage attractions and the contexts within which heritage exists and additional perspectives on scale from the supply perspective
- To understand the role of interpretation in cultural heritage sites and the relevance of such interpretation approaches to visitors.
- Provide a framework to plan, design, and assess interpretation programs for tourists

#### **Unit I**

Tourism – Introduction – Concepts – Significance – Forms of Tourism – Effects of Tourism – Social, Economic and Environmental aspects – Human Rights

#### **Unit II**

Importance of preserving heritage – Heritage Spots in India – In Tamil Nadu – Brief history of the heritage spots – The role of heritage spots in promoting tourism – UNESCO guidelines on Heritage

#### **Unit III**

Role of Government in promoting tourism – ITDC- TTDC-Palace on wheels – Travel industry service network – Land (rail and road) Air – Water – Travel Agency – Hospitality and Accommodation

#### **Unit IV**

Travel Guide – Features – requirements – One's role as a guide – Income and Employability – Qualities and skills of a professional travel or tourist guide

#### **Unit V**

Project work – Field visit to heritage and tourism spots in Sivagangai and Ramanathapuram Districts and submission of a report (15 to 25 pages)

#### **Books for Reference:**

- |              |   |  |
|--------------|---|--|
| Bhatia, A. K | – | Tourism Development Principles and Practices,<br>(Sterling Publishers (P) Ltd., New Delhi) |
| Ananand M. M | – | Tourism and Hotel Industry in India<br>(Sterling Publishers (P) Ltd., New Delhi)           |
| Acharya Ram  | – | Tourism and Cultural Heritage<br>(Rosa Publications: Jaipur, 1986)                         |
| Jha, S.M     | – | Tourism Marketing (Himalaya Publishing House)  |



**GROUP I – SET II**

**III YEAR – V SEMESTER**

**COURSE CODE: 7SBS5A6**

**COURSE III – MARKETING AND SALES MANAGEMENT**

**Objectives:**

- To acquire analytical skills for solving marketing related problems and challenges and to familiar with the strategic marketing management process
- To learn the elements of sales force to be an effective component of an organization's overall marketing strategy.

**Unit I**

Introduction: Evolution of Marketing – Types of Marketing: Consumer Products Marketing, Industrial Marketing and Services Marketing – Demographic and Behavioural Dimensions of Marketing – Marketing Planning

**Unit II**

Basics of Market Segmentation, Targeting and Positioning – Components of The Marketing Mix: Product – Price – Place – Promotion – Distribution Channels: Types – Merits and Demerits

**Unit III**

Marketing Vs Selling – Nature and Scope of Sales Management – Personal Selling and Salesmanship – Selling Function – Understanding Consumer's Decision Making Process – Sales Organization and Types Of Selling

**Unit IV**

Prospecting – Approaching The Customer – Sales Presentation – Sales Demonstration – Negotiating Buyer Concerns – Closing The Sale – Post Sales Service and Complaint Handling

**Unit V**

Modern Trends in Marketing and Sales: Internet Marketing – Direct Marketing – Multi Level Marketing – Relationship Marketing – Selling through Kiosks

**Books for Reference:**

4. Chunawalla, S. A., Sales Management, 5<sup>th</sup> Edition (2007), Himalaya Publishing House
5. Havaldar, Krishna; Sales And Distribution Management, 1<sup>st</sup> Edition (2006), Tata Mcgraw Hill
6. Perreault, Jr., William; Mccarthy, E. Jerome, Basic Marketing, 15<sup>th</sup> Edition, 2006, Tata Mcgraw Hill



**III YEAR - VI SEMESTER  
COURSE CODE: 7BAE6C1**

**CORE COURSE XII – INDIAN ECONOMY**

**Unit I**

Economic Growth and development – underdevelopment – Common characteristics of UDCs– Transition of Indian Economy from Plan Period to reform period – Basis of I Generation and II Generation reforms – features of Tamilnadu state economy

**Unit II**

Population and Economic growth – Population and Human Recourse Development – causes for rapid growth of Population – Population Policy of India and Tamilnadu state

**Unit III**

Human Capital Vs Physical – Human Capital formation – Unemployment – Employment – Problems and measures

**Unit IV**

Industrial Policy-New industrial Policy-Recent Special Economic Zones -Recent Trends and Role of SSI in Indian Economy-Problems-Government measures

**Unit V**

Economic Planning – Objective – Achievements and Failures of Five year Plans – Make in India scheme –Swachha Bharath Scheme

**Books for Reference:**

7. U. Kapila (2010): Indian economy since Independence. Academic Foundation, New Delhi
8. S. Chakraborty (): Development Planning: The Indian Experience. Clarendon Press.
9. Jalan Bimal 1992, The Indian Economy - Problems and Prospects.
10. Panagariya (2008): India: the Emerging Giant, Oxford University Press, New York
11. S. Acharya and R. Mohan (Eds.) (2010): India's Economy: Performance and Challenges, Oxford University Press, New Delhi.
12. J. Ahluwalia and I. M. D. Little (Eds.) (1998): India's Economic Reforms and Development: Essays for Manmohan Singh, Oxford University Press, New Delhi.



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C2**

**CORE COURSE XIII – INTERNATIONAL ECONOMICS**

**Unit I**

Introduction to International Trade – Internal and International trade – Theories of International trade – Classical – Theories of Trade-Adam smith – Ricardo – Hicksher and Ohlin

**Unit II**

Balance of Payments – Concepts – Components – Balance of trade – Disequilibrium in BOP and BOT – Measures for removal of Disequilibrium- types –Role of foreign aid in economic development

**Unit III**

Foreign Exchange – Meaning – Demand for and supply of Foreign Exchange – Equilibrium Exchange rate – Foreign Exchange market – Functions – purchasing power parity theory – Stable and flexible exchange rates – Euro dollar market

**Unit IV**

International Trade and Financial Institutions – IMF, World Bank, GATT - WTO & Indian Economy -Impact of MNC in Indian Economy –New Development Bank (BRICK Development Bank)

**Unit V**

India's Foreign Trade – Foreign Trade and Economic Development – Composition – Direction– Trends – Foreign Trade Policy

**Books for Reference:**

10. G. Haberler - Theory of International Trade
11. Francis Cherunilam - International Economics
12. Ellsworth - International Economics
13. Kindleberger - International Economics
14. M.L. Jhinghan - International Economics, Konark Publishers, New Delhi, 2007.
15. D.M. Mithani - International Economics, Himalaya Publishing House, Mumbai, 2003.
16. K.R. Gupta - International Economics
17. S.S.M. Desai - International Economics, Himalaya Publishing House, Mumbai, 1990.
18. K.P.M. Sundaram - Money, Banking and International Trade, S. Chand and Company, New Delhi, 2005



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C3**

**CORE COURSE XIV – ENVIRONMENTAL ECONOMICS**

**Unit I**

Environmental Ecology – Biotic and Ecosystem – Limiting Factors and law of Tolerance- Economics, Environmental and Ecology – inter linkages

**Unit II**

Basic concept in Environmental Economics – Market failure – Externality – Environmental Quality – Tragedy of Commons

**Unit III**

Environmental Pollution – Air, water and noise Pollution – Clean development mechanism (swachhaa bharath)

**Unit IV**

Economic Growth and Environmental quality – Environmental Problem in Developed and Developing countries – Energy Conservation – Sustainable Economic Development conservation

**Unit V**

Global Environmental issues – Global warming – Ozone depletion – Acid rain – Deforestation and Bio-diversity- Global tragedy — Stockholm and Bio summit.

**Books for Reference:**

9. Kolstad, C.D. (2007), Environmental Economics, Oxford University Press, New Delhi.
10. Nick Hanley et al (2007), Environmental Economics: Theory and Practice, Palgrave MacMillan
11. Katar Singh and Anil Sisodia (2007), Environmental Economics: Theory and Application, Sage Publications, New Delhi.
12. Karpagam (2008), Environmental Economics, Sterling Publishers. New Delhi
13. R.K. Lekhi et al. (2008), Development and Environmental Economics, Kalyani Publishers, Ludhiana.
14. S.P. Misra & S.N. Pandey (2008), Essential Environmental Studies, Ane Books, New Delhi.
15. Maureen L. Cropper and Wallace E. Oates, 1992, —Environmental Economics: A Survey, Journal of Economic Literature, Volume 30:675-740.
16. Charles Kolstad, Intermediate Environmental Economics Oxford University Press, 2nd edition, 2010.



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C4**

**CORE COURSE XV – PRINCIPLES OF MANAGEMENT**

**Unit I**

Management – Meaning and Definition – Characteristics – Functions – Importance – Scope – Difference between Administration and Management – F.W.Taylor’s Scientific Management – Contributions of Peter F. Drucker’s ideas on Management

**Unit II**

Planning; Meaning and Definition – Characteristics – Objective – Step in Planning Process – Methods of Planning – Significance – Obstacles of Effective Planning; Decision Making – Meaning and Definition – Features

**Unit III**

Organizing – Meaning and Definition – Functions – Characteristics of Organization – importance – Centralisation and decentralization – Types of organization – Delegation  
Directing – meaning and Definition – Importance – leadership – Supervision – MBO;  
Communication – Meaning and Definition – Nature and Importance – Methods of Communication – Barriers in Communication.

**Unit IV**

Controlling – Definition – Needs for Control – Characteristics – Types of Managerial Control – Steps in Control Process – Techniques of Control

**Unit V**

Co-ordination – Meaning and Need – Features – Types – Importance – Techniques of Co-ordination Problems of Co-ordination – Steps for Effective Co-ordination.

**Books for Reference:**

9. Principles of Management – Dinkar Pagare (Sultan and Sons), Newdelhi
10. Principles of Management – T. Ramasamy (Himalaya Publishing Housing)
11. Principles of Management – G. Venkatesan (J.J. Publications)
12. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
13. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
14. Business Organization & Management - Dr. Y.K. Bhushan
15. Management: Concept and Strategies by J. S. Chandan, Vikas Publishing
16. Principles of Management, By Tripathi, Reddy Tata McGraw Hill



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAEE3A**

**ELECTIVE COURSE III (A) – PRINCIPLES OF MARKETING**

**Unit I**

Introduction Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy- Role & functions of Marketing Manager.

**Unit II**

Types of Marketing -Tele Marketing, E-Marketing-Service Marketing, Rural Marketing-feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies.

**Unit III**

Marketing Mix Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.

**Unit IV**

Types of Channels -Factors influencing channels, Elements of Promotion Mix – Sales Promotion System- Recent Trends in Promotion Sale- Advertising – Role of Advertising-Advertising Media.

**Unit V**

Market Segmentation Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, Distinction between differential Marketing & Concentrated Marketing.

**Books for Reference:**

12. Dr. Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition – Financial Service in India.
13. Philip Kotler - Marketing Management, PHI
14. Rekha. M.P. & Vibha V – Marketing & Services Mgt – VBH.
15. Sunil B. Rao - Marketing & Services Mgt – HPH.
16. Dr. Alice Mani: Marketing & Services Management, SBH.
17. J.C. Gandhi - Marketing Management, TMH
18. Human Recourse Management – Ian Breadsevice and len Holden
19. Human Recourse Management – S.S. Khankar
20. Human Recourse Management –Biswajeet Patnayak
21. Human Recourse Management and Industrial Management – Aswathappa
22. Management of Human Recourse – R.S. Diwivedi



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAEE3B**

**ELECTIVE COURSE III (B) – GENDER ECONOMICS**

**Unit I Introduction**

Definition of Gender – Gender and sex ratio – Gender Equity and Gender Equality – Gender Development – Human Development Index and Gender Development index – Gender Disparity Index – Gender Empowerment Measure

**Unit II Gender Discrimination in India**

Gender Discrimination in Labour Force Participation – Occupational Segregation and Wage Differences – Gender Discrimination in Education, Health, Employment, Political Participation and Decision Making

**Unit III Gender Budgeting**

Gender awareness in planning – Invisibility of Women’s Work in Budgeting – How to adjust our Budgeting Policies to reduce Gender Disparities-Social Budgeting- Measures-Methods

**Unit IV Gender Issues in Contemporary World**

Women and Globalization – Social and Economic Empowerment of Women –women and technology

**Unit V Gender status**

**Gender status in India and Tamilnadu- Concept of Missing Women.**

**Books for Reference:**

- Gita Sen and Canen Crown; Gender and Class in Development Experience
12. Gender profile in Tamilnadu – Census 2011.
  13. Neera Desai and Maithreyi Krishnaraj; Health – A Gender Issue in India
  14. Lourdes Beneria and Savithri Biswanath; Gender and Development: Theoretical, Empirical and practical Approaches
  15. Lekha Chakraborti; Invisibility of Women’s Work in Budgeting.
  16. National Institute of public Finance and policy (NIPFP); Gender Budgeting in India,





**GROUP II – SET II**  
**III YEAR – VI SEMESTER**  
**COURSE CODE: 7SBS6B4**

**COURSE II – FRUIT AND VEGETABLE PRESERVATION SKILLS**

**Objectives:**

- To understand the science, principles and techniques involved in fruits and vegetables preservation techniques
- To impart thorough knowledge on the technical skills in various aspects of food processing and preservation

**Unit I**

Principles, Methods, types of Preservation.

Preservation media and mode of action of preservation. Traditional & Modern methods.

**Unit II**

Study of various types of equipments – care & precautions and usage.

Study of various types of containers.

**Unit III**

Vegetables & their product preservation Methods

Importance of personal hygiene and sanitary standards

**Unit IV**

Fruits & their preservation

**Unit V**

**Project:**

2. Mapping of preservation practices & centre's

(or)

3. Preservation practices specific to fruits & Vegetables in your area  
(Project Report 15 to 25 Pages)

**Books for Reference:**

4. Srivastava R.P. and Kumar.S “Fruit and Vegetable Preservation: Principles”
5. Ranjit Singh “Fruits” National Book Trust.
6. Girdhari Lal Tandon et al “Preservation of Fruit and Vegetable Products”.



**GROUP II – SET II**

**III YEAR – VI SEMESTER**

**COURSE CODE: 7SBS6B7**

**COURSE IV- NATIONAL CADET CORPS(NCC)**

**Objectives:**

- After going through this unit, the students would be able to gain an insight into aims and objectives of NCC.
- Explore the importance of NCC in nation building.
- Understand the concept of National Integration and its importance.

**Unit – I**

National Cadet Corps(NCC)-Introduction to NCC- Genesis –Objectives of NCC- Concept of Training in NCC- Organization of the NCC – Associate NCC officers – Cert Exam.

**Unit –II National Integration:**

National interests, Objectives, Threats and Opportunities. Religions, culture, traditions and customs of India, Importance and necessity. Freedom struggle and nationalist movement in India

**Drill:**Foot drill, Arms drill, Ceremonial drill, Qualities of immediate and implicit obedience of orders.

**Unit-III Social Awareness and Community Development:**

NGO's Role and Contribution, Drug abuse and trafficking, Basics of social service and its need, Civic responsibility, Contribution of youth towards social welfare, Rural development programmes.

**Unit –IV Environmental Awareness and Conservation:**

Natural resources conservation and management, Water conservation and rain water harvesting, Hygiene and sanitation, structure and function of the human body, infectious and contagious diseases and its prevention.

**Unit –V Personality Development and Leadership:**

Introduction to personality development, self awareness, communication skills, Leadership traits, Time management.

**Books for Reference:**

9. Anonymous. 1995. Officers training manual. PRECIS, NCC, OTS, Kamptee
10. Bose, R and Faust, L. 2011. Mother Teresa, CEO, Unexpected Principles for Practical Leaders, Tata McGraw Hill Publications, New Delhi.
11. Ganapathi, R. 2003. Swami Vivekanandar, Ramakrishna Math Press, Chennai.
12. Gandhi, M.K. 1983. An Autobiography or The story of My Experiments with Truth, Navajivan Publishing House, Ahamedabad
13. Gupta, S.K. and Joshi, R. 2008. Human Resource Management, Kalyani Publishers, New Delhi.
14. Kalam, A.P.J. 1999. Wings of Fire, University Press, Hyderabad
15. Mishra, R.C. 2000. A Hand book of NCC, Kanti Prakashan, Etawah.Precis
16. Rana, B.S 2004. Maharana Pratap, Diamond Books (P) Ltd., New Delhi. Rana, B.S. 2004. Chatrapati Shivaji, Diamond Books (P) Ltd., New Delhi



**ALAGAPPA UNIVERSITY, KARAIKUDI**  
**NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2017-18)**

**B.A. ECONOMICS - PROGRAMME STRUCTURE**

Sem.	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
I	I	711T	Tamil / other languages – I	3	6	25	75	100
	II	712E	English – I	3	6	25	75	100
	III	7BAE1C1	Core – I – Micro Economics – I	4	6	25	75	100
		7BAE1C2	Core– II– Business Statistics – I	4	6	25	75	100
			Allied – I	5	5	25	75	100
IV	7NME1A / 7NME1B / 7NME1C	(1) Non-Major Elective – I – (A)தமிழ்மொழியின் அடிப்படைகள்/ (B)இக்கால இலக்கியம் / (C) Communicative English	2	1	25	75	100	
			<b>Total</b>	<b>21</b>	<b>30</b>	--	--	<b>600</b>
II	I	721T	Tamil/other languages – II	3	6	25	75	100
	II	722E	English – II	3	6	25	75	100
	III	7BAE2C1	Core–III– Micro Economics – II	4	6	25	75	100
		7BAE2C2	Core–IV–Business Statistics – II	4	5	25	75	100
			Allied – II	5	5	25	75	100
IV	7BES2	(3) Environmental Studies	2	2	25	75	100	
			<b>Total</b>	<b>21</b>	<b>30</b>	--	--	<b>600</b>
III	I	731T	Tamil/other languages – III	3	6	25	75	100
	II	732E	English – III	3	6	25	75	100
	III	7BAE3C1	Core–V–Business Mathematics– I	4	5	25	75	100
		7BAE3C2	Core – VI – Economic Thinkers	4	5	25	75	100
			Allied – III	5	5	25	75	100
	IV	7NME3A / 7NME3B / 7NME3C	(1) Non-major Elective – II – (A)இலக்கியமும் மொழிப் பயன்பாடும்/ (B) பழந்தமிழ் இலக்கியங்களும் இலக்கியவரலாறும் / (C) Employability Skills	2	1	25	75	100
			7SBS3A1/ 7SBS3A2/ 7SBS3A3	(2) Skill Based Subjects – I	2	2	25	75
V	7BEA3	Extension activities	1	-	--	--	100	
			<b>Total</b>	<b>24</b>	<b>30</b>	--	--	<b>800</b>
IV	I	741T	Tamil/other languages – IV	3	6	25	75	100
	II	742E	English – IV	3	6	25	75	100
	III	7BAE4C1	Core–VII–Business Mathematics–II	4	4	25	75	100
		7BAE4C2	Core–VIII–Agricultural Economics	4	5	25	75	100
			Allied – IV	5	5	25	75	100
	IV	7SBS4B1/ 7SBS4B2/ 7SBS4B3	(2) Skill Based Subjects – II	2	2	25	75	100
		7BVE4/ 7BMY4/ 7BWS4	(4) Value Education/ Manavalakalai Yoga/ Women’s Studies	2	2	25	75	100
			<b>Total</b>	<b>23</b>	<b>30</b>	--	--	<b>700</b>
V	III	7BAE5C1	Core– IX – Money and Banking	4	6	25	75	100
		7BAE5C2	Core – X – Macro Economics	4	5	25	75	100
		7BAE5C3	Core – XI – Fiscal Economics	4	5	25	75	100
		7BAEE1A/ 7BAEE1B	Elective–I–A)Tamilnadu Economy (or) B)Human Resource Development	5	5	25	75	100

		7BAEE2A/ 7BAEE2B	<b>Elective-II-A)</b> Fundamentals of Computer <b>(or)B)</b> Fundamentals of Econometrics	5	5	25	75	100
	IV	7SBS5A4/ 7SBS5A5/ 7SBS5A6/ 7SBS5A7	<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
			<b>Total</b>	<b>26</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>
VI	III	7BAE6C1	<b>Core – XII –</b> Indian Economy	4	6	25	75	100
		7BAE6C2	<b>Core-XIII–</b> International Economics	4	5	25	75	100
		7BAE6C3	<b>Core-XIV–</b> Environmental Economics	4	5	25	75	100
		7BAE6C4	<b>Core-XV–</b> Principles of Management	4	5	25	75	100
		7BAEE3A/ 7BAEE3B	<b>Elective-III–A)</b> Principles of Marketing <b>(or) B)</b> Gender Economics	5	5	25	75	100
	IV	7SBS6B4/ 7SBS6B5/ 7SBS6B6/ 7SBS6B7	<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
				<b>Total</b>	<b>25</b>	<b>30</b>	<b>--</b>	<b>--</b>
			<b>Grand Total</b>	<b>140</b>	<b>180</b>	<b>--</b>	<b>--</b>	<b>4100</b>

PART-I-TAMIL  
முதலாம் ஆண்டு - முதல் பருவம்  
பாடக்குறியீட்டு எண்:711T

பொதுத்தமிழ் தாள் - 1 - தற்காலக் கவிதையும் உரைநடையும்

அலகு 1

அ. மரபுக் கவிதை

- |                     |   |   |
|---------------------|---|---|
| 31. பாரதி           | - | நிலாவும் வான்மீனும் காற்றும் (முழுமையும்) |
| 32. பாரதிதாசன்      | - | தோழனே! உன்னிடம் சொல்வேன்!                 |
| 33. நாமக்கல் கவிஞர் | - | உலகம் வாழ்க!                              |
| 34. ஜீவானந்தம்      | - | கோடிக்கால் பூதமடா                         |
| 35. முடியரசன்       | - | தலைமை வகிப்போம் (பாடுங்குயில், ப.8)       |
| 36. கண்ணதாசன்       | - | புதியதோர் உலகு செய்வோம் (ஏழாவது தொகுதி)   |

ஆ. புதுக்கவிதை

- |                            |   |   |
|----------------------------|---|---|
| 37. மு.மேத்தா              | - | தேசப்பிதாவிற்கு ஒரு தெருப் பாடகனின் அஞ்சலி<br>(கண்ணீர் பூக்கள்) |
| 38. கவிக்கோ அப்துல்ரகுமான் | - | மானுடத்தின் மகுடாபிகேம் (பால்வீதி)                              |
| 39. மீரா                   | - | காதல் என்ன கத்திரிக்காயா? (ஊசிகள்)                              |
| 40. வைரமுத்து              | - | மரங்களைப் பாடுவேன் (இந்தப் பூக்கள்<br>விற்பனைக்கு அல்ல)         |

அலகு 2

1. எண்ணங்கள் - எம்.எஸ்.உதயமூர்த்தி.

அலகு 3

**இலக்கணம்**

எழுத்திலக்கணம், எண், பெயர், முறை, பிறப்பு, வடிவம், மாத்திரை, மொழி முதல் எழுத்துக்கள், மொழி இறுதி எழுத்துக்கள், இடைநிலை மெயம்மயக்கம், மொழி, பகுபத உறுப்பு, வடமொழி எழுத்து, (ஆ.சிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள், பக்கம் 26 முதல் 69 வரை, கபிலன் பதிப்பகம், புதுச்சேரி)

அலகு 4

**இலக்கிய வரலாறு**

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

அலகு 5

**படைப்பாற்றல்**

பொதுக்கட்டுரை படைத்தல்.



**PART - II – ENGLISH  
I YEAR – I SEMESTER  
COURSE CODE: 712E**

**COURSE – I - ENGLISH FOR ENRICHMENT – I**

**Texts Prescribed**

7. Gate Way to English – *An Anthology of Prose and Poetry* Ed. By the Board of Editors, Harrows Publications, Chennai.
8. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I**

**Prose**

1. Education for New India – C.Rajagopalachari.
2. All about a Dog – A.G.Gardiner
3. I have a Dream – Martin Lutherking

**Unit II**

**Prose**

1. How I Became a Public Speaker – G.B. Shaw
2. With the Photographer – Stephen Leacock
3. Early Influences: Dr. APJ. Abdul Kalam

**Unit III**

**Poetry**

1. Gitanjali (Songs : 1-2) Rabindranath Tagore
2. Shall I Compare thee to a Summer's Day(Sonnet 18)–William Shakespeare
3. On his Blindness – John Milton.

**Unit IV**

**Grammar**

Noun, Pronoun, Verb, Adverb

**Unit V Composition**

Informal Letter, Comprehension, Dialogue Writing, Hints Developing

**Allocation of Working Hours per week**

Prose	-	2 hours
Poetry	-	2 hours
Grammar &	-	2 hours
Composition	-----	
<b>Total -</b>	<b>6 hours</b>	



## **B.A. ECONOMICS**

### **I YEAR – I SEMESTER COURSE CODE: 7BAE1C1**

#### **CORE COURSE I – MICRO ECONOMICS – I**

##### **Unit I**

Evolution and definition of Economics, Nature & Scope of Economics, Methods of Economics Analysis

##### **Unit II**

Basic Concepts: Utility Demand, Supply, Commodity and their types, Value and Price, Market, Demand Supply equilibrium

##### **Unit III**

Utility: Cardinal (Marshall) and Ordinal Utility Approaches to Demand-Indifference Curve-Consumer equilibrium (Hicks) Price, Income and Substitution effects-Derivation of Demand Curve

##### **Unit IV**

Elasticity of Demand, Price, Income and Cross elasticity, Consumer Surplus and its measurement

##### **Unit V**

Production: Factors of Production and their Characteristics; Laws of Production – Returns to scale, Law of Variable Proportion, Isoquants –Producer's equilibrium

##### **Books for Reference:**

28. Sankaran, S. (2000), Micro Economics, Margham Publications, Chennai.
29. Dutt & Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.
30. Agarwal & Verma, M.M. (1987), Micro Economics Forwarded
31. Book depot, New Delhi.
32. Cauvery, R., Sudhanayak, U.K. Girija, M., Kruparani N., and Meenakshi, R.
33. (1998), Micro Economic Theory, S. Chand & Co. Ltd, New Delhi
34. Loganathan. V-Principles of Economics, Economic Analysis, S. Chand & Co, New Delhi, 2003.
35. Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007.
36. 7. A. Koutsoyiannis, (1979), Modern Micro Economics, Palgrave McMillan.



**I YEAR – I SEMESTER  
COURSE CODE: 7BAE1C2**

**CORE COURSE II – BUSINESS STATISTICS – I**

**Unit I Introduction to statistics and collection of data**

Definition – meaning – Function – limitation of statistics-Primary data – methods of collection – secondary data – sources of secondary data – Sampling design – census and sampling methods – types of sampling

**Unit II Classification of Data**

Classification – meaning and types – Tabulation – meaning – object – differences between classification and tabulation – parts of table – general rules for tabulation – Diagrammatic and graphic representation – diagrams – importance – types – rules – Graphs – rules and types

**Unit III Measures of Central Tendency**

Objectives – features of good average – mean – median – mode – harmonic mean – geometric mean – merits and demerits

**Unit IV Measures of Dispersion**

Dispersion – meaning – importance – range – quartile deviation – mean deviation – standard deviation and coefficient of variation

**Unit V Skewnes, Kurtosis, Moments**

Introduction, meaning, skewness, and its measures –Karl Pearson’s coefficient of skewness, Bowley’s coefficient Moments, Meaning, Kutosis-Meaning

**Books for Reference:**

37. Pillai, R.S.N. and Bhagavathi V.S., Statistics S. Chand & Company Ltd., New Delhi.
38. Gupta S.P., Statistical Methods, Sultan Chand, New Delhi.
39. S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi. 2. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
40. M. Satayanarayana, Lalitha Raman- Management opertions Research.
41. V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons, Delhi.
42. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi
43. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi
44. Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London
45. Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.
46. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi.
47. Nagar. A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi.
48. Salvatore, Dominick (1982), Statistics and Econometrics, McGraw Hill, New Delhi





## **PROFESSIONAL ENGLISH FOR ARTS & SOCIAL SCIENCES**

### **UNIT 1: COMMUNICATION**

- Listening: Listening to audio text and answering questions- Listening to Instructions
- Speaking: Pair work and small group work.
- Reading: Comprehension passages –Differentiate between facts and opinion
- Writing: Developing a story with pictures.
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 2: DESCRIPTION**

- Listening: Listening to process description.-Drawing a flow chart.
- Speaking: Role play (formal context)
- Reading: Skimming/Scanning
- Reading passages on products, equipment and gadgets.
- Writing: Process Description –Compare and Contrast
- Paragraph-Sentence Definition and Extended definition-
- Free Writing.
- Vocabulary: Register specific -Incorporated into the LSRW tasks.

### **UNIT 3: NEGOTIATION STRATEGIES**

- Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)
- Speaking: Brainstorming. (Mind mapping).
- Small group discussions (Subject- Specific)
- Reading: Longer Reading text.
- Writing: Essay Writing (250 words)
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 4: PRESENTATION SKILLS**

- Listening: Listening to lectures.
- Speaking: Short talks.
- Reading: Reading Comprehension passages
- Writing: Writing Recommendations
- Interpreting Visuals inputs
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 5: CRITICAL THINKING SKILLS**

- Listening: Listening comprehension- Listening for information.
- Speaking: Making presentations (with PPT- practice).
- Reading : Comprehension passages –Note making.
- Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)
- Writing: Problem and Solution essay– Creative writing –Summary writing
- Vocabulary: Register specific - Incorporated into the LSRW tasks

**B.A. ECONOMICS**

**I YEAR – I SEMESTER  
COURSE CODE: 7BAEA1**

**ALLIED COURSE I – INDUSTRIAL ECONOMICS**

**Unit I**

Industry and economic development industry and sectoral linkages-industrial Classification and data information

**Unit II**

Public, private joint and co-operative sectors - private corporate sector- Role of MNCs

**Unit III**

Industrial productivity - concept - measurement - productivity in Indian industries - industrial sickness - under utilisation of capacity - factors accounting for it and its consequences.

**Unit IV**

Globalization and Indian industry privatization and issues relating to disinvestment policy

**Unit V**

Industrial development in India - industrial policy - role of the state - new industrial policy and economic reforms industrial growth and pattern.

**Books for Reference:**

16. Barthwal, R.R. "Industrial Economics as Introductory" Text Book, Wiley Eastern Ltd., New Delhi, 2000.
17. Sivayya, K.V. and Das, V.B.M. "Indian Industrial Economy" S. Chand & Co., New Delhi, 2004.
18. Devine, P.J. "An Introduction to Industrial Economics" George Allen and Unwin, London, 1978. Sadhu, A.N., and Singh, A. "Industrial Economics" Himalaya Publishing House, Mumbai, 1998.
19. Dutt and Sundaram, K.P.M. "Indian Economy" S. Chand & Co., New Delhi (2007).
20. Dhingra, I.C., "Indian Industrial Economy" Sultan Chand & Co., New Delhi (1972).



**PART IV (I) – (C)**

**NON – MAJOR ELECTIVE – COURSE – I**

**I YEAR – I SEMESTER**

**COURSE CODE: 7NME1C**

**COURSE 1 – COMMUNICATIVE ENGLISH**

**15 hours per Semester – 1 hour per Week**

**Objective**

To enable each learner at the college level to communicate effectively in English both in the spoken and in the written mode

**Theory**

Practice oriented course. Hence, 75:25 scheme of marking has to be followed. 75 marks for external assessment. 25 marks for internal marks assessment. Internal assessment will be carried out by the teacher who teaches the course while the external evaluation will be done by a group of 2 or 3 teachers who teach the course from the same college or from the nearby colleges.

**Unit I        BASICS OF ENGLISH**

Sentence- Clause-Phrase-Word-Morpheme. Introduction to sounds of English-stress-intonations

**Unit II        INTRODUCTION TO LSRW SKILLS**

Listening –Reading-Speaking-Writing skills

**Unit III        SPOKEN COMMUNICATION**

Participating in Conversation

Preparation of Speech for shorter or longer duration

**Unit IV        WRITTEN COMMUNICATION-I**

Note-Making-Summarizing-Paraphrasing-letter writing

**Unit V        WRITTEN COMMUNICATION-II**

Introduction to preparing curriculum vitae-Creating and verifying personal and official e-mail-Preparing notice circulars, memos and agenda for a meeting-Report writing-Common errors in English Translation.

### **ACTIVITIES**

28. Arrange the conversation between the students.
29. Preparing the speeches (for example, introducing a speaker or proposing a vote of thanks at the college function, explaining an experiment & etc.,)
30. Passage for note making
31. Passage for summarizing
32. Writing a paragraph on any topic (Statements and proverbs can be given)
33. Writing a C.V.
34. Writing a memo/notice/agenda/email/report
35. Ten sentences from Tamil to English & English to Tamil
36. Ten Sentences from error correction.

### **RECOMMENDED BOOKS**

13. "Success with Spoken English II" Dr. Saraswathi and Dr. Noorjahan kother adham (2000), Common Wealth University books, Chennai.
14. "Teaching Spoken English and Communication Skills" Rev. Dr. Francis Soundararaj (1995), T.R. Publication, Chennai.
15. "Developing Communication Skills," Krishna Mohan and Meera Benerji (2002) Macmillan India Limited.
16. 3 volumes – vowels  
– Consonants  
– Rhythm and Intonation prepared by Ciefc and published by Oxford University Press, Chennai.



முதலாம் ஆண்டு - இரண்டாம் பருவம்

பாடக்குறியீட்டு எண்: 721T

பொதுத்தமிழ் தாள் -2 இடைக்கால இலக்கியமும் சிறுகதையும்

அலகு 1

அ. திருஞானசம்பந்தர்

1. திருவாடாணை - “மாதோர் கூறு” எனத் தொடங்கும் பாடல்.
2. திருப்புனவாசல் - “மின்னியல் செஞ்சடை” எனத் தொடங்கும் பாடல்.
3. திருக்கொடுங்குன்றம் - “வானிற் பொலிவெய்தும்” எனத் தொடங்கும் பாடல்.

ஆ. திருநாவுக்கரசர்

1. திருப்புத்தூர் - “மின்காட்டும்” எனத் தொடங்கும் பாடல்.
2. திருஇராமேச்சுரம் - “பாசமும்” எனத் தொடங்கும் முதல் பாடல்.
3. திருப்புவணம் - “வடியேறு” எனத் தொடங்கும் பாடல்.

இ. சுந்தரர்

4. திருக்கானப்பேர் - “தொண்டர் அடித் தொழிலும்” எனத் தொடங்கும் பாடல்.
2. திருச்சுழியல் - “ஊனாய் உயிர் உகலாய்” எனத் தொடங்கும் பாடல்.

ஈ. மாணிக்கவாசகர் - திருவாசகம்

1. திருப்பெருந்துறை - இன்பம் பெருக்கி எனத் தொடங்கும் பாடல்.(திருவெண்பா.11)
2. திரு உத்தரகோசமங்கை - நீத்தல் விண்ணப்பம், இருதலைக்கொள்ளி என்று தொடங்கும் பாடல்.

உ. திருமுலர் - திருமந்திரம்

1. அன்பும் சிவமும் எனத் தொடங்கும் பாடல்.
2. எட்டிப் பழுத்த எனத் தொடங்கும் பாடல்.
3. படமாடக் கோயில் எனத் தொடங்கும் பாடல்.

ஊ. திருமங்கை ஆழ்வார்

திருப்புல்லாணி - ஒன்பதாம் பத்து நாலாம் திருமொழி “காவார் மடல் பெண்ணை” எனத் தொடங்கும் ஒன்றாம் பாடல் முதல் “வில்லாள் இலங்கை” எனத் தொடங்கும் ஐந்தாம் பாடல் வரை (மொத்தம் ஐந்து பாடல்கள்)

எ. சிற்றிலக்கியம்

13. அபிராமி அந்தாதி - உதிக்கின்ற செங்கதிர் எனத் தொடங்கும் முதற்பாடல் தொடங்கி

அதனைத் தொடர்ந்து வரும் 9 பாடல்கள் (ஆக மொத்தம் 10 பாடல்கள்).

14. தமிழ்விடு தூது - 17 ஆம் கண்ணி முதல் 27 ஆம் கண்ணி வரை.

15. திருக்குற்றாலக்குறவஞ்சி, வசந்தவள்ளி பந்தடித்தல்.

16. பாடுவார் முத்தப்பர், செயங்கொண்டார் சதகம் முதல் இரு பாடல்கள்.

அலகு 2 - சிறுகதை

சிறுகதைகள் 10 ஆசிரியர் குழு, அறிவுப் பதிப்பகம்.

அலகு 3 - இலக்கணம்

சொல்லிலக்கணம்

சொல்வகை, பெயர்ச்சொல், வினைச்சொல், இடைச்சொல், உரிச்சொல், இலக்கணம், வேற்றுமை, மயக்கம், ஆகுபெயர், (ஆ.சிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள் - கபிலன் பதிப்பகம், புதுச்சேரி).

அலகு 4 - இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு. அலகு 5 - படைப்பாற்றல் சிறுகதை படைத்தல். ❀❀❀❀❀❀❀❀❀

I YEAR – II SEMESTER

**COURSE CODE: 722E**

**COURSE - II – ENGLISH FOR ENRICHMENT – II**

**Texts Prescribed**

7. Gate Way to English – *An Anthology of Prose and Poetry* Ed. by the Board of Editors, Harrows Publications, Chennai.
8. Modern English – *A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I Prose**

1. My Greatest Olympic Prize – Jesse Owens
2. Voluntary Poverty – Mahatma Gandhi
3. Helen Kellar – Ishbel Ross

**Unit II Prose**

1. Coffee Worries – R.K. Narayan
2. A Night Among the Pines – R.L. Stevenson
3. Spoon Feeding – W.R.Inge

**Unit III Poetry**

1. Daffodils - Wordsworth
2. Mending Wall – Robert Frost
3. A River – A.K.Ramanujan

**Unit IV Grammar**

Adjective, Preposition, Conjunction and Interjection.

**Unit V Composition**

Formal Letters, Resume Writing, Precise Writing and General Essays.

**Allocation of Working Hours per week**

Prose	-	3 hours
Poetry	-	1 hour
Grammar &	-	2 hours
Composition	-----	

**Total - 6 hours**

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**I YEAR – II SEMESTER  
COURSE CODE: 7BAE2C1**

**CORE COURSE III – MICRO ECONOMICS – II**

**Unit I**

Economies of Scale, Different Concepts of Costs – Explicit & Implicit, Accounting, Opportunity, Total – fixed and Variable Costs, Marginal & Average Costs & its Relationship. Concept of Revenue – Total, Marginal & Average Revenue and Break – Even Point

**Unit II**

Market – Concept and Classification, Perfect Competition – Characteristics, Price and Output Determination for Firm and Industry, Market Equilibrium.

**Unit III**

Monopoly-Characteristics and Price - Output Determination, Price Discrimination- Monopolistic Competition - Characteristics - Price - Output Determination.

**Unit IV**

Factor Pricing - Theory of Marginal Productivity of Distribution- Concept of Adding up Theorem- Theories of Wages and Rent

**Unit V**

Interest- Concept- Classical and Keynesian Theories of Interest- Profit- Net and Gross theories of Profit.

**Books for Reference:**

19. Dr. S. Sankaran , Micro Economics, Margham Publications, Chennai, 2000.
20. H.L.Ahuja Principles of Micro Economics, A New Look at Economic Theory, S Chand Company Ltd., New Delhi (1996)
21. Misra and Puri , Advanced Micro Economics ,Himalaya Publishing House, Mumbai, 1996.
- M.L. Jhingan Micro Economic Theory, Vrinda Publications Ltd., New Delhi, 2002.
22. V. Lokanathan, Principles of Economics, Economic Analysis S. Chand & Co., New Delhi 2003.
23. M.L.Seth,(2001), Principles of Economics, Lakshmi Narain Agarwal , Agra.
24. Dutt & Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.



**I YEAR – II SEMESTER  
COURSE CODE: 7BAE2C2**

**CORE COURSE IV – BUSINESS STATISTICS – II**

**Unit I**

Meaning – importance – types – methods – scatter diagram – karlpearson’s coefficient – rank correlation – Concurrent Deviation - Regression - Regression equation- Least square method –Definition

**Unit II**

Meaning–Probability—FundamentalPrinciples-Permutationand Combination-Theories of Probability (Simple problems only)

**Unit III**

**Time-Series analysis**

Definition – components – importance – measurement of trend and seasonal variation

**Unit IV**

**Index Number**

Definition – uses – problems in construction – methods – weighted and unweighted – methods of weighted index number calculation – test for ideal index numbers.

**Unit V**

**Growth of Indian statistics**

Statistical Organization of India - CSO- Divisions-Functions -Publications, Population Statistics –Sources-methods -Features of 2011 census-Vital Statistics-meaning-uses-sources- measurements of fertility and mortality (only concepts)

**Books for Reference:**

31. Pillai R.S.N. and Bhagavathi V.S. Statistics S.Chand & company Ltd. New Delhi.
32. Gupta S.P. Statistical Methods, Sulthan chand, New Delhi. 1991.
33. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.
34. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi
35. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi.
36. Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London.
37. Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.
38. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi
39. Nagar, A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi
40. Salvatore, Dominick (1982), Statistics and Economics, McGraw Hill, New Delhi.





## Second Semester

### Professional English Course for Arts and Social Science

#### Unit 1- Communicative Competence

- Listening – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)
- Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)
- Reading: Two subject-based reading texts followed by comprehension activities/exercises
- Writing: Summary writing based on the reading passages.
- Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

#### Unit 2 - Persuasive Communication

- Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication
- Speaking: debates – Just-A Minute Activities
- Reading: reading texts on advertisements ( on products relevant to the subject areas) and answering inferential questions
- Writing: dialogue writing- writing an argumentative /persuasive essay.

#### Unit 3- Digital Competence

- Listening to interviews (subject related)
- Speaking: Interviews with subject specialists (using video conferencing skills)
- Creating Vlogs (How to become a vlogger and use vlogging to nurture interests –subject related)
- Reading: Selected sample of Web Page (subject area)
- Writing: Creating Web Pages
- Reading Comprehension: Essay on Digital Competence for Academic and Professional Life. The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

#### Unit 4 - Creativity and Imagination

- Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other)
- MOOC videos on Indian academic sites – E.g.  
<https://www.youtube.com/watch?v=tpvicScuDy0>
- Speaking: Making oral presentations through short films – subject based
- Reading: Essay on Creativity and Imagination (subject based)
- Writing – Basic Script Writing for short films (subject based)
  - Creating webpages, blogs, flyers and brochures (subject based)

- Poster making – writing slogans/captions (subject based)

#### **Unit 5- Workplace Communication& Basics of Academic Writing**

- **Speaking: Short academic presentation using PowerPoint**
- **Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.**
- **Writing an introduction, paraphrasing Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)**
- **Capitalization (use of upper case)**

**I YEAR-II SEMESTER  
COURSE CODE: 7BAEA2**

**ALLIED COURSE II – INDIAN ECONOMIC ISSUES**

**Unit I**

Characteristics of Indian Economy as a Developing Economy – Demographic Trends In The Post-Independence Period – Birth Rate, Death Rate, Age Composition, Sex Ratio, Density, Life Expectancy, Literacy, Urbanization - Workforce Participation Rate – Unemployment – Kinds – Government’s Policy Measures To Remove Unemployment

**Unit II**

Place of Agriculture in Indian Economy – Causes for Low Productivity – Sources of Rural Credit – Present System of Indian Agricultural Marketing – New Agricultural Strategy - Green Revolution – Problems Agricultural Price Policy – Indian Agriculture and WTO – Recent Initiatives In Indian Agriculture.

**Unit III**

Role of Industrialization – Industrial Policy - Importance of Small Scale Industries – Recent Policy Initiatives for Promoting Small Scale Industries – Industrial Sickness In India – Causes, Consequences and Remedial Measures – Changing- National Wage Policy – Social Security Measures In India – Impact of WTO on Indian Industry.

**Unit IV**

India’s Foreign Trade-Growth and Structure–India’s Foreign Trade Policy-Main Features-Phases-Export–Import Policy-Foreign Capital-Types-Government’s Policy towards Foreign Capital - WTO and India’s Foreign Trade.

**Unit V**

Inflationary Trends In India – Causes–Control- External Value of Rupee and Foreign Exchange Reserves -Demonetisation – Reasons for the Growth of MNC’s – Impact of MNC’s on Indian Economy.

**Books for Reference:**

19. Ruddar Dutt and K.P.M Sundaram , Indian Economy, S.Chand & Company Ltd., New Delhi, 2004
20. S.K Misra & V.K. Puri, Indian Economy, Its Development Experience, Himalaya Publishing House, Mumbai, 2004
21. Ishwar D.Dhingra , Indian Economy, S.Chand & Co., Dr.S.Sankaran , Indian Economy, Margham Publications, Chennai,
22. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education Inc., 8th Edition, 2007.
23. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition, 2007.
24. Joseph E. Stiglitz and Carl E. Walsh, Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th Edition, 2007.



## **PART-IV (3)**

**COURSE CODE: 7BES2**

**I YEAR – II SEMESTER**

### **COURSE – ENVIRONMENTAL STUDIES**

#### **Unit I      The Multidisciplinary Nature of Environmental Studies**

Definition, Scope and importance

Need for public awareness

#### **Unit II      Natural Resources**

Renewable and non-renewable resources

s. Forest Resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effect on forests and tribal people

t. Water Resources: Use and over-Utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.

u. Mineral resources: Use and exploitation, experimental effects of extracting and using mineral resources, case studies.

v. Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

w. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources, Case studies.

x. Land resources: Land as a resource, land degradation, main induced landslides, soil-erosion and desertification

- Role of individual in conservation of natural resources
- Equitable use of resources for sustainable lifestyle

#### **Unit III      Ecosystems, Bio-diversity and its conservation**

##### **Ecosystems**

- Concept of an Ecosystem
- Structure and function of an Ecosystem

- Energy Flow in the Ecosystem
- Food Chains, Food Webs and Ecological Pyramids

### **Biodiversity and its conservation**

- Introduction- Definition: Genetic, Species and Ecosystem Diversity
- Bio-Geographical Classification of India
- Value of Biodiversity: Consumptive Use, Productive Use, Social Ethical, Aesthetic and Option Values.
- Biodiversity at Global, National and Local Levels
- India as a Mega-Diversity Nation
- Hot Spots of Biodiversity
- Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts
- Endangered and Endemic Species of India
- Conservation of Biodiversity in-Situ and Ex-Situ Conservation of Biodiversity

### **Unit IV Environmental Pollution**

- Causes, Effects and Control measures of:-
  - v. Air Pollution
  - w. Water pollution
  - x. Soil pollution
  - y. Marine pollution
  - z. Noise pollution
  - aa. Thermal pollution
  - bb. Nuclear hazards

### **Unit V Field Work**

- Visit to a local area to document environmental assets—river/ forest/ grassland/ hill/ mountain
- Visit to a local polluted site- Urban/Rural/Industrial/Agricultural
- Study of common Plants, insects, birds
- Study of simple ecosystem-pond, River, Hill slopes, etc

### **Books for Reference:**

59. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ.Ltd., Bikaner
60. Bharucha Erach The Biodiversity of India, Mapin Publishing Pvt. Ltd, Ahamedabad-380013, India, Email: mapin@cent.net®
61. Burner R.C. 1989, Hazardous Waste Inclination McGraw Hill Inc. 480p
62. Clark R.S. Marine Pollution, Clanderson Press Oxford(TB)

63. Cunnigham, W.P. Cooper, T.H. Gorhani, E& Hepworth, M.T 2001  
Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p.
64. De. A.K. Environmental Chemistry, Wiley Eastern Ltd.
65. Down to Earth, Centre for Science and Environment®
66. Gleick H.P. 1993, Water in crisis, Pacific Institute for studies in Dev,  
Environment & Security, Stockholm Env. Institute, Oxford Univ. Press, 473p
67. Hawlinks R.E., Encyclopedia of Indian Natural History, Bombay Natural  
History Society, Bombay (R)
68. Heywood, V.H & Watson, R.T. 1995, global biodiversity Assessment,  
Cambridge Univ. Press, 1140p
69. Jadhav, H&Bhosale V.M. 1995, Environmental Protection and Laws,  
Himalaya Pub; House, Delhi 284p
70. McKinney, M.L & Schoch, R.M. 1996 Environmental Science systems &  
Solutions, web enhanced edition 639p
71. Mhaskar A.K. Matter Hazardous, techno-Science Publications (TB)
72. Miller T.G. Jr. Environmental Science wadsworth Publishing Co (TB)
73. Odum, E.P. 1971 fundamental of Ecology, W.B. Saunders Co. USA 584p
74. Rao M.N & Datta, A.K., 1987, Tehchno-Science, Waste water Treatment.  
Oxford & IBH publ, Co. Pvt. Ltd., 345p
75. Sharma B.K. 2001, environmental chemistry Goel publ, House, Meerut
76. Survey of the Environmental the Hindu (M)
77. Townsend C, Harper J, and Michael Degon, Essential of ecology, Blakewell  
Science (TB)
78. Trivedi R.K., Hand book of Environmental laws, Rules, Guidelines,  
compliances and Standards, Vol I and II, Enviro Meida ®
79. Trivedi R.K. & P.K. Goel Introduction to Air pollution, Techno-Science  
Publications (TB)
80. Wanger K.D, 1998 Environmental Management W.B. Environmental  
Management. W.B. Saunders Co. Philadelphia, USA. 499p

இரண்டாம் ஆண்டு - மூன்றாம் பருவம் -

பாடக்குறியீட்டு எண்: 731T

பொதுத் தமிழ் தாள் - 3 - காப்பியமும் புதினமும்

அலகு 1

- |                   |   |                                 |
|-------------------|---|---------------------------------|
| 19. சிலப்பதிகாரம் | - | மங்கல வாழ்த்துப்பாடல்.          |
| 20. மணிமேகலை      | - | பாத்திர மரபு கூறிய காதை.        |
| 21. கம்பராமாயணம்  | - | சேது பந்தனப்படலம்.              |
| 22. பெரியபுராணம்  | - | கோச்செங்கட்சோழ நாயனார் புராணம். |
| 23. தேம்பாவணி     | - | கோலியாத் படலம்.                 |
| 24. சீறாப்புராணம் | - | மானுக்குப் பிணை நின்ற படலம்     |

அலகு 2 - புதினம்

வேரில் பழுத்தபலா - சு.சமுத்திரம்.

அலகு 3 - இலக்கணம்

யாப்பும் அணியும்

செய்யுள் உறுப்புகள், எழுத்து, அசை, சீர், தளை, அடி, தொடை ஆகியன பற்றிய விளக்கம். பாவகை, வெண்பா, ஆசிரியப்பா ஆகியவற்றின் பொது இலக்கணங்கள்.

அணி, வகைகள், உவமை, உருவகம், வேற்றுமை, பின்வருநிலை, சிலேடை அணிகள்.

அலகு 4 - இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

அலகு 5 - படைப்பாற்றல்

மரபுக் கவிதை - புதுக்கவிதை படைத்தல்.



**II YEAR – III SEMESTER**  
**COURSE CODE: 732E**  
**COURSE – III - ENGLISH FOR ENRICHMENT – III**

**Texts Prescribed**

1. *Six Short Stories*, Ed. by the Board of Editors, Harrows Publications, Chennai.
2. *One Act Plays*, Ed. by the Board of Editors, Harrows Publications, Chennai.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.
4. *English for Communication*, Ed. by the Board of Editors, Harrows Publications, Chennai.

**Unit I            Short Stories**

1. Two Old Men – Leo Tolstoy
2. The Diamond Necklace – Guy de Maupassant
3. The Verger – Somerset Maugham
4. The Postmaster – Rabindranath Tagore.

**Unit II            One Act Plays**

1. Riders to the Sea – J.M.Synge
2. The Rising of the Moon – Lady Gregory

**Unit III           One Act Plays**

1. A Kind of Justice – Margaret Wood
2. The Refugee – Asif Currimbhoy

**Unit IV           Grammar**

Tenses, Voices, Degrees of Comparison

**Unit V            Composition**

Agenda, Minutes, Notice, Descriptive Writing

**Allocation of Working Hours per week**

Short Stories	- 2 hours
One Act Plays	- 2 hours
Grammar &	- 2 hours
Composition	-----
<b>Total</b>	<b>- 6 hours</b>





**II YEAR – III SEMESTER  
COURSE CODE: 7BAE3C1**

**CORE COURSE V – BUSINESS MATHEMATICS – I**

**Unit I**

**Logarithms**-Definition – laws of operation – logarithmic tables – operation with logarithmic

**Unit II**

**Basic Algebra**-Theory of indices – algebraic expression – basic identities – factorization – solution to linear and quadratic equation

**Unit III**

**Set Theory**-Definition – equality of sets and subsets – universal set – operation of set union – intersection – complement – differences – laws of set operation – cartesian product

**Unit IV**

**Functions**-Meaning – types – linear, quadratic, Cubic, logarithmic and exponential functions – linear function – equation of a straight line – slope intercept form – slope & one point form – two points form – x, y intercept.

**Unit V**

**Matrix Algebra**-Definition – types – addition – subtraction – multiplication, transpose determinant of a square matrix – co-factor and minor – inverse of a matrix using ad joint matrix solution of a system of a linear equation – Cramer's rule.

**Books for Reference:**

19. Allen, R.G.D., Mathematical Analysis for Economists, Macmillan, New York.
20. Mehta and Madnani, Mathematics for Economists, Sultan Chand & Sons, New Delhi - 2000.
21. Chiang, Fundamentals of Mathematical Economics, Macmillan, New York.
22. Srinath Baruah, Basic Mathematics and its application in Economics - Macmilan India Ltd., Chennai.
23. Sancheti D.C. and V.K.Kapoor, Business Mathematics Sulthan chand New Delhi.
24. Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthan chand New Delhi.

**Note: Question should be asked 50% in theory and 50% in problems.**



**II YEAR – III SEMESTER  
COURSE CODE: 7BAE3C2**

**CORE COURSE VI –ECONOMIC THINKERS**

**Unit I**

Nature and Importance of Economic Thought- Mercantilism: Views on Trade, Money and Prices. Marxian Economics: Dialectical Materialism, Theory of Value, Theory of Capital Accumulation, Theories of Crisis

**Unit II**

Physiocracy: Natural Order; Net product and Circulation of Wealth- Classical Political Economy- Adam Smith: Theories of Value and Distribution. Jevon's Theory of Value, Bohm-Bawerk's Theory of Capital

**Unit III**

Ricardian Economics: Value Analysis, Theories of Trade and Distribution Walras's Theory of General Equilibrium. A General Overview of Marshall's Contribution.

**Unit IV**

J S Mill: Theory of Value, Views On Production and Distribution. Classical Stationary State with special reference to Mill's views

**Unit V**

Neo-classical economics- Features - J.M Keynes and his contribution; Welfare Economics: Arrow and Social choice Theory; Rational Expectation Models and the New Classical Macro Economics.

**Books for Reference:**

19. Louise Haney - History of economic Thought – Surjith publication New Delhi
20. Eric Roll – History of Economic thought – Faber Lendon
21. Mar Blaug – Economics Theory in retrospect
22. AK Das Guptha – Indian Economic Thought
23. Scrapanti E and S Zamagiri (2005) an Outline of the Economic thought (OUP New Delhi)
24. Hajela TN - History of Economic Thought – Ane's Student Edition



**II YEAR - III SEMESTER  
COURSE CODE: 7BAEA3**

**ALLIED COURSE III – HISTORY OF ECONOMIC THOUGHT**

**Unit I**

Nature and Significance of the History of Economic Thought - Mercantilism and Physiocracy- Their Views on Development

**Unit II**

Classical School - Adamsmith - Malthus - David Ricardo - J.B.Say - J.S.Mill-Mahathma Gandhi-Jawaharlal Nehru- Dr.B.R Ambedkar

**Unit III**

Karl Marx - Early Socialistic Critics, Dialectical Materialism

**Unit IV**

Veblen and Institutional School - Schmoller and Historical school - Marginal School – Schumpeters theory of Innovation

**Unit V**

Keynesian Revolution- limitations- Welfare Economics - Pigou - Hicks – Pareto Noble Laureates Since 1985

**Books for Reference:**

46. Alexander Grey: Development of Economic Doctrines.
47. Eric Roll: History of Economic Thought
48. Ganguli, B.W.: Indian Economic Thought
49. Haney, L.H.: History of Economic Thought
50. Hecksher, Eli: Mercantilism, Macmillan
51. Keynes, J.M.: General Theory of Employment, Interest and Money.
52. Melvin W.Reder : Studies in the Theory of Welfare Economics.
53. Newman, P.C.: Development of Economic Thought
54. Loganathan. V. (1998), History of Economic thought, S.Chand & Co., New Delhi.
55. Sankaran. S: History of Economic Thought, Margham Publications.Chennai
56. Desai and Nirmal Bhalerao (1999), Economic History of Indian, Himalaya Publishing House, New Delhi
57. Girija and Manimekalai, (1998), History of Economic Thought, Virinda Publications, New Delhi.
58. Hagela, (2000), History of Economic Thought, Konark Publications, New Delhi.
59. Lionel Robbins, (2000), A History of Economic Thought, Oxford University Press, Chennai.
60. Mittal Sanjay and Prakash Sharma (1999), Economic thought – then and new, RBSA Publications, Jaipur.



**II YEAR – III SEMESTER  
COURSE CODE: 7BHIA3**

**ALLIED COURSE – III – PRINCIPLES OF TOURISM IN INDIA**

**Unit I**

Meaning and Definition - Nature and Scope – Elements of Tourism – Type of Tourism – Economic, Social and cultural Importance of Tourism – Causes for the Rapid growth of Tourism.

**Unit II**

Growth of Tourism in India –Sargent Committee – The Ministry of Tourism and Civil Aviation - Formation, functions and Achievements of ITDC and TTDC.

**Unit III**

Tourist Offices in India and Abroad – Role of Tourist officers and Tourist Guides – Role of Air, Rail and Road Transport in Tourism Industry – Travel Documents.

**Unit IV**

Tourism Marketing – Tourism Products – The Art of Preparing Booklets, Posters, Pamphlets, Folders etc – Role of Mass Media in Tourism Promotion: the Press, T.V, Radio, Films, Advertisement - their importance.

**Unit V**

Development of Hotel Industry in India – Ways of Awarding Star Ranks – Reception and Catering Services – Entertainments in Star Hotels – Organization and Working of a Travel Agency – Importance of Accommodation in Tourism Industry.

**Books for Reference:**

- |                    |   |  |
|--------------------|---|--|
| 25. Bhatia, A.K.   | – | Tourism in India, History and Development. |
| 26. Dr.Ram Acharya | – | Tourism in India-2007.                     |
| 27. Dosell, R.     | – | Studies in Hotel Management.               |
| 28. Basham, A.L.   | – | The Wonder That Was India-1966.            |
| 29. Manoj Dos      | – | India-A Tourist Paradise-1999              |
| 30. Abbas.R        | – | Tourism and Travel Management              |
| 31. Bhatia .A.K    | – | International Tourism                      |
| 32. Prannathseth   | – | An Introduction to Travel andTourism       |



**PART IV (I) – (C)**

**NON – MAJOR ELECTIVE – COURSE II**

**II YEAR – III SEMESTER**

**COURSE CODE: 7NME3C**

**COURSE II – EFFECTIVE EMPLOYABILITY SKILLS**

**Unit I Curriculum Vitae & Facing the Interview**

Applying for jobs, Preparing the curriculum Different formats vita, Facing the interviews, Frequently Asked Questions (FAQs).

**Unit II Interpersonal Communication**

One to one Communication

One to group Communication

**Unit III Group Discussion**

Listening, Ice-breaking, Leader – Member Moderates his role responsibility, Conflict, Management, Consensus, Steps involved

**Unit IV Team Work**

Qualities Selection constant & comfort, Orientation Review Tea, Review of the team work

**Unit V Motivation**

Leadership & Motivation, Behaviour, Motives Managerial Skills

**Books for Reference:**

13. E.H.McGrath, S.J., “Basic Managerial Skills For All”, Prentice-Hall of India Private Limited, New Delhi 110 001. ISBN-0-87692-498-4.
14. D.K.Sarma, “You & Your Career”, Wheeler Publishing, 755, Anna Salai, Chennai 600002. ISBN 81-7544-170-4. -1999
15. Indian Jaycees, “Skills” Series, published by Indian Jaycees.
16. S.P.Sachdeva, “Interview In A Nutshell”, Sudha Publications (P) Ltd., B-5, Prabhat Kiran, Rajendra Place, New Delhi 110 008.



**PART IV (2) – SKILL BASED SUBJECTS (SBS)**

**GROUP I – SET I**

**II YEAR – III SEMESTER**

**COURSE CODE: 7SBS3A1**

**COURSE I – COMPETITIVE EXAMINATION SKILLS**

**Objectives:**

- To build a sense of awareness among students through proper guidance about various competitive examinations in order to motivate students for prospective career in government and corporate sector.
- To intensively guide students for competitive examinations like TNPSC, UPSC, SSC, RRB, IBPS etc.

**Unit I**

Public Service Commission: Tamil Nadu Public Service Commission (TNPSC) and its role -History of TNPSC - Constitutional Provisions on the Formation, Functions, and Powers of Public Service Commissions for the Union and for the States - TNPSC and its rules of Procedure.

Eligibility and examination pattern: TNPSC - Union Public Service Commission (UPSC) - Staff Selection Commission (SSC) - Railway Recruitment Board (RRB) – Institute of Banking Personnel Selection (IBPS).

**Unit II**

Intelligence, creativity & application, testing & assessment - Types, verbal abilities & fluency

**Unit III**

Numerical ability:

Numbers, simplification, time and work, percentage, fraction, speed and distance, simple and compound interest, ratio and proportion

**Unit IV**

Spatial and perceptual abilities, situation reaction test

**Unit V**

Memory and inductive reasoning, Logical reasoning, Coding and Decoding, Direction Test, Syllogism

**Books for Reference:**

1. Ajay rai, “intelligence tests”, sterling paperbacks, published by sterling publishers pvt. Ltd., 1-10, green park extension, new delhi 110 016., 2001
2. Competition success review magazines.



**PART V**

**II YEAR – III SEMESTER  
COURSE CODE: 7BEA3**

**PART – V – EXTENSION ACTIVITIES**

Extension Activities will be organized for 2 days in the Third Semester. The programme may be organized in any Saturday and Sunday.

A meeting of all the staff of the College (Teaching, Administrative and Technical Staff) be conducted before departing to the camp in which each and every aspect like Programmes to carried out, accommodation, food, medical aid, transport facilities, etc., should be thoroughly discussed.

One credit will be allotted for this Extension Activities. The marks allotted for each camp will be 100. Each student participating in the camp will be evaluated internally for 100 marks. The criteria for evaluation of Extension Activities will be as follows:

<b>S. No.</b>	<b>Criteria</b>	<b>Maximum Marks</b>
1.	Interaction with villagers	10
2.	Participation / Attitude towards work	10
3.	Participation in interaction and discussion	10
4.	Knowledge of problems / issues	10
5.	Organising & decision making ability	20
6.	Expression: a) Cultural programmes	10
	b) Report Writing	20
7.	Ability to adjust and work in a team	10
<b>Total</b>		<b>100</b>



இரண்டாம் ஆண்டு - நான்காம் பருவம்

பாடக்குறியீட்டு எண்: 741T

பொதுத்தமிழ் தாள் - 4 - பண்டைய இலக்கியமும் நாடகமும்

அலகு 1

- அ. பத்துப்பாட்டு - சிறுபாணாற்றுப்படை
- ஆ. நற்றிணை - வெள்ளிவீதியார் பாடல் எண்கள்: 70,335,348.
- இ. குறுந்தொகை - யாயும் ஞாயும் எனத் தொடங்கும் பாடல்  
(குறிஞ்சி) செம்புலப்பெயல் நீரார்  
பாடல் எண்.43 - செல்வார் அல்லர் எனத் தொடங்கும் பாடல்  
(பாலை) ஓளவையார்  
பாடல் எண்.49 - அணிந் பல்லன்ன எனத் தொடங்கும் பாடல்  
(நெய்தல்) அம்முவனார்  
பாடல் எண்.61 - தச்சன் செய்த எனத் தொடங்கும் பாடல்  
(மருதம்) தும்பிசேர்கீரன்  
பாடல் எண்.110 - வாரார் ஆயினும் எனத் தொடங்கும் பாடல்  
(முல்லை) கிள்ளிமங்கலக்கிழார்  
ஈ. கலித்தொகை - பாடல் எண்.105. அரைசுபட எனத் தொடங்கும்  
பாடல் (முல்லை) சோழன் நல்லுருத்திரன்.
- உ. அகநானூறு - திருமணச் சடங்குப் பாடல்கள் 2 (86,128)
- ஊ. புறநானூறு - பிசிராந்தையார் பாடல்கள் (பாடல் எண்கள்.  
67,184)
- எ. திருக்குறள் - பெரியாரைத் துணைக்கோடல், சிற்றினம்  
சேராமை ஆகிய இரு அதிகாரங்கள்.
- ஏ. நாலடியார் -  
பாடல் எண்.135 - கல்வி கரையில் எனத் தொடங்கும் பாடல்.  
பாடல் எண்.215 - கோட்டுப் பூப்போல எனத் தொடங்கும் பாடல்.  
பாடல் எண்.248 - நல் நிலைக்கண் தன்னை நிறுப்பானும் எனத்  
தொடங்கும் பாடல்.
- ஐ. பழமொழி நானூறு  
பாடல் எண்.46 - நெடியாது எனத் தொடங்கும் பாடல்.



பாடல் எண்.47 - தோற்றத்தாலர் எனத் தொடங்கும் பாடல்.  
பாடல் எண்.48 - மிக்குடையார் ஆகி எனத் தொடங்கும் பாடல்.

**அலகு 2 - நாடகம்- நீதிதேவன் மயக்கம் - அறிஞர் அண்ணா.**

**அலகு 3 - இலக்கணம்**

அகப்பொருள், (7 திணைகள்), புறப்பொருள் (12 திணைகள்), களவும், கற்பும், உள்ளுறை, இறைச்சி (ஆசிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள், கபிலன் பதிப்பகம், புதுச்சேரி.

**அலகு 4 - இலக்கிய வரலாறு**

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

**அலகு 5 - படைப்பாற்றல்**

ஓரங்க நாடகம் படைத்தல்.



## II YEAR – IV SEMESTER

COURSE CODE: 742E

### COURSE – IV- ENGLISH FOR ENRICHMENT – IV

#### Texts Prescribed

1. *Pygmalion* – G.B. Shaw
2. *Swami and Friends* – R.K. Narayan
3. *Tales from Shakespeare* Ed. by the Board of Editors, Harrows Publications, Chennai.
4. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

#### Unit I Drama

*Pygmalion* – G.B. Shaw

#### Unit II – Fiction

*Swami and Friends* – R.K.Narayan

#### Unit III – Tales from Shakespeare

1. The Merchant of Venice
2. Romeo and Juliet
3. The Winter's Tale

#### Unit IV - Grammar

1. Concord
2. Question Tag
3. Kinds of Sentences
4. Direct and Indirect speeches

#### Unit V - Composition

1. Expansion of Proverbs
2. Group Discussion
3. Conversation (Apologizing, Requesting, Thanking)

## Allocation of Working Hours per week

Drama	-	2 hours
Fiction	-	2 hours
Grammar &	-	2 hours
Composition	-----	
<b>Total</b>	-	<b>6 hours</b>

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**II YEAR – IV SEMESTER  
COURSE CODE: 7BAE4C1**

**CORE COURSE VII – BUSINESS MATHEMATICS –II**

**Unit I            Simple Differentiation**

Meaning – rules –  $u+v$ ,  $uv$ ,  $u/v$ , function of a function – derivatives of polynomial logarithmic Exponential, composite and implicit function - derivatives of higher order – application in economics – cost, revenue, utility, production function.

**Unit II            Optimisation (Function of One Variable)**

Sign of first order derivatives and nature of function – sign of second order derivative and nature of curves – maximum and minimum values of function – point of inflection — profit maximization – cost minimization.

**Unit III          Partial and Total Differentiation**

Function of two variables – first and second order partial derivatives – first order of total differential.

**Unit IV          Optimisation (Function of Two Variables)**

Optimisation of a function of two variables without constraint – optimisation of a function of two variables with linear constraint – application – consumer's and producer's equilibrium

**Unit V            Linear Programming**

Formulation – maximization and minimization problems – graphical method only

**Books for Reference:**

22. S.P. Gupta - Statistical Methods, Sultan Chand & Sons., New Delhi 1991. Elhance - Statistics
23. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.
24. R.S.N. Pillai & Mrs. Bagavathi – Statistics, S. Chand & Company Ltd., New Delhi 1997.
25. Madhani, Mathematics for Economics, Sulthan chand New Delhi.
26. Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthan chand New Delhi.
27. Arora, P N & Arora S (2000) : CA Foundation Course in Mathematics
28. Bose, D C (1996) : An Introduction to Mathematical Economics.

**Note: Question should be asked 50% in theory and 50% in problems.**



**II YEAR – IV SEMESTER  
COURSE CODE: 7BAE4C2**

**CORE COURSE VIII – AGRICULTURAL ECONOMICS**

**Unit I**

Agriculture and Economic Development – Meaning – Features – Importance – Rationale of agriculture in economic development – Problems

**Unit II**

Agriculture Labour – Definition – Types and Characteristics – Growth – Problems – Government measures

**Unit III**

Land Reforms: Meaning – Forms – Land Tenure – Land Ceiling; Farm production – Causes for low Productivity in agriculture – Cropping Pattern: Meaning – Factor.-organic farming -Genital modified crops-contract farm & corporate farming

**Unit IV**

Agriculture Finance – Need and Types – Sources of agricultural finance – Money lenders – Co-operatives – Commercial banks – RDBs – NABARD – RRBs – Government assistance.

**Unit V**

Agricultural price Policy: Meaning – Objectives – Instruments – Minimum Support Price – Buffer Stock Operations – Public Distribution System – Agricultural Price Commission – Food problems and Food Security-Recent development – Food policy in India – Government measures.

**Books for Reference:**

16. Ruddar Dutt and K.P.M Sundaram, 2014, Indian Economy, S.Chand&Co Ltd, New Delhi.
17. S.K.Mishra & V.K.Puri, 2011, Indian Economy, Himalaya Publishing House, Mumbai.
18. A.N. Agarwal, 2007, Indian Economy Problems of Development and Planning.
19. C.S.Prasad, 2006, Sixty Years of Indian Agriculture.
20. P.Mala, 2014, Agricultural Economics, Dominant Publishers, New Delhi



**II YEAR - IV SEMESTER  
COURSE CODE: 7BAEA4**

**ALLIED COURSE IV - HEALTH ECONOMICS**

**Unit I**

Role of Health Education in Human Development - Importance of poverty alleviation- Health education outcomes and their relationship with macroeconomic performance

**Unit II**

Microeconomic Foundations of Health Economics - Demand for health- uncertainty and health insurance market- alternative insurance mechanisms- market failure and rationale for public intervention- equity and inequality.

**Unit III**

Evaluation of Health Programs - Costing, cost effectiveness and cost-benefit analysis- burden of disease.

**Unit IV**

Health Sector in India: An Overview Health outcomes- health systems- health financing.

**Unit V**

Education: Investment in Human Capital Rate of return to education: private and social-quality of education; gender and caste discrimination in India. - Education Sector in India: An overview Literacy rates, school participation, school quality measures.

**Books for Reference:**

13. William, Jack, Principles of Health Economics for Developing Countries, World Bank Institute Development Studies, 1999.
14. World Development Report, Investing in Health, the World Bank, 1993.
15. Ronald G., Ehrenberg and Robert S., Smith, Modern Labor Economics: Theory and Public Policy, Addison Wesley, 2005
16. Ronald G., Ehrenberg and Robert S., Smith, Modern Labor Economics: Theory and Public Policy, Addison Wesley, 2005.



**II YEAR – IV SEMESTER  
COURSE CODE: 7BHIA4**

**ALLIED COURSE - IV – HUMAN RIGHTS**

**Unit I**

Meaning and Definition of Human Rights – Origin and development – Natural Rights - Concept of Human Rights – Magnacarta –Bill of Rights - Declaration of Independence - Declaration of Rights of man- Rousseau, Thomas Paine – Abraham Lincolon –Mahatma Gandhi - Subramania Bharati - Martin Luther King – Nelson Mandela – Ambedkar – their Ideas on Human Rights.

**Unit II**

Human Rights Charter – International Human Rights Commission – Universal Declaration of Human Rights (1948) – Human Rights Day – International covenant on Civil and Political Rights - International covenant on Economic, Social and Cultural Rights.

**Unit III**

European convention on Human Rights – Mexico Declaration – Helsinki Charter – Role of the NGO -Amnesty International – Human Rights Watch –America Watch–Asia Watch–India Watch – Peoples watch.

**Unit IV**

National Human Rights Commission – Powers and Functions - State Human Rights Commission Human Rights courts - Human Rights Provisions in Indian Constitution – Fundamental Rights – Directive Principles of State Policy – Right to Information Act.

**Unit V**

Human Rights violations in India – Woman Rights – Children Rights – Child Labour – Bonded Labour – Refugees Rights – Capital Punishment – Court Decisions.

**Books for Reference:**

1. Stephen Shute and Susan Hurley (ed.) – On Human Rights
2. Allan Grewirth – Human Rights: Essays on Justification&Application
3. Richard Pierre Claude and Burns H.Weston (ed.) – Human Rights in the World Community.
4. Krishna Iyer. V.R. – The Dialectics and Dynamics of Human Rights in India: Yesterday, Today and Tomorrow
5. ArjunDev – Human Rights
6. Sivagami Paramasivam – Human Rights – A Study
7. Iyathurai C. – Manitha Urimaihal (Tamil)
8. Singhal S.C – Human Rights
9. Jayapalan .N – Studies in Human Rights
10. Leah Levin – Human Rights Questions and Answers.
11. Subbian .A – Human Rights Systems.
12. Krishna Iyer V.R – Human Rights and Human Wrongs
13. Chaurasia .R.S – Indian Constitution.



## II YEAR – IV SEMESTER

COURSE CODE: 7BMY4

### COURSE – MANAVALAKALAI YOGA

#### VALUE EDUCATION

மனவளக்கலை யோகா

#### A Brief Introduction about Manavalakalai Yoga

In the “Manavalakalai Yoga”, practices formulated by Thathuvagani Vethathiri Maharishi do not have any bearing on religion, caste or creed. This is an education for culturing the mind. It does not contain any customary observances of any sect. It comprises only rational and scientific education and practices. These are offered to all people without any discrimination.

Learning and practicing Manavalakalai Yoga by students would help them to acquire physical health, mental acuteness, strength of life force and wisdom. Offering this yoga to students is the only means through which social welfare could be derived. On the whole, Manavalakalai Yoga would be of immense help to achieve a holistic life for any human folk.

“For education to be complete, it should include not only the training of the intellect but also the refinement of the heart and discipline of the soul” declared Dr.Radhakrishnan.

The heart of education is to educate the heart and such an education alone can lead to health, happiness and harmony. It is the need of the hour that the students of colleges and Universities and the general public be given a basic spiritual knowledge about their body, mind, soul, the cosmic link that runs through every system of the universe binding us all and above all, their duty to society of which every individual is a part. Every individual knowingly or unknowingly lives by the labours of the various sections of society and as a solemn duty it is imperative on our part back to the society as much as we can by labour of our body or mind or both. Our education to be socially relevant, it must inculcate in our youth this duty consciousness. Every institution has this obligation to the society.

The quality of Mind determines the quality of the Man. Mind can be considered to be the collective form of the thoughts arising spontaneously. An understanding of this leads to corrective measures on the thoughts and evolution of good thoughts only. Then only good thoughts, words and deeds and also other virtues would prevail among the students.

#### **This course strives to achieve the following:**

- To train and develop the physical body for leading a healthy life.



- To rejuvenate the life energy, to retard the ageing process and to achieve spiritual development
- To offer meditation practices and introspection so as to strengthen the mind, increase its will power, concentration, creativity and receptivity and ultimately to transform the mind to achieve self realization
- To help every individual to realize the enduring values of peace, non-violence and harmony to revitalize human society for restoring its sanity and strength

**Annexure – II**

**Details of number of Centres and Yoga Masters in each District of Tamil Nadu**

<b>S. No.</b>	<b>District</b>	<b>Centres</b>	<b>Yoga Masters</b>
1.	Ariyalur District	9	39
2.	Chennai District	127	676
3.	Coimbatore District	122	678
4.	Cuddalore District	50	212
5.	Dharmapuri District	22	118
6.	Dindigul District	41	186
7.	Erode District	101	506
8.	Kanchipuram District	109	522
9.	Kanniyakumari District	11	79
10.	Karur District	16	67
11.	Krishnagiri District	13	72
12.	Madurai District	29	182
13.	Nagapattinam District	16	64
14.	Namakkal District	34	185
15.	The Nilgiri District	37	172
16.	Perambalur District	21	88
17.	Pudukottai District	34	152
18.	Ramanathapuram District	15	79
19.	Salem District	75	403
20.	Sivaganga District	20	100
21.	Thanjavur District	66	306
22.	Theni District	18	101
23.	Thirunelveli District	98	457
24.	Thiruvallur District	68	303
25.	Thiruvannamalai District	34	222
26.	Thiruvarur District	66	276
27.	Tutikorin District	36	162
28.	Tiruchy District	77	379
29.	Vellore District	80	418
30.	Villupuram District	31	160
31.	Viruthunagar District	13	110
<b>Total</b>		<b>1489</b>	<b>7667</b>

<b>VALUE EDUCATION</b> மனவளக்கலை யோகா		
		<b>80 Hours</b>
<b>Units</b>	<b>Title of the Paper</b>	<b>Hrs of Instruction</b>
<b>Unit I</b> Yoga and Physical Health (16 Hours)	1.1. Physical Structure of Human Body	4 hours
	1.2 Simplified Physical Exercises	4 hours
	1.3 Maharasanas	4 hours
	1.4 Yogasanas	4 hours
<b>Unit II</b> Art of Nurturing life Force and Mind (16 hours)	2.1 Maintaining Youthfulness	4 hours
	2.2 Sex and Spirituality	4 hours
	2.3 Ten Stages of Mind	4 hours
	2.4 Mental Frequency	4 hours
<b>Unit III</b> Sublimation (16 hours)	3.1 Purpose of life	4 hours
	3.2 Analysis of Thought	4 hours
	3.3 Moralization of Desire	4 hours
	3.4 Neutralization of Anger	4 hours
<b>Unit IV</b> Human Resource Development (16 hours)	4.1 Eradication of Worries	4 hours
	4.2 Benefits of Blessings	4 hours
	4.3 Greathness of Friendship	4 hours
	4.4 Individual Peace	4 hours
<b>Unit V</b> Law of Nature (16 hours)	5.1 Cause and Effect System	4 hours
	5.2 Purity of Thought and Deed	4 hours
	5.3 Love and Compassion	4 hours

## VALUE EDUCATION

மனவளக்கலை யோகா

**80 Hours**

### **Unit I      Yoga and Physical Health**

13. Physical Structure – Three bodies – Five limitations
14. Simplified Physical Exercises – Hand Exercises – Leg Exercises – Breathing Exercises  
– Eye Exercises – Kapalpathi
15. Maharasanas 1-2 Massages – Acu-puncture – Relaxation
16. Yogasanas – Padmasana – Vajrasanas – Chakrasanas (Side) – Viruchasanas – Yoga  
muthra – Patchimothasanas – Ustrasanas – Vakkarasanas – Salabasanas

### **Unit II      Art of Nurturing the life force and Mind**

- 2.1 Maintaining the youthfulness – Postponing their ageing process
- 2.2 Sex and Spirituality – Significance of sexual vital fluid – Married life – Chastity

2.3 Ten Stages of Mind

2.4 Mental frequency – Methods for concentration

### **Unit III      Sublimation**

3.1 Purpose and Philosophy of life

3.2 Introspection – Analysis of Thought

3.3 Moralization of Desires

3.4 Neutralization of Anger

### **Unit IV      Human Resources Development**

4.1 Eradication of worries

4.2 Benefits of Blessings

4.3 Greatness of Friendship

4.4 Individual Peace and World Peace

### **Unit V              Law of Nature**

5.1 Unified force – Cause and Effect system

5.2 Purity of Thought and Deed and Genetic Centre

5.3 Love and Compassion

5.4 Cultural Education – Five Fold Culture

**GROUP II – SET I**

**II YEAR – IV SEMESTER  
COURSE CODE: 7SBS4B2**

**COURSE II – EMERGENCY AND MEDICAL LAB SKILLS**

**Objectives:**

- To recognize the nature and seriousness of the patient's condition or extent of Injuries to assess requirements for emergency medical care
- Administer appropriate emergency medical care based on assessment findings of the patient's condition
- To Perform safely and effectively the expectations of the job

**Unit I**

First Aid – Fracture and Fire

First Aid – Drowning and Snake animal, rodent bites.

First Aid – Diarrhoea, Dysentery and Heat Stroke

**Unit II**

Traffic Rules

Road accidents: precautions, preventions & emergency steps to be taken on the spot advantages of 108 ambulance.

**Unit III**

Basic Clinical lab Tests

Blood, Urine, saliva, stool Tests

**Unit IV**

Awareness Programmes on the importance of locally available herbal plants and Vegetables. Skin lashes poor eye-sight anemia

**Unit V**

Project on Locally available native treatments for various Health Problems (Project Report 15 to 25 Pages)

**Books for Reference:**

7. Era.Su.Muthu and Meera Ravishankar, “First Aid”, aug-2013 published by Sura Books (PVT) Ltd., 1620, ‘J’ Block, 16<sup>th</sup> Main Road, Anna Nagar, Chennai – 600 040.
8. Dr.Rama Rao, “Handbook of First Aid”, Chennai.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C1**

**CORE COURSE IX – MONEY AND BANKING**

**Unit I            Evolution of Money**

Money meaning and definition – functions – qualities of good money – currency standard – methods of note issue – role of money in mixed economy

**Unit II            Value of Money**

Value of money – fisher's quantity theory of money – cambridge equation – keyne's income theory – theories of money supply –inflation – types – controlling –effects-measures of control

**Unit III           Commercial Banking**

Definition – functions – Role of commercial banks in economic development – Recent trends

**Unit IV           Central Banking**

Function – Role of central bank in a developing economy – credit control – meaning – objectives – quantitative and qualitative credit control measures

**Unit V            Financial Reforms**

Recent developments in banking sectors – ATM merits and demerits – Different credit cards and Online Banking –Money market – Defects of Indian money market-Demonitisation and Indian economy –RBI and its functions

**Books for Reference:**

17. Dr. S. Sankaran - Monetary Economics, Himalaya Publishing House, Bombay, 1989.
18. B.N. Ghosh and Rama Ghosh - Fundamentals of Monetary Economics , Himalaya Publishing House, Bombay, 1989.
19. M.L. Jhingan - Monetary Economics, Konark Publishers Pvt. Ltd., New Delhi, 1997.
20. T.T. Sethi - Monetary Economics, S. Chand & Company Ltd., New Delhi, 1996.
21. Mishra M.N. Money, Banking and International Trade, Sulthanchant New Delhi.
22. Paul. R.R. Money and Banking, Kalyani Publishers, Chennai.
23. Mithani D.A. Money Banking International Trade and Public Finance, Himalaya publishing House, Mumbai.
24. Sethu T.T. Money Banking and International Trade, S.chand Company, New Delhi



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C2**

**CORE COURSE X – MACRO ECONOMICS**

**Unit I Nature and Scope of Macro Economics**

Meaning – Evaluation of Macro Economics- importance – Relationship between Macro and Micro economics – Limitations

**Unit II National Income Accounting**

Definition – concepts and components – methods of measuring national income – difficulties in the measurement of National Income – Problem of measurement in developing economy – importance of national income analysis –Gross value added (GDP)

**Unit III Theories of Employment**

Classical and Keynesian Theory of Employment and Income determination – Comparison between the classical view and the Keynesian view – Full employment equilibrium

**Unit IV Consumption Function**

Meaning – Factor determining consumption function – Meaning – types of investment– Determinants of investment in Keynes theory – Multiplier and accelerator

**Unit V Macro Economic Policy**

Role of monetary and fiscal policy in a developing economy

**Books for Reference:**

11. R. Cauvery, U.K. Sudhnanyak, M. Girira and R. Meenakshi, Macro Economics, Sulthan Chand & Company Pvt Ltd., (2004).
12. H.L. Ahuja Macro Economics – Theory and Policy,– Suithan Chand & Company Pvt Ltd., (1992).
13. Edward Shapiro – ‘Macro economic Analysis’ Oxford University press.
14. Gregory Mankiw - ‘Macro economics’ - 6th Edn. Tata McGraw Hill.
15. Dr. S. Sankaran - Macro Economics, Margham Publications, Chennai, 2004. 6. M.L. Jhingan - Macro Economics, Konark Publishers Pvt. Ltd., New Delhi, 2006.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C3**

**CORE COURSE XI – FISCAL ECONOMICS**

**Unit I**

Nature and scope of Public Finance – Public and Private Finance – increase in the role of the modern Government – Principle of Maximum social Advantages.

**Unit II**

Public Expenditure – Public Expenditure and Private Expenditure – causes for the growth of Public Expenditure – Classification – Principles – Effects – Public Expenditure in India since 1951.

**Unit III**

Sources of Public Revenue – Tax Revenue and Non-Tax Revenue – Deficit Finance – Direct and Indirect Taxes – Income Tax and VAT, Custom and Excise duties & Goods and service Tax

**Unit IV**

Public Debt – Meaning – classification – sources – causes for borrowing – effects – methods of debt redemption. Budget – meaning – type importance – effects of surplus and deficits budget of the Economy-Special features of current union budget

**Unit V**

Fiscal Federalism in India – Centre – State Financial relationship in India – Role of Finance Commissions of India – Recommendations of the recent Finance Commission – Local Finance – Problems and perspectives Fiscal Policy of India.

**Books for Reference:**

15. P. Tyagi - Public Finance, Jai Prakash Nath & Co., Meeret.
16. K.P.M. Sundaram - Fiscal Economics
17. Andley & Sundaram - Public Finance & Policy
18. Tripathy - Public Finance & Economic Development
19. Cauvery, Sudha Nayak, Girija, Kriparani & Meenakshi - Public Finance, S. Chand & Company Ltd., New Delhi.
20. R.C. Saxena & P.C. Mathur - Public Finance, K. Nath & Co., Meeret.
21. Dr. S. Sankaran - Fiscal Economics, Margham Publications, Chennai.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE1A**

**ELECTIVE COURSE I (A) – TAMILNADU ECONOMY**

**Unit I BASIC CHARACTERISTICS OF TAMIL NADU**

Resource endowment - Land, Minerals, Forests and Monsoon - Population – Growth – Demographic Trends – National Family Health Survey – Human Development India Index – Gender Development Index.

**Unit II PERFORMANCE OF TAMIL NADU ECONOMY**

Trends in State income - Structural growth before and after reforms - Dynamism of the economy - State Planning Commission - Targets and Achievements - Financing of plans: Revenue, expenditure, debt – Current year Budget.

**Unit III AGRICULTURAL SECTOR**

Sources of irrigation - Cropping pattern - Productivity and yield of major crops - Agricultural marketing - Regulated Markets - Uzhavar Sandhai – Agricultural finance – Livestock.

**Unit IV INDUSTRIAL SECTOR**

Trends and patterns in industrial growth - Large scale and smallscale industries - Industrial Estate – KVIC and DIC - Labour Welfare measures.

**Unit V INFRASTRUCTURE**

Transport: road, rail, air and sea - Energy generation: Hydro, thermal and nuclear power systems-Banking – Housing - Social Welfare - Programmes of the State Government - Education and health - ICDS - Unemployment – Anti-poverty strategies – PDS - Women Development.

**Books for Reference:**

27. Leonard A.G., TamilNadu Economy, Macmillan, New Delhi, 2006.
28. MIDS, Tamil Nadu Economy - Performance and Issues
29. Rajalakshmi, Tamil Nadu Economy, Business Publishers, 1999.
30. Perumalsamy.S, Economic Development of Tamil Nadu, S. Chand, New Delhi, 1995.
31. Perumalsamy. S., Tamil Nadu Economy Performance and Issues, Oxford and IBH, 1988
32. Veeramani A.R, Tamil Nadu Agricultural Economy, Divyasre, Chennai, 2005. 7.  
Manickam. S, Economic Development of TamilNadu in Perspective, 2007.
33. RajaLakshmi, (2000) - Tamil Nadu Economy, Sultan Chand & Sons, Educational Publishers, New Delhi – 2.
34. Perumalsamy (2000), Tamil Nadu Economy, Sultan Chand & So., New Delhi
35. Kurien. CT. (1996), Economics Changes in Tamil Nadu, Orient Publishing, House.
36. Manorama Year Book – Recent – issues – 2016.
37. IC.Dhingra(2000)IndianEconomy–SultanChand&Sons,EducationalPublishers,NewDelhi–2
38. MIDS – Tamil Nadu Economy – Performance and issues.
39. Tamil Nadu – An Economic Appraisal, Directorate of Resolution of Applied Research, Kuralagam, Chennai - 600 108





**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE1B**

**ELECTIVE COURSE I (B) – HUMAN RESOURCE DEVELOPMENT**

**Unit I**

Evolution and concept of Human Resource Development – Definition – Concepts – Meaning– Objectives and need for Human Resources Development – Components – Problems in HRD – Measures to promote human resources

**Unit II**

Education and Economic Development – Health, Nutrition and Economic Development – Suhultz Approach to human Capital formation – motivation – concept – theories of motivation

**Unit III**

Man Power planning; Meaning – Objectives – Types – Importance – Methods (Job Analysis – Skills Analysis – Performance Appraisal – Man Power Audit – Computerized Data Bank Method) Process – Problems.

**Unit IV**

Training and developing – objectives, training needs – methods of training – promotions – transfers – turnover – rewards – and incentives – benefits and employee services – performance appraisal

**Unit V**

Women and Economic Development – Gender and Inequality – Women Empowerment – Women entrepreneurship – worker’s participation in management

**Books for Reference:**

13. Man Power Planning, Selection, Training & Development – Dharma Vira Aggarwala.
14. Personal Management – R.N.Tripathi
15. Personal Management – C.B.Memoria
16. Human side of Management – S. Rustom, Davar
17. Human Resource Management – Mathur B.L.
18. Dynamics of Entrepreneurship Development – Vasant Desai



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE2A**

**ELECTIVE COURSE II (A) – FUNDAMENTALS OF COMPUTER**

**Unit I**

Word processing with MS Word: Starting MS Word - MS Word Environment - working with word documents - working with text - working With tables - checking spelling and grammar - printing a document.

**Unit-II**

Spreadsheets and MS Excel: Starting MS Excel - MS Excel environment - Working with Excel workbook - working with worksheet - Formulas and functions - Inserting charts - printing in Excel.

**Unit-III**

Making presentation with MS power point - starting MS power point - MS Power point environment - working with power point - Designing presentation - printing in power point.

**Unit IV**

Internet Browsing-Search Engines-OpeningE-Mail-Sending and checking Emails- Downloading and saving files-Attachement of files

**Unit V**

Features of SPSS and its utilities

**Books for Reference:**

13. V.Rajaram Fundamentals of computers, Prentice Hall of India, New Delhi.
14. P.K.Singa, Computer Fundamentals, BPB publication, New Delhi.
15. R.K. Taxali - PC Software for windows made simplex Tata Mcraw Hill Publishers Pvt. Ltd.
16. T. Karthikeyan&Dr.C. Muthu - PC Software for Office Automation - Sultan Chand.
17. R. Krishnamoorthi - Computer programming and application
18. A.L. Stevens - Teach; yourself windows



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE2B**

**ELECTIVE COURSE II (B) FUNDAMENTALS OF ECONOMETRICS**

**Unit I**

Definition-Scope-objectives of Econometrics- Limitations-Divisions of Econometrics.

**Unit II**

Single equation model two variable case-Reasons for introducing error term in the model-least square method of estimation and testing of parameters of the model-Estimation of error variance –Simple problems.

**Unit III**

General linear model-Assumptions – Least square method of estimation and testing of the parameters of the models.

**Unit IV**

Multicollinearity- Effects of multicollinearity – detecting multicollinearity – Remedies – Autocorrelation-sources of autocorrelation- Dubin-watson test-Dummy variables (concept only)- Specification errors.

**Unit V**

Econometric models in planning: Mahalanobis four sector model-criticism of the model problems.

**Books for Reference:**

13. Econometric methods by Johnston. J (McGraw Hill Intl students' editions)
14. D. N. Gujarati and D.C. Porter, Essentials of Econometrics, McGraw Hill, 4th Edition, International Edition, 2009.
16. Jan Kmenta, Elements of Econometrics, Indian Reprint, Khosla Publishing House, 2nd edition, 2008.
17. Kotsoyiannis, A.. Basic Econometrics. McGraw Hill, New Delhi.
18. Richard J. Larsen and Morris L. Marx, An Introduction to Mathematical Statistics and its Applications, Prentice Hall, 2011.





**GROUP I – SET II**

**III YEAR – V SEMESTER**

**COURSE CODE: 7SBS5A6**

**COURSE III – MARKETING AND SALES MANAGEMENT**

**Objectives:**

- To acquire analytical skills for solving marketing related problems and challenges and to familiar with the strategic marketing management process
- To learn the elements of sales force to be an effective component of an organization's overall marketing strategy.

**Unit I**

Introduction: Evolution of Marketing – Types of Marketing: Consumer Products Marketing, Industrial Marketing and Services Marketing – Demographic and Behavioural Dimensions of Marketing – Marketing Planning

**Unit II**

Basics of Market Segmentation, Targeting and Positioning – Components of The Marketing Mix: Product – Price – Place – Promotion – Distribution Channels: Types – Merits and Demerits

**Unit III**

Marketing Vs Selling – Nature and Scope of Sales Management – Personal Selling and Salesmanship – Selling Function – Understanding Consumer's Decision Making Process – Sales Organization and Types Of Selling

**Unit IV**

Prospecting – Approaching The Customer – Sales Presentation – Sales Demonstration – Negotiating Buyer Concerns – Closing The Sale – Post Sales Service and Complaint Handling

**Unit V**

Modern Trends in Marketing and Sales: Internet Marketing – Direct Marketing – Multi Level Marketing – Relationship Marketing – Selling through Kiosks

**Books for Reference:**

7. Chunawalla, S. A., Sales Management, 5<sup>th</sup> Edition (2007), Himalaya Publishing House
8. Havaldar, Krishna; Sales And Distribution Management, 1<sup>st</sup> Edition (2006), Tata Mcgraw Hill
9. Perreault, Jr., William; Mccarthy, E. Jerome, Basic Marketing, 15<sup>th</sup> Edition, 2006, Tata Mcgraw Hill



**III YEAR - VI SEMESTER  
COURSE CODE: 7BAE6C1**

**CORE COURSE XII – INDIAN ECONOMY**

**Unit I**

Economic Growth and development – underdevelopment – Common characteristics of UDCs– Transition of Indian Economy from Plan Period to reform period – Basis of I Generation and II Generation reforms – features of Tamilnadu state economy

**Unit II**

Population and Economic growth – Population and Human Recourse Development – causes for rapid growth of Population – Population Policy of India and Tamilnadu state

**Unit III**

Human Capital Vs Physical – Human Capital formation – Unemployment – Employment – Problems and measures

**Unit IV**

Industrial Policy-New industrial Policy-Recent Special Economic Zones -Recent Trends and Role of SSI in Indian Economy-Problems-Government measures

**Unit V**

Economic Planning – Objective – Achievements and Failures of Five year Plans – Make in India scheme –Swachha Bharath Scheme

**Books for Reference:**

13. U. Kapila (2010): Indian economy since Independence. Academic Foundation, New Delhi
14. S. Chakraborty (): Development Planning: The Indian Experience. Clarendon Press.
15. Jalan Bimal 1992, The Indian Economy - Problems and Prospects.
16. Panagariya (2008): India: the Emerging Giant, Oxford University Press, New York
17. S. Acharya and R. Mohan (Eds.) (2010): India's Economy: Performance and Challenges, Oxford University Press, New Delhi.
18. J. Ahluwalia and I. M. D. Little (Eds.) (1998): India's Economic Reforms and Development: Essays for Manmohan Singh, Oxford University Press, New Delhi.



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C2**

**CORE COURSE XIII – INTERNATIONAL ECONOMICS**

**Unit I**

Introduction to International Trade – Internal and International trade – Theories of International trade – Classical – Theories of Trade-Adam smith – Ricardo – Hicksher and Ohlin

**Unit II**

Balance of Payments – Concepts – Components – Balance of trade – Disequilibrium in BOP and BOT – Measures for removal of Disequilibrium- types –Role of foreign aid in economic development

**Unit III**

Foreign Exchange – Meaning – Demand for and supply of Foreign Exchange – Equilibrium Exchange rate – Foreign Exchange market – Functions – purchasing power parity theory – Stable and flexible exchange rates – Euro dollar market

**Unit IV**

International Trade and Financial Institutions – IMF, World Bank, GATT - WTO & Indian Economy -Impact of MNC in Indian Economy –New Development Bank (BRICK Development Bank)

**Unit V**

India's Foreign Trade – Foreign Trade and Economic Development – Composition – Direction– Trends – Foreign Trade Policy

**Books for Reference:**

19. G. Haberler - Theory of International Trade
20. Francis Cherunilam - International Economics
21. Ellsworth - International Economics
22. Kindleberger - International Economics
23. M.L. Jhinghan - International Economics, Konark Publishers, New Delhi, 2007.
24. D.M. Mithani - International Economics, Himalaya Publishing House, Mumbai, 2003.
25. K.R. Gupta - International Economics
26. S.S.M. Desai - International Economics, Himalaya Publishing House, Mumbai, 1990.
27. K.P.M. Sundaram - Money, Banking and International Trade, S. Chand and Company, New Delhi, 2005



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C3**

**CORE COURSE XIV – ENVIRONMENTAL ECONOMICS**

**Unit I**

Environmental Ecology – Biotic and Ecosystem – Limiting Factors and law of Tolerance- Economics, Environmental and Ecology – inter linkages

**Unit II**

Basic concept in Environmental Economics – Market failure – Externality – Environmental Quality – Tragedy of Commons

**Unit III**

Environmental Pollution – Air, water and noise Pollution – Clean development mechanism (swachhaa bharath)

**Unit IV**

Economic Growth and Environmental quality – Environmental Problem in Developed and Developing countries – Energy Conservation – Sustainable Economic Development conservation

**Unit V**

Global Environmental issues – Global warming – Ozone depletion – Acid rain – Deforestation and Bio-diversity- Global tragedy — Stockholm and Bio summit.

**Books for Reference:**

17. Kolstad, C.D. (2007), Environmental Economics, Oxford University Press, New Delhi.
18. Nick Hanley et al (2007), Environmental Economics: Theory and Practice, Palgrave MacMillan
19. Katar Singh and Anil Sisodia (2007), Environmental Economics: Theory and Application, Sage Publications, New Delhi.
20. Karpagam (2008), Environmental Economics, Sterling Publishers. New Delhi
21. R.K. Lekhi et al. (2008), Development and Environmental Economics, Kalyani Publishers, Ludhiana.
22. S.P. Misra & S.N. Pandey (2008), Essential Environmental Studies, Ane Books, New Delhi.
23. Maureen L. Cropper and Wallace E. Oates, 1992, —Environmental Economics: A Survey, Journal of Economic Literature, Volume 30:675-740.
24. Charles Kolstad, Intermediate Environmental Economics Oxford University Press, 2nd edition, 2010.





**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C4**

**CORE COURSE XV – PRINCIPLES OF MANAGEMENT**

**Unit I**

Management – Meaning and Definition – Characteristics – Functions – Importance – Scope – Difference between Administration and Management – F.W.Taylor’s Scientific Management – Contributions of Peter F. Drucker’s ideas on Management

**Unit II**

Planning; Meaning and Definition – Characteristics – Objective – Step in Planning Process – Methods of Planning – Significance – Obstacles of Effective Planning; Decision Making – Meaning and Definition – Features

**Unit III**

Organizing – Meaning and Definition – Functions – Characteristics of Organization – importance – Centralisation and decentralization – Types of organization – Delegation  
Directing – meaning and Definition – Importance – leadership – Supervision – MBO;  
Communication – Meaning and Definition – Nature and Importance – Methods of Communication – Barriers in Communication.

**Unit IV**

Controlling – Definition – Needs for Control – Characteristics – Types of Managerial Control – Steps in Control Process – Techniques of Control

**Unit V**

Co-ordination – Meaning and Need – Features – Types – Importance – Techniques of Co-ordination Problems of Co-ordination – Steps for Effective Co-ordination.

**Books for Reference:**

17. Principles of Management – Dinkar Pagare (Sultan and Sons), Newdelhi
18. Principles of Management – T. Ramasamy (Himalaya Publishing Housing)
19. Principles of Management – G. Venkatesan (J.J. Publications)
20. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
21. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
22. Business Organization & Management - Dr. Y.K. Bhushan
23. Management: Concept and Strategies by J. S. Chandan, Vikas Publishing
24. Principles of Management, By Tripathi, Reddy Tata McGraw Hill



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAEE3A**

**ELECTIVE COURSE III (A) – PRINCIPLES OF MARKETING**

**Unit I**

Introduction Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy- Role & functions of Marketing Manager.

**Unit II**

Types of Marketing -Tele Marketing, E-Marketing-Service Marketing, Rural Marketing-feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies.

**Unit III**

Marketing Mix Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.

**Unit IV**

Types of Channels -Factors influencing channels, Elements of Promotion Mix – Sales Promotion System- Recent Trends in Promotion Sale- Advertising – Role of Advertising- Advertising Media.

**Unit V**

Market Segmentation Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, Distinction between differential Marketing & Concentrated Marketing.

**Books for Reference:**

23. Dr. Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition – Financial Service in India.
24. Philip Kotler - Marketing Management, PHI
25. Rekha. M.P. & Vibha V – Marketing & Services Mgt – VBH.
26. Sunil B. Rao - Marketing & Services Mgt – HPH.
27. Dr. Alice Mani: Marketing & Services Management, SBH.
28. J.C. Gandhi - Marketing Management, TMH
29. Human Recourse Management – Ian Breadsevice and len Holden
30. Human Recourse Management – S.S. Khankar
31. Human Recourse Management –Biswajeet Patnayak
32. Human Recourse Management and Industrial Management – Aswathappa
33. Management of Human Recourse – R.S. Diwivedi



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAEE3B**

**ELECTIVE COURSE III (B) – GENDER ECONOMICS**

**Unit I Introduction**

Definition of Gender – Gender and sex ratio – Gender Equity and Gender Equality – Gender Development – Human Development Index and Gender Development index – Gender Disparity Index – Gender Empowerment Measure

**Unit II Gender Discrimination in India**

Gender Discrimination in Labour Force Participation – Occupational Segregation and Wage Differences – Gender Discrimination in Education, Health, Employment, Political Participation and Decision Making

**Unit III Gender Budgeting**

Gender awareness in planning – Invisibility of Women’s Work in Budgeting – How to adjust our Budgeting Policies to reduce Gender Disparities-Social Budgeting- Measures-Methods

**Unit IV Gender Issues in Contemporary World**

Women and Globalization – Social and Economic Empowerment of Women –women and technology

**Unit V Gender status**

**Gender status in India and Tamilnadu- Concept of Missing Women.**

**Books for Reference:**

- Gita Sen and Canen Crown; Gender and Class in Development Experience
17. Gender profile in Tamilnadu – Census 2011.
  18. Neera Desai and Maithreyi Krishnaraj; Health – A Gender Issue in India
  19. Lourdes Beneria and Savithri Biswanath; Gender and Development: Theoretical, Empirical and practical Approaches
  20. Lekha Chakraborti; Invisibility of Women’s Work in Budgeting.
  21. National Institute of public Finance and policy (NIPFP);Gender Budgeting in India,



**GROUP II – SET II**  
**III YEAR – VI SEMESTER**  
**COURSE CODE: 7SBS6B4**

**COURSE II – FRUIT AND VEGETABLE PRESERVATION SKILLS**

**Objectives:**

- To understand the science, principles and techniques involved in fruits and vegetables preservation techniques
- To impart thorough knowledge on the technical skills in various aspects of food processing and preservation

**Unit I**

Principles, Methods, types of Preservation.

Preservation media and mode of action of preservation. Traditional & Modern methods.

**Unit II**

Study of various types of equipments – care & precautions and usage.

Study of various types of containers.

**Unit III**

Vegetables & their product preservation Methods

Importance of personal hygiene and sanitary standards

**Unit IV**

Fruits & their preservation

**Unit V**

**Project:**

3. Mapping of preservation practices & centre's

(or)

4. Preservation practices specific to fruits & Vegetables in your area  
(Project Report 15 to 25 Pages)

**Books for Reference:**

7. Srivastava R.P. and Kumar.S “Fruit and Vegetable Preservation: Principles”
8. Ranjit Singh “Fruits” National Book Trust.
9. Girdhari Lal Tandon et al “Preservation of Fruit and Vegetable Products”.



**GROUP II – SET II**

**III YEAR – VI SEMESTER**

**COURSE CODE: 7SBS6B7**

**COURSE IV- NATIONAL CADET CORPS(NCC)**

**Objectives:**

- After going through this unit, the students would be able to gain an insight into aims and objectives of NCC.
- Explore the importance of NCC in nation building.
- Understand the concept of National Integration and its importance.

**Unit – I**

National Cadet Corps(NCC)-Introduction to NCC- Genesis –Objectives of NCC- Concept of Training in NCC- Organization of the NCC – Associate NCC officers – Cert Exam.

**Unit –II National Integration:**

National interests, Objectives, Threats and Opportunities. Religions, culture, traditions and customs of India, Importance and necessity. Freedom struggle and nationalist movement in India

**Drill:**Foot drill, Arms drill, Ceremonial drill, Qualities of immediate and implicit obedience of orders.

**Unit-III Social Awareness and Community Development:**

NGO's Role and Contribution, Drug abuse and trafficking, Basics of social service and its need, Civic responsibility, Contribution of youth towards social welfare, Rural development programmes.

**Unit –IV Environmental Awareness and Conservation:**

Natural resources conservation and management, Water conservation and rain water harvesting, Hygiene and sanitation, structure and function of the human body, infectious and contagious diseases and its prevention.

**Unit –V Personality Development and Leadership:**

Introduction to personality development, self awareness, communication skills, Leadership traits, Time management.

**Books for Reference:**

17. Anonymous. 1995. Officers training manual. PRECIS, NCC, OTS, Kamptee
18. Bose, R and Faust, L. 2011. Mother Teresa, CEO, Unexpected Principles for Practical Leaders, Tata McGraw Hill Publications, New Delhi.
19. Ganapathi, R. 2003. Swami Vivekanandar, Ramakrishna Math Press, Chennai.
20. Gandhi, M.K. 1983. An Autobiography or The story of My Experiments with Truth, Navajivan Publishing House, Ahamedabad
21. Gupta, S.K. and Joshi, R. 2008. Human Resource Management, Kalyani Publishers, New Delhi.
22. Kalam, A.P.J. 1999. Wings of Fire, University Press, Hyderabad
23. Mishra, R.C. 2000. A Hand book of NCC, Kanti Prakashan, Etawah.Precis
24. Rana, B.S 2004. Maharana Pratap, Diamond Books (P) Ltd., New Delhi. Rana, B.S. 2004. Chatrapati Shivaji, Diamond Books (P) Ltd., New Delhi



**ALAGAPPA UNIVERSITY, KARAIKUDI**  
**NEW SYLLABUS UNDER CBCS PATTERN ( w. e. 2022- 23 ) UG ARTS/**  
**MANAGEMENT PROGEAMME STRUCTURE**

Sem	Part	Course Code	Title of the Paper	Cr	Hrs/ Wk	Max. Marks			
						Int.	Ext.	Total	
I	I	2211T	Tamil/ other Language- I	3	3	25	75	100	
	II	712CE	Communicative English -I	3	3	25	75	100	
	III	22BAE1C1	Core Course-I Micro Economics -I	4	5	25	75	100	
		22BAE1C2	Core Course-II Business Statistics- I	4	5	25	75	100	
		22BAE1C3	Core Course-III Environmental Economics	4	5	25	75	100	
	IV	22BCOA1	Allied-IA Secretarial Practice-I	5	5	25	75	100	
				Value Education	2	2	25	75	100
				Library/ Yoga/ Counseling/ Field Trip	--	2	--	--	--
		71BEPA	Professional English for Arts, Social Sciences/ Commerce& Management - I	4	4	25	75	100	
			<b>Total</b>	<b>25+4</b>	<b>30+4</b>	<b>175+25</b>	<b>525+75</b>	<b>700+100</b>	
II	I	222T	Tamil/ Other Languages -II	3	3	25	75	100	
	II	722CE	Communicative English -II	3	3	25	75	100	
	III	22BAE2C1	Core Course-IV Micro Economics -II	4	5	25	75	100	
		22BAE2C2	Core Course-V Business Statistics -II	4	5	25	75	100	
		22BAE2C3	Core Corse- VI Fundamentals of Computer	4	5	25	75	100	
		22BCOA 2	Allied -IB Secretarial Practice-II	5	5	25	75	100	
	IV	22BES2	Environmental Studies	2	2	25	75	100	
				Library/ Yoga/Counseling/Field Trip	--	2	--	--	--
		72BEPA	Professional English for Arts, Social Sciences /Commerce& Management-II	4	4	25	75	100	

**ALAGAPPA UNIVERSITY, KARAIKUDI**  
**NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2017-18)**

**B.A. ECONOMICS - PROGRAMME STRUCTURE**

Sem.	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
I	I	711T	<b>Tamil / other languages – I</b>	3	6	25	75	100
	II	712E	<b>English – I</b>	3	6	25	75	100
	III	7BAE1C1	<b>Core – I – Micro Economics – I</b>	4	6	25	75	100
		7BAE1C2	<b>Core– II– Business Statistics – I</b>	4	6	25	75	100
			<b>Allied – I</b>	5	5	25	75	100
	IV	7NME1A / 7NME1B / 7NME1C	<b>(1) Non-Major Elective – I –</b> (A)தமிழ்மொழியின் அடிப்படைகள்/ (B)இக்கால இலக்கியம் / (C) Communicative English	2	1	25	75	100
			<b>Total</b>	<b>21</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>600</b>
II	I	721T	<b>Tamil/other languages – II</b>	3	6	25	75	100
	II	722E	<b>English – II</b>	3	6	25	75	100
	III	7BAE2C1	<b>Core–III– Micro Economics – II</b>	4	6	25	75	100
		7BAE2C2	<b>Core–IV–Business Statistics – II</b>	4	5	25	75	100
			<b>Allied – II</b>	5	5	25	75	100
IV	7BES2	<b>(3) Environmental Studies</b>	2	2	25	75	100	
			<b>Total</b>	<b>21</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>600</b>
III	I	731T	<b>Tamil/other languages – III</b>	3	6	25	75	100
	II	732E	<b>English – III</b>	3	6	25	75	100

	III	7BAE3C1	<b>Core-V-Business Mathematics-I</b>	4	5	25	75	100
		7BAE3C2	<b>Core - VI - Economic Thinkers</b>	4	5	25	75	100
			<b>Allied - III</b>	5	5	25	75	100
	IV	7NME3A / 7NME3B / 7NME3C	<b>(1) Non-major Elective - II -</b> (A)இலக்கியமும் மொழிப் பயன்பாடும்/ (B) பழந்தமிழ் இலக்கியங்களும் இலக்கியவரலாறும் / (C) Employability Skills	2	1	25	75	100
		7SBS3A1/ 7SBS3A2/ 7SBS3A3	<b>(2) Skill Based Subjects - I</b>	2	2	25	75	100
V	7BEA3	<b>Extension activities</b>	1	-	--	--	100	
			<b>Total</b>	<b>24</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>800</b>
IV	I	741T	<b>Tamil/other languages - IV</b>	3	6	25	75	100
	II	742E	<b>English - IV</b>	3	6	25	75	100
	III	7BAE4C1	<b>Core-VII-Business Mathematics-II</b>	4	4	25	75	100
		7BAE4C2	<b>Core-VIII-Agricultural Economics</b>	4	5	25	75	100
			<b>Allied - IV</b>	5	5	25	75	100
	IV	7SBS4B1/ 7SBS4B2/ 7SBS4B3	<b>(2) Skill Based Subjects - II</b>	2	2	25	75	100
		7BVE4/ 7BMY4/ 7BWS4	<b>(4) Value Education/ Manavalakalai Yoga/ Women's Studies</b>	2	2	25	75	100
			<b>Total</b>	<b>23</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>
V	III	7BAE5C1	<b>Core- IX - Money and Banking</b>	4	6	25	75	100
		7BAE5C2	<b>Core - X - Macro Economics</b>	4	5	25	75	100
		7BAE5C3	<b>Core - XI - Fiscal Economics</b>	4	5	25	75	100
		7BAEE1A/ 7BAEE1B	<b>Elective-I-A)Tamilnadu Economy (or) B)Human Resource Development</b>	5	5	25	75	100
		7BAEE2A/ 7BAEE2B	<b>Elective-II-A) Fundamentals of Computer(or)B)Fundamentals of Econometrics</b>	5	5	25	75	100
	IV	7SBS5A4/ 7SBS5A5/ 7SBS5A6/ 7SBS5A7	<b>(2) Skill Based Subjects - I</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects - I</b>	2	2	25	75	100
			<b>Total</b>	<b>26</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>
VI	III	7BAE6C1	<b>Core - XII - Indian Economy</b>	4	6	25	75	100
		7BAE6C2	<b>Core-XIII-International Economics</b>	4	5	25	75	100
		7BAE6C3	<b>Core-XIV-Environmental Economics</b>	4	5	25	75	100
		7BAE6C4	<b>Core-XV- Principles of Management</b>	4	5	25	75	100
		7BAEE3A/ 7BAEE3B	<b>Elective-III-A) Principles of Marketing (or) B) Gender Economics</b>	5	5	25	75	100
	IV	7SBS6B4/ 7SBS6B5/ 7SBS6B6/ 7SBS6B7	<b>(2) Skill Based Subjects - II</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects - II</b>	2	2	25	75	100
			<b>Total</b>	<b>25</b>	<b>30</b>	<b>--</b>	<b>--</b>	<b>700</b>
			<b>Grand Total</b>	<b>140</b>	<b>180</b>	<b>--</b>	<b>--</b>	<b>4100</b>

பருவம் - 01				
பாடக்குறியீட்டுஎண்: 2211T	பொதுத் தமிழ்	T/P	C	H/W
	தற்காலக் கவிதையும் உரைநடையும்	T	3	6
தோக்கம் :	<ul style="list-style-type: none"> <li>➤ கவிதை, உரைநடை வடிவங்களை வெளிப்படுத்தல்.</li> <li>➤ படைப்பாளர்கள் வெளிப்படுத்தும் சமூகவியூழியப்பதிவுகளை எடுத்தியம்புதல்.</li> </ul>			
அலகு - 1	<p>அ. மரபுக் கவிதை</p> <ol style="list-style-type: none"> <li>1. பாரதியார் - பாரததேசமென்று பெயர் சொல்லுவார் (பாரததேசம்)</li> <li>2. பாரதிதாசன் - கனியிடை ஏறியகளையும் முற்றல்கழையிடை ஏறியசாரும்,</li> <li>3. நாமக்கல் கவிஞர் - காந்தியக் கவிஞர் (காந்தியஞ்சலி)</li> <li>4. கண்ணதாசன் - மனிதரைப் பாட மாட்டேன் (கவிதைகள்)</li> <li>5. முடியரசன் - தொழிலாளி</li> <li>6. ஜீவானந்தம் - "காலுக்கு செருப்புமில்லை...கால்வயிற்று கூழுமில்லை..."</li> </ol> <p>ஆ. புதுக்கவிதை</p> <ol style="list-style-type: none"> <li>1. அப்துல் ரகுமான் - வீட்டுக்கொரு மரம் (கூடு துறக்கும் பறவை)</li> <li>2. மு.மேத்தா - கண்ணீர் பூக்கள்</li> <li>3. சக்திஜோதி - தேடித்தீராததெரு</li> </ol>			
அலகு - 2	<p>உரைநடை</p> <ol style="list-style-type: none"> <li>1. சவால் விடு - சரதனை செய் - இராமையா இ.ஆ.ப., தாமரைபதிப்பகம், சென்னை - 98.</li> </ol>			
அலகு - 3	<p>இலக்கணம்</p> <p>எழுத்திலக்கணம் : எண் - பெயர் - முறை - பிறப்பு - வடிவம் - மாத்திரை - மொழி முதல்எழுத்துக்கள் - மொழிஇறுதிஎழுத்துக்கள் - மெய்யமயக்கம் - உருபு இலக்கணம்.</p>			
அலகு - 4	<p>இலக்கிய வரலாறு</p> <p>மரபுக்கவிதை, புதுக்கவிதை தொடர்பான இலக்கிய வரலாறு.</p>			
அலகு - 5	<p>படைப்பும் பயிற்சியும்</p> <p>கட்டுரைஎழுதுதல்</p>			
பயன்கள் :	<ul style="list-style-type: none"> <li>➤ கவிதை, உரைநடை படைப்பாக்கச் சிந்தனை.</li> <li>➤ சமூகச் சிந்தனை வாயிலாக மாணவர் மேம்படுதல்.</li> </ul>			



**PART - II – ENGLISH**

**I YEAR – I SEMESTER**

**COMMUNICATIVE ENGLISH - COURSE CODE: 712CE**

**Unit I (20 hours)**

**1. Listening and Speaking**

- a. Introducing self and others**
- b. Listening for specific information**
- c. Pronunciation (without phonetic symbols)**
  - i. Essentials of pronunciation**
  - ii. American and British pronunciation**
  - iii. iii.**

**2. Reading and Writing**

- a. Reading short articles – newspaper reports / fact based articles**
  - i. Skimming and scanning**
  - ii. Diction and tone**
  - iii. Identifying topic sentences**
- b. Reading aloud: Reading an article/report**
- c. Journal (Diary) Writing**

**3. Study Skills - 1**

- a. Using dictionaries, encyclopaedias, thesaurus**

**4. Grammar in Context:**

**Naming and Describing**

- Nouns & Pronouns**
- Adjectives**

**Unit II (20 hours)**

**1. Listening and Speaking**

- a. Listening with a Purpose**
- b. Effective Listening**
- c. Tonal Variation**
- d. Listening for Information**
- e. Asking for Information**
- f. Giving Information**

**2. Reading and Writing**

- 1. a. Strategies of Reading:**

## **Skimming and Scanning**

### **b. Types of Reading :**

#### **Extensive and Intensive Reading**

**c. Reading a prose passage**

**d. Reading a poem**

**e. Reading a short story**

### **2. Paragraphs: Structure and Types**

**a. What is a Paragraph?**

**b. Paragraph structure**

**c. Topic Sentence**

**d. Unity**

**e. Coherence**

**f. Connections between Ideas: Using Transitional words and expressions**

**g. Types of Paragraphs**

### **3. Study Skills II:**

#### **Using the Internet as a Resource**

**a. Online search**

**b. Know the keyword**

**c. Refine your search**

**d. Guidelines for using the Resources**

**e. e-learning resources of Government of India**

**f. Terms to know**

### **4. Grammar in Context**

#### **Involving Action-I**

**a. Verbs**

**b. Concord**

### **Unit III (16 hours)**

#### **1. Listening and Speaking**

**a. Giving and following instructions**

**b. Asking for and giving directions**

**c. Continuing discussions with connecting ideas**

#### **2. Reading and writing**

- a. Reading feature articles (from newspapers and magazines)
- b. Reading to identify point of view and perspective (opinion pieces, editorials etc.)
- c. Descriptive writing – writing a short descriptive essay of two to three paragraphs.

**3. Grammar in Context:**

**Involving Action – II**

- Verbals - Gerund, Participle, Infinitive
- Modals

**Unit IV (16 hours)**

**1. Listening and Speaking**

- a. Giving and responding to opinions

**2. Reading and writing**

- a. Note taking

- b. Narrative writing – writing narrative essays of two to three paragraphs

**3. Grammar in Context:**

**Tense**

- Present
- Past
- Future

**Unit V (18 hours)**

**1. Listening and Speaking**

- a. Participating in a Group Discussion

**2. Reading and writing**

- a. Reading diagrammatic information – interpretations maps, graphs and pie charts

- b. Writing short essays using the language of comparison and contrast

**3. Grammar in Context: Voice (showing the relationship between Tense and Voice)**

**I YEAR – I SEMESTER COURSE CODE:22BAE1C1  
CORE COURSE I – MICRO ECONOMICS – I**

Unit I

Evolution and definition of Economics, Nature & Scope of Economics, Methods of Economics Analysis

Unit II

Basic Concepts: Utility Demand, Supply, Commodity and their types, Value and Price, Market, Demand Supply equilibrium

Unit III

Utility: Cardinal (Marshall) and Ordinal Utility Approaches to Demand-Indifference Curve- Consumer equilibrium (Hicks) Price, Income and Substitution effects-Derivation of Demand Curve

Unit IV

Elasticity of Demand, Price, Income and Cross elasticity, Consumer Surplus and its measurement

Unit V

Production: Factors of Production and their Characteristics; Laws of Production – Returns to scale, Law of Variable Proportion, Isoquants –Producer's equilibrium

Books for Reference:

Sankaran, S. (2000), Micro Economics, Margham Publications, Chennai.

Dutt&Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.

Agarwal & Verma, M.M. (1987), Micro Economics Forwarded

Book depot,New Delhi.

Cauvery,R.,Sudhanayak,U.K.Girija,M.,KruparaniN.,andMeenakshi,R.

(1998), Micro Economic Theory, S. Chand & Co. Ltd, New Delhi

Loganathan.V-Principles of Economics, Economic Analysis,S.Chand& Co, New Delhi, 2003.

Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007.

7. A. Koutsoyiannis, (1979), Modern Micro Economics, Palgrave McMillan.



**I YEAR – I SEMESTER COURSE CODE:22BAE1C2**

**CORE COURSE II – BUSINESS STATISTICS – I**

Unit I Introduction to statistics and collection of data

Definition – meaning – Function – limitation of statistics-Primary data – methods of collection – secondary data – sources of secondary data – Sampling design – census and sampling methods – types of sampling

Unit II Classification of Data

Classification – meaning and types – Tabulation – meaning – object – differences between classification and tabulation – parts of table – general rules for tabulation – Diagrammatic and graphic representation – diagrams – importance – types – rules – Graphs – rules and types

Unit III Measures of Central Tendency

Objectives – features of good average – mean – median – mode – harmonic mean – geometric mean – merits and demerits

Unit IV Measures of Dispersion

Dispersion – meaning – importance – range – quartile deviation – mean deviation – standard deviation and coefficient of variation

Unit V Skewness, Kurtosis, Moments

Introduction, meaning, skewness, and its measures – Karl Pearson's coefficient of skewness, Bowley's coefficient Moments, Meaning, Kurtosis-Meaning.

Books for Reference:

Pillai, R.S.N. and Bhagavathi V.S., Statistics S. Chand & Company Ltd., New Delhi.

Gupta S.P., Statistical Methods, Sultan Chand, New Delhi.

S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi. 2. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.

M. Satyanarayana, Lalitha Raman- Management operations Research.

V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons, Delhi.

Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi

Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi

Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book Co., London

Chou, Y. (1975), Statistics Analysis, Holt, Reinhart and Winston, New York.

Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi.

Nagar. A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi.

Salvatore, Dominick (1982), Statistics and Econometrics, McGraw Hill, New Delhi

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**I YEAR – I SEMESTER COURSE CODE:22BAE1C3  
CORE COURSE III – ENVIRONMENTAL ECONOMICS**

Unit I

Environmental Ecology – Biotic and Ecosystem – Limiting Factors and law of Tolerance- Economics, Environmental and Ecology – inter linkages

Unit II

Basic concept in Environmental Economics – Market failure – Externality – Environmental Quality – Tragedy of Commons

Unit III

Environmental Pollution – Air, water and noise Pollution –Clean development mechanism(swachaabharath)

Unit IV

Economic Growth and Environmental quality – Environmental Problem in Developed and Developing countries – Energy Conservation– Sustainable Economic Development conservation

Unit V

Global Environmental issues – Global warming – Ozone depletion – Acid rain – Deforestation and Bio-diversity- Global tragedy — Stockholm and Bio summit.

Books for Reference:

Kolstad, C.D. (2007), Environmental Economics, Oxford University Press, New Delhi.

Nick Hanley et al (2007), Environmental Economics: Theory and Practice, Palgrave MacMillan

Katar Singh and Anil Sisodia (2007), Environmental Economics: Theory and Application, Sage Publications, New Delhi.

Karpagam (2008), Environmental Economics, Sterling Publishers. New Delhi

R.K. Lekhi et al. (2008), Development and Environmental Economics, Kalyani Publishers, Ludhiana.

S.P. Misra& S.N. Pandey (2008), Essential Environmental Studies, Ane Books, New Delhi.

Maureen L. Cropper and Wallace E. Oates, 1992, —Environmental Economics: A Survey,|| Journal of Economic Literature, Volume 30:675-740.

harles Kolstad, Intermediate Environmental Economics Oxford University Press, 2nd edition, 2010.



**I YEAR – I SEMESTER COURSE CODE:22BCOA1**

**ALLIED-1A (ii) – SECRETARIAL PRACTICE-I**

Unit -I

Company Secretary: Definition- Secretarial work – Types of secretaries – Routine secretary Executive secretary –Appointment – Dismissal – Rights – Duties and responsibilities.

Unit –II

Company secretary and company formation: Promotion of joint stock companies with special reference to duties and liabilities of secretary – licensing – Industries (Development and Regulation) Act – Controller of capital Issues.

Unit – III

Registration – Preparatio and filing of relevant documents –Memoradum,Articles etc. – Incorporation – Certificate of commencement – Prospectus – Allotment of shares – Forfeiture – Re-Issue of share certificates and share warrants.

Unit –IV

Law and procedure of meeting: Secretarial duties – Kinds of meeting – Conduct – Procedure of discussion – Chariman – Rules for debates – Voting – Proxy – (A detailed study with reference to the Company Act, 1956 needed).

Unit – V

Meeting – Secretarial work – Drafting notices – Agenda – Motion – Resolution, minutes- minutes books – Drafting of statutory report – Director’s report and chairman’s speech.

Books for Reference:

Company Law and Secretarial Practice, N.D. Kapoor, Sulthan Chand and Sons, New Delhi.

Company Law and Secretarial Practice, Acharya and Govekar, Himalaya Publishing House, Mumbai.

Company Law, Ashok K. Bagrial, Vikas Publishing House Pvt.Ltd., New Delhi.

Secretarial Practice: SSM.Sundaram and M.Muthupandi.

Secretarial Practice: D.P. Jain knark Publication.



**I YEAR – I SEMESTER  
COURSE CODE: 22BAEA1**

**ALLIED COURSE I – INDUSTRIAL ECONOMICS**

**Unit I**

Industry and economic development industry and sectoral linkages-industrial Classification and data information

**Unit II**

Public, private joint and co-operative sectors - private corporate sector- Role of MNCs

**Unit III**

Industrial productivity - concept - measurement - productivity in Indian industries - industrial sickness - under utilisation of capacity - factors accounting for it and its consequences.

**Unit IV**

Globalization and Indian industry privatization and issues relating to disinvestment policy

**Unit V**

Industrial development in India - industrial policy - role of the state - new industrial policy and economic reforms industrial growth and pattern.

**Books for Reference:**

21. Barthwal, R.R. "Industrial Economics as Introductory" Text Book, Wiley Eastern Ltd., New Delhi, 2000.
22. Sivayya, K.V. and Das, V.B.M. "Indian Industrial Economy" S. Chand & Co., New Delhi, 2004.
23. Devine, P.J. "An Introduction to Industrial Economics" George Allen and Unwin, London, 1978. Sadhu, A.N., and Singh, A. "Industrial Economics" Himalaya Publishing House, Mumbai, 1998.
24. Dutt and Sundaram, K.P.M. "Indian Economy" S. Chand & Co., New Delhi (2007).
25. Dhingra, I.C., "Indian Industrial Economy" Sultan Chand & Co., New Delhi (1972).





## **PROFESSIONAL ENGLISH FOR ARTS & SOCIAL SCIENCES-71BEPA**

### **UNIT 1: COMMUNICATION**

- Listening: Listening to audio text and answering questions- Listening to Instructions
- Speaking: Pair work and small group work.
- Reading: Comprehension passages –Differentiate between facts and opinion
- Writing: Developing a story with pictures.
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 2: DESCRIPTION**

- Listening: Listening to process description.-Drawing a flow chart.
- Speaking: Role play (formal context)
- Reading: Skimming/Scanning
- Reading passages on products, equipment and gadgets.
- Writing: Process Description –Compare and Contrast
- Paragraph-Sentence Definition and Extended definition-
- Free Writing.
- Vocabulary: Register specific -Incorporated into the LSRW tasks.

### **UNIT 3: NEGOTIATION STRATEGIES**

- Listening: Listening to interviews of specialists / Inventors in fields
- (Subject specific)
- Speaking: Brainstorming. (Mind mapping).
- Small group discussions (Subject- Specific)
- Reading: Longer Reading text.
- Writing: Essay Writing (250 words)
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 4: PRESENTATION SKILLS**

- Listening: Listening to lectures.
- Speaking: Short talks.
- Reading: Reading Comprehension passages
- Writing: Writing Recommendations
- Interpreting Visuals inputs
- Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 5: CRITICAL THINKING SKILLS**

- Listening: Listening comprehension- Listening for information.
- Speaking: Making presentations (with PPT- practice).
- Reading : Comprehension passages –Note making.
- Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)
- Writing: Problem and Solution essay– Creative writing –Summary writing
- Vocabulary: Register specific - Incorporated into the LSRW tasks

Semester - I				
Course code: 22BVE1	SEC -I	T/P	C	H/ W
	VALUE EDUCATION	T	2	2
<b>Objectives</b>	<ul style="list-style-type: none"> <li>To impart humanism values among the student under various religious thoughts</li> <li>To make them awareness of ethics and civil rights</li> <li>To familiarities the students with basic features of extracurricular activities such as NSS and NCC and relevance of Abdul Kalam and Mother Teresa efforts to teach values</li> <li>To impart skills by preparing project works such as writing poems and stories</li> </ul>			
<b>Unit -I</b>	Definition – Need for Value Education – How Important Human Values are – Humanism and Humanistic Movement in the World and in India – Literature on the Teaching of Values Under Various Religions Like Hinduism, Buddhism, Christianity, Jainism, Islam, Etc. Agencies for Teaching Value Education in India – National Resource Centre for Value Education – NCERT– IITS and IGNOU.			
<b>Unit-II</b>	<b>Vedic Period – Influence</b> of Buddhism and Jainism – Hindu Dynasties – Islam Invasion – Moghul Invasion – British Rule – Culture Clash – Bhakti Cult – Social Reformers – Gandhi – Swami Vivekananda – Tagore – Their Role in Value Education.			
<b>Unit- III</b>	<b>Value Crisis – After Independence:</b> Independence – Democracy – Equality – Fundamental Duties – Fall of Standards in All Fields – Social, Economic, Political, Religious and Environmental – Corruption in Society. Politics Without Principle – Commerce Without Ethics – Education Without Character – Science Without Humanism – Wealth Without Work – Pleasure Without Conscience – Prayer Without Sacrifice – Steps Taken by The Governments – Central and State – To Remove Disparities on the Basis of Class, Creed, Gender.			
<b>Unit -IV</b>	<b>Value Education on College Campus:</b> Transition from School to College – Problems – Control – Free Atmosphere – Freedom Mistaken for License – Need for Value Education – Ways of Inculcating It – Teaching of Etiquettes – Extra-Curricular Activities – N.S.S., N.C.C., Club Activities – Relevance of Dr.A.P.J. Abdul Kalam’s Efforts to Teach Values – Mother Teresa.			
<b>Unit -V</b>	<b>Project Work</b> <ol style="list-style-type: none"> <li>Collecting Details about Value Education from Newspapers, Journals and Magazines.</li> <li>Writing Poems, Skits, Stories Centering on Value-Erosion in Society.</li> <li>Presenting Personal Experience in Teaching Values.</li> <li>Suggesting Solutions to Value – Based Problems on the Campus.</li> </ol>			
<b>Reference and Textbooks: -</b> Chakrabarti, M. (1997). <i>Value education: changing perspectives</i> . Kanishka Publishers. Eknath Ranade (1991). <i>Swami Vivekananda’s Rousing Call to Hindu Nation</i> . Centenary Publication Karabi Kakoti, <i>Value Education – Need of the Hour</i> . Radhakrishnan, S. (1968). <i>Religion and culture</i> . Orient Paperbacks, New Delhi vathi, T. S. (Ed.). (1999). <i>Culture, socialization and human development: Theory, research and applications in India</i> . SAGE Publications Pvt. Limited. Satchidananda, M. K. (1991). <i>Ethics, education, Indian unity and culture</i> . Ajanta Publications, Delhi. Venkataiah, N. (Ed.). (1998). <i>Value education</i> . APH Publishing, New Delhi.				
<b>Outcomes</b>	After studied, the student will be able to <ul style="list-style-type: none"> <li>Knowledge about Humanism and Humanistic Movement in the World and in India</li> <li>Understand the Social Reformers and Their Role in Value Education</li> <li>Explore the theories of Fundamental Duties, Ethics, Extra-Curricular Activities – N.S.S., N.C.C</li> <li>Know the concept of Value Education on College Campus, Project Work regarding Writing Poems, Skits, Stories Centering on Value-Erosion in Society</li> </ul>			

பருவம் - 02					
பாடக்குறியீட்டுஎண்: 2221T	பொதுத் தமிழ்		T/P	C	H/W
	இடைக்கால இலக்கியமும் சிறுகதையும்		T	3	6
தோக்கம் :	<ul style="list-style-type: none"> <li>➤ இடைக்கால இலக்கியத்தின் வடிவங்களும் சிந்தனையும் வெளிப்படுத்தல்.</li> <li>➤ சிறுகதைப் படைப்பாளிகள் வெளிப்படுத்தும் சமூக விழுமியப் பதிவுகளை எடுத்தியம்புதல்.</li> </ul>				
அலகு - 1	<p>அ. திருஞானசம்பந்தர் - திருமறைக்காடு (முதல் இரண்டு பாடல்கள்)</p> <p>ஆ. திருநாவுக்கரசர் - திருவதிகை வீரட்டானம் (முதல் இரண்டு பாடல்கள்)</p> <p>இ. சுந்தார் - திருவெண்ணைநல்லூர் பதிகம் (முதல் இரண்டு பாடல்கள்)</p> <p>ஈ. மாணிக்கவாசகர் - திருவெம்பாவை (முதல் பாடல்)</p> <p>உ. குலசேகர ஆழ்வார் - பெருமாள் திருமொழி (முதல் இரண்டு பாடல்கள்)</p> <p>ஊ. ஆண்டாள் - திருப்பாவை (முதல் பாடல்)</p> <p>எ. சிற்றிலக்கியம்</p> <ol style="list-style-type: none"> <li>1. நந்திக்கலம்பகம் - முதல் ஐந்து பாடல்கள்</li> <li>2. கலிங்கத்துப்பரணி - முதல் ஐந்து பாடல்கள்</li> </ol>				
அலகு - 2	<p>சிறுகதை</p> <p>நவரத்தினக் கதைகள் - அறிவுப் பதிப்பகம், தொகுப்பு - முனைவர் சூ.நயினார்</p> <p>அறிவுப் பதிப்பகம், சென்னை - 14.</p>				
அலகு - 3	<p>இலக்கணம்.</p> <p>சொல்வகை - பெயர்ச்சொல் - வினைச்சொல் - இடைச்சொல் - உரிச்சொல்</p> <p>வேற்றுமை மயக்கம் - ஆகுபெயர்.</p>				
அலகு - 4	<p>இலக்கிய வரலாறு</p> <p>பக்தி இலக்கியம் மற்றும் சிற்றிலக்கியம் தொடர்பான இலக்கிய வரலாறு</p>				
அலகு - 5	<p>படைப்பாற்றல்</p> <p>சிறுகதை படைத்தல்.</p>				
பயன்கள் :	<ul style="list-style-type: none"> <li>➤ சமயச் சிந்தனையின் பங்கு மற்றும் சிறுகதைப் படைப்பாக்கச் சிந்தனை.</li> <li>➤ சமூகச் சிந்தனை வாயிலாக மாணவர் மேம்படுதல்.</li> </ul>				

**I YEAR – II SEMESTER**

**COMMUNICATIVE ENGLISH - COURSE CODE: 722CE**

**Unit I (18 hours) 1. Listening and Speaking**

- a. **Listening and responding to complaints (formal situation)**
- b. **Listening to problems and offering solutions (informal)**

**2. Reading and writing**

- a. **Reading aloud (brief motivational anecdotes)**
- b. **Writing a paragraph on a proverbial expression/motivational idea.**

**3. Word Power/Vocabulary**

**Synonyms & Antonyms**

**4. Grammar in Context**

**Adverbs Prepositions**

**Unit II (20 hours)**

**1. Listening and Speaking**

- a. **Listening to famous speeches and poems**
- b. **Making short speeches- Formal: welcome speech and vote of thanks.**
- c. **Informal occasions- Farewell party, graduation speech**

**2. Reading and Writing**

- a. **Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic)**
- b. **Reading poetry**
- c. **Reading aloud: (Intonation and Voice Modulation)**
- d. **Identifying and using figures of speech - simile, metaphor, personification etc.**

**3. Word Power**

**Idioms & Phrases**

**4. Grammar in Context Conjunctions and Interjections**

**Unit III (18 hours)**

**1. Listening and Speaking**

- a. **Listening to Ted talks**
- b. **Making short presentations – Formal presentation with PPT, analytical presentation of graphs and reports of multiple kinds**
- c. **Interactions during and after the presentations**

**2. Reading and writing**

**Writing emails of complaint**

**Reading aloud famous speeches**

**3. Word Power**

**One Word Substitution**

**4. Grammar in Context: Sentence Patterns**

**Unit IV(16 hours)**

### **1. Listening and Speaking**

- a. Participating in a meeting: face to face and online**
- b. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks.**

### **2. Reading and Writing**

- a. Reading visual texts – advertisements**
- b. Preparing first drafts of short assignments**

### **3. Word Power**

**Denotation and Connotation**

### **4. Grammar in Context: Sentence Types**

**Unit V (18 hours)**

### **1. Listening and Speaking**

- a. Informal interview for feature writing**
- b. Listening and responding to questions at a formal interview**

### **2. Reading and Writing**

- a. Writing letters of application**
- b. Readers' Theatre (Script Reading)**
- c. Dramatizing everyday situations/social issues through skits. (writing scripts and performing)**

### **3. Word Power**

**Collocation**

### **4. Grammar in Context: Working With Clauses**

**I YEAR – II SEMESTER COURSE CODE:22BAE2C1**

**CORE COURSE IV – MICRO ECONOMICS – II**

**Unit I**

**Economies of Scale, Different Concepts of Costs – Explicit & Implicit, Accounting, Opportunity, Total – fixed and Variable Costs, Marginal & Average Costs & its Relationship. Concept of Revenue – Total, Marginal & Average Revenue and Break – Even Point**

**Unit II**

**Market – Concept and Classification, Perfect Competition – Characteristics, Price and Output Determination for Firm and Industry, Market Equilibrium.**

**Unit III**

**Monopoly-Characteristics and Price - Output Determination, PriceDiscrimination- Monopolistic Competition - Characteristics - Price - Output Determination.**

**Unit IV**

**Factor Pricing - Theory of Marginal Productivity of Distribution- Concept of Adding up Theorem- Theories of Wages and Rent**

**Unit V**

**Interest- Concept- Classical and Keynesion Theories of Interest- Profit- Net and Gross theories of Profit.**

**Books for Reference:**

- 1. Dr. S. Sankaran , Micro Economics, Margham Publications, Chennai, 2000.**
- 2. H.L.Ahuja Principles of Micro Economics, A New Look at Economic Theory, S Chand Company Ltd., New Delhi (1996)**
- 3. Misra and Puri , Advanced Micro Economics ,Himalaya Publishing House, Mumbai, 1996. M.L. Jhingan Micro Economic Theory, Vrinda Publications Ltd., New Delhi, 2002.**
- 4. V. Lokanathan, Principles of Economics, Economic Analysis S. Chand & Co., New Delhi 2003.**
- 5. M.L.Seth,,(2001), Principles of Economics, Lakshmi Narain Agarwal , Agra.**
- 6. Dutt&Sundaram(1990), Micro Economics, S. Chand & Co Ltd, New Delhi.**



– II SEMESTER COURSE CODE:22BAE2C2  
CORE COURSE V – BUSINESS STATISTICS – II

**Unit I Correlation Analysis**

**Meaning – Importance – Types – Methods – Scatter diagram – Karl Pearson's coefficient – Rank correlation**

**Unit II Regression Analysis**

**Meaning – Importance – Difference between correlation and regression – Regression equations – Least square method - Regression coefficient - Classification and properties.**

**Unit III Probability**

**Meaning–Probability - Fundamental Principles-Permutation and Combination-Theories of Probability (Simple problems only).**

**Unit IV Time-Series analysis**

**Definition – Components – Importance – measurement of trend and seasonal variation.**

**Unit V Index Number**

**Definition – uses – problems in construction – methods – weighted and unweighted – methods of weighted index number calculation – test for ideal index numbers.**

**Books for Reference:**

- 1. Pillai R.S.N. and Bhagavathi V.S. Statistics S.Chand & company Ltd. New Delhi.**
- 2. Gupta S.P. Statistical Methods, Sulthanchand, New Delhi. 1991.**
- 3. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.**
- 4. Gupta, S.C. (1993), Fundamentals of Applied Statistics, S.Chand & Sons, New Delhi**
- 5. Gupta, S.C. (2002), Statistical Methods, Sultan Chand, New Delhi.**



**I YEAR – II SEMESTER COURSE CODE:22BAE2C3**  
**CORE COURSE VI – FUNDAMENTALS OF COMPUTER**

**Unit I**

**Word processing with MS Word: Starting MS Word - MS Word Environment - working with word documents - working with text - working With tables - checking spelling and grammar - printing a document.**

**Unit-II**

**Spreadsheets and MS Excel: Starting MS Excel - MS Excel environment - Working with Excel workbook - working with worksheet - Formulas and functions - Inserting charts - printing in Excel.**

**Unit-III**

**Making presentation with MS power point - starting MS power point - MS Power point environment - working with power point - Designing presentation - printing in power point.**

**Unit IV**

**Internet Browsing-Search Engines-Opening E-Mail-Sending and checking Emails-Downloading and saving files-Attachment of files**

**Unit V**

**Features of SPSS and its utilities**

**Books for Reference:**

- 1. V.Rajaram Fundamentals of computers, Prentice Hall of India, New Delhi.**
- 2. P.K.Singa, Computer Fundamentals, BPB publication, New Delhi.**
- 3. R.K. Taxali - PC Software for windows made simple Tata Mcraw Hill Publishers Pvt. Ltd.**
- 4. T. Karthikeyan&Dr.C. Muthu - PC Software for Office Automation - Sultan Chand.**
- 5. R. Krishnamoorthi - Computer programming and application**
- 6. A.L. Stevens - Teach; yourself windows**





**I YEAR – II SEMESTER COURSE CODE:22BCOA2**

**ALLIED - I B (ii) – SECRETARIAL PRACTICE-II**

**Unit I Members of a Company**

**Shareholders and members – Who can become a member? How to become a member?  
Rights of members – Liability of members – Termination of membership – Expulsion of a member – Impersonation of a member.**

**Unit II Company Management**

**Nature of company management – Pattern of company management – Levels of management – Qualification and duties of Director – Managing Director – Manager - Auditors – Accountant – Solicitors –**

**Unit III Company Returns and Circulars**

**Initial returns – Casual returns – Periodic returns – Annual return – Company notices – Duties of Secretary – Resolutions requiring special notice – Company circulars and reports – Types of reports – Financial and statistical returns – Specimens.**

**Unit IV Dividends**

**Declaration of dividends – Sanction of dividends – Rules regarding dividends – Kind of dividends – Payment of dividends – Duties of secretary regarding payment of dividends, interest, reserves and bonus shares.**

**Unit V Winding UP, Defunct Company and Its Revival**

**Modes of winding up – Winding up by the court – Consequences of winding up order – Powers and duties of liquidator – Dissolution of company – Voluntary winding up – Defunct company – Dissolution of defunct company – Revival or restoration of a defunct company – Powers of the court.**

**Books for Reference:**

- 1. Company Law and Secretarial Practice, N.D. Kapoor, Sulthan Chand and Sons, New Delhi.**
- 2. Company Law and Secretarial Practice, Acharya and Govekar, Himalaya Publishing House, Mumbai.**
- 3. Company Law, Ashok K. Bagriyal, Vikas Publishing House Pvt.Ltd., New Delhi.**
- 4. Secretarial Practice: SSM.Sundaram and M.Muthupandi.**
- 5. Company Law, M.R.Sreenivasan, Margham Publication**
- 6. Secretarial Practice: M.C.Kuchhal, Vikas Publication**



## **Second Semester**

### **Professional English Course for Arts and Social Science – 72BEPA**

#### **Unit 1- Communicative Competence**

- **Listening – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)**
- **Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)**
- **Reading: Two subject-based reading texts followed by comprehension activities/exercises**
- **Writing: Summary writing based on the reading passages.**
- **Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.**

#### **Unit 2 - Persuasive Communication**

- **Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication**
- **Speaking: debates – Just-A Minute Activities**
- **Reading: reading texts on advertisements ( on products relevant to the subject areas) and answering inferential questions**
- **Writing: dialogue writing- writing an argumentative /persuasive essay.**

#### **Unit 3- Digital Competence**

- **Listening to interviews (subject related)**
- **Speaking: Interviews with subject specialists (using video conferencing skills)**
- **Creating Vlogs (How to become a vlogger and use vlogging to nurture interests –subject related)**
- **Reading: Selected sample of Web Page (subject area)**

- **Writing: Creating Web Pages**
- **Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.** The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

#### **Unit 4 - Creativity and Imagination**

- **Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other**
- **MOOC videos on Indian academic sites – E.g.**  
<https://www.youtube.com/watch?v=tpvicScuDy0>
- **Speaking: Making oral presentations through short films – subject based**
- **Reading: Essay on Creativity and Imagination (subject based)**
- **Writing – Basic Script Writing for short films (subject based)**
  - **Creating webpages, blogs, flyers and brochures (subject based)**
  - **Poster making – writing slogans/captions (subject based)**

#### **Unit 5- Workplace Communication& Basics of Academic Writing**

- **Speaking: Short academic presentation using PowerPoint**
- **Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.**
- **Writing an introduction, paraphrasing Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)**
- **Capitalization (use of upper case)**

## Semester – II Course code: 22BES2

### ENVIRONMENTAL STUDIES

#### Unit -I

- The Multidisciplinary Nature of Environmental Studies: Definition, Scope and importance
  - Need for public awareness

#### Unit-II

- Natural Resources: Renewable and non-renewable resources
- A). Forest Resources: Use and Over-Exploitation, Deforestation, Case Studies, Timber
- Extraction, Mining, Dams and Their Effect on Forests and Tribal People.
- B). Water Resources: Use and Over-Utilization of Surface and Ground Water, Floods,
- Drought, Conflicts over Water, Dams- Benefits and Problems.
- C). Mineral Resources: Use and Exploitation, Experimental Effects of Extracting and Using
- Mineral Resources, Case Studies.
- D). Food Resources: World Food Problems, Changes Caused by Agriculture and
- Overgrazing, Effects of Modern Agriculture, Fertilizer-Pesticide Problems, Water Logging,
- Salinity, Case Studies.
- E). Energy Resources: Growing Energy Needs, Renewable and Non-Renewable Energy
- Sources, Use of Alternate Energy Resources, Case Studies.
- F). Land Resources: Land as a Resource, Land Degradation, Main Induced Landsides, SoilErosion and Desertification.
- Role of Individual in Conservation of Natural Resources
- Equitable Use of Resources for Sustainable Lifestyle

#### Unit- III

- ECOSYSTEMS, BIO-DIVERSITY AND ITS CONSERVATION

- Ecosystems: Concept of an Ecosystem, Structure and Function of an Ecosystem, Energy Flow in The Ecosystem, Food Chains, Food Webs and Ecological Pyramids.
- Biodiversity and Its Conservation: Introduction- Definition: Genetic, Species and
- Ecosystem Diversity, Bio-Geographical Classification of India, Value of Biodiversity:
- Consumptive Use, Productive Use, Social Ethical, Aesthetic and Option Values. Biodiversity
- at Global, National and Local Levels, India as a Mega-Diversity Nation, Hot Spots of
- Biodiversity, Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife
- Conflicts, Endangered and Endemic Species of India, Conservation of Biodiversity: In-Situ
- And Ex-Situ Conservation of Biodiversity.

#### **Unit -IV**

- Environmental Pollution: Causes, Effects And Control Measures of: A).Air Pollution, B).
- Water Pollution, C). Soil Pollution, D). Marine Pollution, E). Noise Pollution, F). Thermal
- Pollution, G). Nuclear Hazards.

#### **Unit -V**

##### **Field Work**

- Visit to a Local Area to Document Environmental Assets–River/ Forest/ Grassland/ Hill/
- Mountain
- Visit to a Local Polluted Site- Urban/Rural/Industrial/Agricultural
- Study of Common Plants, Insects, Birds
- Study of Simple Ecosystem-Pond, River, Hill Slopes, etc.,

இரண்டாம் ஆண்டு - மூன்றாம் பருவம் -

பாடக்குறியீட்டு எண்: 731T

பொதுத் தமிழ் தாள் - 3 - காப்பியமும் புதினமும்

அலகு 1

25. சிலப்பதிகாரம் - மங்கல வாழ்த்துப்பாடல்.  
26. மணிமேகலை - பாத்திர மரபு கூறிய காதை.  
27. கம்பராமாயணம் - சேது பந்தனப்படலம்.  
28. பெரியபுராணம் - கோச்செங்கட்சோழ நாயனார் புராணம்.  
29. தேம்பாவணி - கோலியாத் படலம்.  
30. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்

அலகு 2 - புதினம்

வேரில் பழுத்தபலா - சு.சமுத்திரம்.

அலகு 3 - இலக்கணம்

யாப்புற அணியும்

செய்யுள் உறுப்புகள், எழுத்து, அசை, சீர், தளை, அடி, தொடை ஆகியன பற்றிய விளக்கம். பாவகை, வெண்பா, ஆசிரியப்பா ஆகியவற்றின் பொது இலக்கணங்கள்.

அணி, வகைகள், உவமை, உருவகம், வேற்றுமை, பின்வருநிலை, சிலேடை அணிகள்.

அலகு 4 - இலக்கிய வரலாறு

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

அலகு 5 - படைப்பாற்றல்

மரபுக் கவிதை - புதுக்கவிதை படைத்தல்.



**II YEAR – III SEMESTER**  
**COURSE CODE: 732E**  
**COURSE – III - ENGLISH FOR ENRICHMENT – III**

**Texts Prescribed**

1. *Six Short Stories*, Ed. by the Board of Editors, Harrows Publications, Chennai.
2. *One Act Plays*, Ed. by the Board of Editors, Harrows Publications, Chennai.
3. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.
4. *English for Communication*, Ed. by the Board of Editors, Harrows Publications, Chennai.

**Unit I            Short Stories**

1. Two Old Men – Leo Tolstoy
2. The Diamond Necklace – Guy de Maupassant
3. The Verger – Somerset Maugham
4. The Postmaster – Rabindranath Tagore.

**Unit II            One Act Plays**

1. Riders to the Sea – J.M.Synge
2. The Rising of the Moon – Lady Gregory

**Unit III           One Act Plays**

1. A Kind of Justice – Margaret Wood
2. The Refugee – Asif Currimbhoy

**Unit IV           Grammar**

Tenses, Voices, Degrees of Comparison

**Unit V            Composition**

Agenda, Minutes, Notice, Descriptive Writing

**Allocation of Working Hours per week**

Short Stories	- 2 hours
One Act Plays	- 2 hours
Grammar &	- 2 hours
Composition	-----
<b>Total</b>	<b>- 6 hours</b>



**II YEAR – III SEMESTER  
COURSE CODE: 7BAE3C1**

**CORE COURSE V – BUSINESS MATHEMATICS – I**

**Unit I**

**Logarithms**-Definition – laws of operation – logarithmic tables – operation with logarithmic

**Unit II**

**Basic Algebra**-Theory of indices – algebraic expression – basic identities – factorization – solution to linear and quadratic equation

**Unit III**

**Set Theory**-Definition – equality of sets and subsets – universal set – operation of set union – intersection – complement – differences – laws of set operation – cartesian product

**Unit IV**

**Functions**-Meaning – types – linear, quadratic, Cubic, logarithmic and exponential functions – linear function – equation of a straight line – slope intercept form – slope & one point form – two points form – x, y intercept.

**Unit V**

**Matrix Algebra**-Definition – types – addition – subtraction – multiplication, transpose determinant of a square matrix – co-factor and minor – inverse of a matrix using ad joint matrix solution of a system of a linear equation – Cramer's rule.

**Books for Reference:**

25. Allen, R.G.D., Mathematical Analysis for Economists, Macmillan, New York.
26. Mehta and Madnani, Mathematics for Economists, Sultan Chand & Sons, New Delhi - 2000.
27. Chiang, Fundamentals of Mathematical Economics, Macmillan, New York.
28. Srinath Baruah, Basic Mathematics and its application in Economics - Macmilan India Ltd., Chennai.
29. Sancheti D.C. and V.K.Kapoor, Business Mathematics Sulthan chand New Delhi.
30. Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthan chand New Delhi.

**Note: Question should be asked 50% in theory and 50% in problems.**





**II YEAR – III SEMESTER  
COURSE CODE: 7BAE3C2**

**CORE COURSE VI –ECONOMIC THINKERS**

**Unit I**

Nature and Importance of Economic Thought- Mercantilism: Views on Trade, Money and Prices. Marxian Economics: Dialectical Materialism, Theory of Value, Theory of Capital Accumulation, Theories of Crisis

**Unit II**

Physiocracy: Natural Order; Net product and Circulation of Wealth- Classical Political Economy- Adam Smith: Theories of Value and Distribution. Jevon's Theory of Value, Bohm-Bawerk's Theory of Capital

**Unit III**

Ricardian Economics: Value Analysis, Theories of Trade and Distribution Walras's Theory of General Equilibrium. A General Overview of Marshall's Contribution.

**Unit IV**

J S Mill: Theory of Value, Views On Production and Distribution. Classical Stationary State with special reference to Mill's views

**Unit V**

Neo-classical economics- Features - J.M Keynes and his contribution; Welfare Economics: Arrow and Social choice Theory; Rational Expectation Models and the New Classical Macro Economics.

**Books for Reference:**

25. Louise Haney - History of economic Thought – Surjith publication New Delhi
26. Eric Roll – History of Economic thought – Faber Lendon
27. Mar Blaug – Economics Theory in retrospect
28. AK Das Guptha – Indian Economic Thought
29. Scrapanti E and S Zamagiri (2005) an Outline of the Economic thought (OUP New Delhi)
30. Hajela TN - History of Economic Thought – Ane's Student Edition



**II YEAR - III SEMESTER  
COURSE CODE: 7BAEA3**

**ALLIED COURSE III – HISTORY OF ECONOMIC THOUGHT**

**Unit I**

Nature and Significance of the History of Economic Thought - Mercantilism and Physiocracy- Their Views on Development

**Unit II**

Classical School - Adamsmith - Malthus - David Ricardo - J.B.Say - J.S.Mill-Mahathma Gandhi-Jawaharlal Nehru- Dr.B.R Ambedkar

**Unit III**

Karl Marx - Early Socialistic Critics, Dialectical Materialism

**Unit IV**

Veblen and Institutional School - Schmoller and Historical school - Marginal School – Schumpeters theory of Innovation

**Unit V**

Keynesian Revolution- limitations- Welfare Economics - Pigou - Hicks – Pareto Noble Laureates Since 1985

**Books for Reference:**

61. Alexander Grey: Development of Economic Doctrines.
62. Eric Roll: History of Economic Thought
63. Ganguli, B.W.: Indian Economic Thought
64. Haney, L.H.: History of Economic Thought
65. Hecksher, Eli: Mercantilism, Macmillan
66. Keynes, J.M.: General Theory of Employment, Interest and Money.
67. Melvin W.Reder : Studies in the Theory of Welfare Economics.
68. Newman, P.C.: Development of Economic Thought
69. Loganathan. V. (1998), History of Economic thought, S.Chand & Co., New Delhi.
70. Sankaran. S: History of Economic Thought, Margham Publications.Chennai
71. Desai and Nirmal Bhalerao (1999), Economic History of Indian, Himalaya Publishing House, New Delhi
72. Girija and Manimekalai, (1998), History of Economic Thought, Virinda Publications, New Delhi.
73. Hagela, (2000), History of Economic Thought, Konark Publications, New Delhi.
74. Lionel Robbins, (2000), A History of Economic Thought, Oxford University Press, Chennai.
75. Mittal Sanjay and Prakash Sharma (1999), Economic thought – then and new, RBSA Publications, Jaipur.



**II YEAR - IV SEMESTER  
COURSE CODE: 7BAEA4**

**ALLIED COURSE IV - HEALTH ECONOMICS**

**Unit I**

Role of Health Education in Human Development - Importance of poverty alleviation- Health education outcomes and their relationship with macroeconomic performance

**Unit II**

Microeconomic Foundations of Health Economics - Demand for health- uncertainty and health insurance market- alternative insurance mechanisms- market failure and rationale for public intervention- equity and inequality.

**Unit III**

Evaluation of Health Programs - Costing, cost effectiveness and cost-benefit analysis- burden of disease.

**Unit IV**

Health Sector in India: An Overview Health outcomes- health systems- health financing.

**Unit V**

Education: Investment in Human Capital Rate of return to education: private and social- quality of education; gender and caste discrimination in India. - Education Sector in India: An overview Literacy rates, school participation, school quality measures.

**Books for Reference:**

17. William, Jack, Principles of Health Economics for Developing Countries, World Bank Institute Development Studies, 1999.
18. World Development Report, Investing in Health, the World Bank, 1993.
19. Ronald G., Ehrenberg and Robert S., Smith, Modern Labor Economics: Theory and Public Policy, Addison Wesley, 2005
20. Ronald G., Ehrenberg and Robert S., Smith, Modern Labor Economics: Theory and Public Policy, Addison Wesley, 2005.



**PART IV (I) – (C)**

**NON – MAJOR ELECTIVE – COURSE II**

**II YEAR – III SEMESTER**

**COURSE CODE: 7NME3C**

**COURSE II – EFFECTIVE EMPLOYABILITY SKILLS**

**Unit I Curriculum Vitae & Facing the Interview**

Applying for jobs, Preparing the curriculum Different formats vita, Facing the interviews, Frequently Asked Questions (FAQs).

**Unit II Interpersonal Communication**

One to one Communication

One to group Communication

**Unit III Group Discussion**

Listening, Ice-breaking, Leader – Member Moderates his role responsibility, Conflict, Management, Consensus, Steps involved

**Unit IV Team Work**

Qualities Selection constant & comfort, Orientation Review Tea, Review of the team work

**Unit V Motivation**

Leadership & Motivation, Behaviour, Motives Managerial Skills

**Books for Reference:**

17. E.H.McGrath, S.J., “Basic Managerial Skills For All”, Prentice-Hall of India Private Limited, New Delhi 110 001. ISBN-0-87692-498-4.
18. D.K.Sarma, “You & Your Career”, Wheeler Publishing, 755, Anna Salai, Chennai 600002. ISBN 81-7544-170-4. -1999
19. Indian Jaycees, “Skills” Series, published by Indian Jaycees.
20. S.P.Sachdeva, “Interview In A Nutshell”, Sudha Publications (P) Ltd., B-5, Prabhat Kiran, Rajendra Place, New Delhi 110 008.



**PART IV (2) – SKILL BASED SUBJECTS (SBS)**

**GROUP I – SET I**

**II YEAR – III SEMESTER**

**COURSE CODE: 7SBS3A1**

**COURSE I – COMPETITIVE EXAMINATION SKILLS**

**Objectives:**

- To build a sense of awareness among students through proper guidance about various competitive examinations in order to motivate students for prospective career in government and corporate sector.
- To intensively guide students for competitive examinations like TNPSC, UPSC, SSC, RRB, IBPS etc.

**Unit I**

Public Service Commission: Tamil Nadu Public Service Commission (TNPSC) and its role -History of TNPSC - Constitutional Provisions on the Formation, Functions, and Powers of Public Service Commissions for the Union and for the States - TNPSC and its rules of Procedure.

Eligibility and examination pattern: TNPSC - Union Public Service Commission (UPSC) - Staff Selection Commission (SSC) - Railway Recruitment Board (RRB) – Institute of Banking Personnel Selection (IBPS).

**Unit II**

Intelligence, creativity & application, testing & assessment - Types, verbal abilities & fluency

**Unit III**

Numerical ability:

Numbers, simplification, time and work, percentage, fraction, speed and distance, simple and compound interest, ratio and proportion

**Unit IV**

Spatial and perceptual abilities, situation reaction test

**Unit V**

Memory and inductive reasoning, Logical reasoning, Coding and Decoding, Direction Test, Syllogism

**Books for Reference:**

1. Ajay rai, “intelligence tests”, sterling paperbacks, published by sterling publishers pvt. Ltd., 1-10, green park extension, new delhi 110 016., 2001
2. Competition success review magazines.



**PART V**

**II YEAR – III SEMESTER  
COURSE CODE: 7BEA3**

**PART – V – EXTENSION ACTIVITIES**

Extension Activities will be organized for 2 days in the Third Semester. The programme may be organized in any Saturday and Sunday.

A meeting of all the staff of the College (Teaching, Administrative and Technical Staff) be conducted before departing to the camp in which each and every aspect like Programmes to carried out, accommodation, food, medical aid, transport facilities, etc., should be thoroughly discussed.

One credit will be allotted for this Extension Activities. The marks allotted for each camp will be 100. Each student participating in the camp will be evaluated internally for 100 marks. The criteria for evaluation of Extension Activities will be as follows:

<b>S. No.</b>	<b>Criteria</b>	<b>Maximum Marks</b>
1.	Interaction with villagers	10
2.	Participation / Attitude towards work	10
3.	Participation in interaction and discussion	10
4.	Knowledge of problems / issues	10
5.	Organising & decision making ability	20
6.	Expression: a) Cultural programmes	10
	b) Report Writing	20
7.	Ability to adjust and work in a team	10
<b>Total</b>		<b>100</b>



இரண்டாம் ஆண்டு - நான்காம் பருவம்

பாடக்குறியீட்டு எண்: 741T

பொதுத்தமிழ் தாள் - 4 - பண்டைய இலக்கியமும் நாடகமும்

அலகு 1

- அ. பத்துப்பாட்டு - சிறுபாணாற்றுப்படை
- ஆ. நற்றிணை - வெள்ளிவீதியார் பாடல் எண்கள்: 70,335,348.
- இ. குறுந்தொகை -  
பாடல் எண்.40 - யாயும் ஞாயும் எனத் தொடங்கும் பாடல்  
(குறிஞ்சி)  
செம்புலப்பெயல் நீரார்  
பாடல் எண்.43 - செல்வார் அல்லர் எனத் தொடங்கும் பாடல்  
(பாலை)  
ஒளவையார்  
பாடல் எண்.49 - அணிந் பல்லன்ன எனத் தொடங்கும் பாடல்  
(நெய்தல்)  
அம்முவனார்  
பாடல் எண்.61 - தச்சன் செய்த எனத் தொடங்கும் பாடல்  
(மருதம்)  
தும்பிசேர்கீரன்  
பாடல் எண்.110 - வாரார் ஆயினும் எனத் தொடங்கும் பாடல்  
(முல்லை)  
கிள்ளிமங்கலக்கிழார்  
ஈ. கலித்தொகை - பாடல் எண்.105. அரைசுபட எனத் தொடங்கும்  
பாடல்  
(முல்லை) சோழன் நல்லுருத்திரன்.  
உ. அகநானூறு - திருமணச் சடங்குப் பாடல்கள் 2 (86,128)  
ஊ. புறநானூறு - பிசிராந்தையார் பாடல்கள் (பாடல் எண்கள்.  
67,184)  
எ. திருக்குறள் - பெரியாரைத் துணைக்கோடல், சிற்றினம்  
சேராமை ஆகிய  
இரு அதிகாரங்கள்.  
ஏ. நாலடியார் -  
பாடல் எண்.135 - கல்வி கரையில் எனத் தொடங்கும் பாடல்.  
பாடல் எண்.215 - கோட்டுப் பூப்போல எனத் தொடங்கும் பாடல்.  
பாடல் எண்.248 - நல் நிலைக்கண் தன்னை நிறுப்பானும் எனத்  
தொடங்கும்  
பாடல்.  
ஐ. பழமொழி நானூறு  
பாடல் எண்.46 - நெடியாது எனத் தொடங்கும் பாடல்.

பாடல் எண்.47 - தோற்றத்தாலர் எனத் தொடங்கும் பாடல்.  
பாடல் எண்.48 - மிக்குடையார் ஆகி எனத் தொடங்கும் பாடல்.

**அலகு 2 - நாடகம்- நீதிதேவன் மயக்கம் - அறிஞர் அண்ணா.**

**அலகு 3 - இலக்கணம்**

அகப்பொருள், (7 திணைகள்), புறப்பொருள் (12 திணைகள்), களவும், கற்பும், உள்ளுறை, இறைச்சி (ஆசிவலிங்கனார், தமிழ் இலக்கண உணர்வுகள், கபிலன் பதிப்பகம், புதுச்சேரி.

**அலகு 4 - இலக்கிய வரலாறு**

அலகு 1, அலகு 2ல் உள்ள பாடம் தொடர்பான இலக்கிய வகைகள் தொடர்பான இலக்கிய வரலாறு.

**அலகு 5 - படைப்பாற்றல்**

ஓரங்க நாடகம் படைத்தல்.





**II YEAR – IV SEMESTER**

**COURSE CODE: 742E**

**COURSE – IV- ENGLISH FOR ENRICHMENT – IV**

**Texts Prescribed**

1. *Pygmalion* – G.B. Shaw
2. *Swami and Friends* – R.K. Narayan
3. *Tales from Shakespeare* Ed. by the Board of Editors, Harrows Publications, Chennai.
4. *Modern English – A Book of Grammar Usage and Composition* by N.Krishnaswamy, Macmillan Publishers.

**Unit I Drama**

*Pygmalion* – G.B. Shaw

**Unit II – Fiction**

*Swami and Friends* – R.K.Narayan

**Unit III – Tales from Shakespeare**

1. *The Merchant of Venice*
2. *Romeo and Juliet*
3. *The Winter’s Tale*

**Unit IV - Grammar**

1. Concord
2. Question Tag
3. Kinds of Sentences
4. Direct and Indirect speeches

**Unit V - Composition**

1. Expansion of Proverbs
2. Group Discussion
3. Conversation (Apologizing, Requesting, Thanking)

**Allocation of Working Hours per week**

Drama	-	2 hours
Fiction	-	2 hours
Grammar &	-	2 hours
Composition	-----	
<b>Total</b>	<b>-</b>	<b>6 hours</b>



**II YEAR – IV SEMESTER  
COURSE CODE: 7BAE4C1**

**CORE COURSE VII – BUSINESS MATHEMATICS –II**

**Unit I            Simple Differentiation**

Meaning – rules –  $u+v$ ,  $uv$ ,  $u/v$ , function of a function – derivatives of polynomial logarithmic Exponential, composite and implicit function - derivatives of higher order – application in economics – cost, revenue, utility, production function.

**Unit II            Optimisation (Function of One Variable)**

Sign of first order derivatives and nature of function – sign of second order derivative and nature of curves – maximum and minimum values of function – point of inflection — profit maximization – cost minimization.

**Unit III          Partial and Total Differentiation**

Function of two variables – first and second order partial derivatives – first order of total differential.

**Unit IV          Optimisation (Function of Two Variables)**

Optimisation of a function of two variables without constraint – optimisation of a function of two variables with linear constraint – application – consumer's and producer's equilibrium

**Unit V            Linear Programming**

Formulation – maximization and minimization problems – graphical method only

**Books for Reference:**

29. S.P. Gupta - Statistical Methods, Sultan Chand & Sons., New Delhi 1991. Elhance - Statistics
30. Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.
31. R.S.N. Pillai & Mrs. Bagavathi – Statistics, S. Chand & Company Ltd., New Delhi 1997.
32. Madhani, Mathematics for Economics, Sulthan chand New Delhi.
33. Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthan chand New Delhi.
34. Arora, P N & Arora S (2000) : CA Foundation Course in Mathematics
35. Bose, D C (1996) : An Introduction to Mathematical Economics.

**Note: Question should be asked 50% in theory and 50% in problems.**



**II YEAR – IV SEMESTER  
COURSE CODE: 7BAE4C2**

**CORE COURSE VIII – AGRICULTURAL ECONOMICS**

**Unit I**

Agriculture and Economic Development – Meaning – Features – Importance – Rationale of agriculture in economic development – Problems

**Unit II**

Agriculture Labour – Definition – Types and Characteristics – Growth – Problems – Government measures

**Unit III**

Land Reforms: Meaning – Forms – Land Tenure – Land Ceiling; Farm production – Causes for low Productivity in agriculture – Cropping Pattern: Meaning – Factor.-organic farming -Genital modified crops-contract farm & corporate farming

**Unit IV**

Agriculture Finance – Need and Types – Sources of agricultural finance – Money lenders – Co-operatives – Commercial banks – RDBs – NABARD – RRBs – Government assistance.

**Unit V**

Agricultural price Policy: Meaning – Objectives – Instruments – Minimum Support Price – Buffer Stock Operations – Public Distribution System – Agricultural Price Commission – Food problems and Food Security-Recent development – Food policy in India – Government measures.

**Books for Reference:**

21. Ruddar Dutt and K.P.M Sundaram, 2014, Indian Economy, S.Chand&Co Ltd, New Delhi.
22. S.K.Mishra & V.K.Puri, 2011, Indian Economy, Himalaya Publishing House, Mumbai.
23. A.N. Agarwal, 2007, Indian Economy Problems of Development and Planning.
24. C.S.Prasad, 2006, Sixty Years of Indian Agriculture.
25. P.Mala, 2014, Agricultural Economics, Dominant Publishers, New Delhi



**II YEAR – III SEMESTER  
COURSE CODE: 7BHIA3**

**ALLIED COURSE – III – PRINCIPLES OF TOURISM IN INDIA**

**Unit I**

Meaning and Definition - Nature and Scope – Elements of Tourism – Type of Tourism – Economic, Social and cultural Importance of Tourism – Causes for the Rapid growth of Tourism.

**Unit II**

Growth of Tourism in India –Sargent Committee – The Ministry of Tourism and Civil Aviation - Formation, functions and Achievements of ITDC and TTDC.

**Unit III**

Tourist Offices in India and Abroad – Role of Tourist officers and Tourist Guides – Role of Air, Rail and Road Transport in Tourism Industry – Travel Documents.

**Unit IV**

Tourism Marketing – Tourism Products – The Art of Preparing Booklets, Posters, Pamphlets, Folders etc – Role of Mass Media in Tourism Promotion: the Press, T.V, Radio, Films , Advertisement - their importance.

**Unit V**

Development of Hotel Industry in India – Ways of Awarding Star Ranks – Reception and Catering Services – Entertainments in Star Hotels – Organization and Working of a Travel Agency – Importance of Accommodation in Tourism Industry.

**Books for Reference:**

- |                    |   |  |
|--------------------|---|--|
| 33. Bhatia, A.K.   | – | Tourism in India, History and Development. |
| 34. Dr.Ram Acharya | – | Tourism in India-2007.                     |
| 35. Dosell, R.     | – | Studies in Hotel Management.               |
| 36. Basham, A.L.   | – | The Wonder That Was India-1966.            |
| 37. Manoj Dos      | – | India-A Tourist Paradise-1999              |
| 38. Abbas.R        | – | Tourism and Travel Management              |
| 39. Bhatia .A.K    | – | International Tourism                      |
| 40. Prannathseth   | – | An Introduction to Travel andTourism       |



**II YEAR – IV SEMESTER  
COURSE CODE: 7BHIA4**

**ALLIED COURSE - IV – HUMAN RIGHTS**

**Unit I**

Meaning and Definition of Human Rights – Origin and development – Natural Rights - Concept of Human Rights – Magnacarta –Bill of Rights - Declaration of Independence - Declaration of Rights of man- Rousseau, Thomas Paine – Abraham Lincolon –Mahatma Gandhi - Subramania Bharati - Martin Luther King – Nelson Mandela – Ambedkar – their Ideas on Human Rights.

**Unit II**

Human Rights Charter – International Human Rights Commission – Universal Declaration of Human Rights (1948) – Human Rights Day – International covenant on Civil and Political Rights - International covenant on Economic, Social and Cultural Rights.

**Unit III**

European convention on Human Rights – Mexico Declaration – Helsinki Charter – Role of the NGO -Amnesty International – Human Rights Watch –America Watch–Asia Watch–India Watch – Peoples watch.

**Unit IV**

National Human Rights Commission – Powers and Functions - State Human Rights Commission Human Rights courts - Human Rights Provisions in Indian Constitution – Fundamental Rights – Directive Principles of State Policy – Right to Information Act.

**Unit V**

Human Rights violations in India – Woman Rights – Children Rights – Child Labour – Bonded Labour – Refugees Rights – Capital Punishment – Court Decisions.

**Books for Reference:**

1. Stephen Shute and Susan Hurley (ed.) – On Human Rights
2. Allan Grewirth – Human Rights: Essays on Justification&Application
3. Richard Pierre Claude and Burns H.Weston (ed.) – Human Rights in the World Community.
4. Krishna Iyer. V.R. – The Dialectics and Dynamics of Human Rights in India: Yesterday, Today and Tomorrow
5. ArjunDev – Human Rights
6. Sivagami Paramasivam – Human Rights – A Study
7. Iyathurai C. – Manitha Urimaihal (Tamil)
8. Singhal S.C – Human Rights
9. Jayapalan .N – Studies in Human Rights
10. Leah Levin – Human Rights Questions and Answers.
11. Subbian .A – Human Rights Systems.
12. Krishna Iyer V.R – Human Rights and Human Wrongs
13. Chaurasia .R.S – Indian Constitution.



## II YEAR – IV SEMESTER

COURSE CODE: 7BMY4

### COURSE – MANAVALAKALAI YOGA

#### VALUE EDUCATION

மனவளக்கலை யோகா

#### A Brief Introduction about Manavalakalai Yoga

In the “Manavalakalai Yoga”, practices formulated by Thathuvagani Vethathiri Maharishi do not have any bearing on religion, caste or creed. This is an education for culturing the mind. It does not contain any customary observances of any sect. It comprises only rational and scientific education and practices. These are offered to all people without any discrimination.

Learning and practicing Manavalakalai Yoga by students would help them to acquire physical health, mental acuteness, strength of life force and wisdom. Offering this yoga to students is the only means through which social welfare could be derived. On the whole, Manavalakalai Yoga would be of immense help to achieve a holistic life for any human folk.

“For education to be complete, it should include not only the training of the intellect but also the refinement of the heart and discipline of the soul” declared Dr.Radhakrishnan.

The heart of education is to educate the heart and such an education alone can lead to health, happiness and harmony. It is the need of the hour that the students of colleges and Universities and the general public be given a basic spiritual knowledge about their body, mind, soul, the cosmic link that runs through every system of the universe binding us all and above all, their duty to society of which every individual is a part. Every individual knowingly or unknowingly lives by the labours of the various sections of society and as a solemn duty it is imperative on our part back to the society as much as we can by labour of our body or mind or both. Our education to be socially relevant, it must inculcate in our youth this duty consciousness. Every institution has this obligation to the society.

The quality of Mind determines the quality of the Man. Mind can be considered to be the collective form of the thoughts arising spontaneously. An understanding of this leads to corrective measures on the thoughts and evolution of good thoughts only. Then only good thoughts, words and deeds and also other virtues would prevail among the students.

#### This course strives to achieve the following:

- To train and develop the physical body for leading a healthy life.

- To rejuvenate the life energy, to retard the ageing process and to achieve spiritual development
- To offer meditation practices and introspection so as to strengthen the mind, increase its will power, concentration, creativity and receptivity and ultimately to transform the mind to achieve self realization
- To help every individual to realize the enduring values of peace, non-violence and harmony to revitalize human society for restoring its sanity and strength

### Annexure – II

#### Details of number of Centres and Yoga Masters in each District of Tamil Nadu

S. No.	District	Centres	Yoga Masters
1.	Ariyalur District	9	39
2.	Chennai District	127	676
3.	Coimbatore District	122	678
4.	Cuddalore District	50	212
5.	Dharmapuri District	22	118
6.	Dindigul District	41	186
7.	Erode District	101	506
8.	Kanchipuram District	109	522
9.	Kanniyakumari District	11	79
10.	Karur District	16	67
11.	Krishnagiri District	13	72
12.	Madurai District	29	182
13.	Nagapattinam District	16	64
14.	Namakkal District	34	185
15.	The Nilgiri District	37	172
16.	Perambalur District	21	88
17.	Pudukottai District	34	152
18.	Ramanathapuram District	15	79
19.	Salem District	75	403
20.	Sivaganga District	20	100
21.	Thanjavur District	66	306
22.	Theni District	18	101
23.	Thirunelveli District	98	457
24.	Thiruvallur District	68	303
25.	Thiruvannamalai District	34	222
26.	Thiruvarur District	66	276
27.	Tutikorin District	36	162
28.	Tiruchy District	77	379
29.	Vellore District	80	418
30.	Villupuram District	31	160
31.	Viruthunagar District	13	110
<b>Total</b>		<b>1489</b>	<b>7667</b>

<b>VALUE EDUCATION</b> மனவளக்கலை யோகா		
		<b>80 Hours</b>
<b>Units</b>	<b>Title of the Paper</b>	<b>Hrs of Instruction</b>
<b>Unit I</b> Yoga and Physical Health (16 Hours)	1.1. Physical Structure of Human Body	4 hours
	1.2 Simplified Physical Exercises	4 hours
	1.3 Maharasanas	4 hours
	1.4 Yogasanas	4 hours
<b>Unit II</b> Art of Nurturing life Force and Mind (16 hours)	2.1 Maintaining Youthfulness	4 hours
	2.2 Sex and Spirituality	4 hours
	2.3 Ten Stages of Mind	4 hours
	2.4 Mental Frequency	4 hours
<b>Unit III</b> Sublimation (16 hours)	3.1 Purpose of life	4 hours
	3.2 Analysis of Thought	4 hours
	3.3 Moralization of Desire	4 hours
	3.4 Neutralization of Anger	4 hours
<b>Unit IV</b> Human Resource Development (16 hours)	4.1 Eradication of Worries	4 hours
	4.2 Benefits of Blessings	4 hours
	4.3 Greathness of Friendship	4 hours
	4.4 Individual Peace	4 hours
<b>Unit V</b> Law of Nature (16 hours)	5.1 Cause and Effect System	4 hours
	5.2 Purity of Thought and Deed	4 hours
	5.3 Love and Compassion	4 hours

## VALUE EDUCATION

**kdtsf;fiy Nahfh**

**80 Hours**

### **Unit I      Yoga and Physical Health**

17. Physical Structure – Three bodies – Five limitations

18. Simplified Physical Exercises – Hand Exercises – Leg Exercises – Breathing Exercises  
– Eye Exercises – Kapalapathi

19. Maharasanas 1-2 Massages – Acu-puncture – Relaxation

20. Yogasanas – Padmasana – Vajrasanas – Chakrasanas (Side) – Viruchasanas – Yoga  
muthra – Patchimothasanas – Ustrasanas – Vakkarasanas – Salabasanas

### **Unit II      Art of Nurturing the life force and Mind**

2.1 Maintaining the youthfulness – Postponing their ageing process

2.2 Sex and Spirituality – Significance of sexual vital fluid – Married life – Chastity



2.3 Ten Stages of Mind

2.4 Mental frequency – Methods for concentration

### **Unit III      Sublimation**

3.1 Purpose and Philosophy of life

3.2 Introspection – Analysis of Thought

3.3 Moralization of Desires

3.4 Neutralization of Anger

### **Unit IV      Human Resources Development**

4.1 Eradication of worries

4.2 Benefits of Blessings

4.3 Greatness of Friendship

4.4 Individual Peace and World Peace

### **Unit V              Law of Nature**

5.1 Unified force – Cause and Effect system

5.2 Purity of Thought and Deed and Genetic Centre

5.3 Love and Compassion

5.4 Cultural Education – Five Fold Culture

**GROUP II – SET I**

**II YEAR – IV SEMESTER  
COURSE CODE: 7SBS4B2**

**COURSE II – EMERGENCY AND MEDICAL LAB SKILLS**

**Objectives:**

- To recognize the nature and seriousness of the patient's condition or extent of Injuries to assess requirements for emergency medical care
- Administer appropriate emergency medical care based on assessment findings of the patient's condition
- To Perform safely and effectively the expectations of the job

**Unit I**

First Aid – Fracture and Fire

First Aid – Drowning and Snake animal, rodent bites.

First Aid – Diarrhoea, Dysentery and Heat Stroke

**Unit II**

Traffic Rules

Road accidents: precautions, preventions & emergency steps to be taken on the spot advantages of 108 ambulance.

**Unit III**

Basic Clinical lab Tests

Blood, Urine, saliva, stool Tests

**Unit IV**

Awareness Programmes on the importance of locally available herbal plants and Vegetables. Skin lashes poor eye-sight anemia

**Unit V**

Project on Locally available native treatments for various Health Problems (Project Report 15 to 25 Pages)

**Books for Reference:**

9. Era.Su.Muthu and Meera Ravishankar, “First Aid”, aug-2013 published by Sura Books (PVT) Ltd., 1620, ‘J’ Block, 16<sup>th</sup> Main Road, Anna Nagar, Chennai – 600 040.
10. Dr.Rama Rao, “Handbook of First Aid”, Chennai.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C1**

**CORE COURSE IX – MONEY AND BANKING**

**Unit I Evolution of Money**

Money meaning and definition – functions – qualities of good money – currency standard – methods of note issue – role of money in mixed economy

**Unit II Value of Money**

Value of money – fisher’s quantity theory of money – cambridge equation – keyne’s income theory – theories of money supply –inflation – types – controlling –effects-measures of control

**Unit III Commercial Banking**

Definition – functions – Role of commercial banks in economic development – Recent trends

**Unit IV Central Banking**

Function – Role of central bank in a developing economy – credit control – meaning – objectives – quantitative and qualitative credit control measures

**Unit V Financial Reforms**

Recent developments in banking sectors – ATM merits and demerits – Different credit cards and Online Banking –Money market – Defects of Indian money market-Demonitisation and Indian economy –RBI and its functions

**Books for Reference:**

25. Dr. S. Sankaran - Monetary Economics, Himalaya Publishing House, Bombay, 1989.
26. B.N. Ghosh and Rama Ghosh - Fundamentals of Monetary Economics , Himalaya Publishing House, Bombay, 1989.
27. M.L. Jhingan - Monetary Economics, Konark Publishers Pvt. Ltd., New Delhi, 1997.
28. T.T. Sethi - Monetary Economics, S. Chand & Company Ltd., New Delhi, 1996.
29. Mishra M.N. Money, Banking and International Trade, Sulthanchant New Delhi.
30. Paul. R.R. Money and Banking, Kalyani Publishers, Chennai.
31. Mithani D.A. Money Banking International Trade and Public Finance, Himalaya publishing House, Mumbai.
32. Sethu T.T. Money Banking and International Trade, S.chand Company, New Delhi



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C2**

**CORE COURSE X – MACRO ECONOMICS**

**Unit I Nature and Scope of Macro Economics**

Meaning – Evaluation of Macro Economics- importance – Relationship between Macro and Micro economics – Limitations

**Unit II National Income Accounting**

Definition – concepts and components – methods of measuring national income – difficulties in the measurement of National Income – Problem of measurement in developing economy – importance of national income analysis –Gross value added (GDP)

**Unit III Theories of Employment**

Classical and Keynesian Theory of Employment and Income determination – Comparison between the classical view and the Keynesian view – Full employment equilibrium

**Unit IV Consumption Function**

Meaning – Factor determining consumption function – Meaning – types of investment– Determinants of investment in Keynes theory – Multiplier and accelerator

**Unit V Macro Economic Policy**

Role of monetary and fiscal policy in a developing economy

**Books for Reference:**

16. R. Cauvery, U.K. Sudhnanyak, M. Girira and R. Meenakshi, Macro Economics, Sulthan Chand & Company Pvt Ltd., (2004).
17. H.L. Ahuja Macro Economics – Theory and Policy,– Suithan Chand & Company Pvt Ltd., (1992).
18. Edward Shapiro – ‘Macro economic Analysis’ Oxford University press.
19. Gregory Mankiw - ‘Macro economics’ - 6th Edn. Tata McGraw Hill.
20. Dr. S. Sankaran - Macro Economics, Margham Publications, Chennai, 2004. 6. M.L. Jhingan - Macro Economics, Konark Publishers Pvt. Ltd., New Delhi, 2006.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C3**

**CORE COURSE XI – FISCAL ECONOMICS**

**Unit I**

Nature and scope of Public Finance – Public and Private Finance – increase in the role of the modern Government – Principle of Maximum social Advantages.

**Unit II**

Public Expenditure – Public Expenditure and Private Expenditure – causes for the growth of Public Expenditure – Classification – Principles – Effects – Public Expenditure in India since 1951.

**Unit III**

Sources of Public Revenue – Tax Revenue and Non-Tax Revenue – Deficit Finance – Direct and Indirect Taxes – Income Tax and VAT, Custom and Excise duties & Goods and service Tax

**Unit IV**

Public Debt – Meaning – classification – sources – causes for borrowing – effects – methods of debt redemption. Budget – meaning – type importance – effects of surplus and deficits budget of the Economy-Special features of current union budget

**Unit V**

Fiscal Federalism in India – Centre – State Financial relationship in India – Role of Finance Commissions of India – Recommendations of the recent Finance Commission – Local Finance – Problems and perspectives Fiscal Policy of India.

**Books for Reference:**

22. P. Tyagi - Public Finance, Jai Prakash Nath & Co., Meeret.
23. K.P.M. Sundaram - Fiscal Economics
24. Andley & Sundaram - Public Finance & Policy
25. Tripathy - Public Finance & Economic Development
26. Cauvery, Sudha Nayak, Girija, Kriparani & Meenakshi - Public Finance, S. Chand & Company Ltd., New Delhi.
27. R.C. Saxena & P.C. Mathur - Public Finance, K. Nath & Co., Meeret.
28. Dr. S. Sankaran - Fiscal Economics, Margham Publications, Chennai.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE1A**

**ELECTIVE COURSE I (A) – TAMILNADU ECONOMY**

**Unit I BASIC CHARACTERISTICS OF TAMIL NADU**

Resource endowment - Land, Minerals, Forests and Monsoon - Population – Growth – Demographic Trends – National Family Health Survey – Human Development India Index – Gender Development Index.

**Unit II PERFORMANCE OF TAMIL NADU ECONOMY**

Trends in State income - Structural growth before and after reforms - Dynamism of the economy - State Planning Commission - Targets and Achievements - Financing of plans: Revenue, expenditure, debt – Current year Budget.

**Unit III AGRICULTURAL SECTOR**

Sources of irrigation - Cropping pattern - Productivity and yield of major crops - Agricultural marketing - Regulated Markets - Uzhavar Sandhai – Agricultural finance – Livestock.

**Unit IV INDUSTRIAL SECTOR**

Trends and patterns in industrial growth - Large scale and smallscale industries - Industrial Estate – KVIC and DIC - Labour Welfare measures.

**Unit V INFRASTRUCTURE**

Transport: road, rail, air and sea - Energy generation: Hydro, thermal and nuclear power systems-Banking – Housing - Social Welfare - Programmes of the State Government - Education and health - ICDS - Unemployment – Anti-poverty strategies – PDS - Women Development.

**Books for Reference:**

40. Leonard A.G., TamilNadu Economy, Macmillan, New Delhi, 2006.
41. MIDS, Tamil Nadu Economy - Performance and Issues
42. Rajalakshmi, Tamil Nadu Economy, Business Publishers, 1999.
43. Perumalsamy.S, Economic Development of Tamil Nadu, S. Chand, New Delhi, 1995.
44. Perumalsamy. S., Tamil Nadu Economy Performance and Issues, Oxford and IBH, 1988
45. Veeramani A.R, Tamil Nadu Agricultural Economy, Divyasre, Chennai, 2005. 7.  
Manickam. S, Economic Development of TamilNadu in Perspective, 2007.
46. RajaLakshmi, (2000) - Tamil Nadu Economy, Sultan Chand & Sons, Educational Publishers, New Delhi – 2.
47. Perumalsamy (2000), Tamil Nadu Economy, Sultan Chand & So., New Delhi
48. Kurien. CT. (1996), Economics Changes in Tamil Nadu, Orient Publishing, House.
49. Manorama Year Book – Recent – issues – 2016.
50. IC.Dhingra(2000)IndianEconomy–SultanChand&Sons,EducationalPublishers,NewDelhi–2
51. MIDS – Tamil Nadu Economy – Performance and issues.
52. Tamil Nadu – An Economic Appraisal, Directorate of Resolution of Applied Research, Kuralagam, Chennai - 600 108



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE1B**

**ELECTIVE COURSE I (B) – HUMAN RESOURCE DEVELOPMENT**

**Unit I**

Evolution and concept of Human Resource Development – Definition – Concepts – Meaning– Objectives and need for Human Resources Development – Components – Problems in HRD – Measures to promote human resources

**Unit II**

Education and Economic Development – Health, Nutrition and Economic Development – Suhultz Approach to human Capital formation – motivation – concept – theories of motivation

**Unit III**

Man Power planning; Meaning – Objectives – Types – Importance – Methods (Job Analysis – Skills Analysis – Performance Appraisal – Man Power Audit – Computerized Data Bank Method) Process – Problems.

**Unit IV**

Training and developing – objectives, training needs – methods of training – promotions – transfers – turnover – rewards – and incentives – benefits and employee services – performance appraisal

**Unit V**

Women and Economic Development – Gender and Inequality – Women Empowerment – Women entrepreneurship – worker’s participation in management

**Books for Reference:**

19. Man Power Planning, Selection, Training & Development – Dharma Vira Aggarwala.
20. Personal Management – R.N.Tripathi
21. Personal Management – C.B.Memoria
22. Human side of Management – S. Rustom, Davar
23. Human Resource Management – Mathur B.L.
24. Dynamics of Entrepreneurship Development – Vasant Desai



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE2A**

**ELECTIVE COURSE II (A) – FUNDAMENTALS OF COMPUTER**

**Unit I**

Word processing with MS Word: Starting MS Word - MS Word Environment - working with word documents - working with text - working With tables - checking spelling and grammar - printing a document.

**Unit-II**

Spreadsheets and MS Excel: Starting MS Excel - MS Excel environment - Working with Excel workbook - working with worksheet - Formulas and functions - Inserting charts - printing in Excel.

**Unit-III**

Making presentation with MS power point - starting MS power point - MS Power point environment - working with power point - Designing presentation - printing in power point.

**Unit IV**

Internet Browsing-Search Engines-OpeningE-Mail-Sending and checking Emails- Downloading and saving files-Attachement of files

**Unit V**

Features of SPSS and its utilities

**Books for Reference:**

19. V.Rajaram Fundamentals of computers, Prentice Hall of India, New Delhi.
20. P.K.Singa, Computer Fundamentals, BPB publication, New Delhi.
21. R.K. Taxali - PC Software for windows made simplex Tata Mcraw Hill Publishers Pvt. Ltd.
22. T. Karthikeyan&Dr.C. Muthu - PC Software for Office Automation - Sultan Chand.
23. R. Krishnamoorthi - Computer programming and application
24. A.L. Stevens - Teach; yourself windows





**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE2B**

**ELECTIVE COURSE II (B) FUNDAMENTALS OF ECONOMETRICS**

**Unit I**

Definition-Scope-objectives of Econometrics- Limitations-Divisions of Econometrics.

**Unit II**

Single equation model two variable case-Reasons for introducing error term in the model-least square method of estimation and testing of parameters of the model-Estimation of error variance –Simple problems.

**Unit III**

General linear model-Assumptions – Least square method of estimation and testing of the parameters of the models.

**Unit IV**

Multicollinearity- Effects of multicollinearity – detecting multicollinearity – Remedies – Autocorrelation-sources of autocorrelation- Dubin-watson test-Dummy variables (concept only)- Specification errors.

**Unit V**

Econometric models in planning: Mahalanobis four sector model-criticism of the model problems.

**Books for Reference:**

19. Econometric methods by Johnston. J (McGraw Hill Intl students' editions)
20. D. N. Gujarati and D.C. Porter, Essentials of Econometrics, McGraw Hill, 4th Edition, International Edition, 2009.
22. Jan Kmenta, Elements of Econometrics, Indian Reprint, Khosla Publishing House, 2nd edition, 2008.
23. Kotsoyiannis, A.. Basic Econometrics. McGraw Hill, New Delhi.
24. Richard J. Larsen and Morris L. Marx, An Introduction to Mathematical Statistics and its Applications, Prentice Hall, 2011.



## **GROUP I – SET II**

### **III YEAR – V SEMESTER**

### **COURSE CODE: 7SBS5A5**

### **COURSE II – HERITAGE AND TOURISM**

#### **Objectives:**

- To understand the definitions, terminology and concepts of cultural heritage and its relationships with tourism.
- To Understand heritage tourism supply by examining different categories of heritage attractions and the contexts within which heritage exists and additional perspectives on scale from the supply perspective
- To understand the role of interpretation in cultural heritage sites and the relevance of such interpretation approaches to visitors.
- Provide a framework to plan, design, and assess interpretation programs for tourists

#### **Unit I**

Tourism – Introduction – Concepts – Significance – Forms of Tourism – Effects of Tourism – Social, Economic and Environmental aspects – Human Rights

#### **Unit II**

Importance of preserving heritage – Heritage Spots in India – In Tamil Nadu – Brief history of the heritage spots – The role of heritage spots in promoting tourism – UNESCO guidelines on Heritage

#### **Unit III**

Role of Government in promoting tourism – ITDC- TTDC-Palace on wheels – Travel industry service network – Land (rail and road) Air – Water – Travel Agency – Hospitality and Accommodation

#### **Unit IV**

Travel Guide – Features – requirements – One's role as a guide – Income and Employability – Qualities and skills of a professional travel or tourist guide

#### **Unit V**

Project work – Field visit to heritage and tourism spots in Sivagangai and Ramanathapuram Districts and submission of a report (15 to 25 pages)

#### **Books for Reference:**

- |              |   |  |
|--------------|---|--|
| Bhatia, A. K | – | Tourism Development Principles and Practices,<br>(Sterling Publishers (P) Ltd., New Delhi) |
| Ananand M. M | – | Tourism and Hotel Industry in India<br>(Sterling Publishers (P) Ltd., New Delhi)           |
| Acharya Ram  | – | Tourism and Cultural Heritage<br>(Rosa Publications: Jaipur, 1986)                         |
| Jha, S.M     | – | Tourism Marketing (Himalaya Publishing House)  |



## **GROUP I – SET II**

**III YEAR – V SEMESTER**

**COURSE CODE: 7SBS5A6**

### **COURSE III – MARKETING AND SALES MANAGEMENT**

#### **Objectives:**

- To acquire analytical skills for solving marketing related problems and challenges and to familiar with the strategic marketing management process
- To learn the elements of sales force to be an effective component of an organization's overall marketing strategy.

#### **Unit I**

Introduction: Evolution of Marketing – Types of Marketing: Consumer Products Marketing, Industrial Marketing and Services Marketing – Demographic and Behavioural Dimensions of Marketing – Marketing Planning

#### **Unit II**

Basics of Market Segmentation, Targeting and Positioning – Components of The Marketing Mix: Product – Price – Place – Promotion – Distribution Channels: Types – Merits and Demerits

#### **Unit III**

Marketing Vs Selling – Nature and Scope of Sales Management – Personal Selling and Salesmanship – Selling Function – Understanding Consumer's Decision Making Process – Sales Organization and Types Of Selling

#### **Unit IV**

Prospecting – Approaching The Customer – Sales Presentation – Sales Demonstration – Negotiating Buyer Concerns – Closing The Sale – Post Sales Service and Complaint Handling

#### **Unit V**

Modern Trends in Marketing and Sales: Internet Marketing – Direct Marketing – Multi Level Marketing – Relationship Marketing – Selling through Kiosks

#### **Books for Reference:**

10. Chunawalla, S. A., Sales Management, 5<sup>th</sup> Edition (2007), Himalaya Publishing House
11. Havaldar, Krishna; Sales And Distribution Management, 1<sup>st</sup> Edition (2006), Tata Mcgraw Hill
12. Perreault, Jr., William; Mccarthy, E. Jerome, Basic Marketing, 15<sup>th</sup> Edition, 2006, Tata Mcgraw Hill



**III YEAR - VI SEMESTER  
COURSE CODE: 7BAE6C1**

**CORE COURSE XII – INDIAN ECONOMY**

**Unit I**

Economic Growth and development – underdevelopment – Common characteristics of UDCs– Transition of Indian Economy from Plan Period to reform period – Basis of I Generation and II Generation reforms – features of Tamilnadu state economy

**Unit II**

Population and Economic growth – Population and Human Recourse Development – causes for rapid growth of Population – Population Policy of India and Tamilnadu state

**Unit III**

Human Capital Vs Physical – Human Capital formation – Unemployment – Employment – Problems and measures

**Unit IV**

Industrial Policy-New industrial Policy-Recent Special Economic Zones -Recent Trends and Role of SSI in Indian Economy-Problems-Government measures

**Unit V**

Economic Planning – Objective – Achievements and Failures of Five year Plans – Make in India scheme –Swachha Bharath Scheme

**Books for Reference:**

19. U. Kapila (2010): Indian economy since Independence. Academic Foundation, New Delhi
20. S. Chakraborty (): Development Planning: The Indian Experience. Clarendon Press.
21. Jalan Bimal 1992, The Indian Economy - Problems and Prospects.
22. Panagariya (2008): India: the Emerging Giant, Oxford University Press, New York
23. S. Acharya and R. Mohan (Eds.) (2010): India's Economy: Performance and Challenges, Oxford University Press, New Delhi.
24. J. Ahluwalia and I. M. D. Little (Eds.) (1998): India's Economic Reforms and Development: Essays for Manmohan Singh, Oxford University Press, New Delhi.



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C2**

**CORE COURSE XIII – INTERNATIONAL ECONOMICS**

**Unit I**

Introduction to International Trade – Internal and International trade – Theories of International trade – Classical – Theories of Trade-Adam smith – Ricardo – Hicksher and Ohlin

**Unit II**

Balance of Payments – Concepts – Components – Balance of trade – Disequilibrium in BOP and BOT – Measures for removal of Disequilibrium- types –Role of foreign aid in economic development

**Unit III**

Foreign Exchange – Meaning – Demand for and supply of Foreign Exchange – Equilibrium Exchange rate – Foreign Exchange market – Functions – purchasing power parity theory – Stable and flexible exchange rates – Euro dollar market

**Unit IV**

International Trade and Financial Institutions – IMF, World Bank, GATT - WTO & Indian Economy -Impact of MNC in Indian Economy –New Development Bank (BRICK Development Bank)

**Unit V**

India's Foreign Trade – Foreign Trade and Economic Development – Composition – Direction– Trends – Foreign Trade Policy

**Books for Reference:**

28. G. Haberler - Theory of International Trade
29. Francis Cherunilam - International Economics
30. Ellsworth - International Economics
31. Kindleberger - International Economics
32. M.L. Jhinghan - International Economics, Konark Publishers, New Delhi, 2007.
33. D.M. Mithani - International Economics, Himalaya Publishing House, Mumbai, 2003.
34. K.R. Gupta - International Economics
35. S.S.M. Desai - International Economics, Himalaya Publishing House, Mumbai, 1990.
36. K.P.M. Sundaram - Money, Banking and International Trade, S. Chand and Company, New Delhi, 2005



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C3**

**CORE COURSE XIV – ENVIRONMENTAL ECONOMICS**

**Unit I**

Environmental Ecology – Biotic and Ecosystem – Limiting Factors and law of Tolerance- Economics, Environmental and Ecology – inter linkages

**Unit II**

Basic concept in Environmental Economics – Market failure – Externality – Environmental Quality – Tragedy of Commons

**Unit III**

Environmental Pollution – Air, water and noise Pollution – Clean development mechanism (swachhaa bharath)

**Unit IV**

Economic Growth and Environmental quality – Environmental Problem in Developed and Developing countries – Energy Conservation – Sustainable Economic Development conservation

**Unit V**

Global Environmental issues – Global warming – Ozone depletion – Acid rain – Deforestation and Bio-diversity- Global tragedy — Stockholm and Bio summit.

**Books for Reference:**

25. Kolstad, C.D. (2007), Environmental Economics, Oxford University Press, New Delhi.
26. Nick Hanley et al (2007), Environmental Economics: Theory and Practice, Palgrave MacMillan
27. Katar Singh and Anil Sisodia (2007), Environmental Economics: Theory and Application, Sage Publications, New Delhi.
28. Karpagam (2008), Environmental Economics, Sterling Publishers. New Delhi
29. R.K. Lekhi et al. (2008), Development and Environmental Economics, Kalyani Publishers, Ludhiana.
30. S.P. Misra & S.N. Pandey (2008), Essential Environmental Studies, Ane Books, New Delhi.
31. Maureen L. Cropper and Wallace E. Oates, 1992, —Environmental Economics: A Survey, Journal of Economic Literature, Volume 30:675-740.
32. Charles Kolstad, Intermediate Environmental Economics Oxford University Press, 2nd edition, 2010.



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C4**

**CORE COURSE XV – PRINCIPLES OF MANAGEMENT**

**Unit I**

Management – Meaning and Definition – Characteristics – Functions – Importance – Scope – Difference between Administration and Management – F.W.Taylor’s Scientific Management – Contributions of Peter F. Drucker’s ideas on Management

**Unit II**

Planning; Meaning and Definition – Characteristics – Objective – Step in Planning Process – Methods of Planning – Significance – Obstacles of Effective Planning; Decision Making – Meaning and Definition – Features

**Unit III**

Organizing – Meaning and Definition – Functions – Characteristics of Organization – importance – Centralisation and decentralization – Types of organization – Delegation  
Directing – meaning and Definition – Importance – leadership – Supervision – MBO;  
Communication – Meaning and Definition – Nature and Importance – Methods of Communication – Barriers in Communication.

**Unit IV**

Controlling – Definition – Needs for Control – Characteristics – Types of Managerial Control – Steps in Control Process – Techniques of Control

**Unit V**

Co-ordination – Meaning and Need – Features – Types – Importance – Techniques of Co-ordination Problems of Co-ordination – Steps for Effective Co-ordination.

**Books for Reference:**

25. Principles of Management – Dinkar Pagare (Sultan and Sons), Newdelhi
26. Principles of Management – T. Ramasamy (Himalaya Publishing Housing)
27. Principles of Management – G. Venkatesan (J.J. Publications)
28. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
29. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
30. Business Organization & Management - Dr. Y.K. Bhushan
31. Management: Concept and Strategies by J. S. Chandan, Vikas Publishing
32. Principles of Management, By Tripathi, Reddy Tata McGraw Hill



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAEE3A**

**ELECTIVE COURSE III (A) – PRINCIPLES OF MARKETING**

**Unit I**

Introduction Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy- Role & functions of Marketing Manager.

**Unit II**

Types of Marketing -Tele Marketing, E-Marketing-Service Marketing, Rural Marketing-feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies.

**Unit III**

Marketing Mix Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.

**Unit IV**

Types of Channels -Factors influencing channels, Elements of Promotion Mix – Sales Promotion System- Recent Trends in Promotion Sale- Advertising – Role of Advertising- Advertising Media.

**Unit V**

Market Segmentation Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, Distinction between differential Marketing & Concentrated Marketing.

**Books for Reference:**

34. Dr. Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition – Financial Service in India.
35. Philip Kotler - Marketing Management, PHI
36. Rekha. M.P. & Vibha V – Marketing & Services Mgt – VBH.
37. Sunil B. Rao - Marketing & Services Mgt – HPH.
38. Dr. Alice Mani: Marketing & Services Management, SBH.
39. J.C. Gandhi - Marketing Management, TMH
40. Human Recourse Management – Ian Breadsevice and len Holden
41. Human Recourse Management – S.S. Khankar
42. Human Recourse Management –Biswajeet Patnayak
43. Human Recourse Management and Industrial Management – Aswathappa
44. Management of Human Recourse – R.S. Diwivedi





**III YEAR – VI SEMESTER  
COURSE CODE: 7BAEE3B**

**ELECTIVE COURSE III (B) – GENDER ECONOMICS**

**Unit I Introduction**

Definition of Gender – Gender and sex ratio – Gender Equity and Gender Equality – Gender Development – Human Development Index and Gender Development index – Gender Disparity Index – Gender Empowerment Measure

**Unit II Gender Discrimination in India**

Gender Discrimination in Labour Force Participation – Occupational Segregation and Wage Differences – Gender Discrimination in Education, Health, Employment, Political Participation and Decision Making

**Unit III Gender Budgeting**

Gender awareness in planning – Invisibility of Women’s Work in Budgeting – How to adjust our Budgeting Policies to reduce Gender Disparities-Social Budgeting- Measures-Methods

**Unit IV Gender Issues in Contemporary World**

Women and Globalization – Social and Economic Empowerment of Women –women and technology

**Unit V Gender status**

**Gender status in India and Tamilnadu- Concept of Missing Women.**

**Books for Reference:**

- Gita Sen and Canen Crown; Gender and Class in Development Experience
- 22. Gender profile in Tamilnadu – Census 2011.
- 23. Neera Desai and Maithreyi Krishnaraj; Health – A Gender Issue in India
- 24. Lourdes Beneria and Savithri Biswanath; Gender and Development: Theoretical, Empirical and practical Approaches
- 25. Lekha Chakraborti; Invisibility of Women’s Work in Budgeting.
- 26. National Institute of public Finance and policy (NIPFP);Gender Budgeting in India,



**GROUP II – SET II**  
**III YEAR – VI SEMESTER**  
**COURSE CODE: 7SBS6B4**

**COURSE II – FRUIT AND VEGETABLE PRESERVATION SKILLS**

**Objectives:**

- To understand the science, principles and techniques involved in fruits and vegetables preservation techniques
- To impart thorough knowledge on the technical skills in various aspects of food processing and preservation

**Unit I**

Principles, Methods, types of Preservation.

Preservation media and mode of action of preservation. Traditional & Modern methods.

**Unit II**

Study of various types of equipments – care & precautions and usage.

Study of various types of containers.

**Unit III**

Vegetables & their product preservation Methods

Importance of personal hygiene and sanitary standards

**Unit IV**

Fruits & their preservation

**Unit V**

**Project:**

4. Mapping of preservation practices & centre's

(or)

5. Preservation practices specific to fruits & Vegetables in your area

(Project Report 15 to 25 Pages)

**Books for Reference:**

10. Srivastava R.P. and Kumar.S “Fruit and Vegetable Preservation: Principles”
11. Ranjit Singh “Fruits” National Book Trust.
12. Girdhari Lal Tandon et al “Preservation of Fruit and Vegetable Products”.



**GROUP II – SET II**

**III YEAR – VI SEMESTER**

**COURSE CODE: 7SBS6B7**

**COURSE IV- NATIONAL CADET CORPS(NCC)**

**Objectives:**

- After going through this unit, the students would be able to gain an insight into aims and objectives of NCC.
- Explore the importance of NCC in nation building.
- Understand the concept of National Integration and its importance.

**Unit – I**

National Cadet Corps(NCC)-Introduction to NCC- Genesis –Objectives of NCC- Concept of Training in NCC- Organization of the NCC – Associate NCC officers – Cert Exam.

**Unit –II National Integration:**

National interests, Objectives, Threats and Opportunities. Religions, culture, traditions and customs of India, Importance and necessity. Freedom struggle and nationalist movement in India

**Drill:**Foot drill, Arms drill, Ceremonial drill, Qualities of immediate and implicit obedience of orders.

**Unit-III Social Awareness and Community Development:**

NGO's Role and Contribution, Drug abuse and trafficking, Basics of social service and its need, Civic responsibility, Contribution of youth towards social welfare, Rural development programmes.

**Unit –IV Environmental Awareness and Conservation:**

Natural resources conservation and management, Water conservation and rain water harvesting, Hygiene and sanitation, structure and function of the human body, infectious and contagious diseases and its prevention.

**Unit –V Personality Development and Leadership:**

Introduction to personality development, self awareness, communication skills, Leadership traits, Time management.

**Books for Reference:**

25. Anonymous. 1995. Officers training manual. PRECIS, NCC, OTS, Kamptee
26. Bose, R and Faust, L. 2011. Mother Teresa, CEO, Unexpected Principles for Practical Leaders, Tata McGraw Hill Publications, New Delhi.
27. Ganapathi, R. 2003. Swami Vivekanandar, Ramakrishna Math Press, Chennai.
28. Gandhi, M.K. 1983. An Autobiography or The story of My Experiments with Truth, Navajivan Publishing House, Ahamedabad
29. Gupta, S.K. and Joshi, R. 2008. Human Resource Management, Kalyani Publishers, New Delhi.
30. Kalam, A.P.J. 1999. Wings of Fire, University Press, Hyderabad



B.A.. ECONOMICS CREDIT DISTRIBUTION

<b>First Year – Semester – I</b>				
<b>Part</b>	<b>Course Code</b>	<b>List of courses</b>	<b>Credits</b>	<b>No. of Hrs</b>
<b>Part I</b>	231T	Language – Tamil	3	6
<b>Part II</b>	232E	English	3	6
<b>Part-III</b>	<b>23BAE1C1</b>	<b>Core Course- I Microeconomics-I</b>	5	5
	<b>23BAE1C2</b>	<b>Core Course – II Statistics for Economics-I</b>	5	5
	<b>23BAE1E1</b>	<b>Generic Elective I-2. Introduction to Sociology</b>	3	4
<b>Part-IV</b>	<b>23BAS1</b>	Skill Enhancement Course SEC-I (NME)- Demography	2	2
	<b>23BAEFC</b>	<b>Skill Enhancement Foundation Course- Business Communication</b>	2	2
<b>TOTAL</b>			<b>23</b>	<b>30</b>

**ALAGAPPA UNIVERSITY, KARAIKUDI**  
**NEW SYLLABUS UNDER CBCS**  
**PATTERN ( w. e. 2022- 23 ) UG ARTS/**  
**MANAGEMENT PROGEAMME**  
**STRUCTURE**

Sem	Part	Course Code	Title of the Paper	Cr	Hrs/ Wk	Max. Marks		
						Int.	Ext.	Total
III	I	2231T	Tamil/ Other Languages –III	3	3	25	75	100
	II	2232E	English -III	3	3	25	75	100
		22BAE3C1	Core Course-VII Macro Economic -I	4	5	25	75	100
		22BAE3C2	Core Course -VIII Business Mathematics -I	4	5	25	75	100
	III	22BHIA3	Allied-IIA - NghLb; NjHT j kpo - I/ Modern Banking Practices	5	5	25	75	100
		22BEA3	Entrepreneurship	2	2	25	75	100
		22NME3C	NME-I 1. Adipadai Tamil 2. Advance Tamil 3. IT Skills for Employment/MOOCs	2	3	25	75	100
			Library/ Yoga/counseling & Field Trip	--	4	--	--	--
<b>Total</b>				<b>23</b>	<b>30</b>	<b>175</b>	<b>525</b>	<b>700</b>

IV	I	2241T	Tamil/ Other Languages –IV	3	3	25	75	100
	II	2242E	English -IV	3	3	25	75	100
	III	22BAE4C1	Core course IX- Macro Economics - II	4	5	25	75	100
		22BAE4C2	Core Course X – Business Mathematics - II	4	5	25	75	100
		22BAE4C3	Core Course XI, Industry Visit Report /Mini Project	2	5	25	75	100
		22BHIA4	Allied – IIB – NghLb; NjHT j kpo - II / Law for Common Man	5	5	25	75	100
	IV	SEC -V	NME-II 1. Adipadai Tamil 2. Advance Tamil 3. Small Business Management /MOOC'S	2	3	25	75	100
			Library / Carrier Development/ Yoga	---	2	-----	-----	-----
<b>Total</b>				<b>23</b>	<b>30</b>	<b>175</b>	<b>525</b>	<b>700</b>

**ALAGAPPA UNIVERSITY, KARAIKUDI**  
**NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2017-18)**

**B.A. ECONOMICS - PROGRAMME STRUCTURE**

Sem.	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
V	III	7BAE5C1	<b>Core– IX – Money and Banking</b>	4	6	25	75	100
		7BAE5C2	<b>Core – X – Macro Economics</b>	4	5	25	75	100
		7BAE5C3	<b>Core – XI – Fiscal Economics</b>	4	5	25	75	100
		7BAEE1A/ 7BAEE1B	<b>Elective–I–A)Tamilnadu Economy (or) B)Human Resource Development</b>	5	5	25	75	100
		7BAEE2A/ 7BAEE2B	<b>Elective–II–A) Fundamentals of Computer(or)B)Fundamentals of Econometrics</b>	5	5	25	75	100
	IV	7SBS5A4/ 7SBS5A5/ 7SBS5A6/ 7SBS5A7	<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects – I</b>	2	2	25	75	100
			<b>Total</b>	<b>26</b>	<b>30</b>	--	--	<b>700</b>
VI	III	7BAE6C1	<b>Core – XII – Indian Economy</b>	4	6	25	75	100
		7BAE6C2	<b>Core–XIII–International Economics</b>	4	5	25	75	100
		7BAE6C3	<b>Core–XIV–Environmental Economics</b>	4	5	25	75	100
		7BAE6C4	<b>Core–XV– Principles of Management</b>	4	5	25	75	100
		7BAEE3A/ 7BAEE3B	<b>Elective–III–A) Principles of Marketing (or) B) Gender Economics</b>	5	5	25	75	100
	IV	7SBS6B4/ 7SBS6B5/ 7SBS6B6/ 7SBS6B7	<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
			<b>(2) Skill Based Subjects – II</b>	2	2	25	75	100
			<b>Total</b>	<b>25</b>	<b>30</b>	--	--	<b>700</b>
			<b>Grand Total</b>	<b>140</b>	<b>180</b>	--	--	<b>4100</b>

**பொதுத்தமிழ்-1**  
**தமிழ் இலக்கிய வரலாறு -1**  
**முதலாம் ஆண்டு - முதற் பருவம்**

Course Code	Course Name	Category	L	T	P	S	Credits	Ins.Hrs	CIA	Externa	Total
2311T	பொதுத்தமிழ் -1 தமிழ் இலக்கிய வரலாறு -1	Supportive	Y	-	-	-	3	6	25	75	100
<b>Pre-Requisite</b>		பள்ளிரெண்டாம் வகுப்பில் தமிழை ஒரு பாடமாகப் பயின்றிருக்க வேண்டும்							SV 2023		
<b>Learning Objectives</b>											
<ul style="list-style-type: none"> <li>• முதலாமாண்டுப் பட்ட வகுப்பு மாணவர்களுக்குத் தமிழ் மொழி இலக்கியங்களை அறிமுகம் செய்தல்</li> <li>• தமிழ் இலக்கியப் போக்குகளையும், இலக்கணங்களையும் மாணவர் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்</li> <li>• தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்</li> </ul>											
<b>Expected Course Outcomes</b>											
On the Successful completion of the Course, Students will be able to											
இப்பாடத்தைக் கற்பதால் பின்வரும் பயன்களை மாணவர் அடைவர்											
CO 1	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்										K4
CO 2	அற இலக்கியம் மற்றும் தமிழ் காப்பியங்களின்வழி வாழ்வியல் சிந்தனையைப் பெறுவர்										K5, K6
CO 3	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினையும், பகுத்தறிவு இலக்கியங்களைக் கற்பதன் வழி நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர்										K3
CO 4	மொழியறிவோடு சிந்தனைத்திறனைப் பெறுவர்										K3
CO 5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்.										K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create											

அலகு-1	தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.
1. இலக்கணம்; அ.தொல்காப்பியம், இறையனார் களவியல் உரை , நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை- நூல்கள்	

ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல்
<ul style="list-style-type: none"> <li>• வல்லினம் மிகும் இடங்கள்</li> <li>• வல்லினம் மிகா இடங்கள்</li> <li>• ஈரொற்று வரும் இடங்கள்</li> <li>• ஒரு, ஒர் வரும் இடங்கள்</li> <li>• அது, அஃது வரும் இடங்கள்</li> <li>• தான், தாம் வரும் இடங்கள்</li> </ul> <p>பயிற்சி : வல்லினம் மிகும் இடங்கள், மிகா இடங்கள் தவறாக வரும்வகையில் ஒரு பத்தி கொடுத்து ஒற்றுப் பிழை திருத்தி எழுதச் செய்தல்.</p>
2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு
3. அற இலக்கியம்-பதினெண்கீழ்க்கணக்கு நூல்கள்
4. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்
5. பக்தி இலக்கியமும் (பள்ளிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் – பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

அலகு-2	சங்க இலக்கியம்
எட்டுத்தொகை ;எ	
1. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர்	
2. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே	
3. ஊங்குநாறு -நெல் பல பொலிக! பொன் பெரிசு சிளக்க! (மகல் பாடல் )-வேட்கைப் பக்சு	

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

அலகு-4	காப்பிய இலக்கியம்
1. சிலப்பதிகாரம் – வழக்குரைகாதை	
2. மணிமேகலை- பாத்திரம் பெற்ற காதை	

3. பெரியபுராணம் - பூசலார் நாயனார்புராணம்	
4. கம்பராமாயணம்- குகப் படலம்	
5. சீறாப்புராணம் – மாணுக்குப் பிணை நின்ற படலம்	
6. இயேசு காவியம் -ஊதாரிப்பிள்ளை	

அலகு-5	பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்
பக்தி இலக்கியம்;	
1. திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும்	
2. மாணிக்கவாசகர் திருவாசகம் - நமச்சிவாய வாஅழக நாதன்தான் வாழ்க முதல் சிரம்குவிவார் ஒங்குவிக்கும் சீரோன் கழல் வெல்க வரை	
3. பொய்கையாழ்வார்-வையந் தகளியா வர்கடலே	
4. பூதத்தாழ்வார்-அன்பே தகளியா	
5. பேயாழ்வார்-திருக்கண்டேன் பொன்மேனி கண்டேன்	
6. ஆண்டான் – திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்)	



## FIRST YEAR - SEMESTER I

### PAPER II –GENERAL ENGLISH-I 2312E

#### **Unit 1: SELF-AWARENESS(WHO)&POSITIVE THINKING(UNICEF) Life Story**

- 1.1 Chapter 1 from MalalaYousafzai, I am Malala
- 1.2 An Autobiography or The Story of My Experiments with Truth  
(Chapters 1, 2 & 3) M.K.Gandhi
- 1.3 Poem
- 1.4 Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore
- 1.5 Love Cycle – Chinua Achebe

#### **Unit 2: EMPATHY Poem**

- a. Nine Gold Medals – David Roth
- b. Alice Fell or poverty – William Wordsworth Short Story
- c. The School for Sympathy – E.V. Lucas
- d. Barn Burning – William Faulkner

#### **Unit 3: CRITICAL & CREATIVE THINKING Poem**

- a. The Things That Haven't Been Done Before – Edgar Guest
- b. Stopping by the Woods on a Snowy Evening – Robert Frost Readers Theatre
- c. The Magic Brocade – A Tale of China
- d. Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School"  
by Louis Sachar)

#### **Unit 4: Part of Speech**

- 1.1 Articles
- 1.2 Noun
- 1.3 Pronoun
- 1.4 Verb
- 1.5 Adverb
- 1.6 Adjective
- 1.7 Preposition

#### **Unit 5: Paragraph and Essay Writing**

- 1.1 Descriptive
- 1.2 Expository
- 1.3 Persuasive
- 1.4 Narrative

Reading Comprehension

## FIRST YEAR –SEMESTER- I

Subject Code 23BAE1C1	Subject Name	Category	L	T	P	S	Credits	Inst.	Marks		
									CIA	Exter	Total
	<b>MICROECONOMIC S- I</b>	<b>Core -I</b>					4	5	25	75	100
<b>Learning Objectives</b>											
C1	To Equip the economic behaviours of individual units of the society.										
C2	To describes the consumer behaviour and utility analysis										
C3	To impart knowledge on demand and supply concepts										
C4	To identify the relevance of Production and returns to scale of Production										
C5	To know the costs and profit maximisation										
UNIT	Contents										No. of Hours
I	<b>Basic Concepts</b> Definitions of Economics– Nature and Scope of Microeconomics – Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making–Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems -Market Mechanism and Resource Allocation.										15
II	<b>Utility Analysis</b> Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves–Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects-Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks' Approach										18
III	<b>Demand and Supply Analysis</b> Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types - Engel's Law -Supply – Law of Supply – Determinants –Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus										15
IV	<b>Production Analysis</b> Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quant's-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution(CES) Production Function – Economies and Diseconomies of Scale										15
V	<b>Cost and Revenue Concepts</b> Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue –Relationship between AR, MR and Elasticity of Demand- Profit Maximization Rule.										12
<b>Total</b>										<b>75</b>	

## FIRST YEAR –SEMESTER- I

Subject Code 23BAE 1C2	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Externa	Total
	<b>STATISTICS FOR ECONOMICS –I</b>	<b>Core-II</b>					4	5	25	75	100
<b>Learning Objectives</b>											
C1	To know the nature and scope of statistics and its applications										
C2	To teach students Collection, Classification, Analyzing and Presentation of data.										
C3	To apply the measures of central tendency										
C4	To draw measurement of dispersion and its applications										
C5	To analyse correlation and regression and its applications										
UNIT	Contents										No. of Hours
I	<b>Introduction and Collection of Data</b> Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data.										15
II	<b>Classification and Presentation of Data</b> Classification and Tabulation of Data– Types - Frequency Distribution – – Cumulative Frequency Distribution- Class Interval – Diagrams – Types- Graphical Representation– Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve.										15
III	<b>Measures of Central Tendency</b> Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.										15
IV	<b>Measures of Dispersion</b> Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation –Skewness and Kurtosis.										15
V	<b>Correlation and Regression</b> Correlation – Types of Correlation – Methods -Karl Pearson’s Co-efficient of Correlation – Spearman’s Rank Correlation – Regression Equations – Distinction between Correlation and Regression Analysis.										15
<b>Total</b>										<b>75</b>	

## FIRST YEAR –SEMESTER- I

Subject Code 23BAE1 C3	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Fundamentals of Management</b>	<b>Generic Elective-I</b>					3	4	25	75	100
<b>Learning Objectives</b>											
C1	To provide students with the basic concepts of Management.										
C2	To probe the planning concepts and its objectives										
C3	To analyze the Organizational Levels in an Organization										
C4	To describes the motivation and satisfaction and its elements										
C5	To know the importance of Quality Checks.										
UNIT	Contents										No. of Hours
I	<b>Introduction</b> Management – Definition-scope – Schools of Thought in Management-Levels of Management-Role and Functions of a Manager										15
II	<b>Planning</b> Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.										15
III	<b>Organisational Levels</b> Types of Business Organizations – Structure- Span of Control – Departmentalisation-Selection, Training and Development, Performance Management, Career Planning ,and Management										15
IV	<b>Directing</b> Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.										15
V	<b>Controlling</b> Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations.										15
<b>Total</b>											<b>75</b>

## FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BAS1	<b>DEMOGRAPHY</b>	<b>SEC-I</b>					2	75	25	75	100
<b>Learning Objectives</b>											
C1	To understand the meaning and scope of demography										
C2	To discuss the basic concepts of demographic measurements.										
C3	To describes the concepts of urbanisation and migration										
C4	To evaluate the international aspects of population growth and tis environment										
C5	To analyse the trends in population policy in India										
UNIT	Contents									No. of Hours	
I	<b>Introduction</b> Meaning Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.									15	
II	<b>Birth Rate, Death Rate and Fertility</b> Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate- Age Specific Birth and Death Rates – Standardized Birth and Death Rates –Fertility – Total Fertility Rate – Gross Reproduction Rate – Net Reproduction Rate									16	
III	<b>Migration and Urbanisation</b> Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration.									14	
IV	<b>Population Trends</b> Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.									15	
V	<b>Population Policy in India</b> Population Policy in India and its Evaluation – Population andStrategies for Human Development of Different Social Groups – National Population Commission – Demographic Dividend – National Youth Policy.									15	
<b>Total</b>									<b>75</b>		

# FIRST YEAR-SEMESTER - I - SKILL ENHANCEMENT FOUNDATION

## COURSE

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BAEFC	<b>BUSINESS COMMUNICATION</b>	Skill Enhancement Foundation					3	4	25	75	100
<b>Learning Objectives</b>											
C1	To know the meaning objectives and role of communication and media										
C2	To understand the need and importance of communication in management										
C3	To apply the need and function of business letter										
C4	To study the business correspondents with insurance and other organisation										
C5	To understand the meaning and importance of report writing										
UNIT	Contents										No. of Hours
I	<b>Communication</b> Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication -Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics for Successful Communication										15
II	<b>Communication in Management</b> Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.										15
III	<b>Business Letters</b> Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - SalesLetter - Orders, Tender and Notice - Complaints - Letter of Appointment.										18
IV	<b>Correspondence</b> Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence										15
V	<b>Report Writing</b> Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.										12
<b>Total</b>											<b>75</b>

**II YEAR – III SEMESTER COURSE CODE:  
CORE COURSE VII – MACRO ECONOMICS-I-22BAE3C1**

**Unit-1: National Income Accounting**

The scope of macroeconomics – GDP definition – Measuring GDP – Expenditure approach- Income approach – value added approach- the concept of potential output- real and nominal GDP – GDP deflator - circular flow.

**Unit-2: Unemployment: Classical Theory**

Introduction: Types of unemployment - aggregate demand and aggregate supply – assumptions of classical theory – Say’s law – wage and price flexibility - employment and output determination in classical model.

**Unit-3: Unemployment: Keynesian Theory**

Keynes’s critique of classical theory – Involuntary unemployment – effective demand – components of effective demand - consumption - marginal propensity to consume – multiplier - investment – marginal efficiency of capital – underemployment equilibrium.

**Unit-4: Inflation**

Definition of inflation – types of inflation- measuring price level – consumer price index – wholesale price index – producer price index – headline and core inflation – quantity theory of money – inflation-unemployment trade-off: Philips curve - costs of inflation.

**Unit-5: Theories of Consumption**

Absolute income hypothesis – relative income hypothesis - permanent income hypothesis – life cycle hypothesis.

**Books for Reference:**

1. Dornbusch, Rudiger, Stanley Fischer, and Richard Startz (2000), Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi.
2. Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt. Ltd., Singapore
3. Jha, Raghendra (1991), Contemporary Macroeconomic Theory and Policy, Wiley Eastern Limited, New Delhi.
4. Laidler, David E.W. (1977), The Demand for Money: Theories and Evidence, Harper and Row, New York.
5. Mueller, M.G. (Ed.) (1978), Readings in Macroeconomics, Surjeet Publications, New Delhi.
6. Mankiw. N Gregory (2000), Macro Economics (Worth Publishers, New York



**II YEAR – III SEMESTER COURSE CODE:22BAE3C2  
CORE COURSE VIII – BUSINESS MATHEMATICS – I**

**Unit I**

Logarithms-Definition – laws of operation – logarithmic tables – operation with logarithmic

**Unit II**

Basic Algebra-Theory of indices – algebraic expression – basic identities – factorization – solution to linear and quadratic equation

**Unit III**

Set Theory- Definition – equality of sets and subsets – universal set – operation of set union – intersection– complement – differences – laws of set operation – cartesian product

**Unit IV**

Functions- Meaning – types – linear, quadratic, Cubic, logarithmic and exponential functions – linear function – equation of a straight line – slope intercept form – slope & one point form – two points form – x, y intercept.

**Unit V**

Matrix Algebra- Definition – types – addition – subtraction – multiplication, transpose determinant of a square matrix – co-factor and minor – inverse of a matrix using ad joint matrix solution of a system of a linear equation – Cramer’s rule.

Books for Reference:

Allen, R.G.D., Mathematical Analysis for Economists, Macmillan, New York.

Mehta and Madnani, Mathematics for Economists, Sultan Chand & Sons, New Delhi - 2000.

Chiang, Fundamentals of Mathematical Economics, Macmillan, New York.

Srinath Baruah, Basic Mathematics and its application in Economics - Macmilan India Ltd., Chennai.

Sancheti D.C. and V.K.Kapoor, Business Mathematics Sulthanchand New Delhi.

Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthanchand New Delhi.

Note: Question should be asked 50% in theory and 50% in problems.





**II YEAR – III SEMESTER COURSE CODE:2BCOA3  
ALLIED - IIA (ii) – MODERN BANKING PRACTICES**

**Unit I**

Banking – An overview – Nature and functions of commercial banks and RBI –  
Credit

creation – Nationalization of banks – Scheduled and non-scheduled  
banks – Village adoption scheme – Unit banking – Branch banking –  
Deposit banking – Investment banking – correspondent banking.

**Unit II**

Banker, customer – Meaning, definition, relationship between banker and customer –  
Duties and rights of banker and customer – Negotiable instruments – Cheque – Legal  
characteristics of a cheque – Endorsement, material alteration, crossing of cheques –  
Collection and payment of cheques.

**Unit III**

Types of customers and account holders: Procedure and practice opening and  
operating the accounts of customers – Individuals including minors – Joint account  
holders – Partnership firms – Joint stock companies – Executors and trustees – Clubs  
and associations – Pass book – Its features.

**Unit IV**

Paying banker and his duties – Collecting banker and statutory protection to the  
collecting banker innovations in banking – ATM's, E-Banking, Mobile alerts – Credit  
cards, Online & Offshore Banking.

**Unit V**

Loans and advances – Secured and unsecured loans and advances – Principles of  
lending – Kinds of lending – Modes of securing loans and advances – Lien, pledge,  
mortgage – Hypothecation

***Books for Reference:***

1. Varshney and Sundaram, Banking and Financial System of India
2. Sultan Chand Sekar, Banking Theory & Practice, Vikas Publishing House
3. Gordan and Natarajan, Banking Theory, Law & Practice, Himalaya Publishers.



II YEAR – IV SEMESTER COURSE CODE:22BAE4C1  
CORE COURSE IX – MACRO ECONOMICS-II

**Unit-1:IS-LM model**

**Investment and interest rate – money demand, money supply and the interest rate – deriving the IS curve – shifting the IS curve - deriving the LM curve – shifting the LM curve.**

**Unit-2:Monetary Policy**

**Money - Functions of money – instruments of monetary policy - money supply and money demand – the classical dichotomy – Keynesian theory of money demand – IS-LM model and monetary policy.**

**Unit-3:Fiscal Policy**

**Instruments of fiscal policy – classical theory and fiscal policy – Keynesian theory and fiscal policy – fiscal expansion – IS-LM model and fiscal policy – critique of fiscal policy.**

**Unit-4:Business Cycles**

**Phases of business cycle – macroeconomic variables and business cycles – classical theory and business cycles – Keynesian theory of business cycles.**

**Unit-5:Growth**

**Sources of growth – capital and growth – labour and growth – technology and growth – total factor productivity.**

***Books for Reference:***

1. Dornbusch, Rudiger, Stanley Fischer, and Richard Startz (2000), Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi.
2. Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt. Ltd., Singapore
3. Jha, Raghendra (1991), Contemporary Macroeconomic Theory and Policy, Wiley Eastern Limited, New Delhi.
4. Laidler, David E.W. (1977), The Demand for Money: Theories and Evidence, Harper and Row, New York.
5. Mueller, M.G. (Ed.) (1978), Readings in Macroeconomics, Surjeet Publications, New Delhi.
6. Mankiw. N Gregory (2000), Macro Economics (Worth Publishers, New York)



II YEAR – IV SEMESTER COURSE CODE:22BAE4C2  
**CORE COURSE X – BUSINESS MATHEMATICS –II**

Unit I Simple Differentiation

Meaning – rules –  $u+v$ ,  $uv$ ,  $u/v$ , function of a function – derivatives of polynomial logarithmic Exponential, composite and implicit function - derivatives of higher order – application in economics – cost, revenue, utility, production function.

Unit II Optimisation (Function of One Variable)

Sign of first order derivatives and nature of function – sign of second order derivative and nature of curves – maximum and minimum values of function – point of inflection — profit maximization – cost minimization.

Unit III Partial and Total Differentiation

Function of two variables – first and second order partial derivatives – first order of total differential.

Unit IV Optimisation (Function of Two Variables)

Optimisation of a function of two variables without constraint – optimisation of a function of two variables with linear constraint – application – consumer's and producer's equilibrium.

Unit V Linear Programming

Formulation – maximization and minimization problems – graphical method only.

Books for Reference:

S.P. Gupta - Statistical Methods, Sultan Chand & Sons., New Delhi 1991. Elhance - Statistics Sivathanupillai - Economics and Business Statistics - Progressive Corporation Pvt. Ltd., Bombay 1982.

R.S.N. Pillai & Mrs. Bagavathi – Statistics, S. Chand & Company Ltd., New Delhi 1997.

Madhani, Mathematics for Economics, Sulthanchand New Delhi.

Sundaresan V. and S.D. Jeyseelan, An Introduction to Business Mathematics, Sulthanchand New Delhi.

Arora, P N & Arora S (2000) : CA Foundation Course in Mathematics

Bose, D C (1996) : An Introduction to Mathematical Economics.

Note: Question should be asked 50% in theory and 50% in problems.



**II YEAR – IV SEMESTER COURSE CODE:22BAE4C3**  
**ALLIED - II B (ii) – LAWS FOR COMMON MAN**

**Unit I**

Constitution of India – Introduction – Features Rights: Right to equality, rights to freedom, right against exploitation, right to freedom of religion, cultural and educational rights and right to constitutional remedies – Fundamental duties – Directive principles of state policy

**Unit II**

Constitution of India: Administrative, Legislative and Judicial processes – Union state relations – The president – Election and powers – The parliament – Council of ministers – Procedure of passing bills – Supreme court – High court.

**Unit III**

The Right to Information Act 2005 – Objectives – Definition – Obligations of public authority – Request for information – Third party information – Constitution of information commission – Powers and functions – Panel provisions.

**Unit IV**

The Consumer Protection Act, 1986 – Objectives – Definition – Consumer's rights – Remedies to consumers – Redressal machinery.

**Unit V**

Environmental Protection Act, 1986 – Objectives – Definition – General powers of the Central Government – Prevention and control of environmental pollution – Panel provisions.

**Books for Reference:**

N.D. Kapoor and Rajni Abbi, General Laws, Sultan Chand and Sons, New Delhi.  
V. Balachandran, Economic and other Legislations, Vijay Nicole, Chennai  
Sima Majumdar, Students' Manual to General and Commercial Laws.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C1**

**CORE COURSE IX – MONEY AND BANKING**

**Unit I            Evolution of Money**

Money meaning and definition – functions – qualities of good money – currency standard – methods of note issue – role of money in mixed economy

**Unit II            Value of Money**

Value of money – fisher's quantity theory of money – cambridge equation – keyne's income theory – theories of money supply –inflation – types – controlling –effects-measures of control

**Unit III          Commercial Banking**

Definition – functions – Role of commercial banks in economic development – Recent trends

**Unit IV          Central Banking**

Function – Role of central bank in a developing economy – credit control – meaning – objectives – quantitative and qualitative credit control measures

**Unit V            Financial Reforms**

Recent developments in banking sectors – ATM merits and demerits – Different credit cards and Online Banking –Money market – Defects of Indian money market-Demonitisation and Indian economy –RBI and its functions

**Books for Reference:**

33. Dr. S. Sankaran - Monetary Economics, Himalaya Publishing House, Bombay, 1989.
34. B.N. Ghosh and Rama Ghosh - Fundamentals of Monetary Economics , Himalaya Publishing House, Bombay, 1989.
35. M.L. Jhingan - Monetary Economics, Konark Publishers Pvt. Ltd., New Delhi, 1997.
36. T.T. Sethi - Monetary Economics, S. Chand & Company Ltd., New Delhi, 1996.
37. Mishra M.N. Money, Banking and International Trade, Sulthanchant New Delhi.
38. Paul. R.R. Money and Banking, Kalyani Publishers, Chennai.
39. Mithani D.A. Money Banking International Trade and Public Finance, Himalaya publishing House, Mumbai.
40. Sethu T.T. Money Banking and International Trade, S.chand Company, New Delhi



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C2**

**CORE COURSE X – MACRO ECONOMICS**

**Unit I Nature and Scope of Macro Economics**

Meaning – Evaluation of Macro Economics- importance – Relationship between Macro and Micro economics – Limitations

**Unit II National Income Accounting**

Definition – concepts and components – methods of measuring national income – difficulties in the measurement of National Income – Problem of measurement in developing economy – importance of national income analysis –Gross value added (GDP)

**Unit III Theories of Employment**

Classical and Keynesian Theory of Employment and Income determination – Comparison between the classical view and the Keynesian view – Full employment equilibrium

**Unit IV Consumption Function**

Meaning – Factor determining consumption function – Meaning – types of investment– Determinants of investment in Keynes theory – Multiplier and accelerator

**Unit V Macro Economic Policy**

Role of monetary and fiscal policy in a developing economy

**Books for Reference:**

21. R. Cauvery, U.K. Sudhnanyak, M. Girira and R. Meenakshi, Macro Economics, Sulthan Chand & Company Pvt Ltd., (2004).
22. H.L. Ahuja Macro Economics – Theory and Policy,– Suithan Chand & Company Pvt Ltd., (1992).
23. Edward Shapiro – ‘Macro economic Analysis’ Oxford University press.
24. Gregory Mankiw - ‘Macro economics’ - 6th Edn. Tata McGraw Hill.
25. Dr. S. Sankaran - Macro Economics, Margham Publications, Chennai, 2004. 6. M.L. Jhingan - Macro Economics, Konark Publishers Pvt. Ltd., New Delhi, 2006.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAE5C3**

**CORE COURSE XI – FISCAL ECONOMICS**

**Unit I**

Nature and scope of Public Finance – Public and Private Finance – increase in the role of the modern Government – Principle of Maximum social Advantages.

**Unit II**

Public Expenditure – Public Expenditure and Private Expenditure – causes for the growth of Public Expenditure – Classification – Principles – Effects – Public Expenditure in India since 1951.

**Unit III**

Sources of Public Revenue – Tax Revenue and Non-Tax Revenue – Deficit Finance – Direct and Indirect Taxes – Income Tax and VAT, Custom and Excise duties & Goods and service Tax

**Unit IV**

Public Debt – Meaning – classification – sources – causes for borrowing – effects – methods of debt redemption. Budget – meaning – type importance – effects of surplus and deficits budget of the Economy-Special features of current union budget

**Unit V**

Fiscal Federalism in India – Centre – State Financial relationship in India – Role of Finance Commissions of India – Recommendations of the recent Finance Commission – Local Finance – Problems and perspectives Fiscal Policy of India.

**Books for Reference:**

29. P. Tyagi - Public Finance, Jai Prakash Nath & Co., Meeret.
30. K.P.M. Sundaram - Fiscal Economics
31. Andley & Sundaram - Public Finance & Policy
32. Tripathy - Public Finance & Economic Development
33. Cauvery, Sudha Nayak, Girija, Kriparani & Meenakshi - Public Finance, S. Chand & Company Ltd., New Delhi.
34. R.C. Saxena & P.C. Mathur - Public Finance, K. Nath & Co., Meeret.
35. Dr. S. Sankaran - Fiscal Economics, Margham Publications, Chennai.



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE1A**

**ELECTIVE COURSE I (A) – TAMILNADU ECONOMY**

**Unit I BASIC CHARACTERISTICS OF TAMIL NADU**

Resource endowment - Land, Minerals, Forests and Monsoon - Population – Growth – Demographic Trends – National Family Health Survey – Human Development India Index – Gender Development Index.

**Unit II PERFORMANCE OF TAMIL NADU ECONOMY**

Trends in State income - Structural growth before and after reforms - Dynamism of the economy - State Planning Commission - Targets and Achievements - Financing of plans: Revenue, expenditure, debt – Current year Budget.

**Unit III AGRICULTURAL SECTOR**

Sources of irrigation - Cropping pattern - Productivity and yield of major crops - Agricultural marketing - Regulated Markets - Uzhavar Sandhai – Agricultural finance – Livestock.

**Unit IV INDUSTRIAL SECTOR**

Trends and patterns in industrial growth - Large scale and smallscale industries - Industrial Estate – KVIC and DIC - Labour Welfare measures.

**Unit V INFRASTRUCTURE**

Transport: road, rail, air and sea - Energy generation: Hydro, thermal and nuclear power systems-Banking – Housing - Social Welfare - Programmes of the State Government - Education and health - ICDS - Unemployment – Anti-poverty strategies – PDS - Women Development.

**Books for Reference:**

53. Leonard A.G., TamilNadu Economy, Macmillan, New Delhi, 2006.
54. MIDS, Tamil Nadu Economy - Performance and Issues
55. Rajalakshmi, Tamil Nadu Economy, Business Publishers, 1999.
56. Perumalsamy.S, Economic Development of Tamil Nadu, S. Chand, New Delhi, 1995.
57. Perumalsamy. S., Tamil Nadu Economy Performance and Issues, Oxford and IBH, 1988
58. Veeramani A.R, Tamil Nadu Agricultural Economy, Divyasre, Chennai, 2005. 7.  
Manickam. S, Economic Development of TamilNadu in Perspective, 2007.
59. RajaLakshmi, (2000) - Tamil Nadu Economy, Sultan Chand & Sons, Educational Publishers, New Delhi – 2.
60. Perumalsamy (2000), Tamil Nadu Economy, Sultan Chand & So., New Delhi
61. Kurien. CT. (1996), Economics Changes in Tamil Nadu, Orient Publishing, House.
62. Manorama Year Book – Recent – issues – 2016.
63. IC.Dhingra(2000)IndianEconomy–SultanChand&Sons,EducationalPublishers,NewDelhi–2
64. MIDS – Tamil Nadu Economy – Performance and issues.
65. Tamil Nadu – An Economic Appraisal, Directorate of Resolution of Applied Research, Kuralagam, Chennai - 600 108





**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE1B**

**ELECTIVE COURSE I (B) – HUMAN RESOURCE DEVELOPMENT**

**Unit I**

Evolution and concept of Human Resource Development – Definition – Concepts – Meaning– Objectives and need for Human Resources Development – Components – Problems in HRD – Measures to promote human resources

**Unit II**

Education and Economic Development – Health, Nutrition and Economic Development – Suhultz Approach to human Capital formation – motivation – concept – theories of motivation

**Unit III**

Man Power planning; Meaning – Objectives – Types – Importance – Methods (Job Analysis – Skills Analysis – Performance Appraisal – Man Power Audit – Computerized Data Bank Method) Process – Problems.

**Unit IV**

Training and developing – objectives, training needs – methods of training – promotions – transfers – turnover – rewards – and incentives – benefits and employee services – performance appraisal

**Unit V**

Women and Economic Development – Gender and Inequality – Women Empowerment – Women entrepreneurship – worker’s participation in management

**Books for Reference:**

25. Man Power Planning, Selection, Training & Development – Dharma Vira Aggarwala.
26. Personal Management – R.N.Tripathi
27. Personal Management – C.B.Memoria
28. Human side of Management – S. Rustom, Davar
29. Human Resource Management – Mathur B.L.
30. Dynamics of Entrepreneurship Development – Vasant Desai



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE2A**

**ELECTIVE COURSE II (A) – FUNDAMENTALS OF COMPUTER**

**Unit I**

Word processing with MS Word: Starting MS Word - MS Word Environment - working with word documents - working with text - working With tables - checking spelling and grammar - printing a document.

**Unit-II**

Spreadsheets and MS Excel: Starting MS Excel - MS Excel environment - Working with Excel workbook - working with worksheet - Formulas and functions - Inserting charts - printing in Excel.

**Unit-III**

Making presentation with MS power point - starting MS power point - MS Power point environment - working with power point - Designing presentation - printing in power point.

**Unit IV**

Internet Browsing-Search Engines-OpeningE-Mail-Sending and checking Emails- Downloading and saving files-Attachement of files

**Unit V**

Features of SPSS and its utilities

**Books for Reference:**

25. V.Rajaram Fundamentals of computers, Prentice Hall of India, New Delhi.
26. P.K.Singa, Computer Fundamentals, BPB publication, New Delhi.
27. R.K. Taxali - PC Software for windows made simplex Tata Mcraw Hill Publishers Pvt. Ltd.
28. T. Karthikeyan&Dr.C. Muthu - PC Software for Office Automation - Sultan Chand.
29. R. Krishnamoorthi - Computer programming and application
30. A.L. Stevens - Teach; yourself windows



**III YEAR – V SEMESTER  
COURSE CODE: 7BAEE2B**

**ELECTIVE COURSE II (B) FUNDAMENTALS OF ECONOMETRICS**

**Unit I**

Definition-Scope-objectives of Econometrics- Limitations-Divisions of Econometrics.

**Unit II**

Single equation model two variable case-Reasons for introducing error term in the model-least square method of estimation and testing of parameters of the model-Estimation of error variance –Simple problems.

**Unit III**

General linear model-Assumptions – Least square method of estimation and testing of the parameters of the models.

**Unit IV**

Multicollinearity- Effects of multicollinearity – detecting multicollinearity – Remedies – Autocorrelation-sources of autocorrelation- Dubin-watson test-Dummy variables (concept only)- Specification errors.

**Unit V**

Econometric models in planning: Mahalanobis four sector model-criticism of the model problems.

**Books for Reference:**

25. Econometric methods by Johnston. J (McGraw Hill Intl students' editions)
26. D. N. Gujarati and D.C. Porter, Essentials of Econometrics, McGraw Hill, 4th Edition, International Edition, 2009.
27. Jan Kmenta, Elements of Econometrics, Indian Reprint, Khosla Publishing House, 2nd edition, 2008.
28. Kotsoyiannis, A.. Basic Econometrics. McGraw Hill, New Delhi.
29. Richard J. Larsen and Morris L. Marx, An Introduction to Mathematical Statistics and its Applications, Prentice Hall, 2011.



## GROUP I – SET II

### III YEAR – V SEMESTER

### COURSE CODE: 7SBS5A5

### COURSE II – HERITAGE AND TOURISM

#### Objectives:

- To understand the definitions, terminology and concepts of cultural heritage and its relationships with tourism.
- To Understand heritage tourism supply by examining different categories of heritage attractions and the contexts within which heritage exists and additional perspectives on scale from the supply perspective
- To understand the role of interpretation in cultural heritage sites and the relevance of such interpretation approaches to visitors.
- Provide a framework to plan, design, and assess interpretation programs for tourists

#### Unit I

Tourism – Introduction – Concepts – Significance – Forms of Tourism – Effects of Tourism – Social, Economic and Environmental aspects – Human Rights

#### Unit II

Importance of preserving heritage – Heritage Spots in India – In Tamil Nadu – Brief history of the heritage spots – The role of heritage spots in promoting tourism – UNESCO guidelines on Heritage

#### Unit III

Role of Government in promoting tourism – ITDC- TTDC-Palace on wheels – Travel industry service network – Land (rail and road) Air – Water – Travel Agency – Hospitality and Accommodation

#### Unit IV

Travel Guide – Features – requirements – One's role as a guide – Income and Employability – Qualities and skills of a professional travel or tourist guide

#### Unit V

Project work – Field visit to heritage and tourism spots in Sivagangai and Ramanathapuram Districts and submission of a report (15 to 25 pages)

#### Books for Reference:

- |              |   |  |
|--------------|---|--|
| Bhatia, A. K | – | Tourism Development Principles and Practices,<br>(Sterling Publishers (P) Ltd., New Delhi) |
| Ananand M. M | – | Tourism and Hotel Industry in India<br>(Sterling Publishers (P) Ltd., New Delhi)           |
| Acharya Ram  | – | Tourism and Cultural Heritage<br>(Rosa Publications: Jaipur, 1986)                         |
| Jha, S.M     | – | Tourism Marketing (Himalaya Publishing House)  |



**GROUP I – SET II**

**III YEAR – V SEMESTER**

**COURSE CODE: 7SBS5A6**

**COURSE III – MARKETING AND SALES MANAGEMENT**

**Objectives:**

- To acquire analytical skills for solving marketing related problems and challenges and to familiar with the strategic marketing management process
- To learn the elements of sales force to be an effective component of an organization's overall marketing strategy.

**Unit I**

Introduction: Evolution of Marketing – Types of Marketing: Consumer Products Marketing, Industrial Marketing and Services Marketing – Demographic and Behavioural Dimensions of Marketing – Marketing Planning

**Unit II**

Basics of Market Segmentation, Targeting and Positioning – Components of The Marketing Mix: Product – Price – Place – Promotion – Distribution Channels: Types – Merits and Demerits

**Unit III**

Marketing Vs Selling – Nature and Scope of Sales Management – Personal Selling and Salesmanship – Selling Function – Understanding Consumer's Decision Making Process – Sales Organization and Types Of Selling

**Unit IV**

Prospecting – Approaching The Customer – Sales Presentation – Sales Demonstration – Negotiating Buyer Concerns – Closing The Sale – Post Sales Service and Complaint Handling

**Unit V**

Modern Trends in Marketing and Sales: Internet Marketing – Direct Marketing – Multi Level Marketing – Relationship Marketing – Selling through Kiosks

**Books for Reference:**

13. Chunawalla, S. A., Sales Management, 5<sup>th</sup> Edition (2007), Himalaya Publishing House
14. Havaldar, Krishna; Sales And Distribution Management, 1<sup>st</sup> Edition (2006), Tata Mcgraw Hill
15. Perreault, Jr., William; Mccarthy, E. Jerome, Basic Marketing, 15<sup>th</sup> Edition, 2006, Tata Mcgraw Hill



**III YEAR - VI SEMESTER  
COURSE CODE: 7BAE6C1**

**CORE COURSE XII – INDIAN ECONOMY**

**Unit I**

Economic Growth and development – underdevelopment – Common characteristics of UDCs– Transition of Indian Economy from Plan Period to reform period – Basis of I Generation and II Generation reforms – features of Tamilnadu state economy

**Unit II**

Population and Economic growth – Population and Human Recourse Development – causes for rapid growth of Population – Population Policy of India and Tamilnadu state

**Unit III**

Human Capital Vs Physical – Human Capital formation – Unemployment – Employment – Problems and measures

**Unit IV**

Industrial Policy-New industrial Policy-Recent Special Economic Zones -Recent Trends and Role of SSI in Indian Economy-Problems-Government measures

**Unit V**

Economic Planning – Objective – Achievements and Failures of Five year Plans – Make in India scheme –Swachha Bharath Scheme

**Books for Reference:**

25. U. Kapila (2010): Indian economy since Independence. Academic Foundation, New Delhi
26. S. Chakraborty (): Development Planning: The Indian Experience. Clarendon Press.
27. Jalan Bimal 1992, The Indian Economy - Problems and Prospects.
28. Panagariya (2008): India: the Emerging Giant, Oxford University Press, New York
29. S. Acharya and R. Mohan (Eds.) (2010): India's Economy: Performance and Challenges, Oxford University Press, New Delhi.
30. J. Ahluwalia and I. M. D. Little (Eds.) (1998): India's Economic Reforms and Development: Essays for Manmohan Singh, Oxford University Press, New Delhi.



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C2**

**CORE COURSE XIII – INTERNATIONAL ECONOMICS**

**Unit I**

Introduction to International Trade – Internal and International trade – Theories of International trade – Classical – Theories of Trade-Adam smith – Ricardo – Hicksher and Ohlin

**Unit II**

Balance of Payments – Concepts – Components – Balance of trade – Disequilibrium in BOP and BOT – Measures for removal of Disequilibrium- types –Role of foreign aid in economic development

**Unit III**

Foreign Exchange – Meaning – Demand for and supply of Foreign Exchange – Equilibrium Exchange rate – Foreign Exchange market – Functions – purchasing power parity theory – Stable and flexible exchange rates – Euro dollar market

**Unit IV**

International Trade and Financial Institutions – IMF, World Bank, GATT - WTO & Indian Economy -Impact of MNC in Indian Economy –New Development Bank (BRICK Development Bank)

**Unit V**

India's Foreign Trade – Foreign Trade and Economic Development – Composition – Direction– Trends – Foreign Trade Policy

**Books for Reference:**

37. G. Haberler - Theory of International Trade
38. Francis Cherunilam - International Economics
39. Ellsworth - International Economics
40. Kindleberger - International Economics
41. M.L. Jhinghan - International Economics, Konark Publishers, New Delhi, 2007.
42. D.M. Mithani - International Economics, Himalaya Publishing House, Mumbai, 2003.
43. K.R. Gupta - International Economics
44. S.S.M. Desai - International Economics, Himalaya Publishing House, Mumbai, 1990.
45. K.P.M. Sundaram - Money, Banking and International Trade, S. Chand and Company, New Delhi, 2005



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C3**

**CORE COURSE XIV – ENVIRONMENTAL ECONOMICS**

**Unit I**

Environmental Ecology – Biotic and Ecosystem – Limiting Factors and law of Tolerance- Economics, Environmental and Ecology – inter linkages

**Unit II**

Basic concept in Environmental Economics – Market failure – Externality – Environmental Quality – Tragedy of Commons

**Unit III**

Environmental Pollution – Air, water and noise Pollution – Clean development mechanism (swachhaa bharath)

**Unit IV**

Economic Growth and Environmental quality – Environmental Problem in Developed and Developing countries – Energy Conservation – Sustainable Economic Development conservation

**Unit V**

Global Environmental issues – Global warming – Ozone depletion – Acid rain – Deforestation and Bio-diversity- Global tragedy — Stockholm and Bio summit.

**Books for Reference:**

33. Kolstad, C.D. (2007), Environmental Economics, Oxford University Press, New Delhi.
34. Nick Hanley et al (2007), Environmental Economics: Theory and Practice, Palgrave MacMillan
35. Katar Singh and Anil Sisodia (2007), Environmental Economics: Theory and Application, Sage Publications, New Delhi.
36. Karpagam (2008), Environmental Economics, Sterling Publishers. New Delhi
37. R.K. Lekhi et al. (2008), Development and Environmental Economics, Kalyani Publishers, Ludhiana.
38. S.P. Misra & S.N. Pandey (2008), Essential Environmental Studies, Ane Books, New Delhi.
39. Maureen L. Cropper and Wallace E. Oates, 1992, —Environmental Economics: A Survey, Journal of Economic Literature, Volume 30:675-740.
40. Charles Kolstad, Intermediate Environmental Economics Oxford University Press, 2nd edition, 2010.





**III YEAR – VI SEMESTER  
COURSE CODE: 7BAE6C4**

**CORE COURSE XV – PRINCIPLES OF MANAGEMENT**

**Unit I**

Management – Meaning and Definition – Characteristics – Functions – Importance – Scope – Difference between Administration and Management – F.W.Taylor’s Scientific Management – Contributions of Peter F. Drucker’s ideas on Management

**Unit II**

Planning; Meaning and Definition – Characteristics – Objective – Step in Planning Process – Methods of Planning – Significance – Obstacles of Effective Planning; Decision Making – Meaning and Definition – Features

**Unit III**

Organizing – Meaning and Definition – Functions – Characteristics of Organization – importance – Centralisation and decentralization – Types of organization – Delegation  
Directing – meaning and Definition – Importance – leadership – Supervision – MBO;  
Communication – Meaning and Definition – Nature and Importance – Methods of Communication – Barriers in Communication.

**Unit IV**

Controlling – Definition – Needs for Control – Characteristics – Types of Managerial Control – Steps in Control Process – Techniques of Control

**Unit V**

Co-ordination – Meaning and Need – Features – Types – Importance – Techniques of Co-ordination Problems of Co-ordination – Steps for Effective Co-ordination.

**Books for Reference:**

33. Principles of Management – Dinkar Pagare (Sultan and Sons), Newdelhi
34. Principles of Management – T. Ramasamy (Himalaya Publishing Housing)
35. Principles of Management – G. Venkatesan (J.J. Publications)
36. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
37. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
38. Business Organization & Management - Dr. Y.K. Bhushan
39. Management: Concept and Strategies by J. S. Chandan, Vikas Publishing
40. Principles of Management, By Tripathi, Reddy Tata McGraw Hill



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAEE3A**

**ELECTIVE COURSE III (A) – PRINCIPLES OF MARKETING**

**Unit I**

Introduction Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy- Role & functions of Marketing Manager.

**Unit II**

Types of Marketing -Tele Marketing, E-Marketing-Service Marketing, Rural Marketing-feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies.

**Unit III**

Marketing Mix Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.

**Unit IV**

Types of Channels -Factors influencing channels, Elements of Promotion Mix – Sales Promotion System- Recent Trends in Promotion Sale- Advertising – Role of Advertising-Advertising Media.

**Unit V**

Market Segmentation Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, Distinction between differential Marketing & Concentrated Marketing.

**Books for Reference:**

45. Dr. Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition – Financial Service in India.
46. Philip Kotler - Marketing Management, PHI
47. Rekha. M.P. & Vibha V – Marketing & Services Mgt – VBH.
48. Sunil B. Rao - Marketing & Services Mgt – HPH.
49. Dr. Alice Mani: Marketing & Services Management, SBH.
50. J.C. Gandhi - Marketing Management, TMH
51. Human Recourse Management – Ian Breadsevece and len Holden
52. Human Recourse Management – S.S. Khankar
53. Human Recourse Management –Biswajeet Patnayak
54. Human Recourse Management and Industrial Management – Aswathappa
55. Management of Human Recourse – R.S. Diwivedi



**III YEAR – VI SEMESTER  
COURSE CODE: 7BAEE3B**

**ELECTIVE COURSE III (B) – GENDER ECONOMICS**

**Unit I Introduction**

Definition of Gender – Gender and sex ratio – Gender Equity and Gender Equality – Gender Development – Human Development Index and Gender Development index – Gender Disparity Index – Gender Empowerment Measure

**Unit II Gender Discrimination in India**

Gender Discrimination in Labour Force Participation – Occupational Segregation and Wage Differences – Gender Discrimination in Education, Health, Employment, Political Participation and Decision Making

**Unit III Gender Budgeting**

Gender awareness in planning – Invisibility of Women’s Work in Budgeting – How to adjust our Budgeting Policies to reduce Gender Disparities-Social Budgeting- Measures-Methods

**Unit IV Gender Issues in Contemporary World**

Women and Globalization – Social and Economic Empowerment of Women –women and technology

**Unit V Gender status**

**Gender status in India and Tamilnadu- Concept of Missing Women.**

**Books for Reference:**

- Gita Sen and Canen Crown; Gender and Class in Development Experience
27. Gender profile in Tamilnadu – Census 2011.
  28. Neera Desai and Maithreyi Krishnaraj; Health – A Gender Issue in India
  29. Lourdes Beneria and Savithri Biswanath; Gender and Development: Theoretical, Empirical and practical Approaches
  30. Lekha Chakraborti; Invisibility of Women’s Work in Budgeting.
  31. National Institute of public Finance and policy (NIPFP);Gender Budgeting in India,



**GROUP II – SET II**  
**III YEAR – VI SEMESTER**  
**COURSE CODE: 7SBS6B4**

**COURSE II – FRUIT AND VEGETABLE PRESERVATION SKILLS**

**Objectives:**

- To understand the science, principles and techniques involved in fruits and vegetables preservation techniques
- To impart thorough knowledge on the technical skills in various aspects of food processing and preservation

**Unit I**

Principles, Methods, types of Preservation.

Preservation media and mode of action of preservation. Traditional & Modern methods.

**Unit II**

Study of various types of equipments – care & precautions and usage.

Study of various types of containers.

**Unit III**

Vegetables & their product preservation Methods

Importance of personal hygiene and sanitary standards

**Unit IV**

Fruits & their preservation

**Unit V**

**Project:**

5. Mapping of preservation practices & centre's  
(or)
6. Preservation practices specific to fruits & Vegetables in your area  
(Project Report 15 to 25 Pages)

**Books for Reference:**

13. Srivastava R.P. and Kumar.S “Fruit and Vegetable Preservation: Principles”
14. Ranjit Singh “Fruits” National Book Trust.
15. Girdhari Lal Tandon et al “Preservation of Fruit and Vegetable Products”.



**GROUP II – SET II**

**III YEAR – VI SEMESTER**

**COURSE CODE: 7SBS6B7**

**COURSE IV- NATIONAL CADET CORPS(NCC)**

**Objectives:**

- After going through this unit, the students would be able to gain an insight into aims and objectives of NCC.
- Explore the importance of NCC in nation building.
- Understand the concept of National Integration and its importance.

**Unit – I**

National Cadet Corps(NCC)-Introduction to NCC- Genesis –Objectives of NCC- Concept of Training in NCC- Organization of the NCC – Associate NCC officers – Cert Exam.

**Unit –II National Integration:**

National interests, Objectives, Threats and Opportunities. Religions, culture, traditions and customs of India, Importance and necessity. Freedom struggle and nationalist movement in India  
**Drill:**Foot drill, Arms drill, Ceremonial drill, Qualities of immediate and implicit obedience of orders.

**Unit-III Social Awareness and Community Development:**

NGO's Role and Contribution, Drug abuse and trafficking, Basics of social service and its need, Civic responsibility, Contribution of youth towards social welfare, Rural development programmes.

**Unit –IV Environmental Awareness and Conservation:**

Natural resources conservation and management, Water conservation and rain water harvesting, Hygiene and sanitation, structure and function of the human body, infectious and contagious diseases and its prevention.

**Unit –V Personality Development and Leadership:**

Introduction to personality development, self awareness, communication skills, Leadership traits, Time management.

**Books for Reference:**

31. Anonymous. 1995. Officers training manual. PRECIS, NCC, OTS, Kamptee
32. Bose, R and Faust, L. 2011. Mother Teresa, CEO, Unexpected Principles for Practical Leaders, Tata McGraw Hill Publications, New Delhi.
33. Ganapathi, R. 2003. Swami Vivekanandar, Ramakrishna Math Press, Chennai.
34. Gandhi, M.K. 1983. An Autobiography or The story of My Experiments with Truth, Navajivan Publishing House, Ahamedabad
35. Gupta, S.K. and Joshi, R. 2008. Human Resource Management, Kalyani Publishers, New Delhi.
36. Kalam, A.P.J. 1999. Wings of Fire, University Press, Hyderabad
37. Mishra, R.C. 2000. A Hand book of NCC, Kanti Prakashan, Etawah.Precis
38. Rana, B.S 2004. Maharana Pratap, Diamond Books (P) Ltd., New Delhi. Rana, B.S. 2004. Chatrapati Shivaji, Diamond Books (P) Ltd., New Delhi

