



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Enr. no.3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI

ACCREDITED BY **NAAC** WITH '**A**' GRADE
Marching Beyond 30 Years Successfully
INSTITUTION WITH **UGC 12B** STATUS

UNDERGRADUATE DEGREE PROGRAMME

B.A. Economics

Three Years

/

B.A., (Hons) Economics

Four Years

CURRICULUM & SYLLABUS

REGULATION 2024

Choice Based Credit System (CBCS)

&

Learning Outcomes Based Curriculum Framework (LOCF)

Effective from the Academic Year

2024 -2025

Department of Economics
School of Management Studies and Commerce



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
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INSTITUTION WITH UGC 12B STATUS

DEPARTMENT OF ECONOMICS

VISION OF THE DEPARTMENT

The Department of Economics aims to be a center for learning and research in economics. We strive to help students develop strong analytical skills and a deep understanding of economic issues. We are committed in providing high-quality education and fostering research that addresses real-world economic challenges.

MISSION OF THE DEPARTMENT

M1	To Provide students with a comprehensive education in economics, equipping them with the knowledge and skills needed to analyze economic problems.
M2	To develop the ability to think deeply about economic concepts and challenges.
M3	To apply economic knowledge to real-world problems and support economic growth.
M4	To equip students with communication skill, leadership quality, ability to work with team help to improve the society.
M5	To provide value based and technical oriented related students help to build the nation.

PROGRAMME EDUCATIONAL OUTCOMES (PEO)

PEO1	Graduates will possess a deep understanding of economic theories, principles, and methodologies, enabling them to analyze and solve complex economic problems in diverse contexts.
PEO2	Graduates will demonstrate proficiency in critical thinking, analytical reasoning, and quantitative skills necessary for evaluating economic policies, conducting research, and making informed decisions.
PEO3	Graduates will communicate effectively and collaborate productively in multidisciplinary teams, preparing them for professional careers and leadership roles in various sectors
PEO4	Graduates will be aware of the ethical and social implications of economic decisions and contributing positively to sustainable development and societal well-being.
PEO5	Graduates will be well-prepared to succeed in a variety of careers or pursue further education in economics or related fields.

PROGRAMME OUTCOMES (PO)

PO1	Critical thinking: Demonstrate a fundamental understanding of economic concepts and principles like microeconomic concepts, macroeconomic principles and tools, and their application;
PO2	Computing Skills and Ethics: Recognize the importance of mathematical modeling and computing, and the role of approximation and mathematical approaches to describing the physical world.
PO3	Analytical skill: Apply economics theories to design, guide and interpret commercial, economic, social and environmental policies.
PO4	Creativity: Graduates will learn to apply creative thinking in developing innovative solutions to economic problems and in formulating economic policies.
PO5	Employability Skills: Undertake practical activities and projects which help prepare students effectively for professional employment relating to the area of Economics

PO6	Ethics: Graduates will imbibe ethical values and social responsibility, ensuring that their economic practices contribute positively to society.
PO7	Collaborating: Graduates will be equipped with the skills to collaborate with industry professionals and to work effectively and respectfully with diverse teams.
PO8	Individual and Team Work: Function effectively as an individual and as a member or a leader in diverse team and multidisciplinary settings.
PO9	Project Management: Graduates should be able to develop leadership qualities, including the ability to lead projects and drive economic initiatives within organizations.

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO1	Apply economic theories and quantitative methods to analyze economic data, market trends, and policy issues.
PSO2	Abet students to communicate effectively and to improve their competency skills to solve real time problems.
PSO3	Evaluate the effectiveness and implications of economic policies on various stakeholders and economic outcomes.

BOARD OF STUDIES

List of Members

Department of Economics

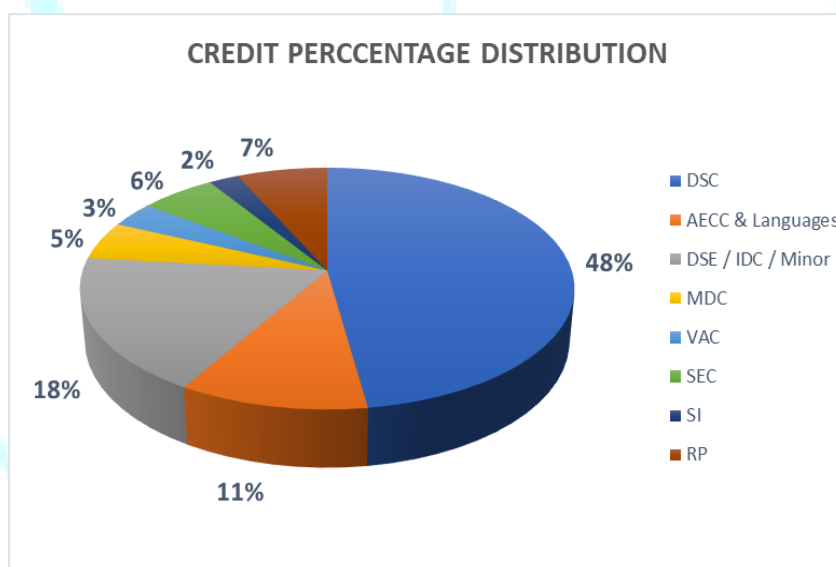
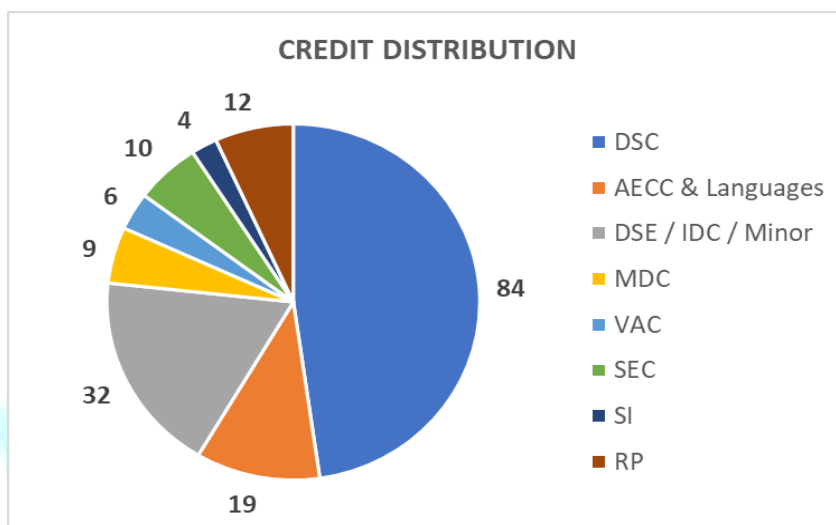
S. No	Name & Designation	Address	Role
1.	Dr. S. Chandrachud	Professor and Head, Department of Economics, School of Management studies and Commerce, VISTAS, Chennai-117	Internal Member
2.	Dr.S.Chainnamai	Professor and Head, Department of Economics, University of Madras, Chennai-05	Academic Expert (External Member)
3.	Mr.M.Gunasekar	Vice-President Tristha Global Private Ltd Tamarai Tech Park, Guindy Chennai-32	Industrial Expert (External Member)
4.	Dr.P.Thiyagarajan	Professor and Director, CDOE VISTAS, Chennai-117	Internal Member
5.	Dr.B.P.Chandramohan	Professor and Director, School of Management studies and Commerce, VISTAS, Chennai-117	Internal Member
6.	Dr.R.Premalatha	Assistant Professor Department of Economics, School of Management studies and Commerce, VISTAS, Chennai-117	Internal Member
7.	Dr.Suvarna Raagavendaran	Assistant Professor Department of Economics, School of Management studies and Commerce, VISTAS, Chennai-117	Internal Member
8.	Mr.R.Arun Kumar	Alumni Member Department of Economics, VISTAS, Chennai-117	Alumni Member (External Member)

CREDIT DISTRIBUTION

B.A., (Hons) in Economics
Minimum credits to be earned: 176

B.A., Economics
Minimum credits to be earned: 132

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	3 Yrs. Total Credits	VII Sem	VIII Sem	4 Yrs Total Credit
DSC	8	8	8	8	12	16	60	12	12	84
AECC & Languages	4	4	4	7	-	-	19	-	-	19
DSE / IDC / Minor	4	4	5	4	4	4	25	4	4	33
MDC	3	3	2	-	-	-	8	-	-	8
VAC	2	1	-	1	2	-	6	-	-	6
SEC	2	2	2	2	2	2	12	-	-	12
SI	-	-	1	-	1	-	2	-	-	2
RP	-	-	-	-	-	-	-	6	6	12
Total Credits	23	22	22	22	21	22	132	22	22	176



ABBREVIATIONS

DSC	Disciplinary Specific Core
AECC	Ability Enhancement Compulsory Courses
DSE	Disciplinary Specific Elective
IDC	Interdisciplinary / Minor Courses
MDC	Multidisciplinary Courses
VAC	Value Added Courses
SEC	Skill Enhancement Courses
SI	Summer Internship
RP	Research Project

CURRICULUM STURCTURE

B.A Economics Three Years / B.A., (Hons) in Economics Four Years

Total number of Credits: 176

B.A (Hons) Economics Minimum Credits to be earned :176										
B.A Economics Minimum Credits to be earned: 132										
SEMESTER 1										
Hours/Week										
Maximum Marks										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 1	24LTAM11/	Tamil I /	2	0	0	1	2	40	60	100
	24LHIN11/	Hindi I/								
	24LFRE11	French I								
ENG 1	24LENG11	English I	2	0	0	1	2	40	60	100
DSC 1	24CECN11	Fundamentals of Microeconomics	4	0	0	2	4	40	60	100
DSC 2	24CECN12	Financial Economics	4	0	0	2	4	40	60	100
MDC 1	24MECN11	Mathematics for Economists	3	0	0	2	3	40	60	100
IDC 1	24IECN11	Principles of Marketing	4	0	0	2	4	40	60	100
VAC 1	24DVAC11	Communication Skills	2	0	0	1	2	-	100	100
SEC 1	24SSKU11	Soft Skills I	2	0	0	1	2	40	60	100
SEC 2		Orientation programme / Industrial Visit	-	-	-	-	-	-	-	-
			23	-	0	-	23	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 2

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 2	24LTAM21/ 24LHIN21/ 24LFRE21	Tamil II / Hindi II / French II	2	0	0	2	2	40	60	100
ENG 2	24LENG21	English II	2	0	0	2	2	40	60	100
DSC 3	24CECN21	Digital Economics	4	0	0	2	4	40	60	100
DSC 4	24CECN22	Fundamentals of Public Economics	4	0	0	2	4	40	60	100
MDC 2	24MECN21	Statistics for Economists	3	0	0	2	3	40	60	100
IDC 2	24IECN21	Service Marketing	4	0	0	2	4	40	60	100
VAC 2	24DVAC12	Universal Human Values	1	0	0	1	1	40	60	100
SEC 3	24SSKU21	Soft Skills II	2	0	0	1	2	40	60	100
			22	-	0	-	22	-	-	-

SEMESTER 3

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 3	24LTAM31/ 24LHIN31/ 24LFRE31	Tamil III / Hindi III / French III	2	0	0	2	2	40	60	100
ENG 3	24LENG31	English III	2	0	0	2	2	40	60	100
DSC 5	24CECN31	Banking Theory Law and Practice	4	0	0	2	4	40	60	100
DSC 6	24CECN32	Energy Economics	4	0	0	2	4	40	60	100
DSE 1	24DECN31	Sustainable Development	3	0	0	2	3	40	60	100
MDC 3	24MECN31	Indian Knowledge System	2	0	0	2	2	40	60	100
IDC 3	24IECN31	Basics of Microsoft Office	2	0	0	2	2	40	60	100
SEC 4	24SSKU31	Soft Skills III	2	0	0	2	2	40	60	100
SI 1	24SIEC31	Internship I	0	0	2	1	1	-	100	100
			21	-	2	-	22	-	-	-

SEMESTER 4

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 4	24LTAM41/ 24LHIN41/ 24LFRE41	Tamil IV / Hindi IV / French IV	2	0	0	1	2	40	60	100
ENG 4	24LENG41	English IV	2	0	0	1	2	40	60	100
AECC 1	24EVS031	Environmental Studies	3	0	0	2	3	40	60	100
DSC 7	24CECN41	Monetary Economics	4	0	0	2	4	40	60	100
DSC 8	24CECN42	Indian Economy	4	0	0	2	4	40	60	100
DSE 2	24DECN41	Economic Laws	4	0	0	2	4	40	60	100
SEC 5	24SECN41	Computational Economics	1	0	2	1	2	40	60	100
VAC 3	24SNSS41	Yoga Education / NSS / NCC	0	0	2	1	1	-	100	100
SEC 6		In-plant Training/ Industrial Tour/ Summer Term	-	-	-	-	-	-	-	-
			20	-	4	-	22	-	-	-

SEMESTER 5

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
DSC 9	24CECN51	Tamilnadu Economy	4	0	0	2	4	40	60	100
DSC 10	24CECN52	Managerial Economics	4	0	0	2	4	40	60	100
DSC 11	24CECN53	Environmental Economics	4	0	0	2	4	40	60	100
IDC 4	24IECN51	Strategic Management	4	0	0	2	4	40	60	100
SEC 6	24SECN51	Entrepreneurial Development	2	0	0	1	2	40	60	100
VAC 4	24VECN51	Introduction to "R"	2	0	0	1	2	40	60	100
SI 2	24SIEC51	Internship II	0	0	2	1	1	-	100	100
			20	-	2	-	21	-	-	-

SEMESTER 6

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
DSC 12	24CECN61	International Economics	4	0	0	2	4	40	60	100
DSC 13	24CECN62	Health Economics	4	0	0	2	4	40	60	100
DSC 14	24CECN63	Fundamentals of Macro Economics	4	0	0	2	4	40	60	100
DSC 15	24CECN64	Rural Economics	4	0	0	2	4	40	60	100
DSE 3	24DECN61	Econometrics	4	0	0	2	4	40	60	100
SEC 9	24SECN61	Mini Project	2	0	0	2	2	-	100	100
SEC 10		On Job Training / Apprenticeship / Startup	-	-	-	-	-	-	-	-
			22	-	0	-	22	-	-	-

SEMESTER 7

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
DSC 16	24CECN71	Advanced Micro Economic Analysis	4	0	0	2	4	40	60	100
DSC 17	24CECN72	Advanced Public Economics	4	0	0	2	4	40	60	100
DSC 18	24CECN73	Agriculture Economics	4	0	0	2	4	40	60	100
IDC 5	24IECN71	Research Methodology	4	0	0	2	4	40	60	100
RP 1	24RECN71	Dissertation I	0	0	12	2	6	40	60	100
			16	-	12	-	22	-	-	-

SEMESTER 8

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
DSC 19	24CECN81	Advanced Macro Economic theory	4	0	0	2	4	40	60	100
DSC 20	24CECN82	Behavioural Economics	4	0	0	2	4	40	60	100
DSC 21	24CECN83	Industrial Economics	4	0	0	2	4	40	60	100
DSE 4	24DECN81	Development Economics	4	0	0	2	4	40	60	100
RP 2	24RECN81	Dissertation II	0	0	12	2	6	-	60	100
			16	-	12	-	22	-	-	-

DISCIPLINE SPECIFIC CORE COURSES

Category	Code	Course	L	T	P	O	C
DSC 1	24CECN11	Fundamentals of Microeconomics	4	0	0	2	4
DSC 2	24CECN12	Financial Economics	4	0	0	2	4
DSC 3	24CECN21	Digital Economics	4	0	0	2	4
DSC 4	24CECN22	Fundamentals of Public Economics	4	0	0	2	4
DSC 5	24CECN31	Banking Theory Law and Practice	4	0	0	2	4
DSC 6	24CECN32	Energy Economics	4	0	0	2	4
DSC 7	24CECN41	Monetary Economics	4	0	0	2	4
DSC 8	24CECN42	Indian Economy	4	0	0	2	4
DSC 9	24CECN51	Tamilnadu Economy	4	0	0	2	4
DSC 10	24CECN52	Managerial Economics	4	0	0	2	4
DSC 11	24CECN53	Environmental Economics	4	0	0	2	4
DSC 12	24CECN61	International Economics	4	0	0	2	4

DSC 13	24CECN62	Health Economics	4	0	0	2	4
DSC 14	24CECN63	Fundamentals of Macro Economics	4	0	0	2	4
DSC 15	24CECN64	Rural Economics	4	0	0	2	4
DSC 16	24CECN71	Advanced Micro Economic Analysis	4	0	0	2	4
DSC 17	24CECN72	Advanced Public Economics	4	0	0	2	4
DSC 18	24CECN73	Agriculture Economics	4	0	0	2	4
DSC 19	24CECN81	Advanced Macro Economic theory	4	0	0	2	4
DSC 20	24CECN82	Behavioural Economics	4	0	0	2	4
DSC 21	24CECN83	Industrial Economics	4	0	0	2	4

DISCIPLINE SPECIFIC ELECTIVE COURSES

Category	Code	Course	L	T	P	O	C
IDC 1	24IECN11	Principles of Marketing	4	0	0	2	4
IDC 2	24IECN21	Service Marketing	4	0	0	2	4
DSE 1	24DECN31	Sustainable Development	3	0	0	2	3
DSE 2	24DECN41	Economic Laws	4	0	0	2	4
IDC 3	24IECN31	Basics of Microsoft Office	2	0	0	2	2
IDC 4	24IECN51	Strategic Management	4	0	0	2	4
DSE 3	24DECN61	Econometrics	4	0	0	2	4
IDC 5	24IECN71	Research Methodology	4	0	0	2	4
DSE 4	24DECN81	Development Economics	4	0	0	2	4

AECC & LANGUAGES

Category	Code	Course	L	T	P	O	C
LANG 1	24LTAM11/ 24LHIN11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2
ENG 1	24LENG11	English I	2	0	0	1	2
LANG 2	24LTAM21/ 24LHIN21/ 24LFRE21	Tamil II / Hindi II / French II	2	0	0	2	2
ENG 2	24LENG21	English II	2	0	0	2	2
LANG 3	24LTAM31/ 24LHIN31/ 24LFRE31	Tamil III / Hindi III / French III	2	0	0	2	2
ENG 3	24LENG31	English III	2	0	0	2	2
AECC 1	24EVS031	Environmental Studies	3	0	0	2	3
LANG 4	24LTAM41/24LHIN41/ 24LFRE41	Tamil IV / Hindi IV / French IV	2	0	0	1	2
ENG 4	24LENG41	English IV	2	0	0	1	2

MULTIDISCIPLINARY COURSES

Category	Code	Course	L	T	P	O	C
MDC 1	24MECN11	Mathematics for Economists	3	0	0	2	3
MDC 2	24MECN21	Statistics for Economists	3	0	0	2	3
MDC 3	24MECN31	Indian Knowledge System	2	0	0	2	2

VALUE ADDED COURSES

Category	Code	Course	L	T	P	O	C
VAC 1	24ABCY11	Communication Skills	2	0	0	1	2
VAC 2	24ABCY21	Universal Human Values	1	0	0	1	1

VAC 3	24SNSS41	Yoga Education / NSS / NCC	0	0	2	1	1
VAC 4	24VECN51	Introduction to “R’	2	0	0	1	2

SKILL ENHANCEMENT COURSES

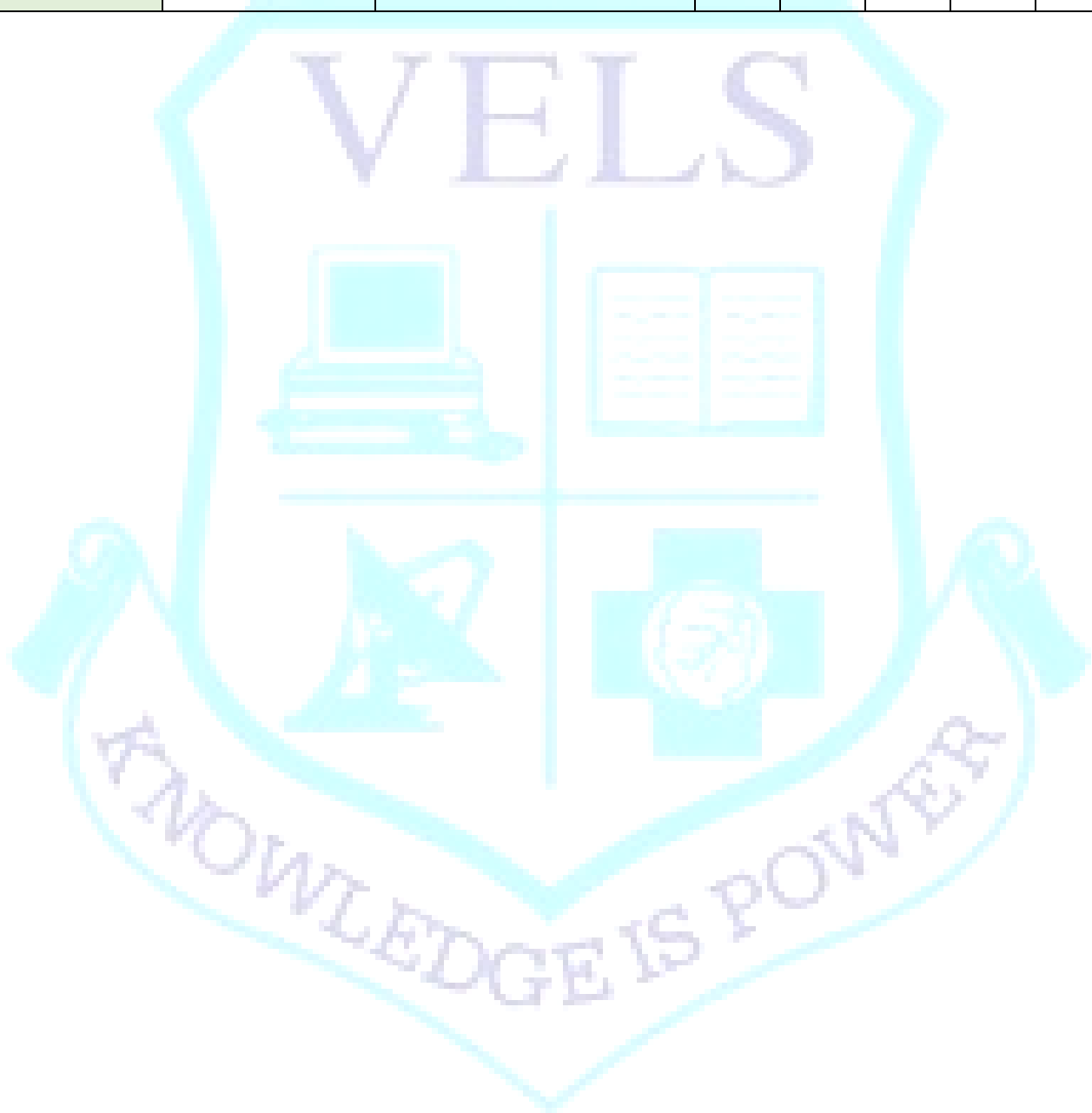
Category	Code	Course	L	T	P	O	C
SEC 1	24SSKU11	Soft Skills I	2	0	0	1	2
SEC 2		Orientation Programme / Industrial Visit	-	-	-	-	-
SEC 3	24SSKU21	Soft Skills II	2	0	0	1	2
SEC 4	24SSKU31	Soft Skills III	2	0	0	2	2
SEC 5	24SECN41	Computational Economics	1	0	2	1	2
SEC 6		In-plant Training/ Industrial Tour/ Summer Term	-	-	-	-	-
SEC 7	24SECN51	Entrepreneurial Development	2	0	0	1	2
SEC 8		Skill Enhancement Training / Student Club Activities/ Institution Innovation Council Activities	-	-	-	-	-
SEC 9	24SECN61	Mini Project	2	0	0	2	2
SEC 10		On Job Training / Apprenticeship / Startup	-	-	-	-	-

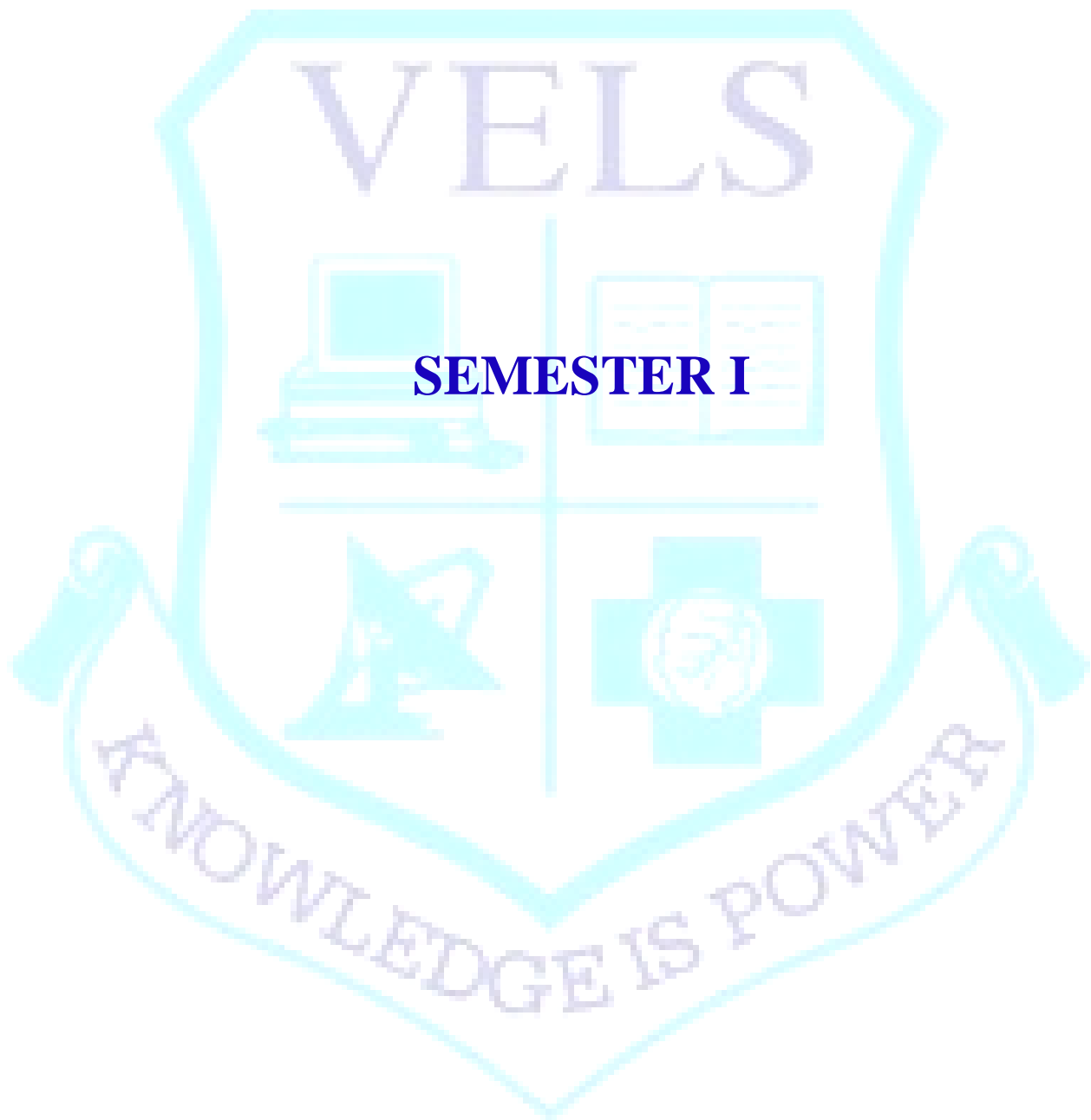
SUMMER INTERNSHIP

Category	Code	Course	L	T	P	O	C
SI 1	24SIEC31	Internship I	0	0	2	1	1
SI 2	24SIEC51	Internship II	0	0	2	1	1

RESEARCH PROJECT

Category	Code	Course	L	T	P	O	C
RP 1	24RECN71	Research Project I	0	0	12	2	6
RP 2	24RECN81	Research Project II	0	0	12	2	6





SEMESTER I

24LTAM11

TAMIL I

L	T	P	O	C
2	0	0	1	2

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், தமிழர்தம் வாழ்வியல் நெறிகளையும் பண்பாட்டுச் செழுமைகளையும் சங்கம் மற்றும் நீதி இலக்கியங்கள் மூலம் இன்றைய தலைமுறையினர் அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல், செய்யுளின் நலத்தைப் பாராட்டும் முறைமையை அறியச் செய்து அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு- 1: தமிழ் மொழி வரலாறு

8 மணி நேரம்

மொழிக்குடும்பம் - இந்திய மொழிக்குடும்பங்கள் - இந்திய ஆட்சி மொழிகள் - திராவிட மொழிக்குடும்பங்கள் - திராவிட மொழிகளின் வகைகள் - திராவிட மொழிகளின் சிறப்புகள் - திராவிட மொழிகளின் வழங்கிடங்கள் - திராவிட மொழிகளுள் தமிழின் இடம் - தமிழ்மொழியின் சிறப்புகள் - தமிழ் பிறமொழித் தொடர்புகள்.

அலகு -2

8 மணி நேரம்

புறநானூறு- பாடல் எண்: , 182, 183, - இரண்டு பாடல்கள்.

குறுந்தொகை- பாடல் எண்: 2, 167, - இரண்டு பாடல்கள்

பரிபாடல் - திரையிடும் பனிப் பெளவம் நின்னிழல் அன்னோர்

அலகு - 3 அற இலக்கியங்கள்

8 மணி நேரம்

திருக்குறள்- வான்சிறப்பு (அறம்), பெருமை (பொருள்), பிரிவாற்றாமை (இன்பம்), மூன்று அதிகாரங்கள் முழுமையும்

1. நாலடியார் - இரண்டு பாடல்கள். (2, 3)

2. மூதுரை - இரண்டு பாடல்கள். (2, 8)

அலகு 4 மொழி

6 மணி நேரம்

பிழை நீக்கி எழுதுதல் - ஒற்றுப்பிழை நீக்கி எழுதுதல் - தொடர்பிழை நீக்கி எழுதுதல் - ஒற்று மிகும் இடங்கள் - ஒற்று மிகா இடங்கள் - பிற மொழிச் சொற்களை நீக்கி எழுதுதல் - பயிற்சிகள்.

மொத்தம்: 30 மணி நேரம்

பார்வை நூல்கள்

1. சங்க இலக்கிய உரை என் சி பி எச் சென்னை 2010
2. தமிழ் மொழி வரலாறு, டாக்டர் சு.சக்திவேல் , மணிவாசகர் பதிப்பகம், 2018
3. திருக்குறள் தெளிவுரை வரதராசன், மு., கழக வெளியீடு, 1994.
4. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
5. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.
6. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

24LHIN11

HINDI I

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:

The Objectives of this course are

- To enable the students to develop communication Skills
- To train students in official language
- To enrich their knowledge in Hindi Literature
- To teach them human values & create awareness towards importance of tourism
- To share the knowledge of their native place
- To teach them to use Azhagi, Azhagi+ fonts

(Prose, Letter Writing & Functional Words)

UNIT 1: 'Smruti' (Kahani) by Pandit Sriram Sharma. **6**

UNIT 2: 'Athiti tum kab jaaoge' (Vyangy) by Harishankar Parsayi. **6**

UNIT 3: 'Atatho Ghumakkad Jigyasa' (Yatra Vruthanth) by Rahul Sanskrityayan. **6**

UNIT 4: Functional Hindi-Phrases use in Letter Writing. Skill development **6**
- Bhav Ek Bhasha Anek.

UNIT 5: Letter Writing- Intro. & Types & 3 Personal Letters. **6**

Introduction to Azhagi, Azhagi + fonts.

Total : 30 Hours

Course Outcome:

At the end of this course Students will be able to

CO1: Gain knowledge about the olden system of communication, the olden living style existed in the villages, human values, giving due respect to other living beings, thriller style of storytelling.

CO2: Understand to maintain their limits among their familiar circle and social responsibility.

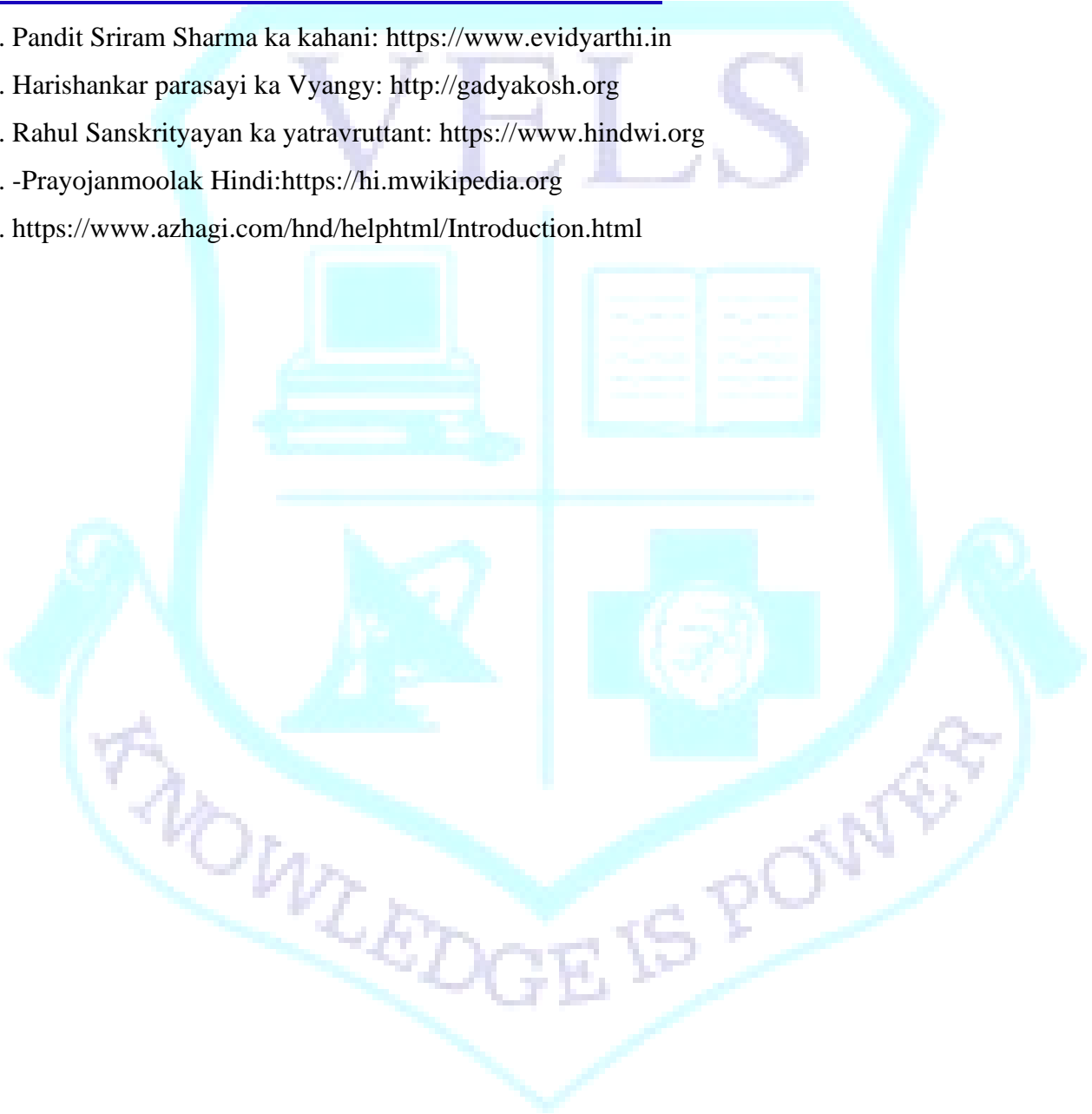
CO3: Understand importance of exposure to various culture, human values and develop good character.

CO4: Know the Functional words in Hindi, various culture and languages of India.

CO5: Gain knowledge in drafting personal letters, equip themselves to Hindi typing thereby creating self-employment.

TEXT BOOKS / REFERENCE BOOKS / WEB SOURCES

1. Pandit Sriram Sharma ka kahani: <https://www.evidyarthi.in>
2. Harishankar parasayi ka Vyangy: <http://gadyakosh.org>
3. Rahul Sanskritayan ka yatravruttant: <https://www.hindwi.org>
4. -Prayojanmoolak Hindi:<https://hi.m.wikipedia.org>
5. <https://www.azhagi.com/hnd/helphtml/Introduction.html>



L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:**The lessons are being chosen:**

- to greet, to express excuse and to introduce oneself
- to introduce another person
- to express his/her ideas, opinions and weekend projects
- to request someone to do something, polite manners
- to accept, refuse, enquire and indicate the time and date to express himself / herself in positive and negative manner

UNIT 1:Salut

4

les nombres, Les jours de la semaine et du mois, La nationalité

UNIT 2:Enchanté

6

Les verbes Etre, Avoir, Aller, Regular ER verbes, Present tense.

UNIT 3:J'Adore

4

La negation, l'adjectif possessif, le futur proche

UNIT 4:Tu veux bien

7

Les articles de finis/indéfinis, Les pronoms après une préposition (avec lui, chez moi), Le passé composé

UNIT 5: On se voit quand

5

Les pronoms compléments directs me, te, nous, vous, L'interrogation avec est-ce que, L'heure et la date.

UNIT 6:Bonne idée

4

Les articles partitifs, Le masculin et le féminin des adjectifs, Les pronoms compléments directs le, la, les, La négation : ne... pas de.

Total - 30 hours

COURSE OUTCOME

At the end of this course Students will be able to

CO1:The students would be able to greet, to excuse and to introduce himself

CO2:The students would be able to introduce someone

CO3:The students would be able to express his ideas, opinions and weekend projects

CO4:The students would be able to ask someone to do something, polite manner **CO5:**The students would be able to accept, refuse enquire and indicate the time and date

CO6:The students would be able to express himself in positive and negative manner

TEXT / REFERENCE BOOK:

1. Prescribed book: LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. Reference book: SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

24LENG11

ENGLISH I

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:

The objective of this course are:

- To enable students to develop their communication skills effectively.
- To make students familiar with usage skills in the English Language.
- To enrich their vocabulary in English.
- To develop communicative competence.

UNIT- I PROSE

6

- Dangers of drug abuse - Hardin B.Jones
- Tight corners - E.V.Lucas

UNIT-II POETRY

6

- Ecology - A.K.Ramanujan
- The owl and the chimpanzee - Jo Camacho

UNIT-III SHORT STORY

6

- The Dear Departed - Stanley Houghton
- The Fool's Paradise- Isaac Bashevis Singer

UNIT – IV GRAMMAR

6

- Parts of speech, Articles

UNIT- V GRAMMAR

6

- One-word substitution, prefix, suffix, synonym, antonym.

Total: 30 Hours

Course Outcome:

At the end of this course students will be able to,

- CO1** understand the characteristic features of the language used in the text.
- CO2** strengthen their knowledge of basic grammar
- CO3** improve narrative skills after studying diverse prose and play.
- CO4** understand to classify parts of speech and articles.
- CO5** develop critical writing skills in the textual content of the syllabus.

Text Books:

1. English for Communication Enrichment: by Jeya Santhi June 2015.
2. Dr. M. Narayana Rao and Dr. B. G.Barki–Anu’s Current English for Communication (AnuChitra). June 2012.
3. Dr. Ananthan, R. Effective Communication. Ed. Chennai: Anu Chithra Pub.2010.

Reference Books:

1. Selections from Caribbean Literature. Mahaam Publishers, Chennai. 2018
2. Our Casuarina Tree - Vasan Publication By Dr.A Shanmugakani, 2018

Web Sources:

1. <https://www.gradesaver.com/>
2. <https://www.enotes.com/>
3. <https://www.sparknotes.com/>
4. <https://www.cliffsnotes.com/>

24CECN11 FUNDAMENTALS OF MICROECONOMICS

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

To understand fundamental elements of Economics and other theoretical background of economic concepts. Students will be able to analyze the behaviour of individual economic units, including consumers, firms, and markets, and understand how they make decisions about resource allocation.

UNIT- I INTRODUCTION TO ECONOMICS 12

Definition of Economics – Adam Smith – Marshall – Robbins – Paul Samuelson – Microeconomics – Importance and Limitations of Economics – The economic problem – Scarcity and Choice - The Scope of Economic Theory – The Problem of Allocation of Resource.

UNIT-II NATURE AND SCOPE OF ECONOMIC THEORY 12

Choice of Production method – The Problem of Distribution of National Product – The problem of economic efficiency – Production Possibility Curve – Economic Growth and Shift in Production Possibility curve – Law of Increasing Opportunity cost.

UNIT-III UTILITY 12

Concept of Utility – Types – Features – Law of Diminishing Marginal Utility – Equi Marginal utility – Consumer equilibrium in cardinal utility approach – Drawbacks of Cardinal utility approach – Ordinal utility approach – Indifference Curve – Properties and types – Revealed Preference Theory.

UNIT – IV RENT AND WAGES 12

Different Concepts of Rent – Ricardian Theory of Rent – Assumptions – Modern Theory of Rent – Quasi Rent - Wages - Real Wages – Nominal Wages – Marginal Productivity Theory of Wages.

UNIT- V INTEREST AND PROFIT

12

Interest and profit - Meaning – Classical, Neo-classical Theories of Interest – Keynes Liquidity Preference Theory – Theories of Profit – Break even analysis.

Total: 60 Hours

Course Outcome:

At the end of this course students will be able to,

- CO 1 Familiar with the basic concepts of economics
- CO 2 Understand the concept of scarcity and its implications on choice.
- CO 3 Apply utility theory to understand consumer behavior and decision-making.
- CO 4 Explain the theories of factor pricing, including rent and wages
- CO 5 Analyze the production possibility curve and understand the concept of economic growth and development.

Text Books:

1. Ahuja H.L (2008), Principle of Economics, S.Chand & Company, New Delhi.
2. Henderson and Quandt (1980), Microeconomic Theory, McGraw-Hill Education Publications.
3. Jhingan M.L (2002), Micro Economic Theory, Vrinda Publications, New Delhi.
4. Koutsoyiannis, A (1979), Modern Microeconomics, Palgrave Macmillan Publishers.

Reference Books:

1. Layard, P.R.G. and A W. Walters (1978) Microeconomic Theory. McGraw Hill, New York.
2. MasCollé, A. Whinston M.D. and Green J.R. (2012) Microeconomic Theory, Oxford University Press, India
3. Sen, A. (1999) Microeconomics; Theory and Applications, Oxford University Press, New Delhi.
4. Varian, H (2009) Microeconomic Analysis, 3rd edition Viva Books Private Limited.

Web Sources:

1. https://www.mooclist.com/tags/microeconomics?_cf_chl_jschl_tk_=30aa3c1ecf71d6effab0ac8a74db34de89825401-1623169933-0-
2. <https://www.edx.org/micro%20economics>

24CECN12

FINANCIAL ECONOMICS

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

This course aims to equip students with a solid understanding of financial economics, enabling them to analyze financial data, make informed decisions, and apply theoretical concepts to real-world scenarios.

UNIT- I INTRODUCTION TO FINANCIAL SYSTEM AND ECONOMIC DEVELOPMENT 12

Introduction to Financial System and Economic Development – Indicators of Financial Development. Concepts Related to Financial Markets and Institutions – Concept of Risk-Concept and Types of return and yield Asset Pricing Models- Valuation of Assets.

UNIT-II FINANCIAL REGULATIONS AND REGULATORY INSTITUTIONS IN INDIA 12

Financial Regulations and Regulatory Institutions in India (RBI, SEBI, IRDA, PFRDA)- Commercial Banking – Role of Banks- Bank’s Financial Statements- Banks’ computation International Banking-NPA- Risk Management in Banking.

UNIT-III IMPORTANT FINANCIAL INSTITUTIONS I & II 12

Other Important Financial Institutions-I- Provident Fund- Pension Fund- Insurance Companies - Other Important Financial Institutions-II- Mutual Fund- Credit Rating Agencies- Merchant Bank- Venture Capital Funds.

UNIT – IV STOCK AND DERIVATIVES MARKET 12

Classification of Stock Market and Securities- IPO- Stock Exchanges- Derivatives- Types of Derivatives- Important Concepts used in Derivatives Market- Pricing of Futures , Options and Swaps.

UNIT- V FOREIGN EXCHANGE MARKET 12

Foreign Exchange Market Structure- Risk Management in Foreign Exchange Market-
Exchange Rate Determination- Foreign Capital- FDI & FII – Central Bank Intervention in
Foreign Exchange Market

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 : To familiarize with the fundamentals of Financial System and Economic Development

CO2 : To understand the concepts of banking, capital market and financial services.

CO3 : To analyse the Stock Market and Securities, Derivatives Markets

CO4 : To analyse the Foreign Exchange Market and Foreign Capital

CO5 : To Able to distinguish capital market operation and money market operations.

Text Books:

1. Khan, M. Y. (2015). Indian financial system. Tata McGraw Hill.
2. Bhole, L. M. (2015). Financial institutions and markets. McGraw Hill.
3. Bhole, L. M., & Mahakud, J. (2015). Financial institutions and markets: Structure, growth and innovations (6th ed.). McGraw Hill Education.
4. Mishkin, F., & Eakins, S. (2015). Financial markets and institutions (8th ed.). Pearson Education.
5. Madura, J. (2015). Financial institutions & markets (10th ed.). Cengage.

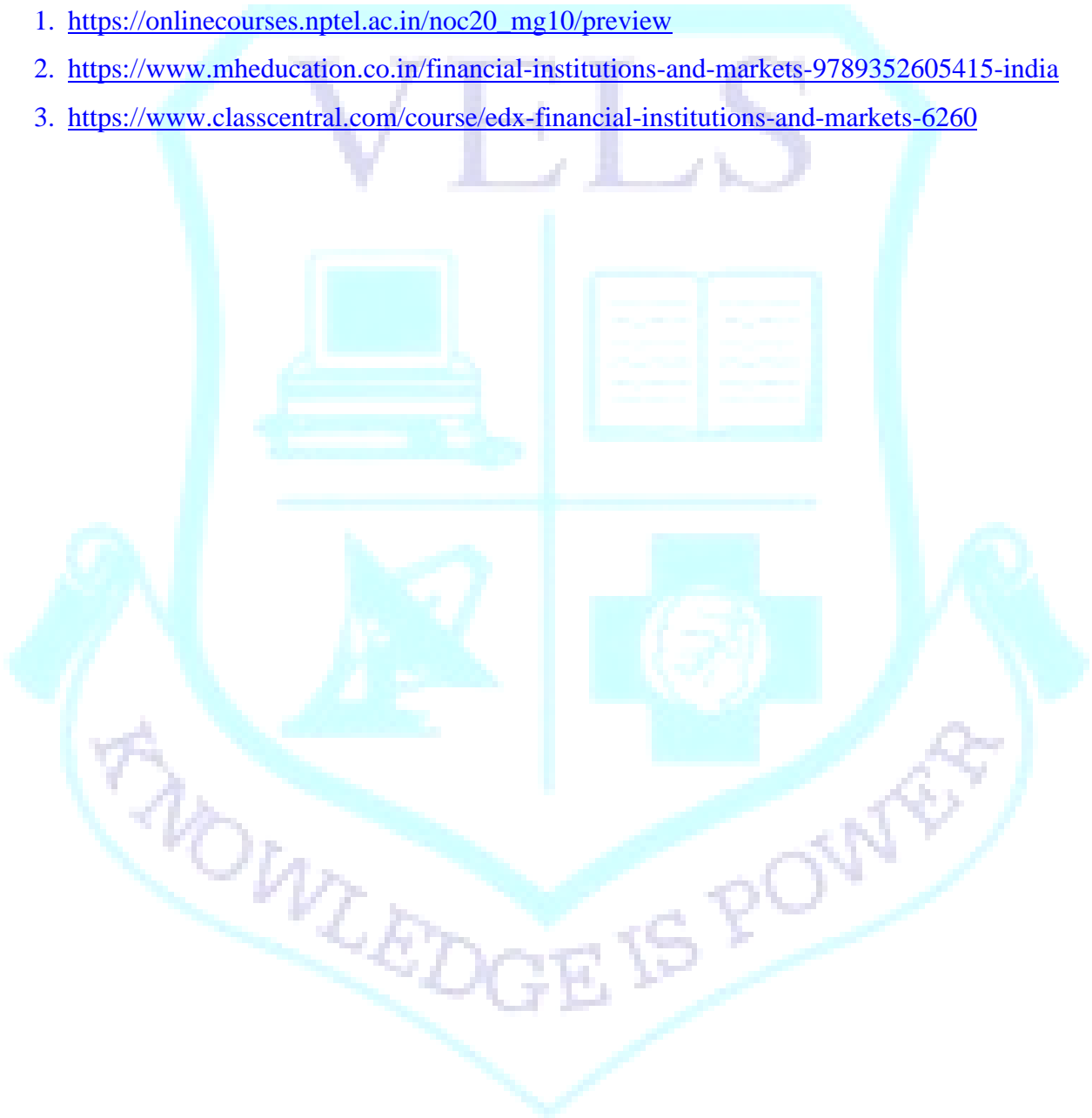
Reference Books:

1. Mishkin, F. S., & Eakins, S. (2017). Financial markets and institutions.8th edition, pearson education.
2. Kumar, V., Gupta, A., & Kaur, M. (2017). Financial markets institutions and financial services, Taxman publishers
3. Johnson, R. S. (2009). Bond evaluation, selection, and management (2nd ed.). John Wiley & Sons.

5. Reilly, F. K., & Brown, K. C. (2011). Analysis of investments and management of portfolios (10th ed.). Cengage.

Web Sources:

1. https://onlinecourses.nptel.ac.in/noc20_mg10/preview
2. <https://www.mheducation.co.in/financial-institutions-and-markets-9789352605415-india>
3. <https://www.classcentral.com/course/edx-financial-institutions-and-markets-6260>



L	T	P	O	C
3	0	0	2	3

COURSE OBJECTIVE:

- To develop the student's ability to deal with Mathematics for Economists
- Aiming to introducing students to basic mathematical concepts of set theory, matrices, Differentiation
- Application of differentiation and application of integration linking them to sets of economic exercises that relate to real problems faced by economists.

UNIT- I SET THEORY**9**

Introduction - Theory of Sets – Types of Sets, Operations on Sets, Relations and Functions of Sets– Venn diagram -De Morgan's law-Associative law- distributive law- Associative law.

UNIT-II MATRIX**9**

Introduction-Basic Operations –Types of Matrices – properties-Transpose of a Matrix – Properties of Transpose matrix – Adding & subtracting matrices – symmetry matrix-skew symmetry-orthogonal matrix- Hermitian matrix

UNIT-III DETERMINANTS**9**

Introduction– Evaluation of Determinants-Properties of Determinants-Singular and Non-Singular Matrix – Adjoint Matrix – Inverse Matrices – Properties of Inverse –Cramer's Rule.

UNIT – IV DIFFERENTIATION**9**

Differentiation – Evaluation of simple functions - Differentiation of Sum and Difference of functions – Product Rule – Quotient Rule – Chain Rule – Second order Derivatives.

UNIT- V APPLICATIONS OF DIFFERENTIATION**9**

Functions in economics and commerce - Demand function - Supply function - Cost function – Marginal Cost function- Revenue function – Marginal Revenue function- Profit function- Average function.

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

- CO1 Understand basic mathematical concepts of set theory.
- CO2 Understand basic mathematical concepts of matrices
- CO3 Apply this knowledge and understanding to the solution of system of equations
- CO4 Recognize the mathematical Differentiation formulas and describe how to solve them
- CO5 Understand the marginal, average, and total product, compute and graph marginal. average, and total product; explain diminishing marginal product and diminishing marginal returns.

Text Books:

1. P. Kandaswamy and K.Thilagavathy, Allied Mathematics paper I, 1st Semester, S.Chand Publishing Pvt. Ltd. 1st Edition,2003.
2. Chiang. A. C. (2005), Fundamental Methods of Mathematical for Economics, McGraw Hill, New York.

Reference Books:

1. P.R. Vittal, Allied Mathematics, Margham Publications, 4th Edition 2009.
2. A. Singaravelu, Allied Mathematics, Meenakshi Agency, 2007.

Web Sources:

1. <https://testbook.com/maths/determinants-and-matrices>
2. <https://www.geeksforgeeks.org/set-theory/>
3. <https://www.cuemath.com/calculus/differentiation/>
4. <https://www.khanacademy.org/math/integral-calculus/ic-integration>

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

The aim of this course is to provide students with a comprehensive understanding of fundamental marketing concepts and strategies. It focuses on developing analytical skills to assess market opportunities, understand consumer behavior, and design effective marketing plans. By the end of the course, students will be equipped with the knowledge to make informed marketing decisions and contribute to the success of an organization.

UNIT- I INTRODUCTION TO MARKETING 12

Marketing: Introduction, objectives, Scope and Importance. Types of Market, Core Concepts of Marketing, Classification of Marketing Functions – Buying: Meaning – Elements – Selling: Elements – Kinds of sales – Storage: Meaning – Importance – Warehousing: Meaning – Advantages – Grading and Standardization: Meaning – Difference – Transportation

UNIT-II CONSUMER BUYING BEHAVIOUR 12

Introduction, Characteristics, Factors affecting Consumer Behaviour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviour Models.

UNIT-III PRODUCT CONCEPTS 12

The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Product mix –product item and product line - modification & elimination - packing - Developing new Products- strategies.

UNIT – IV PRICING AND ADVERTISING CONCEPTS 12

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing- Physical distribution - Management of physical distribution - marketing risks. Advertising:

Meaning – Functions – Advantages – Types – Sales Promotion: Meaning – Objectives – Advantages – Limitations – Kinds.

UNIT- V CHANNELS OF DISTRIBUTION AND MARKET SEGMENTATION 12

Meaning – Functions – Middlemen in Distribution Channel: Functions – Kinds – Wholesalers: Characteristics – Service to Retailers – Retailers: Functions – Service of the Retailers – Types of Retailers. Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting- Meaning, Target market strategies, Market Positioning- Meaning, Positioning Strategies, Value Proposition

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 : Recognize the significance of marketing and its role in economic development

CO2 : Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour

CO3 : To apply marketing concepts, pricing for the development of marketing function

CO4 : Analyse and perform the functions of marketing in organisation

CO5 : Demonstrate the critical thinking skills and analyse e-marketing.

Text Books:

1. Kotler, P. (2003). *Marketing Management*. Pearson Education/PHI.
2. Saxena, R. (2002). *Marketing Management*. Tata McGraw Hill.
3. Keskar, A., & Aabhyankar, R. (2013). *Sales Management and Personal Selling*.
4. Gopal, P., & Manjrekar, S. (2016). *Marketing Strategies and Applications*.

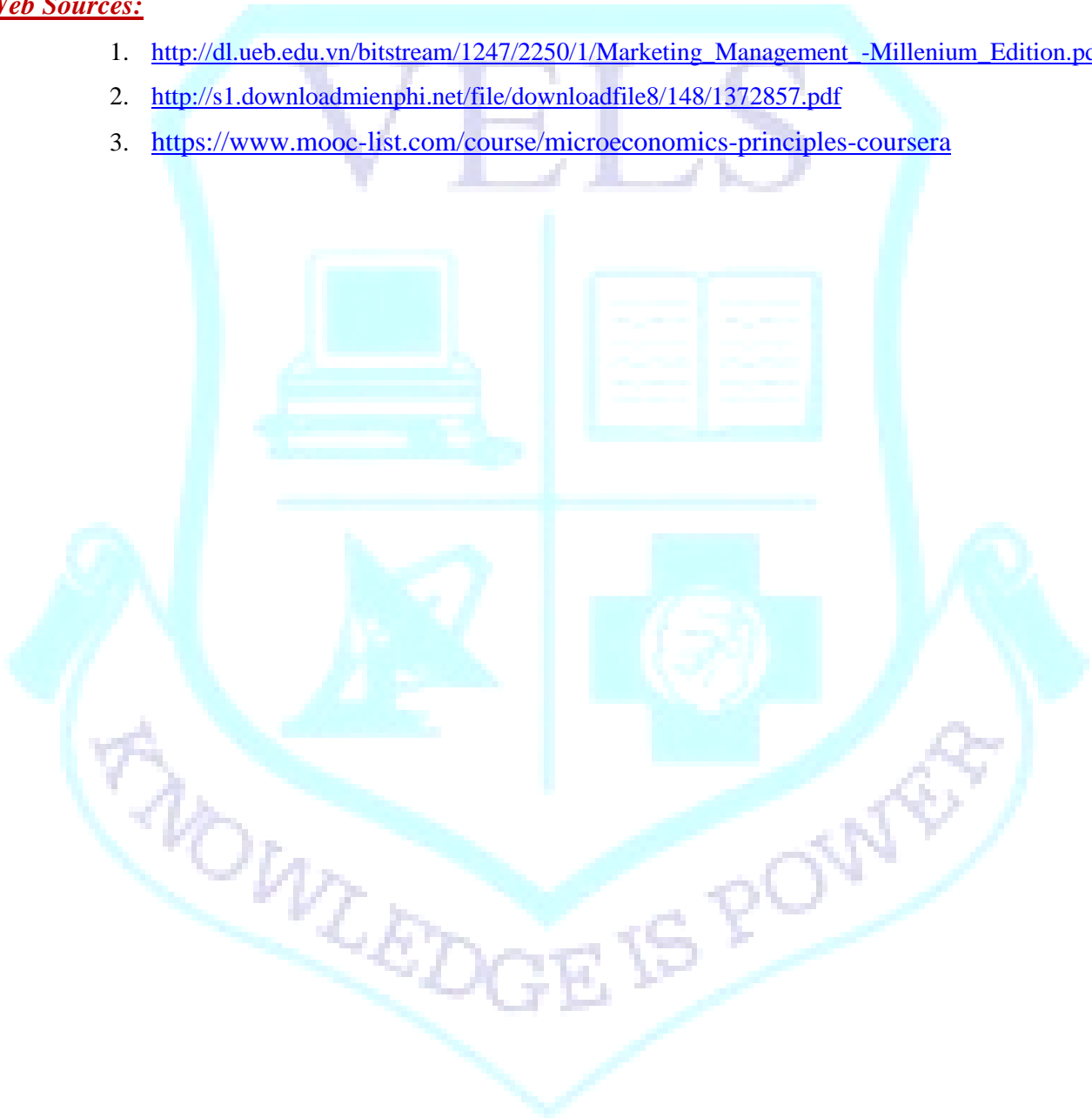
Reference Books:

1. Philip Kotler, P. (2000). *Marketing Management: Millennium Edition*.

2. Ramasamy, V., & Namakumari, S. (2002). *Marketing Management*. Macmillan India.
3. Ramphal, S., & Gupta, K. (n.d.). *Case and Simulations in Marketing*. Gollgatia, Delhi.

Web Sources:

1. http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-Millenium_Edition.pdf
2. <http://s1.downloadmienphi.net/file/downloadfile8/148/1372857.pdf>
3. <https://www.mooc-list.com/course/microeconomics-principles-coursera>



24DVAC11

COMMUNICATION SKILLS

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:

To develop effective verbal and non-verbal communication techniques for various contexts, enhance listening skills for better comprehension and engagement in conversations. To improve written communication abilities, focusing on clarity, coherence, and style. To build confidence in public speaking through practice and constructive feedback.

UNIT- I INTRODUCTION TO COMMUNICATION SKILLS

6

- Fundamentals of Communication
- Elements of Communication, Types of Communication

UNIT-II PRACTICAL ENGLISH – I

6

- Importance of language – Word Usage and Jargon
- Tenses and the effectiveness – Basics of grammar (Noun/Verb/Adverb/Conjunction)

UNIT-III EFFECTIVE COMMUNICATION MODULE-I

6

- LSRW (Listening, Speaking, Reading & Writing)
- Pronunciation - Vocabulary Building
- Intonations & its importance

UNIT – IV WORKPLACE COMMUNICATION

6

- Basics of telephone etiquette
- E-Mail writing

- Presentation Skills
- Interpersonal Skills
- Business English

UNIT- V QUANTITATIVE ABILITY

6

- Verbal Ability - Verbal Analogy
- Debating Skills - Public Speaking

Total: 30 Hours

Course Outcome:

Upon completion of the course, students will be able

- CO1** enhance participants' business communication skills
- CO2** enhance LSRW Skills (LSRW – Listening, Speaking, Reading & Writing)
- CO3** express opinions at free will in social/ personal gathering
- CO4** impact leadership qualities among participants
- CO5** engage in conversation with others to exchange ideas

Text Books:

1. Elizabeth Harren, 7 April 2022, last updated: 16 November, 2023
2. Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill)
3. Ethan Beute and Stephen Pacinelli (Greenleaf)

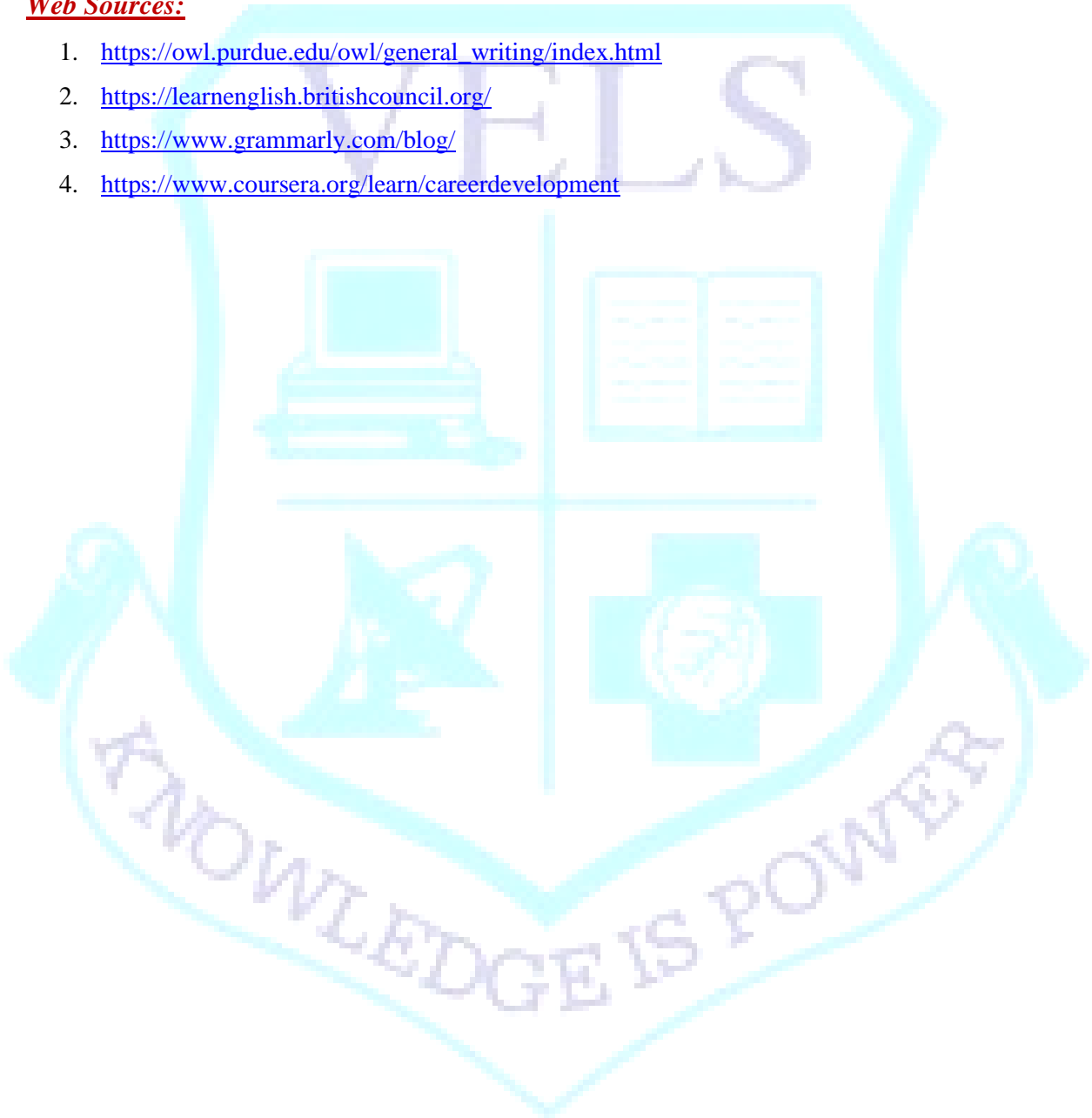
Reference Books:

1. Adler, R. B., & Elmhorst, J. M. (2019). *Communicating at Work: Principles and Practices for Business and the Professions* (11th ed.). McGraw-Hill Education.
2. Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). *Business Communication Today* (13th ed.). Pearson Education.

3. Raman, M., & Sharma, S. (2012). *Technical Communication: Principles and Practice* (3rd ed.). Oxford University Press.

Web Sources:

1. https://owl.purdue.edu/owl/general_writing/index.html
2. <https://learnenglish.britishcouncil.org/>
3. <https://www.grammarly.com/blog/>
4. <https://www.coursera.org/learn/careerdevelopment>



24SSKU11

SOFT SKILLS - I

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVE:

To learn and apply basic etiquette for personal and professional interactions.

To develop effective stress management techniques for maintaining mental and emotional well-being.

To enhance self-awareness for personal growth and informed decision-making.

To gain an overview of essential 21st-century skills necessary for success in a rapidly

UNIT- I INTRODUCTION TO SOFTSKILLS 6

- Soft Skills vs Hard Skills
- 15 important Soft Skills
- Communication Skills, Time Management, Leadership Skills

UNIT-II OVERVIEW OF 21st CENTUARY SKILLS 6

- Lateral Thinking – Left Brain/Right Brain Functionality
- Problem solving skills

UNIT-III SELF AWARENESS 6

- Human Values
- Mindfulness
- SWOT Analysis
- PDCA Approach

UNIT – IV CREATIVITY / CRITICAL THINKING 6

- Six Thinking Traits
- Creative writing exercises
- Open Mindedness

UNIT- V PERSONAL HYGENIE AND STRESS MANAGEMENT

6

- Basic Ethiquettes
- Health and Personal Grooming
- Stress meaning and nature, Eustress, Distress
- Stress management strategies

Total: 30 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 demonstrate basic etiquette in various personal and professional settings.

CO2 effectively manage stress using learned techniques.

CO3 show increased self-awareness and make informed decisions.

CO4 understand and articulate key 21st-century skills.

CO5 apply creativity and critical thinking to solve problems innovatively.

Text Books:

- Alex, Dr. K. (2014). Soft Skills (1st edition) S Chand & Company
- Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
- Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979

Reference Books:

- Nelson-Jones, R. (1992). Life skills, a handbook, Trowbridge, Wilts: Detesios Ltd.
- Tuhovsky, Ian (2019). Communication Skills Training (2nd edition) Rupa Publication India

Web Sources:

1. https://owl.purdue.edu/owl/general_writing/index.html
2. <https://learnenglish.britishcouncil.org/>
3. <https://www.grammarly.com/blog/>

24LTAM21

TAMIL - II

L	T	P	O	C
2	0	0	0	2

காப்பியம், பக்தி இலக்கியம், கலைகள், நாகரிகம்-பண்பாடு
பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், காப்பியங்கள், பக்தி இலக்கியம் ஆகியவற்றை அறிமுகப்படுத்துதல், தமிழர் தம் கலைகள், நாகரிகம் பண்பாடு ஆகியப் பாடப்பகுதிகளை அறிமுகம் செய்து மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1 காப்பியங்கள் 8மணி நேரம்

சிலப்பதிகாரம்- கனாத்திறம் உரைத்தக் காதை முழுவதும்.

மணிமேகலை- மலர்வனம் புக்க காதை முழுவதும்.

கம்பராமாயணம் - குகப் படலம் (பாடல் எண்1989 முதல்1997 வரை தேர்ந்தெடுக்கப்பட்ட ஒன்பது பாடல்கள்)

அலகு 1: பக்தி இலக்கியம் 8 மணி நேரம்

1. மாணிக்கவாசகர் - திருவாசகம் - மூன்று பாடல்கள்

- ✓ புல்லாகி பூடாகி (சிவபுராணம்)
- ✓ எல்லாப் பிறப்பும் (சிவபுராணம்)
- ✓ உற்றாரை யான் வேண்டேன் (திருப்புவல்பல்)

2. ஆண்டாள் - திருப்பாவை - மூன்று பாடல்கள் (1, 3, 4)

- ✓ மார்கழித் திங்கள் ... (பாசுரம் 1)
- ✓ ஓங்கி உலகளந்த... (பாசுரம் 3)
- ✓ ஆழிமழைக் கண்ணா... (பாசுரம் 4)

3. வீரமாமுனிவர் - தேம்பாவணி - வளன் செனித்தப் படலம்

4. சீறாப்புராணம்- மானுக்கு பிணை நின்ற படலம்

அலகு 3 கலைகள்

07 மணி நேரம்

சிற்பம் - ஓவியம் - இசை - கூத்து - ஒப்பனை - ஆடை அணிகலன்கள்.

அலகு 4 நாகரிகம், பண்பாடு

7மணி நேரம்

சொற்பொருள் விளக்கம் - பண்டைத் தமிழர் வாழ்வியல் - அகம் - களவு - கற்பு - குடும்பம் - விருந்தோம்பல் - உறவு முறைகள் - சடங்குகள் - நம்பிக்கைகள் - பொழுதுபோக்கு - புறம் - போர் முறைகள் - நடுகல் வழிபாடு - கொடைப்பண்பு.

மொத்தம்: 30 மணி நேரம்

பார்வை நூல்கள்

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. திருவாசகம், அருணா பப்ளிகேஷன். சென்னை 2007
3. திருப்பாவை வர்த்தமானன் பதிப்பகம் சென்னை 2009
4. சிலப்பதிகாரம் ஸ்ரீ சந்திரன் உரை, வர்த்தமானன் பதிப்பகம் சென்னை 2009
5. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

24LHIN21

HINDI II

L	T	P	O	C
2	0	0	2	2

COURSE OBJECTIVE

The Objectives of this course are

- To train students in translation.
- To develop reading & writing skills.
- To create interest towards reading different types of literature.
- To understand the value of Senior citizen.
- To understand the importance of hard work.
- To understand the patriotism and women empowerment.
- To introduce the usage of Inscript keyboard.

Sem II (Prose, Official Letter Writing & Functional Hindi)

UNIT 1: 'Boodee kaki" (Kahani) by Munshi Premchand **6**

UNIT 2: 'Puraskar' (Kahani) by Prasad **6**

UNIT 3: 'Main Narak Se Bhol Raha Hun' (Vyangy) by Harishankar Parsayi, **6 hours**

UNIT 4: Functional Hindi- Technical & Designation & Department **6**

Names-50., Bhav Ek Bhasha Anek

UNIT 5: Functional Hindi-Letter Writing- 3 Official Letters. **6**

Inscript Keyboard knowledge

Total: 30 hours

COURSE OUTCOME

At the end of this course Students will be able to

CO1:Know the value of senior citizen, their love and affection towards the family members

CO2:Know the importance of patriotism and women empowerment in society

CO3: Know the value of hard work in human life

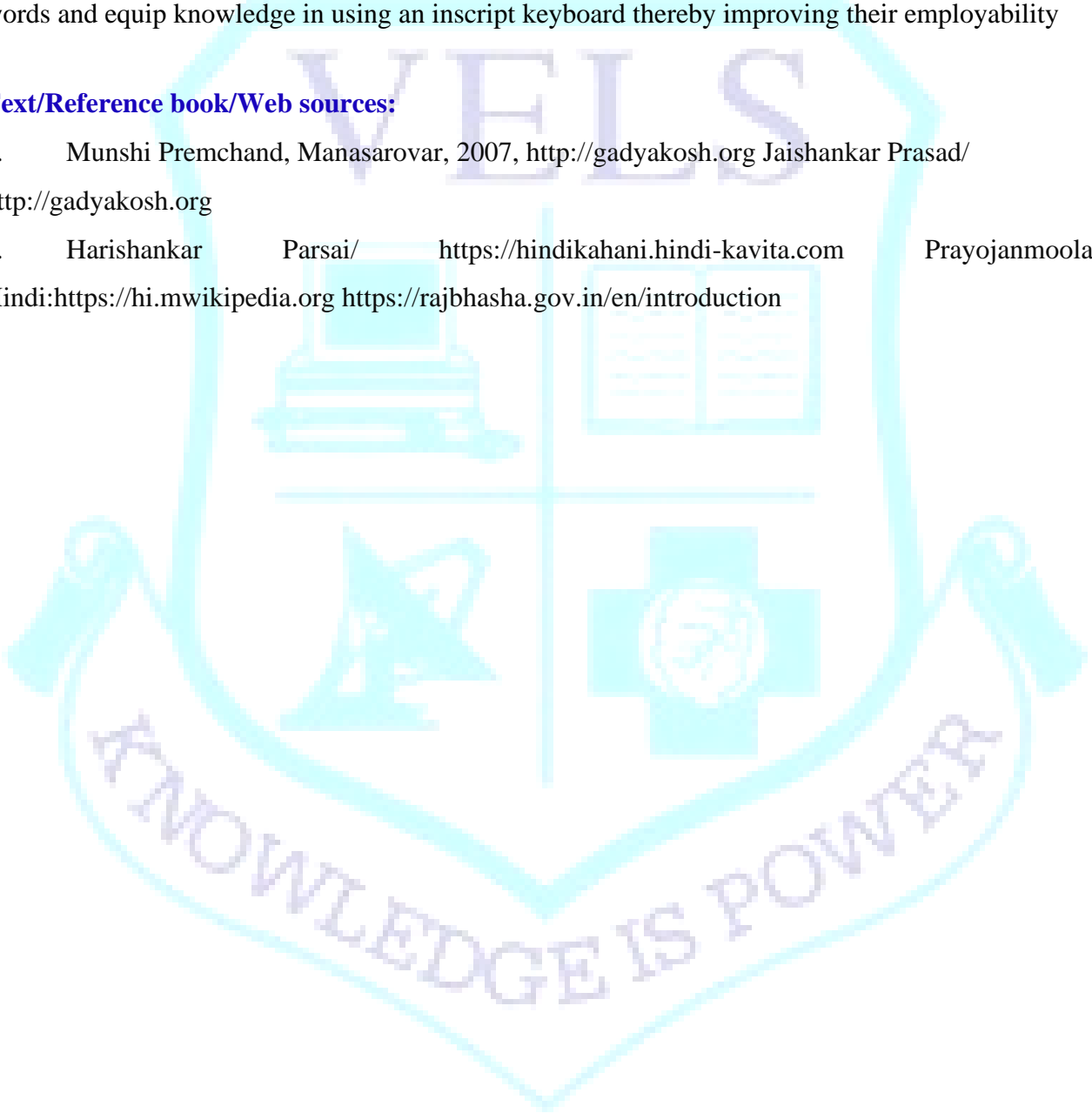
CO4: Gain fair knowledge of Functional Hindi and fluency in speaking Hindi

CO5: Equip themselves in writing official letters in Hindi importance of translation of technical words and equip knowledge in using an inscript keyboard thereby improving their employability

Text/Reference book/Web sources:

1. Munshi Premchand, Manasarovar, 2007, <http://gadyakosh.org> Jaishankar Prasad/
<http://gadyakosh.org>

2. Harishankar Parsai/ <https://hindikahani.hindi-kavita.com> Prayojanmoolak
Hindi: <https://hi.m.wikipedia.org> <https://rajbhasha.gov.in/en/introduction>



24LFRE21

FRENCH-II

L	T	P	O	C
2	0	0	2	2

COURSE OBJECTIVE:

The lessons are being chosen:

- to express his / her whereabouts and to ask for direction
- to express obligation and restriction
- to describe a place
- to narrate and to question
- to describe someone
- to express his desire and to speak about the future

UNIT 1: C'est où

5

L'impératif, Les articles contractés au, à la..., Le passé composé et l'accord du participe passé avec être.

UNIT 2: N'oubliez pas

5

Le pronom relatif Qui, que, où, Les pronoms compléments indirects (me, te, lui, leur...)

UNIT 3: Belle vue sur la mer

4

Les adjectifs démonstratifs, Y- pronom complément.

UNIT 4: Quel beau voyage!

4

Les verbes pronominaux, En- pronom complément.

UNIT 5: Oh ! joli

5

L'imparfait, L'imparfait ou le passé composé.

UNIT 6: Et après ?

7

Le futur simple, Le subjonctif présent.

Total Hours - 30 hours

COURSE OUTCOME

At the end of this course Students will be able to

CO1:The students would be able to express his/her where about and to ask direction

CO2:The students would be able to express obligation and restriction

CO3:The students would be able to describe a place **CO4:**The students would be able to narrate and to question

CO5:The students would be able to describe someone

CO6:The students would be able to express his desire and to speak about the future

TEXT / REFERENCE BOOK

LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau

REFERENCE BOOK

SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

24LENG21

ENGLISH – II

L	T	P	O	C
2	0	0	0	2

Course Objectives:

To read and understand different types of prose, poetry, and fiction. Also think critically about texts and express ideas clearly. To recognize and discuss key themes and styles in literary works.

Credit Hours

UNIT I - PROSE

6

- If you are wrong, admit it- Dale Carnegie
- Words of Wisdom- Chetan Bhaghat

UNIT II - POETRY

6

- La Belle Dame Sans Merci - John Keats
- Ozymandias- P.B.Shelley

UNIT III - FICTION

6

- The School for Empathy - E.V. Lucas
- The Lamb to the Slaughter-Roald Dahl

UNIT IV - GRAMMAR

6

- Types of sentences, Concord

UNIT V - GRAMMAR

6

- Tenses, Voices

Total Hours:30 hours

Course Outcomes:

At the end of this course, the students would have learnt to

- CO1** identify poetic expressions in the course of daily speech
- CO2** students will develop skills that enable them to communicate effectively in writing.

- CO3** students will develop skills that enable them to communicate effectively in writing.
- CO4** discriminate against different sensibilities in approaching life.
- CO5** strengthen the ability to solve life's problems, as highlighted in the selections.

Text Books:

1. Dr. M. Narayana Rao and Dr. B. G. Barki-Anu's Current English for Communication (AnuChitra). June 2012.
2. General English for competitive examinations by V.Rajagopalan (McGraw Hill Education) -2010.

Reference Books:

4. Adler, R. B., & Elmhorst, J. M. (2019). *Communicating at Work: Principles and Practices for Business and the Professions* (11th ed.). McGraw-Hill Education.
5. Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). *Business Communication Today* (13th ed.). Pearson Education.
6. Raman, M., & Sharma, S. (2012). *Technical Communication: Principles and Practice* (3rd ed.). Oxford University Press.

Web Sources:

4. https://owl.purdue.edu/owl/general_writing/index.html
5. <https://learnenglish.britishcouncil.org/>
6. <https://www.grammarly.com/blog/>

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

Digital Economics aims to analyze the economic implications of digital technologies on markets, industries, and society. This course explores how digitalization influences consumer behavior, market structures, and business strategies. Students will learn to assess the role of data, platforms, and network effects in shaping economic outcomes.

UNIT- I INTRODUCTION TO DIGITAL ECONOMY 12

Digital Economy – Meaning – Definition – The notion of Digital Economy – Advantages and Disadvantages of Digital Economy – Marketplace as a digital ecosystem – The Impact of Digital Economy on Business.

UNIT-II DIGITAL TRANSFORMATION 12

ICTs and development – Types of ICT Tools - Delivery of public information and services through digital means - e-government, e-Business – Role of ICT in Economic Growth of India – Factors Affecting the use of ICT.

UNIT-III E-COMMERCE AND E- MARKETS 12

E-Commerce – Types of E-commerce (B2B , B2C, C2C) – Online Payment System - E – Markets – Meaning and Importance – Types of E-markets – E-Marketing Mix – Digital Goods and Services – Its’ Characteristics – Formation of Monopolies in Digital Economy – Formation of Oligopolies in Digital Economy

UNIT – IV DIGITAL MARKETING AND DIGITAL BANKING 12

Introduction to Digital marketing – Significance – Traditional Marketing Vs Digital marketing – Digital marketing Process – Introduction to Website – Types of Websites –

Digital Banking – meaning – Growth of Digital Banking in India – Types of Digital Banking.

UNIT- V DIGITAL ECONOMY AND GOVERNMENT

12

Digital Transformation – Role of Government – Digital India – Pillars of Digital India – Objectives – Challenges of Digital India – Impact of Digital India - Government initiatives for Digital Economy - Limitations of Digital India – Information Technology Act.

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1 : Evaluate the impact of digital technologies on traditional market structures and industries.

CO2 : Analyze the role of data, platforms, and network effects in shaping economic dynamics.

CO3: Apply economic theories and frameworks to understand digital business strategies and consumer behavior.

CO4: Critically assess the regulatory challenges and policy implications of the digital economy.

CO5: Develop informed strategies for businesses and policymakers to thrive in the digital era."

Text Books:

1. Liu, Z. (2022). *Principles of Digital Economics*. Springer Verlag.
2. McKenzie, R. (2003). *Digital Economics*. Praeger Publishers Inc.
3. Jordan, T. (2019). *The Digital Economy*. Wiley Polity.

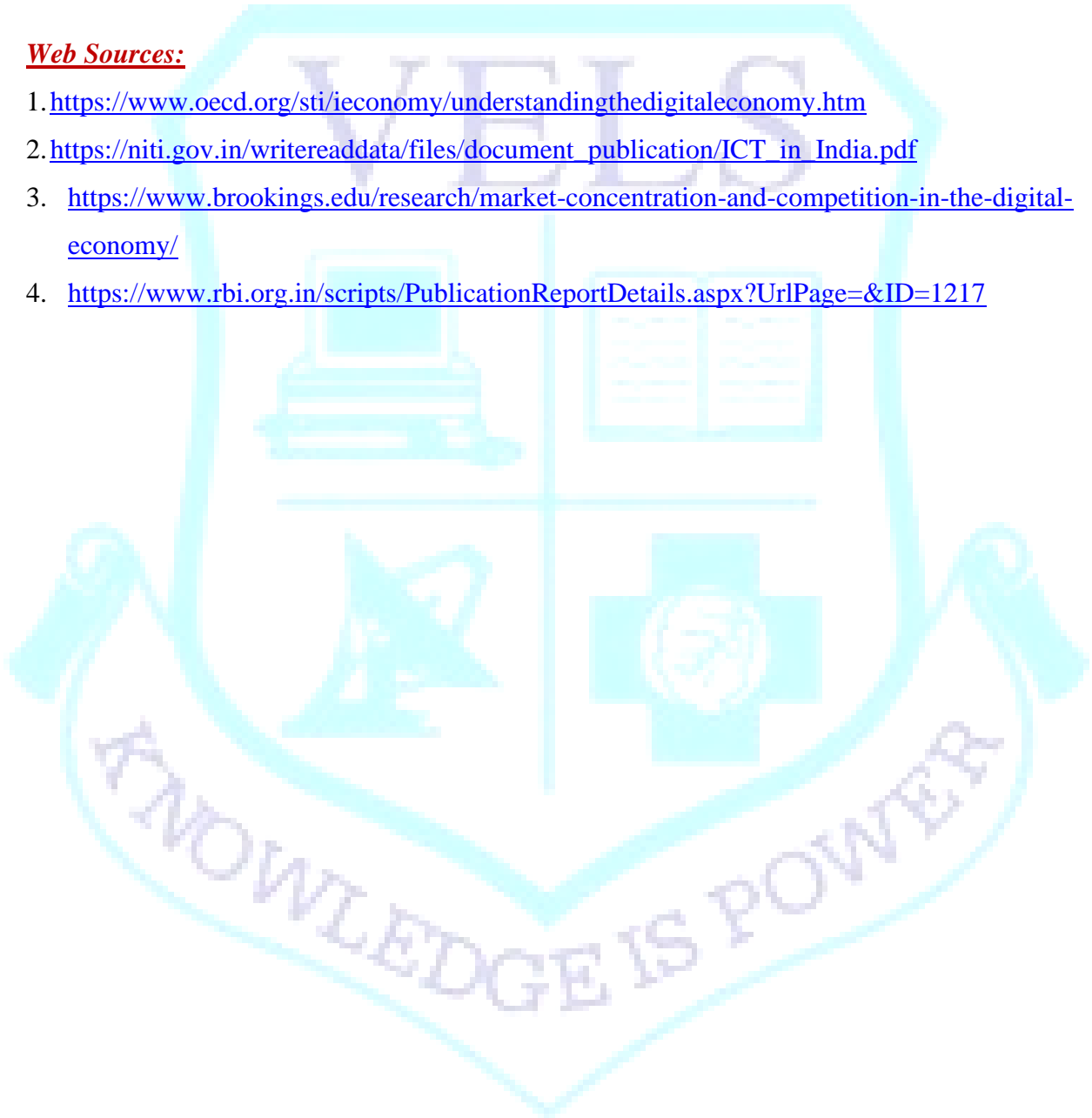
Reference Books:

1. Harald, O., & Audestad, J. A. (2018). *Digital Economics: How Information and Communication Technology is Shaping Markets, Businesses, and Innovation*. Create Space Independent Publishing, Scotts Valley, CA, USA.
2. Peitz, M., & Waldfoegel, J. (Eds.). (2012). *The Oxford Handbook of the Digital Economy*. Oxford University Press.

3. Kahin, B., & Brynjolfsson, E. (Eds.). (2000). *Understanding the Digital Economy: Data, Tools, and Research*. The MIT Press.

Web Sources:

1. <https://www.oecd.org/sti/ieconomy/understandingthedigitaleconomy.htm>
2. https://niti.gov.in/writereaddata/files/document_publication/ICT_in_India.pdf
3. <https://www.brookings.edu/research/market-concentration-and-competition-in-the-digital-economy/>
4. <https://www.rbi.org.in/scripts/PublicationReportDetails.aspx?UrlPage=&ID=1217>



L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

The course on Public Economics is designed to provide students with a comprehensive understanding of the key aspects of fiscal policy and economic management. It aims to equip students with knowledge of various theories and their practical applications, enabling them to grasp the intricacies of fiscal economics. The course covers the budget process, the characteristics of an effective tax system, and the trends in public expenditure and debt management.

UNIT- I PUBLIC FINANCE**12**

Meaning and Definition of Public finance - Scope of Public Finance- Similarities and Dissimilarities of Public and Private Finance - Market Failure-Causes of Market Failure - Spill Over Benefit and Spill Over Cost - Role of government in Economic Activity- Private & Public Mechanism for Allocating Resources - Types of Goods and Their Characteristics -Private, Public and Merit Goods - Principle of Maximum Social Advantage - The Medium Voter Theorem - Arrow's Impossibility Theorem

UNIT-II PUBLIC EXPENDITURE**12**

Meaning of Public Expenditure- Classification of Public Expenditure - Causes of Increase in Public Expenditure- Importance of Public Expenditure - Canons of Public Expenditure- Wagner's law of Public Expenditure - Wiseman & Peacock Hypothesis on Public Expenditure. -Prof. Samuelson's Pure Theory of Public Expenditure - Trends of Public Expenditure in India- Meaning and Definition of Public Revenue - Sources of Public Revenue - Classification of Public Revenue - Meaning and definition of Tax - Characteristics of Tax - Objectives and effects of taxation.

UNIT-III TAX SYSTEMS**12**

Characteristics of Good tax system - Direct Tax-its meaning and merits and demerits of direct tax - Indirect Tax-its meaning and merits and demerits of indirect tax - GST- - meaning and history of GST- types of GST in India - Meaning and Definition Public debt - Public Debt Vs. Private Debt- Difference between Public debt and private debt - Classification of Public debt - Sources of Public debt —Effectsof Public debt - Burden of Public debt – Trends of Public debt in India.

UNIT – IV FISCAL POLICY

12

Meaning and definition of Fiscal policy - Objectives of Fiscal policy Instruments of Fiscal policy - Role of fiscal policy in controlling inflation - fiscal policy for full employment – Limitations of fiscal policy - Fiscal reforms in India after Economic Reforms - Concept of budget - Kinds of Budgets - Components of the Government Budget - Zero-base budgeting - different concepts of budget deficits Latest Budgets of the Union Government in India

UNIT– V FEDERAL FINANCE

12

Meaning of Federal Finance - Principles of Federal Finance - Centre &StateFinancial relations in India - Imbalance between fiscal Needs and Capacity - Fiscal Needs of Panchayat Raj Institutions.- Finance Commission - Constitution and Functions of Finance commission -Finance Commission and States - Finance Commission- Centra and State Governments and Local Bodies - Recommendation of latest Finance commissions.

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

- | | |
|-----|---|
| CO1 | Understand the importance and Instruments of Fiscal Economics |
| CO2 | Evaluate the Principles and theories of Public Finance |
| CO3 | Analyze the Budget, Indian Tax System and Policy |
| CO4 | Describe Classification, Laws of Public Expenditure and Public Debt |
| CO5 | Know the Indian Public Finance System and Policy Recommendations |

Text Books:

1. Stiglitz, J.E. (1986), "Economics of the Public Sector", Norton, New York.
2. Chelliah, R., "Fiscal Policy in Underdeveloped Countries", George Allen and Unwin, Bombay, 1971.
3. Auerbach, A.J., "The Theory of Excess Burden and Optimal Taxation",
4. A.J. Auerbach and M. Feldstein, Eds, Hand Book of Public Economics, Vol. I, North Holland, Amsterdam, 1985.
5. Mishan, E.J. (1982), "Cost-Benefit Analysis: An Informal Introduction", George, Allen and Unwin, London.

Reference Books:

1. Durvey, D.N. (Ed) (1981), Readings in Indian Public Finance, Chanakya Publications, New Delhi.
2. Mishra, D.K. (1981) Public Debt and Economic Development of India, Prince House, Lucknow.
3. Buchanan, J.M. (1970), The Public Finance, Richard D. Irwin.
4. Musgrave, R.A. and B.A. Musgrave (1976), Public Finance in Theory and Practice.

Web Sources:

1. <https://www.imf.org/external/pubs/ft/fandd/basics/fiscpol.htm>
2. <https://www.oecd.org/tax/tax-policy/budget-process/>
3. <https://www.clearias.com/central-state-relations-india/>
4. <https://www.prsindia.org/parliamenttrack/budgets>

L	T	P	O	C
3	0	0	2	3

COURSE OBJECTIVE:

- To develop the student's ability to deal with numerical and quantitative issues in business.
- To enable the use of statistical, graphical and algebraic techniques wherever relevant.
- To understand the Statistical applications in Business and Management.
- To provide Knowledge on Statistics.

UNIT- I INTRODUCTION TO STATISTICS AND DIAGRAMMATIC REPRESENTATION **9**

Introduction - Diagrammatic representation - Bar diagram - Simple bar diagram – Multiple bar diagram – Percentage bar diagram - Pie diagram - Histogram - Frequency polygon- Frequency curve

UNIT-II MEASURES OF CENTRAL TENDENCY **9**

Introduction - Features of good average – Formulae for calculating Arithmetic Mean in a frequency distribution – Median – Mode - Merits and demerits.

UNIT-III MEASURES OF DISPERSION **9**

Introduction - Dispersion - Meaning - Importance – Range - Quartile deviation - Mean deviation - Standard deviation - Coefficient of variation

UNIT – IV CORRELATION AND REGRESSION ANALYSIS **9**

Introduction – Types – positive and negative – linear and non-linear – scatter diagram – Karl Pearson's co-efficient – rank correlation – regression coefficients - differences between correlation and regression – regression coefficients - regression equation of x on y - regression equation of y on x..

UNIT- V INDEX NUMBERS **9**

Introduction – Definition – Method of construction of index numbers – Laspeyre’s index numbers – Paasche’s index numbers – Fisher’s index numbers – Test for index numbers: Time Reversal test and Factor Reversal test.

Total: 60 Hours

Course Outcome:

Upon completion of the course, students will be able

- CO1 Understand the key terminology, concepts tools and techniques used in Statistical Analysis and techniques used diagrammatic methods.
- CO2 Evaluate the underlying assumptions of analysis tools of measures of central tendency.
- CO3 Evaluate the underlying assumptions of analysis tools of measures of dispersion.
- CO4 Understand the issues surrounding of Correlation and Regression.
- CO5 Apply the uses and limitations of Index numbers.

Text Books:

1. S.P. Gupta, Statistical Methods, 44 th Edition, Sultan Chand & Sons,2014.
2. S.C. Gupta and V.K. Kapoor, Fundamentals of Applied Statistics, Sultan Chand & Sons, 3 rd Edition, 2001.

Reference Books:

1. P.R. Vittal and V. Malini, Statistical and Numerical Methods, Margham Publications,1 st Edition,2007.
2. Beri G, Business Statistics, Tata McGraw Hill Publishing Company Limited, 2009.
3. S.P. Rajagopalan and R. Sattanathan, Business Statistics and Operations Research, Vijay Nicole Pvt. Ltd.
4. Pillai R.S.N and Bhagavathi V. S Statistics S. Chand and Company Ltd., New Delhi.

Web Sources:

1. <https://d3bxy9euw4e147.cloudfront.net/oscmsprodcms/media/documents/IntroductoryBusinessStatistics-OP.pdf>
2. <http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf>

24IECN21

SERVICE MARKETING

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVE:

To understand the marketing principles and to impart knowledge about how to market the service product and awareness about the service sector.

UNIT- I INTRODUCTION

12

Growth of service sector –Definition, features and types of services –designing of service –Blue printing technology –Service mapping

UNIT-II SERVICE MARKETING MIX

12

Seven P's –Product mix –Price mix –pricing methods and strategies –Promotional mix –Place mix –Additional P's –People, Physical evidence and process

UNIT-III SERVICE STRATEGY

12

Matching demand for and supply of services –Service strategy for an effective demand – Service strategy for supply –market segmentation –Internal marketing of service – External vs. Internal orientation of service strategy.

UNIT – IV SERVICE GAPS

12

Quality gap –the customer expectation vs. actual services –Technique to augment the gap –Performance gap –Promise vs. Delivery -Strategy for augmenting the gap – Communication gap –Customer vs. service provider.

UNIT- V SERVICE PRODUCTS

12

Developing Service Products- Global Marketing of Services - Distributing Services through Physical and Electronic Channels - Setting Prices - Implementing Revenue Management - Setting Prices and Implementing Revenue Management - Promoting Services and Educating Customers

Total: 60 Hours

Course Outcome:

After the successful completion of the course, students would be able to

CO1 Understand the growth and characteristics of the service sector, including the design and blueprinting of services.

CO2 Apply the concepts of the service marketing mix, including the seven P's, to real-world service marketing scenarios.

CO3 Analyze various service strategies to match demand and supply, and differentiate between internal and external marketing orientations.

CO4 Evaluate service gaps, including quality, performance, and communication gaps, and develop strategies to minimize these gaps.

CO5 Create effective marketing plans for different service industries such as financial, health, hospitality, travel, professional, public utility, and educational services.

Text Books:

1. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). Services Marketing: Integrating Customer Focus Across the Firm (7th ed.). McGraw-Hill Education.
2. Lovelock, C., & Wirtz, J. (2016). Services Marketing: People, Technology, Strategy (8th ed.). Pearson Education.

Reference Books:

1. Berry, L. L., & Parasuraman, A. (1991). Marketing Services: Competing Through Quality. Free Press.
2. Gronroos, C. (2007). Service Management and Marketing: Customer Management in Service Competition (3rd ed.). Wiley.
3. Wilson, A., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2016). Services Marketing: Integrating Customer Focus Across the Firm (6th ed.). McGraw-Hill Education.

Web Sources:

<https://www.ama.org/topics/services-marketing/>

<https://www.investopedia.com/terms/s/service-marketing.asp>

<https://journals.sagepub.com/home/jsr>

<https://www.coursera.org/courses?query=service%20marketing>

24DVAC12

UNIVERSAL HUMAN VALUES

L	T	P	O	C
1	0	0	1	1

COURSE OBJECTIVE:

The candidates will be able to appreciate the complementarity between the values and skills for sustained happiness and prosperity. To influence the students to approach the life and profession with a holistic perspective towards a value-based living in a natural way. To highlight plausible implications of holistic understanding of ethical human conduct.

UNIT-I INTRODUCTION TO VALUE EDUCATION 5

Living a fulfilling life. Value education. Skill education. Complementarity of Values and Skills. Development of a holistic perspective. Right understanding, relationship and physical facility. Understanding the happiness and prosperity.

UNIT-II HARMONY AT MULTIPLE LEVELS 5

Human being as co-existence of the self and the human body. Understanding harmony in the self. Harmony in the family and understanding values in human-human relationships. Harmony in the society and understanding universal human order. Harmony in nature and understanding the interconnectedness, self-regulation and mutual fulfillment. Harmony in existence and understanding co-existence at various levels.

UNIT-III IMPLICATIONS OF THE RIGHT UNDERSTANDING 5

Ethical human conduct. Implications of value-based living. Right understanding of professional ethics. Humanistic education. Holistic technologies, production systems and management models. Strategies for transition towards value-based life and profession.

Total: 15 Hours

Course Outcome:

At the end of the course learners will be able to:

CO1: Develop qualities like responsibility and the ability to handle problems with sustainable solutions.

CO2: Appraise human values and the harmony at various levels.

CO3: Perceive a better critical ability.

CO4: Develop qualities pertaining to value-based living.

CO5: Apply what they have learnt to their own self in real life settings.

Text Books:

1. R.R. Gaur, R. Asthana, G.P. Bagaria. (2023). A Foundation Course in Human Values and Professional Ethics. 3rd Revised Edition. Excel Books, New Delhi.

Reference Books:

1. A. Nagaraj, Jeevan Vidya Prakashan, Amar Kantak. Jeevan Vidya: Ek Parichaya . (1999).
2. Rakesh Gupta. (2008). Jeevan Vidya: An Introduction (Introductory Book to Madhyasth Darshan-Coexistentialism). English Version.
3. A. N. Tripathi. (2004). Human Values. First Edition. New Age International Publishers, New Delhi.

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SOFT SKILLS - II

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COURSE OBJECTIVE:

To enable participants' Social skills, Etiquettes that impact leadership, Decision-making, Behaviour and team bonding skills

UNIT- I PROFESSIONAL BEHAVIOUR 6

- Team Building – Team Bonding
- Inter-Personal Relationship– Intra-Personal Relationship

UNIT-II PERSONALITY DEVELOPMENT 6

- Types of Personality
- Self-Confidence - Confidence Building
- Attitude (Positive/Negative)

UNIT-III TELEPHONE ETIQUETTE 6

- Basics of telephone etiquette
- Giving clear and concise information
- Tone & rate of speech
- Intonations & its Importance
- Whatsapp Communications

UNIT – IV DECISION MAKING 6

- Types of Decisions – planned-unplanned, individual-group, major-minor
- Types of Leadership styles – Autocratic, democratic, lesse-faire, participative, bureaucratic.

UNIT- V PROFESSIONAL ETIQUETTE 6

- Respect – Salutations

- Official Behaviour

Total: 30 Hours

Course Outcome:

Upon completion of the course, students will be able

CO1	understand the principles of effective team building and apply strategies to foster team bonding and cohesion in professional settings.
CO2	become self-confident individuals by mastering interpersonal skills, team management skills, and leadership skills.
CO3	practice techniques for effective communication in telephone conversations.
CO4	evaluate decision-making processes and their implications in professional settings.
CO5	exhibit professional conduct and demeanor in various professional situations

Text Books:

1. Language Service, University at Oberta de Catalunya
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979

Reference Books:

1. Adler, R. B., & Elmhorst, J. M. (2019). *Communicating at Work: Principles and Practices for Business and the Professions* (11th ed.). McGraw-Hill Education.
2. Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). *Business Communication Today* (13th ed.). Pearson Education.
3. Raman, M., & Sharma, S. (2012). *Technical Communication: Principles and Practice* (3rd ed.). Oxford University Press.

Web Sources:

1. https://owl.purdue.edu/owl/general_writing/index.html
2. <https://learnenglish.britishcouncil.org/>
3. <https://www.grammarly.com/blog/>