

Curriculum Framework and Syllabus for

B.A ECONOMICS (UG) COURSE STRUCTURE

(For the Candidates admitted from 2015 – 2016 Academic year onwards)



(2015-2016)

POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS

NEHRU MEMORIAL COLLEGE (AUTONOMOUS)

[Nationally Accredited with 'A' Grade by NAAC]

Affiliated to Bharathidasan University

Puthanampatti—621 007

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Page 1

B.A ECONOMICS (UG) COURSE STRUCTURE UNDER CBCS PATTERN
(For the Candidates admitted from 2015 – 2016 Academic year onwards)

Sem	Part	Course Code (s)	Title of the Course(s)	Hrs	Credit	External	Internal	Total
I	I	15T101a	LC-I- செய்யுள் (இக்கால இலக்கியம்), சிறுகதை, பயன்முறைத் தமிழ், தமிழ் இலக்கிய வரலாறு.	6	3	75	25	100
	II	15H101	ELC-I- English for Communicative Competence	6	3	75	25	100
	III	15E101	CC-I –Indian Economic Development	6	4	75	25	100
		15E102	CC-II -Micro Economics-I	5	4	75	25	100
		15E103A	AC-I -Economic Statistics	5	4	75	25	100
	IV	15VEDa	VE -Value Education	2	1	100	-	100
Total				30	19	-	-	-
II	I	15T202a	LC-II- செய்யுள் (பக்தி,இடைக்கால இலக்கியம்)தமிழ்ச் செம்மொழி வரலாறு, மொழிபெயர்ப்பியல், தமிழ் இலக்கிய வரலாறு	6	3	75	25	100
	II	15H202	ELC-II- English for Proficiency	6	3	75	25	100
	III	15E204	CC-III - Micro Economics –II	5	4	75	25	100
		15E205A	AC-II - Statistical Methods	5	4	75	25	100
		15E206A	AC-III -Statistics: Pertaining to Indian Context	4	4	75	25	100
	IV	15EVS	EVS -Environmental Science	2	1	100	-	100
		15XE21	SKBC-I- Human Resource Planning and Development	2	2	100	-	100
	Total				30	21		
III	I	15T303	LC-III- செய்யுள் (காப்பியங்கள்),புதினம்,தமிழ் இலக்கிய வரலாறு	6	3	75	25	100
	II	15H303	ELC-III- English for Employability	6	3	75	25	100
	III	15E307	CC-IV -Macro Economics-I	6	4	75	25	100
		15E308	CC-V -Monetary Economics	5	4	75	25	100
		15E309A	AC-IV - Rural Marketing in India	5	4	75	25	100
	IV	15XE32	SKBC-II - Wage, Salary Administration and Industrial Relations	2	2	100	-	100
		15GS	GS-Gender Studies (Self study)	-	1	100	-	100
Total				30	21	-	-	-

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Page 2

Sem	Part	Course Code(s)	Title of the Course(s)	Hrs/Week	Credit	Internal	External	Total
IV	I	15T404	LC-IV- செய்யுள் (பழந்தமிழ் இலக்கியம்), நாடகம், தமிழ் இலக்கிய வரலாறு, கட்டுரை வரைவியல்	6	3	25	75	100
	II	15H404	ELC-IV- English through Literary Texts	6	3	25	75	100
	III	15E410	CC-VI –Macro Economics-II	6	4	25	75	100
		15E411A	AC-V –Marketing Management	6	4	25	75	100
		15E412A	AC-VI- International Business Environment	6	4	25	75	100
	IV	15SSC	SSC-Soft Skills Course	-	2	-	100	100
	Total				30	20	-	-
V	III	15E513	CC-VII –History of Economic Thought	5	5	25	75	100
		15E514	CC-VIII -Fiscal Economics	6	5	25	75	100
		15E515	CC-IX -Tourism Economics	5	5	25	75	100
		15E516	CC-X -Rural Industrialisation	5	5	25	75	100
		15E517	EC-I-Principles of Accountancy	5	5	25	75	100
	IV	15E5N	NMEC -Managerial Economics	4	4	-	100	100
Total				30	29	-	-	-
VI	III	15E618	CC-XI - International Economics	6	5	25	75	100
		15E619	CC-XII - Capital Market in India	6	5	25	75	100
		15E620	CC-XIII - Personnel Management	6	5	25	75	100
		15E621	CC-XIV - Computer Application in Economics	6	5	25	75	100
		15E622	EC-II-Entrepreneurial Development	6	5	25	75	100
	IV	15EC	Comprehensive Course	0	4	-	100	100
		15EA	EA-Extension Activities	-	1	-	-	-
Total				30	30	-	-	-
Grand Total				180	140	750	3050	3800

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Page 3

Code:15T101a	LC-I-செய்யுள் (இக்கால இலக்கியம்), சிறுகதை,பயன்முறைத் தமிழ், தமிழ் இலக்கிய வரலாறு	Sem:I
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அலகு - 1

மரபுக்கவிதைகள் பாரதியார் பாடல்கள் - பக்திப் பாடல்கள், தமிழ்த்தாய், கண்ணம்மா என் காதலி, பாரதிதாசன் பாடல்கள் - தமிழின் இனிமை, நீங்களே சொல்லுங்கள்?, சிறுத்தையே வெளியே வா, பொன்னடியான் - அறத்தால்..., மாணவனே!, சாமி.பழனியப்பன் - சமுதாயமும் நூலகங்களும் தமிழேந்தி - சுற்றுச் சூழல் கெடுவதுவோ?, சாதனை வேண்டும்.

அலகு - 2

புதுக்கவிதைகள் அப்துல் ரகுமான் - மறுபக்கம், இன்குலாப் - கொள்ளைக்காரர்கள் எப்படி இருக்கிறார்கள்?, தணிகைச்செல்வன் - தாய், மு.மேத்தா - தேசப்பிதாவிற்கு ஒரு தெருப்பாடகனின் அஞ்சலி, தமிழன்பன் - நல்லாள் நகும், வாலி - பாரதிதாசன், - வைரமுத்து - திருத்தி எழுதிய தீர்ப்புகள், தாமரை - தொலைந்து போனேன், யுகபாரதி - சொல்வதெனில், நா.முத்துக்குமார் - அக்காவின் கடிதம், நாட்டுப் புறப் பாடல்கள் - பக்திப் பாடல்கள், தாலாட்டுப் பாடல்கள், காதல் பாடல்கள், தொழிற் பாடல்கள் - ஒப்பாரிப் பாடல்கள், தெம்மாங்குப் பாடல்கள்.

அலகு - 3 சிறுகதை

பாடநூல் - வார்ப்பு - தொகுப்பாசிரியர்கள் - முனைவர் கா.வாசுதேவன், முனைவர் மு.அருணாசலம், என்.சி.பி.எச். வெளியீடு, சென்னை - 098. (2015-2016, 2016-2017 கல்வியாண்டுக்கு), சிறுகதை மலர் - பிரமி பதிப்பகம், திருச்சி-21. (2017-2018 கல்வியாண்டுக்கு).

அலகு - 4 பயன்முறைத் தமிழ்

எழுத்தியல் - எழுத்துப் பிழைகளும், திருத்தங்களும் - இன எழுத்துக்கள் வேறுபாடுகள் - தமிழில் பிறமொழிச் சொற்கள் - வலிமிகுதல், வலி மிகாமை.

பாடநூல் - பயன்பாட்டுத் தமிழ் (இலக்கணக் கையேடு), தமிழ் நாதன் பதிப்பகம், சென்னை - 110.

அலகு - 5 தமிழ் இலக்கிய வரலாறு

தற்காலம் - மரபுக் கவிதை-புதுக்கவிதை - தோற்றமும் வளர்ச்சியும், ஹைகூ கவிதை, நாட்டுப்புறப் பாடல்கள், மறுமலர்ச்சி காலக் கவிஞர்கள் - சிறுகதை - தோற்றமும் வளர்ச்சியும், தமிழ்உரைநடை வளர்ச்சி.

Code:15H101	ELC-I - English for Communicative Competence	Sem:I
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Objectives:

- 1. To expose students to effective communication in the form of prose, biographies and short stories*
- 2. To familiarize students with various forms and functions of the English language*

Unit - I

The Gift of Language – *J.G.Bruton*
My Visions for India – *A.P.J.Abdul Kalam*
Unlock Your Own Creativity – *Roger Von Oech*

Unit - II

Mahathma Gandhi – *Francis G.Hutchins*
Mother Teresa – *John Frazer*
Indira Nooyi – *An Article*

Unit - III

Science and Religion – *S.Radhakrishnan*
Technology with a Human Face – *E.F.Schumacher*
And Now E-teachers – *Robin Abreu*

Unit - IV

Vanishing Animals – *Gerald Durrell*
Climate Change and Human Strategy – *E.K.Federov*
The Old Folks at Home – *Alphonse Daude*

Unit - V

The Tempest (Retold by Charles Lamb) – *William Shakespeare*
The Cop and the Anthem – *O.Henry*
Marriage is a Private Affair – *Chinua Achebe*

Code:15E101	CC-I - Indian Economic Development	Sem:I
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Objectives:

1. To enable the students to understand the Growth and Development Indian economy.
2. To teach them the state of agriculture, industry and service sector in Indian Economy
3. To provide the students an understanding of population resources, the status of employment and poverty.
4. To enable the students to know the status of India's foreign trade.

Unit -1: Nature of Indian Economy

Basic Characteristics of Indian Economy as Developing economy – Factors affecting India's Economic Development – Understanding of Growth and Development in India since Independence.

Unit-II: Population, Poverty and Unemployment

Population in India - Causes for the rapid growth of Population – Demographic Transition - Measures to solve the Population Problem - Poverty – Concepts - Meaning - Causes - Government Measures for Poverty Alleviation – Unemployment - Meaning – Types - Causes - Measures to solve the Unemployment Problem.

Unit - III: Agriculture

Role of Agriculture in India – Recent trends in Agriculture production and Exports – Green Revolution – Meaning - Advantages - Disadvantages - Problems of Agricultural Sector in India – Modernisation of Indian Agriculture – Agricultural development of Tamil Nadu.

Unit – IV: Industry

Role of Industry in India - Growth of Large Scale Industry in India – Cotton Textile Industry – Iron and Steel industry – Cement Industry – Industrial Sickness – Industrial Policy Resolution 1948, 1956, 1980 and New Industrial Policy 1991- Industrial Development of Tamil Nadu.

Unit –V: Foreign Trade

India's Foreign Trade –Foreign Trade Policy of 1991 – EXIM Policy - Special Economic Zone –Impact of WTO on various aspects of Indian Economy.

Books for Study

- *Dutt and Sundram-Indian Economy –Sultan Chand & Co-New Delhi-49thEdition-2004.*
- *I. C. Dhingra - Indian Economy –Sultan Chand & Co, New Delhi-Edition-1998.*

Books for Reference

- ✓ *S. Sankaran-Indian Economy –Margham Publications, Chennai, 2006.*
- ✓ *S. K. Agarwal – General Economics – S. Chand & Company Ltd, New Delhi, 2008.*

Code:15E102	CC-II - Micro Economics-I	Sem:I
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Objectives:

1. To help the students to understand the basic concepts and principles related to Economics
2. To make the students to understand the supply and demand decision of individuals and firms such as how profit can be maximized and the quantity of a good or service that consumer will demand at a certain price.

Unit-1: Nature and Scope of Micro Economics

Nature and Scope of Micro Economics – Definitions – Adam Smith's - Marshall's - Robins' - Samuelson's – Distinction between Micro Economics and Macro Economics - Limitations of Micro Economics.

Unit-II: Elasticity of Demand and Cardinal Utility Analysis

Law of Demand - Elasticity of Demand – Meaning – Types of Elasticity of Demand – Measurement of Elasticity- Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility.

Unit -III: Indifference Curve Analysis and Consumer Equilibrium

Indifference Curve Analysis – Importance of Indifference Curves - Properties of Indifference Curves - **Consumer Surplus** – Consumer Equilibrium – Price, Income and **Substitution effects of Hicks**.

Unit-IV: Theory of Production

Production function - Definition - Law of Variable Proportions – Meaning – Importance of Law of Variable Proportions - Three Stages - Returns to Scale – Meaning – Increasing – Constant – Decreasing Returns to Scale.

Unit – V: Cost Analysis

The Concepts of Cost– **Opportunity Cost** -Money Cost – Real Cost – Social Costs – Cost Function – Short - Run and Long - Run Costs – Theories of Costs – **Total, Fixed, Variable and Marginal Costs** - Relationship between AC & MC.

Books for Study

- *H.L.Ahuja - Advanced Economic Theory – S.Chand & Co.Ltd, New Delhi, Edition,2003.*
- *M.L.Seth - Principles of Economics –Lakshmi Narain Agarwal – Agra Edition 2001.*

Books for Reference

- ✓ *S.Sankaran – Micro Economics – Margham Publications – Chennai, 7th Edition, Reprint 2000.*
- ✓ *Dutt & Sundaram –Micro Economics, S. Chand & Co Ltd, New Delhi, 7th Edition, Reprint 1990*
- ✓ *Agarwal & M.M Verma – Micro Economics – Forwarded Book depot-New Delhi, Edition 1987.*
- ✓ *R.Cauvery,U.K. Sudhanayak, M.Girija, N.Kruparani and R.Meenakshi – Micro Economic Theory - S. Chand & Co . Ltd, New Delhi, Edition, 1998.*
- ✓ *S.K.Agarwal –General Economics-S.Chand & Company Ltd. New Delhi, Edition 2007.*

Objectives:

1. To give a basic knowledge about the scope and limitations of statistics.
2. To help the students to solve the problems in various measures such as **central tendency, dispersion, correlation** and **regression analysis** in statistics.

Unit –I: Nature, Scope and Limitations of Statistics and Sampling Methods

Statistics – Meaning – Nature and **Scope of Statistics** - Limitations – Collection of Data – Primary and Secondary Data – Basic Sampling Methods – Simple random sampling – Stratified random sampling – Systematic sampling and Quota sampling.

Unit –II: Diagrammatic and Graphic representation

Diagrammatic representation – Types of bar diagram – Simple bar diagram- Sub - divided bar diagram – Multiple bar diagram – Percentage bar diagram - Pie diagram – Merits and Demerits – **Graphic representation** – Histogram - Frequency polygon – Smoothed Frequency Curve – Ogives – Merits and Demerits-

Unit –III: Measures of Central Tendency and Dispersion

Measures of Central Tendency – Mean – Median - Mode – Geometric Mean – Harmonic Mean-Measures of Dispersion – Range – Mean Deviation – Quartile Deviation - Standard Deviation – Co-efficient of Variation – Lorenz curve.

Unit –IV: Correlation and Regression

Correlation – Meaning – Types – Methods of measuring Correlation – Karl Pearson’s Co-efficient of Correlation – Spearman’s rank correlation – Simple linear regression analysis.

Unit –V: Skewness and Kurtosis

Measures of Skewness - Karl Pearson’s Co-efficient of Skewness - Bowley’s Co-efficient of Skewness – Kurtosis- Meaning –Measures of Kurtosis.

Books for Study

- S.P.Gupta –Statistical Methods – Sultan Chand Sons & Co, New Delhi 31 st Edition 2002.
- P.N.Arora, Sumeet Arora and Amit Arora – Elements of Statistical Methods- Sultan Chand Sons & Company Limited, Ram Nagar, New Delhi-110055, First Edition -2009.

Books for Reference

- ✓ R.S.N.Pillai and Bhagawathy – Statistics- Theory and Practice - Sultan Chand & Company Ltd, New Delhi-110055, Seventh Revised Edition -2008.
- ✓ P.N. Arora , Sumeet Arora and S.Arora – Comprehensive Statistical Methods - Sultan Chand & Company Limited, Ram Nagar, New Delhi-110055, First Edition -2007.

CODE: 15VEDa	VE-VALUE EDUCATION (வாழ்வியல் கல்வியும் மனித உரிமைகளும்)	SEM:I
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அலகு 1

வாழ்வியல் கல்வி – திறன் மேம்பாடும் உயர் பண்புகளும்

கல்வி, வாழ்வியல் கல்வியின் நோக்கம் - வாழ்வியல் கல்வியின் பரிணாம வளர்ச்சி - வாழ்வியல் கல்வியின் கூறுகள் - சுய முன்னேற்றம் - திறன் மேம்பாடு - உயர்பண்புகள் - தன்மதிப்பீடும் சுயபரிசோதனையும் - பாலினச் சமத்துவத்தை உளமாரப் பின்பற்றுதல் - மாற்றுத் திறனாளிகள், மனவளம் குன்றியோர், வயதில் பெரியவர்கள், அனுபவசாலிகள், சான்றோர்கள், குடும்ப உறுப்பினர்கள், அருகில் வசிப்பவர்கள், சுற்றத்தார், உடன் பணியாற்றுவோர் இவர்களுக்கு மதிப்பளித்தல் - நற்பண்புகளும் நடத்தை உருவாக்கமும் - உண்மை - ஆக்கத்திறன் - தியாகம் - நேர்மை - கட்டுப்பாடு - உதவி செய்யும் மனப்பான்மை - சகிப்புத்தன்மை - அறிவியல் கண்ணோட்டம்

அலகு 2

தேசிய, உலக முன்னேற்றத்திற்கான வாழ்வியல் கல்வி

தேசம், சர்வ தேசங்கள் குறித்த எண்ணங்கள் - நமது நாடு - அரசமைப்பு - மக்களாட்சித் தத்துவம் - சமதர்மம் - மதச்சார்பின்மை - சமத்துவம் - சமூக நீதி, தனியுரிமை - சுதந்திரமும் சகோதரத்துவமும் சமூகப் பண்புகள் - இரக்கம் மற்றும் நேர்மை, சுயகட்டுப்பாடு, உலகளாவிய சகோதரத்துவம் - தொழில் சார் பண்புகள் - அறிவு வேட்கை - தொழிலில் நேர்மை - முறைமை - காலந்தவறாமையும் நம்பிக்கையும் - மதம் சார்ந்த பண்புகள் - சகிப்புத்தன்மை, மெய்யறிவு,

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Page 10

நன்னடத்தை - அழகியல் பண்புகள் - இலக்கியம், நுண்கலைகள் ஆகியவற்றைப் பயில்தல், சுவைத்தல், மனதார்ப் பாராட்டுதல் மதித்தல், பாதுகாத்தல், தேசிய ஒருமைப்பாடும் சர்வதேசப் புரிதலும்.

அலகு 3

அறப்பண்புகள் மற்றும் வாழ்வியலில் உலகளாவிய பெருவளர்ச்சிகள் ஏற்படுத்தும் தாக்கங்கள்

பன்பண்பாட்டு முரண்பாடுகளின் தாக்கங்கள் - எல்லை தாண்டிய கல்வி - தொழில் சார்ந்த அறை கூவல்களும் சமரச இணக்கமும் - பொருளியல் சிந்தனைகள் - மக்கள் தொடர்புச் சாதனங்கள் - இளமை உணர்ச்சி வேக நடத்தையின் நவீன அறைகூவல்கள் - இல்லறமும் நல்லுணர்வும் - ஒப்பீடும் போட்டி இடுதலும் - நேர்மறை, எதிர்மறை எண்ணங்கள் - அகந்தை - சினம் - சுயநலம் - அறைகூவல்கள்

அலகு 4

உடல், உள்ள நலமும் நோய் தீர்க்கும் செயல்பாடுகளும்

உணவுப் பழக்கமும் உணவு முறைகளும் - பொருந்தும் உணவுகள் - பொருந்தா உணவுகள் - மனக் கட்டுப்பாடு - மனத்திண்மை - எளிய உடற்பயிற்சி - தியானம் - மனம், ஆன்மா சார்ந்த விளைவுகள் - யோகா - நோக்கங்கள் - வகைகள் - முறைகள் - ஆசனங்கள் - ஆசைகளை ஒழுங்குபடுத்துதல் - கவலை நீக்குதல் - சினம் தணிதல் - நெடுநீர், மறதி, சோம்பல் தவிர்த்தல் - தூக்கம் முறைப்படுத்துதல் - துக்கம், இழப்புகளை எதிர்கொள்ளல் - புகை, மது முதலானவைகளின் தீங்கு உணர்தல்- வாழ்த்துகளின் பயன்கள்

குறிப்பு : இந்த அலகு உடற்பயிற்சி - தியானம் - யோகா செய்முறைப் பயற்சிகளுடன் கூடியது.

அலகு 5 மனித உரிமை, மனித உரிமை கருத்துக்கள்

தேசிய மற்றும் பன்னாட்டுக் கண்ணோட்டங்கள் - மனித உரிமையின் பரிணாமம் - மனித உரிமையின் பரந்த வகைப்பாடுகள் வாழ்தற்கான உரிமை, சுதந்திரம், கண்ணியத்துடன் வாழ்வதற்கான உரிமைகள் - கலாச்சாரம் மற்றும் கல்விக்கான உரிமைகள் - பொருளாதார உரிமைகள் - அரசியல் உரிமைகள் - சமூக உரிமைகள் - பெண்கள் மற்றும் குழந்தைகளின் மனித உரிமை - சமூகப் பழக்கங்களும் அரசியலமைப்புப் பாதுகாப்புகளும்.

Code:15T202a	LC-II - செய்யுள் (பக்தி,இடைக்கால இலக்கியம்)தமிழ்ச் செம்மொழி வரலாறு, மொழிபெயர்ப்பியல், தமிழ் இலக்கிய வரலாறு	Sem:II
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அலகு - 1

தேவாரம் - திருஞானசம்பந்தர் திருவையாறு திருமுறைப் பதிகம் -3 “புலனைந்தும் பொறிகலங்கி” எனத் தொடங்கும் பதிகம், **திருமந்திரம்** - 10 பாடல்கள் ஒன்றவன்... (பாடல் எண் - 1), தீயினும்... (பாடல் எண் - 8), பிறப்பிலி... (பாடல் எண் - 25), வானின்று... (பாடல் எண் - 30), அப்பனை... (பாடல் எண் - 36), கல்லா அரசனும்... (பாடல் எண் - 238), வேட நெறி... (பாடல் எண் - 240), வேந்தன் உலகை... (பாடல் எண் - 245), அமுதூறும்...(பாடல் எண் - 248), தன்னையறியாது...(பாடல் எண் - 255). **நாலாயிரத் திவ்வியப் பிரபந்தம்** - குலசேகர ஆழ்வார் பெருமாள் திருமொழி - “ஊனேறு செல்வத் துடற்பிறவி” எனத்தொடங்கும் பாடல் முதல் 11 பாடல்கள் (677-687), **திருவிளையாடல் புராணம்** - திருநாட்டுச் சிறப்பு 20 பாடல்கள், **திருஅருட்பா** - பிள்ளைச் சிறு விண்ணப்பம் 3394 முதல் 3409 வரை 16 பாடல்கள்.

அலகு - 2

கலிங்கத்துப் பரணி - காடு பாடியது, **தமிழ் விடு தூது** - 179 ஆவது கண்ணி முதல் 198 ஆவது கண்ணி முடிய 20 கண்ணிகள், **குற்றாலக் குறவஞ்சி** - எங்கள் மலையே 5 பாடல்கள், **முக்கூடற்பள்ளு** 07 பாடல்கள் - **நாட்டுவளம்** -கோட்டு வளங்...(பாடல் எண் - 16), மேடையேறித்தன்... (பாடல் எண் - 17), கறைபட் டுள்ளது... (பாடல் எண் - 21), மீதுயர்ந் திடுங்.... (பாடல் எண் - 25), **நகர்வளம்** - கொண்டல் கோபுரம்... (பாடல் எண் - 19) கோதி மாமணி...(பாடல் எண் - 23) கார் பூத்த வண்ணனார்... (பாடல் எண் - 28)

அலகு - 3 தமிழ்ச் செம்மொழி வரலாறு

செம்மொழி விளக்கம் - செம்மொழி வரலாறு - உலகச் செம்மொழிகள் - இந்தியச் செம்மொழிகள் - செம்மொழிக்கான தகுதிகள் அல்லது செம்மொழிப் பண்புகள் - தமிழ்ச் செம்மொழி நூல்கள்.

பாடநூல் - தமிழ்ச் சொம்மொழி வரலாறு - முனைவர் மு.சாதிக்கபாட்சா, இராஜா பப்ளிகேசன், திருச்சி-23.

அலகு - 4 மொழிபெயர்ப்பியல்

ஒரு மடல்(கடிதம்) அல்லது ஒரு பத்தி ஆங்கிலத்திலிருந்து தமிழில் மொழிபெயர்த்தல்.

பாடநூல் - மொழிபெயர்ப்பியலும் மொழிபெயர்ப்புகளும் - மகிழினி பதிப்பகம், சென்னை- 106.

அலகு - 5 தமிழ் இலக்கிய வரலாறு

சமயமும் தமிழும், சிற்றிலக்கியங்கள், பக்தி இலக்கியங்கள், முத்தொள்ளாயிரம், சித்தர்கள், உரையாசிரியர்கள், இலக்கண நூல்கள், நிகண்டுகள்.

Objectives

1. To expose students to the wisdom and experience written in the form of prose, biographies and short stories
2. To familiarize students with various forms and functions of the English language

UNIT I

- 1.The Beauty Industry – *Aldous Huxley*
- 2.A Talk on Advertisement – *Herman Wouk*
- 3.On Seeing Films – *Anonymous*

UNIT II

- 1.Charlie Chaplin– *From his Biography*
- 2.Subash Chandra Bose – *M.L Ahuja*
- 3.Isaac Newton – *Colin Swatridge*

UNIT III

- 1.The Need for Excellence – *N.R.Narayana Murthy*
- 2.Travel by Train – *J.B.Priestly*
- 3.Tight Corners – *E.V.Lucas*

UNIT IV

- 1.Letter to Bapu from Generation Next – *Chetan Bhagat*
- 2.Human Rights and Legal Responsibilities – *Nani A.Palkhivala*
- 3.Cellphone Epidemic – *Claudia I.Haas*

UNIT V

- 1.Three Days to see – *Helen Keller*
- 2.The Four Brothers – *Walter De La Mare*
- 3.A Different Kind of Learning – *Jade Snow Wong*

Code:15E204	CC-III - Micro Economics –II	Sem:II
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Objectives:

1. To help the students to understand the price determination under perfect competition, monopoly and monopolistic competition.
2. To enable them to have a thorough knowledge about theories of rent, wages, interest and profit.

Unit-I : Price Determination under Perfect Competition

Market Structure – Classification of Markets - Perfect Competition – Meaning- Features - Short run & Long run - Price and Output Determination under Perfect Competition

Unit –II : Price Determination under Monopoly

Meaning – Features of Monopoly – Price and Output Determination under Monopoly - Price Discrimination - Meaning – Price Discrimination under Monopoly.

Unit –III: Monopolistic Competition

Monopolistic Competition – Features – Price and Output Determination under Monopolistic Competition - Selling Cost and Excess Capacity – Oligopoly – Meaning-Features-Kinked Demand Curve – Monopolistic Competition vs Joan Robinson’s Imperfect Competition.

Unit –IV: Theories of Rent and Wages

Theories of Rent – Ricardian Theory of Rent - Modern Theory of Rent – Quasi-rent –Theories of Wages – The Subsistence Theory of Wages – Wage Fund Theory-Marginal Productivity Theory of Wages.

Unit –V: Theories of Interest and Profit

Theories of Interest – Classical Theory of Interest – Neo-Classical’s Loanable Funds Theory – Modern Theory of Interest - Theories of Profit – Schumpeter’s Innovation Theory - Knight’s Uncertainty Bearing Theory.

Books for Study

- *H.L.Ahuja - Advanced Economic Theory – S. Chand & Co . Ltd, New Delhi, Edition, 2003.*
- *M.L.Seth - Principles of Economics –Lakshmi Narain Agarwal – Agra Edition 2001.*

Books for Reference

- ✓ *S.Sankaran –Micro Economics – Margham Publications – Chennai, 7 th Edition, Reprint 2000.*
- ✓ *Dutt & Sundaram –Micro Economics, S. Chand & Co Ltd, New Delhi, 7 th Edition, Reprint 1990*
- ✓ *Agarwal & M.M Verma – Micro Economics – Forwarded Book depot-New Delhi, Edition 1987.*
- ✓ *R.Cauvery, U.K.Sudhanayak, M.Girija, N.Kruparani and R.Meenakshi – Micro Economic Theory - S. Chand & Co . Ltd, New Delhi, Edition, 1998.*

Code:15E205A	AC-II - Statistical Methods	Sem:II
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Objectives:

1. To introduce different branches of statistics
2. To give a sound knowledge of statistics that is essential for the application.

Unit –I: Probability

Probability – Definition of Probability –Mathematical and Statistical Probability-Additive and Multiplicative Laws of Probability – Simple Problems.

Unit –II: Theoretical Distributions

Theoretical Distributions - Binomial – Meaning – Properties - Uses - Poisson – Meaning – Properties – Uses - Normal Distribution - Meaning – Properties – Uses – Simple Problems.

Unit-III: Test of Hypothesis

Test of Significance – Null Hypothesis – Alternative Hypothesis –Type I and Type II Errors - One tail and Two tail tests - Test of Significance for Proportion and Mean (One sample and Two sample tests) – Simple Problems.

Unit –IV: Test of Significance for Small Sample

Students‘ t’ Distribution – Meaning – Properties – Uses – Test the difference between two sample means – Test the difference between Population mean and Sample mean.

Unit-V: Association of Attributes and Chi-Square Test

Association of attributes – Meaning - Methods of Studying Association–Uses - Limitations – Chi-Square Distribution – Uses - Limitations.

Books for Study

- *S.P.Gupta – Statistical Methods – Sultan Chand Sons & Co, New Delhi 31 st Edition 2002.*

Books for Reference

- ✓ *R.S.N.Pillai and Bhagawathy – Statistics - Sultan Chand Sons & Co, New Delh, Edition -2007.P.N. Arora , Sumeet Arora and S.Arora – Comprehensive Statistical Methods - Sultan Chand Sons & Co, New Delh, First Edition -2007.*

Code:15E206A	AC-III –Statistics : Pertaining to Indian Context	Sem:II
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Objectives:

1. It helps the students to learn the Origin and Growth of Statistics in India.

2. It helps the students to understand data source and its methods of data collection in India. It helps the students to know the functions of National Sample Survey Organisation (NSSO) and Central Statistical Organisation (CSO).

3. It gives knowledge about the sources and uses of agricultural, industrial, vital and other basic statistics in India.

4. It enables the students to classify and tabulate the data.

5. It helps the students to understand the measurement and components of Time Series data.

Unit -I :Origin and Growth of Indian Statistics

Origin and Growth of Indian Statistics - Central Statistical Organization (CSO) - Functions- Divisions – Publications - National Sample Survey Organization (NSSO) - Functions – Publications.

Unit -II :Agricultural, Industrial and Population Statistics.

Agricultural Statistics – Land and Output – Forestry, Fisheries and Livestock Statistics -Industrial Statistics – Census of Manufacturing Industries (CMI) – Sample Survey of Manufacturing Industries (SSMI) - Annual Survey of Industry (ASI) - Population Statistics – Methods.

Unit III :Vital Statistics

Vital Statistics - Importance – Types - Crude Birth Rate (SBR) - Standard Death Rate (SDR) - Mortality Rate (MR) - Human Development Index (HDI) – Ranking - Critical Appraisal of Indian Statistics.

Unit IV: Classification and Tabulation

Classification of Data – Meaning - Types - Tabulation of Data – Types - Differences between Classification and Tabulation.

Unit V :Time Series

Time Series - Meaning – Components of Time Series - Measurement of Trend - Graphic Methods – Semi - Average Methods - Moving Average Methods - Uses of Time Series.

Books for Study

- *S.P. Gupta, Statistical Methods, Sultan Chand Sons & Co, New Delhi, 2002.*
- *R.S. N. Pillai and Bhagawathy, Statistics - Sultan Chand Sons & Co, New Delhi, 1990.*
- *P.C. Bansil, Agricultural Statistics in India – CBS Publishers and Distributors, New Delhi, 2002.*

Books for Reference

- ✓ *B.L. Agarwal, Basic Statistics, New Age International Publishers, Chennai, 2009.*
- ✓ *Reports from Statistics Department, Central and State Government, HDI Report of World Bank.*
- ✓ *P.C. Bansil, Agricultural Statistics in India – A Guide, Oxford and IBH Publishing Company, New Delhi, 1984.*

Code:15EVS	EVS -Environmental Science	Sem:II
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Objectives

To create awareness among the students about our environment, its values, and the need for protecting it for the well being of mankind in the months and years to come.

UNIT - I

Multidisciplinary nature of Environmental Science : Definition – Scope and importance. Natural resources: Land resources: Lands as resources and their uses – land degradation, soil erosion. Forest resources: Importance of forest resources - Major and minor forest produces – Need for afforestation – Water resources: Availability of surface and ground water – Importance of water conservation – Food resources: World food problems and possible solutions. Effect of modern agriculture.

UNIT - II

Mineral resources: Their availability and uses – environmental effects of extracting. Energy resources: Growing energy needs – renewable and non-renewable energy sources – Use of alternate energy sources – Case studies – Equitable use of resources for sustainable life styles.

UNIT-III:

Ecosystem: Concept – Structure and function of Grass land, Pond and Forest ecosystem – Food chains, food webs and Ecological pyramids. Biodiversity: Definition – Genetic, Species and Ecosystem diversity – Biogeographical classification of India – Values of Biodiversity – Biodiversity at global, national and local levels – India as a mega-diversity nation – Hotspots of Diversity – Threats to Biodiversity – Endangered and Endemic species of India – *In situ* and *Ex situ* conservation of biodiversity.

UNIT-IV:

Environmental pollution: Definition, Causes, effects and control measures of Air, Water, Soil, Marine, Noise, Thermal and Nuclear pollution – Solid Waste Management: Causes, effects and management of urban and industrial wastes.

UNIT-V:

Social issues and environment: Effects of deforestation, Construction of Dams, Mineral mining on environment – Natural disasters and their management: Floods, Earthquake, Cyclone and Landslides – Conflicts over water – Advantages of rainwater harvesting and watershed management – Environmental ethics – Case studies – Population explosion – Effects of population explosion on environment – Role of individual in preservation of environment.

List of Reference Books

- ✓ *Anon. 2000. Environmental Studies (U.G.C Syllabus), Periyar E.V.R College, Tiruchirapalli.*
- ✓ *Asthana, D.K., Meera, A. 2006. A Text Book of Environmental Studies for under graduate students. S.Chand & Company Ltd., New Delhi.*
- ✓ *Benny Joseph. 2005. Environmental Studies. Tata McGraw-Hill Publishing Company Ltd., New Delhi.*
- ✓ *Kumaraswamy, K., Alagappa Moses, A. and Vasanthi, M. 2004. Environmental Studies (A Text Book for all under graduate students). Bharathidasan University, Tiruchirapalli.*

Code:15XE21	SKBC-I- Human Resource Planning and Development	Sem: II
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Objectives:

1. To help the students to know the value of Human Resource and how it could be managed?
2. To make the students to understand how the **Human Resources are effectively utilized** for the growth of Indian Economic Development.
3. . The course enables the students to have a sound knowledge about the Human Resource Planning and Development.

Unit – I: Nature and Scope of Human Resource Management (HRM)

Human Resource Management - Meaning and Definition – Objectives- Functions – Difference between Personnel Management and HRM – Evolution and Development of HRM – Role and Benefits of HRM – **HRM in India.**

Unit – II : Human Resource Planning (HRP)

HRP - Definition and Meaning – Objectives - Importance - HRP Process - **Demand Forecasting and Supply Forecasting.**

Unit – III: Perception and Job Analysis

Perception – Factors influencing the Perception - Job Analysis – **Job Description – Job Specification.**

Unit – IV: Career Planning and Executive Development

Career Planning – Concepts of Career – Stages - **Career Development** – Executive Development – Concepts - Objectives- Organizational Development (OD).

Unit – V : Human Resource Development (HRD)

HRD - Concepts – Objectives - Need and Significance of HRD - Difference between HRM and HRD - **HRD in Indian Industries.**

Book for Study

- S. K. Bhatia, *HRM – A Comparative Advantage – Concepts, Strategies and Challenges*, Deep and Deep Publications, New Delhi, 2011.
- S. S. Khanka -*Human Resource Management – Text and Cases – S. Chand and Company Ltd., New Delhi, 2007.*

Book for Reference

- ✓ P. Subba Rao, *Personnel & Human Resource Management*, Himalaya Publishing House, Mumbai, 2005.
- ✓ C. B. Gupta, *Human Resource Management – Text and Cases*, Sultan Chand & Sons Pvt. Ltd., New Delhi, 2013.
- ✓ K. Aswathappa, *Human Resource & Personnel Management*, Tata Mac Graw Hill Publishing Co. Ltd, New Delhi, 2008.
- ✓ Lalitha Balakrishnan and Vidhya , *Human Resource Management*, Mumbai, 2011.

Code:15T303	LC-III-Tamil - செய்யுள் (காப்பியங்கள்), புதினம், தமிழ் இலக்கிய வரலாறு	Sem:III
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அலகு - 1

1. சிலப்பதிகாரம் - கணாத்திறன் உரைத்த காதை (80 வரிகள்)
2. மணிமேகலை - ஆபுத்திரன் திறன் அறிவித்த காதை (115 வரிகள்)

அலகு - 2

1. கம்பராமாயணம் - இரணியன் வதைப் படலம் (56 பாடல்கள்)
2. பெரியபுராணம் - இளையான் குடி மாறனார் புராணம் (27 பாடல்கள்)
3. சீறாப் புராணம் - பாந்தள் வசனித்தப் படலம் - (18 பாடல்கள்)

அலகு - 3

1. இராவண காவியம் - தமிழகக் காண்டம் - (தலைமக்கள் படலம்-28 பாடல்கள்)
2. இயேசு காவியம் - (உவமை வழிச் செய்தி முழுவதும்)

அலகு - 4 புதினம்

பாடநூல்

சக்கை, கலைச் செல்வி, என்.சி.பி.எச். வெளியீடு, சென்னை - 600 098.

அலகு - 5 தமிழ் இலக்கிய வரலாறு

காப்பியங்கள் - ஐம்பெருங்காப்பியங்கள், ஐஞ்சிறு
காப்பியங்கள், பிறகாப்பியங்கள் நாவல் - தோற்றம், வளர்ச்சி,-அயல்
நாடுகளில் தமிழ்.

Code:15H303	ELC-III–English for Employability	Sem:III
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OBJECTIVES:

To expose students to the language items tested in the competitive examinations in order to strengthen their employability traits

To familiarize students with different forms of multiple choice and descriptive type questions

UNIT I

Spellings

Vocabulary – Synonyms and Antonyms

UNIT II

Spotting Errors

Errors and How to Avoid Them

UNIT III

Reading Comprehension

Jumbled Sentences

UNIT IV

Words often confused

Idioms and Phrases & Phrasal Verbs

Dialogue Writing

UNIT V

Public Speaking

Interview skills and Group Discussion

Letter Writing & CV Writing

Report Writing

Paragraph and Essay Writing

Code:15E307	CC-IV -Macro Economics-I	Sem:III
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Objectives:

1. To help the students to know the nature and scope of macro economics, circular flow of income, the concepts of National Income and its accounting.

2. To enable the students to understand how the *economic ideas help to understand the economy.*

3. To help them to know the concepts of *Effective Demand and Consumption Function.*

Unit – I: Nature and Scope of Macro Economics

Macro Economics – Meaning - Nature and Scope – Importance of Macro Economics- Limitations - Positive and Normative Economics - Stock and Flow concepts.

Unit – II: Circular Flow of Income and National Income Accounting

Circular Flow of Income – Two Sector Model and Three Sector Model - *National Income* – Meaning – Concepts of National Income – GNP, NNP, PI, DPI, PCI – Methods of calculating National Income.

Unit -III: Classical Theory of Employment

Classical Theory of Employment – Assumptions- Employment and Output Model - Say’s Law of Market – Wage Cut Theory – Criticism of Classical theory.

Unit –IV: Keynes’ Theory of Employment

The Principles of Effective Demand- Meaning- Determination of Effective Demand- Importance of Effective Demand –Aggregate Demand and Aggregate Supply - Keynes under employment equilibrium - Assumptions - Criticism.

Unit -V: Consumption Function

Theories of Consumption Function – Meaning – *Keynes’s Psychological Law of Consumption* –The Relative Income Hypothesis - Permanent Income Hypothesis and Absolute Income Hypothesis.

Books for Study

- *H.L.Ahuja –Macro Economics Theory and Policy – Advanced Analysis – S. Chand & Company Ltd, New Delhi -20th Edition, 2007.*
- *S.Sankaran- Macro Economics – Margham Publications Chennai –Edition, 2006.*
- *M.L.Jhingan- Macro Economics Theory-Konark Publishers Pvt Ltd,New Delhi. Edition,1987.*

Books for Reference

- ✓ *M. L. Seth – Macro Economics - Lakshmi Narain Agarwal Educational Publishers, Agra –11th Edition 1990.*
- ✓ *R.Cauvery and Others- Macro Economics-Sultan Chand &Company Ltd-1st Edition 1995.*
- ✓ *K.R.Gupta,R.K.Mandal and Anitha Gupta –Macro Economics-Atlantic Publishers, New Delhi-7th Edition 2008.*
- ✓ *Willis L. Peterson – Principles of Economics – Maco- New Print India Pvt Ltd. New Delhi- 7th Edition,1989.*
- ✓ *M.C. Vaish- Macro Economic Theory – Vikas Publishing House-Pvt Ltd- New Delhi, 3rd enlarged edition-1973.*

Code:15E308	CC-V -Monetary Economics	Sem:III
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Objectives:

To help the students to understand the concepts of inflation, deflation and trade cycle.

To enable them to have a thorough knowledge about the banking.

Unit – I : Theory of Money

Money - Definitions – Functions of Money – Value of Money – Quantity theory of Money – Fisher’s Transaction Approach – Keynes’s Theory of Money and Prices.

Unit – II : Inflation and Deflation

Inflation and Deflation – Meaning – Types – Causes – Effects and Remedies – Inflationary and Deflationary gaps.

Unit – III: Trade Cycle

Trade cycle – Meaning – Phases – Theories of trade cycle – Monetary theory – Hawtrey, Von Hayek – Non-Monetary theory – Sun-spot or Climatic theory – Psychological theory – Keynes’s theory – Schumpeter’s innovation theory.

Unit – IV: Monetary Policy

Monetary Policy – Meaning – Objectives – Instruments - Limitations of Monetary Policy – Recent Monetary Policy and RBI.

Unit – V: Banking

Commercial Banks – Functions – Shortcomings of Commercial Banks - Credit Creation – Reserve Bank of India – Functions – Quantitative & Qualitative Methods of Credit Control – NABARD and Rural Development.

Books for Study

- *K.P.M Sundaram – Money, Banking & Trade – Sultan Chand & Sons – New Delhi, 34th Edition- 1997.*
- *S.Sankaran – Monetary Economics – Margham Publication – Chennai – 2nd Edition -1984.*

Books for Reference

- ✓ *M.C. Vaish - Monetary Economics - Ratan Prakashan Mandir – Agra – Edition 1968.*
- ✓ *M.L. Seth – Monetary Economics – Lakshmi Varain Agarwal – Agra – 7th Edition- 2001.*
- ✓ *D.M. Mithani – Monetary Economics –Vora & Co publishers Pvt Ltd, Mumbai –Edition-1976.*
- ✓ *M.L . Jhinghan – Monetary Theory – Konark Publishers Pvt Ltd – Edition-1989.*
- ✓ *S.K.Agarwal –General Economics-S.Chand & Company Ltd. New Delhi, Edition 2007.*

Code:15E309A	AC-IV - Rural Marketing in India	Sem:III
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Objectives:

1.To help the students to know the **characteristics of Rural Market.**

2.To make the students to understand the **Rural Marketing Mix and Strategies in Rural Marketing.**

Unit I: Nature, Scope of Rural Marketing and Rural Consumer Behavior

Rural Market – Meaning and Characteristics of Rural Market - Rural Marketing – Meaning – Nature and Scope - Market share of Companies in Rural Market - Share of Consumer Goods in Rural and Urban Markets - Consumer Behaviour – Meaning - Factors that influence consumer behavior.

Unit II: Exploring the growth of Rural Market and Rural Marketing Research

Growth and Development of Rural Market –Need for exploring the Rural Market – Problems in Rural Marketing- Methods of Motivating Rural Consumers – Marketing Research –Meaning – Need for Marketing Research - Scope of Marketing Research – Challenges in Rural Marketing Research – Rural Marketing Agency.

Unit III: Rural Market Segmentation and Rural Marketing Mix

Market Segmentation - Need for Rural Market Segmentation – Basis of Market Segmentation- Rural Marketing Mix - Meaning - Features 4 Ps - 4As in Marketing

Unit IV: Strategies in Rural Marketing

Product Strategies - Pricing Strategies- Distribution Strategies - Promotion Strategies

Unit V: Agricultural Marketing

Features of Agricultural Commodities – Defects in the Agricultural Marketing System in India - Measures to improve the Agricultural Marketing System.

Books for Study

- *Introduction to Rural Marketing – R.Krishnamoorthy - Himalaya Publishing House-Mumbai-400004- Reprint-2013.*
- *Rural Marketing in India – K.S.Habeeb-W Rahuman –Himalaya Publishing House-Mumbai-400004- Reprint-2011*
- *Rural Marketing: Environment, Problems and Strategies - T.P.Gopalasamy- Vikas Publishing House Pvt Limited-Noida-201301- Third Edition-2009.*

Books for Reference

- ✓ *Rural Marketing: Strategies and Challenges – Ruchika Ramakrishnan – New Century Publications- New Delhi-110004 – First Edition-2006.*
- ✓ *Rural Marketing :Targeting the Non- Urban Consumer- Sanal Kumar Velayadhan- Response Business books from SAGE, B1/ 11, Mohan Cooperative Industrial area, Mathura Road, New Delhi-Second Edition-2007.*
- ✓ *Consumer Behaviours and Rural Marketing in India- Meenu Agarwal- New Century Publications,488/ 24, Bharat Ram Road, New Delhi-11002- First Edition-2009*
- ✓ *Rural Marketing- Dr. Ravindranath V.Bedi, Narayansa V.Badi- Himalaya Publishing House-Mumbai-400004- Reprint-2012.*

Code:15GS	GS-Gender Studies (Self study)	Sem:III
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Objectives:

1. *To make boys and girls aware of each others strengths and weakness.*
2. *To develop sensitivity towards both genders in order to lead an ethically enriched life.*
3. *To promote attitudinal change towards a gender balanced ambience and women empowerment.*

Unit-I : Concepts of Gender

Sex – Gender- Biological Determination – Patriarchy -Feminism- Gender Discrimination- Gender Division of Labour – Gender Stereotyping- Gender Sensitivity – Gender Equity – Gender Equality- Gender Mainstreaming – Empowerment.

Unit –II: Women’s Studies vs. Gender Studies

UGC’s Guidelines –VII to XI Plans – Gender Studies: Beijing Conference and Convention on the Elimination of All forms of Discrimination against Women (CEDAW) - Exclusiveness and Inclusiveness.

Unit –III: Areas of Gender Discrimination:

Family – Sex ratio – Literacy - Health – Governance- Religion- Work Vs Employment –Market-Media –Politics –Law – Domestic Violence-Sexual Harassment – State Policies and Planning.

Unit –IV: Women Development and Gender Development

Initiatives- International Women’s Decade – International Women’s Year –National Policy for Empowerment Year 2001 – Mainstreaming Global Policies.

Unit –V : Women’s Movement and Safeguarding Mechanism in India

National Commission for Women (NCW) – All Women Police Station- Family Court- Domestic Violence Act – Prevention of Sexual Harassment at Work Place- Supreme Court Guidelines – Maternity Benefit Act –Pre-natal Diagnostic Act - Hindu Succession Act 2005- Eve Teasing Prevention Act – Self Help Group -73rd and 74th Amendment Act for PRIS.

Book for Study

- *N.Manimekalai and S.Suba –Gender Studies- Bharathidasan University- Trichirappalli-620024.*

Reference Books

- ✓ *V.S. Gurusamy- Empowerment of Women in India – New Century Publications-New Delhi-First Edition-2008.*

Code:15XE32	SKBC-II - Wage, Salary Administration and Industrial Relations	Sem: III
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Objectives:

1. To enable the students to have a thorough knowledge about Wage and Salary administration in an organization.

2. To help the students to understand the importance of maintaining a cordial relationship between the workers and the management in the organization.

Unit – I : Performance Appraisal

Performance Appraisal – Definition – Objectives – Importance - Techniques or Methods – Potential Appraisal - Self Appraisal.

Unit – II: Wage and Salary Administration

Wage and Salary Administration – Significance - Objectives - Wage Legislation in India- Machinery for wage determination-Factors influencing Compensation.

Unit – III: Worker’s Participation in Management and Social Security

Worker’s Participation in Management (WPM) – Definition – Objectives - Forms of WPM - WPM in India – Social Security – Concepts -Types - Social Security Measures in India.

Unit – IV: Industrial Relations (IR) and Industrial Disputes (ID)

Industrial Relations – Concepts – Objectives-Importance - Causes for poor IR - IR in India - Industrial Disputes – Concept - Causes - Industrial Disputes in India,

Unit – V: Trade Union

Trade Union – Meaning - Problems of Trade Union in India - Measures to Strengthen the Trade Union -Trade Union Movement in India – International Human Resource Management.

Book for Study

- *S. K. Bhatia, HRM – A Comparative Advantage – Concepts, Strategies and Challenges, Deep and Deep Publications, New Delhi, 2011.*
- *S. S. Khanka, Human Resource Management – Text and cases – S. Chand and Company Ltd., New Delhi, 2007.*
- *P. Subba Rao, Personnel & Human Resource Management, Himalaya Publishing House, Mumbai, 2005.*

Book for Reference

- ✓ *C. B. Mamoria, Satish Mamoria and S. V. Gankar, Himalaya Publishing House, New Delhi, 2003.*
- ✓ *S. C. Srivastava, Industrial Relations & Labour Law, Vikas Publications, New Delhi, 2005.*

Code:15T404	LC-IV- செய்யுள் (பழந்தமிழ் இலக்கியம்), நாடகம், தமிழ் இலக்கிய வரலாறு, கட்டுரை வரைவியல்	Sem:IV
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அலகு - 1

குறுந்தொகை - 05 பாடல்கள்

1. “நள்ளென் றன்றே” (பாடல் எண்- 6)
2. “கழனி மாஅத்து விளைந்துகு” (பாடல் எண் -8)
3. “கான மஞ்சை ...” (பாடல் எண் - 38)
4. “யாயும் யாயும்” (பாடல் எண் - 40)
5. “கடும்புனல் தொடுத்த ...” (பாடல் எண் - 103)

ஐங்குறுநூறு - மருதம் - வேழப் பத்து -10 பாடல்கள்

அகநானூறு - 05 பாடல்கள்

1. “அன்னாய வாழிவேண் டன்னை” (பாடல் எண் - 68)
2. “சிலம்பிற் போகிய ...” (பாடல் எண் - 302)
3. “பெரும் பெயர் மகிழ்ந பேணா ...” (பாடல் எண் - 306)
4. “நீலத் தன்ன நீர்பொதி ...” (பாடல் எண் - 314)
5. “சாரல் யாஅத்து உயர்சினை ...” (பாடல் எண் - 337)

புறநானூறு - 05 பாடல்கள்

1. “நளியிரு முந்நீர் ஏணியாக ...” (பாடல் எண் 35)
2. “பாணன் சூடிய...” (பாடல் எண் 141)
3. “உற்றுழி உதவியும்....” (பாடல் எண் 183)
4. “கேட்டன் மாத்திரை யல்லதி யாவதும்....” (பாடல் எண் 216)
5. “யாதும் ஊரே...” (பாடல் எண் 192)

அலகு - 2

திருக்குறள் 2 அதிகாரங்கள் -- ஊக்கமுடைமை , அவையடக்கம்

இனியவை நாற்பது - 10 பாடல்கள்

1. கற்றல் சான்றோரைச் சார்தல் - (பாடல் எண் 1)
2. அன்பும் நிலவும - (பாடல் எண் -9)
3. குழந்தை அவையஞ்சாமை-(பாடல் எண்-12)
4. கற்றது உரைத்தல் பழகுதல் (பாடல் எண் -16)
5. துறவிகளின் இயல்பு - (பாடல் எண்-18)
6. புறங்கூறாமை (பாடல் எண் - 19)
7. வழங்கல் நல்லோராய் வாழ்தல் (பாடல் எண் -22)
8. செய்ந்நன்றி அடைக்கலம் வெளவாமை (பாடல் எண் -30)
9. இரவுப்பயணம், நற்பேச்சு வேண்டா நட்பு (பாடல் எண் -34)
10. கல்விக்கு நிகரான இனியது இல்லை (பாடல் எண் - 40)

நல்வழி – 10 பாடல்கள் (பாடல்)

1. காலம் அறிந்து செய்க (பாடல் எண் -4)
2. பேராசை கூடாது – (பாடல் எண் - 6)
3. குடிபிறந்தார் வறுமையிலும் உதவுவார் (பாடல் எண் -9)
4. சிவாய நமவென்று - (பாடல் எண் - 15)
5. உயர் நோக்கம் இன்மை – (பாடல் எண் -19)
6. வஞ்சனை யில்லார்க்கு வாழ்வு சிறக்கும் - (பாடல் எண்- 21)
7. மன அமைதி வேண்டும் - (பாடல் எண் -28)
8. பொருள் இருக்கும் போதே அறம் செய்க (பாடல் எண்-32)
9. வன்சொல்லும் இன்சொல்லும் - (பாடல் எண்-33)
10. உண்மை நிலை – (பாடல் எண் 38)

திரிகடும்– 10 பாடல்கள்

1. “கல்லார்க்கு இன்னாய...”(பாடல் எண் - 3)
2. “தொல்லவையுள் தோன்றுங் ...”(பாடல் எண் - 8)
3. “பெருமை யுடையா...” (பாடல் எண் - 9)
4. “கணக்காயர் இல்லாத...”(பாடல் எண் – 10)
5. “விளியாதான் கூத்தாட்டுக்...”(பாடல் எண் – 11)
6. “ஆசை பிறன்கட்...”(பாடல் எண் – 20)
7. “சிலசொற் பெருந்தோள்....”(பாடல் எண் - 47)
8. “காவோ டறக்குளந்...”(பாடல் எண் – 70)
9. “கயவரைக் கையிகந்து ...” (பாடல் எண் - 77)
10. “பத்திமை சான்ற...”(பாடல் எண் - 100)

அலகு – 3 நாடகம்

பாடநூல் - பிசிராந்தையார் - பாரதிதாசன், தமிழ் நாதன் பதிப்பகம், சென்னை – 110

அலகு – 4 தமிழ் இலக்கிய வரலாறு

சங்க காலம் - சங்க இலக்கியங்கள், சங்க காலம் பொற்காலம், சங்க மருவிய காலம் - கீழ்க்கணக்கு நூல்கள் தொல்காப்பியம், அகத்தியம், பிற்காலப் புலவர்கள், நாடகம் தோற்றம் வளர்ச்சி.

அலகு – 5 கட்டுரை வரைவியல் - பொதுக்கட்டுரை

பாடநூல் - பொதுக்கட்டுரைகள், மகிழினி பதிப்பகம், சென்னை-106.

பாடநூல்கள்

செய்யுள் திரட்டு (நான்கு பருவங்கள்), தமிழ்த்துறை வெளியீடு.

தமிழ் இலக்கிய வரலாறு, மு.அருணாசலம், இராஜா வரதராஜா, அருண் பதிப்பகம், திருச்சி-1. (2017-2018 கல்வியாண்டுக்கு).

Objectives

1. To expose students to the creative use of the English language and make them appreciate it
2. To familiarize students with various forms and styles of writing in English

UNIT I --- British Poetry

1. Incident of the French Camp – *Robert Browning*
2. Ozymandias – *P.B.Shelley*
3. Lotus Eaters – *Alfred Tennyson*

UNIT II --- Indian Poetry in English

1. Where the Mind is Without Fear – *Rabindranath Tagore*
2. Very Indian Poem in Indian English – *Nissim Ezekiel*
3. On Killing a Tree – *Gieve Patel*

UNIT III --- American Poetry

1. Brahma – *Ralph Waldo Emerson*
2. Stopping by Woods on a Snowy Evening – *Robert Frost*
3. Strange Meeting – *Wilfred Owen*

UNIT IV --- Poetry from the Third World and Indian Fiction

- Australia – *A.D.Hope*
Telephone Conversation – *Wole Soyinka*
Five Point Someone – *Chetan Bhagat*

UNIT V --- One Act Plays

- The Rising of the Moon by *Lady Gregory (One-act play)*
Little Man by *John Galsworthy (One-act play)*
Seven Slaves – *A.Ball (One-act play)*

Code: 15E410	CC-VI –Macro Economics-II	Sem:IV
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Objectives:

1. To help the students to understand the basics of the economy such as *investment, supply of money and demand for money*
2. To enable the students to understand the concepts of *multiplier and accelerator.*

Unit – I: Investment Function

Investment - Meaning of Capital and Investment- Types of Investment- Induced and Autonomous Investment- Determinants of Investment – Marginal Efficiency of Capital (MEC) –Meaning and its importance- Relationship between MEC and MEI

Unit – II: Multiplier and Acceleration Principle

Multiplier – Concept - Meaning – Assumptions - **Working of Employment Multiplier** – Leakages of Multiplier – Accelerator – Concept - Meaning – Operation of the Acceleration- Multiplier and Accelerator interaction(Super Multiplier)

Unit – III: Supply of Money

Money Supply- Definition - Supply Theory of Money - Determinants of the money supply- Changes in Money Supply - Main Systems of Note Issue- The Velocity of Circulation of Money

Unit -IV: The Demand for Money

Classical approach- Liquidity Preference Theory- Liquidity Trap - Post Keynesian Money Theory – General Equilibrium - IS-LM Function

Unit –V: Theory of Economic Growth and Its Models

Growth- Meaning of Growth and Economic Development- Traditional View and Modern View – Measurement of growth – The Harrod – Domar Model- Solow Model.

Books for Study

- *H.L.Ahuja –Macro Economics Theory and Policy – Advanced Analysis – S. Chand & Company Ltd, New Delhi -20th Edition, 2007.*
- *S.Sankaran- Macro Economics – Margham Publications Chennai –Edition, 2006.*
- *M.L.Jhingan- Macro Economics Theory-Konark Publishers Pvt Ltd,New Delhi. Edition,1987.*

Books for Reference

- ✓ *M. L. Seth – Macro Economics - Lakshmi Narain Agarwal Educational Publishers, Agra –11th Edition 1990.*
- ✓ *R. Cauvery and others - Macro Economics - Sultan Chand & Company Ltd- 1st Edition 1995.*
- ✓ *K.R.Gupta, R.K.Mandal and Anitha Gupta - Macro Economics - Atlantic Publishers, New Delhi,2008.*

Code: 15E411A	AC -V – Marketing Management	Sem:IV
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Unit-I: Marketing Management

Marketing Management -Meaning – Objectives - **Functions** - Management Process –Opportunities for Marketing Success - Marketing Management Responsibilities - **Marketing Planning Process** - Marketing Organisation – Forms - Responsibilities of Marketing Manager.

Unit-II: Personal Selling and Advertising

Personal Selling – Meaning – Objectives - Qualities of a good salesman - Advertising Meaning – Features - Importance of Advertising – Strength and Weakness of Advertising - Advertising Media - Advertisement agency

Unit-III: Sales Management

Sales Management – Functions - Duties - Responsibilities of the Sales Manager - Management of Sales Force – Importance of Right Selection - Problems of Sales Management.

Unit –IV: Managing Distribution Channels

Channels of Distribution – Definition – Types - Direct Channel - Middlemen in Distribution - Functions of Middlemen - Wholesaler-Meaning - Services of Wholesalers- Retailer – Meaning - Services of Retailer.

Unit –V: Physical Distribution

Physical Distribution - Meaning - Types - Components - Importance of Distribution Management – Warehouses – Functions – Classification - Advantages.

Books for Study:

- *S.A.Sherlekar –Marketing Management- Himalaya Publishing House-Mumbai – 400004-Revised Edition-2006.*
- *Kathiresan&Raha- Marketing Management- Prasanna Publications-Chennai- Edition-2003.*

Reference Books:

- ✓ *C.B.Mamoria and Satish Mamoria – Marketing Management- Himalaya Publishing House- Edition-2005.*

Code: 15E412A	AC-VI- International Business Environment	Sem: IV
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Objectives:

1. To make the students to know about the nature of international business and the structure of multinational corporations.
2. To help the students to understand the foreign trade procedures.

Unit-I :Nature and Evolution of International Business

International Business – Meaning - Nature of International Business - Difference between Domestic business and International business - Evolution of International Business - Goals of International Business – Advantages and Problems of International Business.

Unit-II :International Environment

International Environment - Introduction – Socio Cultural Environment – Technological - Economical - Political - Cross - Cultural Solutions for International Business.

Unit-III :Multinational Corporation

Definition–Concept–Factors contributed for the growth of MNCs – Advantages and Disadvantages of MNCs - Organisational Structure of MNCs - MNCs in India.

Unit – IV: Foreign Trade Procedures

Export and Import Procedures - Financing Techniques and Export Promotion.

Unit-V :Social Responsibility and Future of International Business

Social Responsibility and Ethics in International Business – Arguments against Social Responsibility –Future of International Business – Challenges of International Business.

Books for Study

- *S.K.Misra, V.K.Puri – Economic Environment of Business – Himalaya Publishing House, Mumbai-Reprint 2007.*
- *Sumati Verma –International Business – Published by Ane's Pvt Ltd– Student Edition - 2010.*

Books for Reference

- ✓ *Kathiresan and Dr.Radha–Business Environment and Management–Prasanna Publishers – Chennai, 1ST Edition -2001.*
- ✓ *P.Subba Rao - International Business – Text and Cases- Himalaya Publishing House, Mumbai-Edition -2013..*
- ✓ *V.K.Bhalla- S.Chand and Company Pvt Ltd- Chennai- First Edition-2013.*

Code: 15SSC	SSC-Soft skills course	Sem-IV
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Objectives:

“Soft skills” or behavioral skills are those that are crucial to an employee’s ability to work “smarter”. A survey of employers has revealed a list of specific “soft skills” that they believe as essential for employees. The skills most frequently mentioned for fresh entrant engineers are English communication, knowing how to learn; competence in reading, writing, effective listening and oral communication skills; grammar and vocabulary; and initiative; interpersonal skills; the ability to work in teams, Knowledge of industry.

Unit I

Importance of Spoken English: Indian and Global Context; Native and NonNative Accents of English and Issue of Intelligibility

Aspects of English Pronunciation: Individual sounds: Vowels and Consonants

Unit II

- Features of Connected Speech: Word Stress, Rhythm and Intonation
- Fluency in Spoken English: Rate of Speaking, Volume of Voice, Pitch, Articulation, Clarity of Expression, Lack of Hesitation, Confidence
- Speaking Politely in English: Use of Can, Could, May, Might, Will, Would, Expressing Requests, Gratitude, Compliments, Agreement, Disagreement

Unit III

Definition and Functions of Communication, Types of Communication: Interpersonal (Dyadic), Group Communication, Mass Communication

- Maxims of Good Conversation

Unit IV

- Characteristics of Competent Speaker
- Styles of Speaking
- Interview and Group Discussion

Unit V

- Speaking with Confidence: Speech Anxiety, Ways to Overcome Speech
- Anxiety, Building Credibility as a Speaker: Competence, Character, Charisma
- Situational Conversations: Meeting People, Greetings, Introducing Yourself,
- Introducing People, Saying Thanks

Code: 15E513	CC-VII –History of Economic Thought	Sem:V
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Objectives:

To help the students to understand the different schools of Economic thought

To help them to know about the contributions of Nobel Laureates in Economics

Unit - I: Nature and Scope of Economic Thought and Pre - Classical Economic Ideas

Nature and Scope of Economic Thought - Economic ideas of Kautily's and Thiruvalluvar - Mercantalism – Meaning – Causing and Shaping Mercantilism – Main ideas of Mercantalism – Thomas Mun - Criticism - Physiocracy – Meaning – Factors responsible for the Physiocracy – Physiocratic Doctrines –Criticism.

Unit - II: Classical ideas

Classical ideas – Adam Smith – T. R .Malthus – David Ricardo – J.B. Say – J. S. Mill.

Unit - III: Different Schools of Economic Thought

Institutional School – Veblen - Neo–Classical School – Alfred Marshall - Scientific Socialism – Karl Marx - J.M. Keynes -Welfare Economics – Pigou – Pareto and Hicks.

Unit-IV: Indian Political Scientists

Contribution of Indian Political Scientists – G.K. Gokhale – Ranade – Naorogi – R .C. Dutt – Gandhian Economic Thought - Jawaharlal Nehru.

Unit -V: Contribution of Nobel Laureates

Contribution of Nobel Laureates in Economics – Paul Samuelson – J.R. Hicks – Friedman – Wassily Leontief – Amartya Sen.

Books for Study

- *V. Loganathan – A History of Economic Thought - Shultan Chand & Sons, New Delhi, Edition- 2010.*
- *S. Sankaran – A History of Economic Thought – Margham Publications, Madras, Edition -2000.*
- *S.K. Srivastava- History of Economic Thought - Shultan Chand & Sons, New Delhi, Reprint- 2002.*

Books for Reference

- ✓ *T.N. Hajela - History of Economic Thought – Ane Books India – New Delhi -110002- 17 th Edition-2008.*
- ✓ *H.L. Bhatia - History of Economic Thought – Vikas Publishing House Pvt Ltd, Edition - 2006.*
- ✓ *B.N.Gohosh, Rama Ghosh – Concise History of Economic Thought- Himalaya Publishing House – Mumbai-400004- Reprint-2006.*

Code: 15E514	CC-VIII - Fiscal Economics	Sem: V
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Objective :

1. To help the students to understand the nature and scope of public finance.
2. To enable them to have a thorough knowledge about the source of revenue of the central and state governments.
3. To make the students to understand the effects of tax cuts, budget déficits and welfare policies.

Unit-I : Nature and Scope of Public Finance

Nature and Scope of Public finance – Difference between Public finance and Private finance - Dalton’s principle of maximum social advantage –Public Goods and Externalities.

Unit- II : Public Expenditure

Public expenditure – Scope - Classification - Canons - Theories of Public expenditure - Causes for the Growth of Public expenditure – Effects of Public expenditure - Control of Public expenditure.

Unit-III: Public Revenue

Meaning – Sources of Public Revenue - Tax Revenue - Non-Tax Revenue - Objectives of Taxation – Canons of Taxation- Characteristics of a good Tax System - Direct and Indirect Taxes – Progressive, Proportional and Regressive Taxes -Theories of taxation – Effects of taxation.

Unit-IV: Shifting and Incidence of tax and Taxes of the Central and States

Shifting and Incidence of taxes – Meaning - Factors affecting Incidence of tax -- Taxes of the Central and States - Income tax – Wealth Taxes - Customs and Excise duties - Sales tax – Value added tax – Agricultural Income Tax.

Unit- V: Financial Administration

Public debt – Meaning - Causes - Classification - Effects - Management of Public debt - Redemption of Public debt - Burden of Public debt - Finance Commission – Functions - Recommendations of Recent Finance Commission - Local finance - Current Budget of the Union Government - Fiscal policy.

Books for study

- *Dr.B.P.Tyagi - Public Finance- Jai Prakash Nath & Company- Meerut 42nd Edition 2003-04*
- *Dr.S.Sankaran-Fiscal Economics-Shree Karthikeyan Publishing Company–Chennai 1st Edition1985.*
- *John Kennedy-Public Finance- PHI Learning Pvt Ltd, New Delhi – Edition-2012.*

Books for Reference

- ✓ *K.P.M.Sundharam & K.K.Andley - Public Finance Theory &Practice - Sultan & Sons Company Ltd 15th Edition -1998.*

Code: 15E515	CC-IX -Tourism Economics	Sem:V
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Objectives:

1. To help the students to know the importance of tourism, classification of tourism and tourism accommodation in India.

2. To make the students to understand the importance, functions of travel agents and Tourism Organisation in India.

Unit: I: Scope of Tourism and Classification of Tourism

Meaning and Definition of Tourism - Objectives of Tourism - Scope and Importance of Tourism –Tourism System- Transnational and Domestic Tourist - Mass Tourism - Social Tourism - Group Tourism - Eco Tourism –Business Tourism- Health Tourism.

Unit-II : Tourism Accommodation

Hotels - Types of Hotels – International Hotel - Resort Hotel - Commercial Hotel -Classification of Hotel - Price level - Major Hotel Chains in India - Heritage Hotels.

Unit-III : Travel Agents and Tour Operator

Tour Operator – Meaning - Importance of Travel Agents - Functions of Travel Agents -Tourist Guides - Role and Importance.

Unit- IV: Tourism Organisation in India

Tourism Organisation in India - India Tourist Development Corporation (ITDC) - Activities and Functions - Tamil Nadu Tourist Development Corporation (TTDC) - Activities and Functions - Department of Tourism (DOT) - Activities and Functions - National Tourist Organisation (NTO) - Activities and Functions -World Tourist Organisation (WTO) - Activities and Functions-Festivals of Tourism in India and Tamil Nadu.

Unit- V: Tourism Marketing

Meaning – Tourism Marketing Strategy – Tourism Marketing Research – Marketing Mix for Tourism - Advertising and Promotion of Tourism – Tourism Marketing in Indian Environment.

Books for Study

- *A.K.Bhatra -Tourism - Development, Principles and Practices - Sterling Publishers Pvt Ltd, New Delhi –Third Edition -2004.*
- *S.M.Jha -Tourism Marketing – Himalayan Publishing House – New Delhi-Second Edition -2004.*

Books for Reference

- ✓ *Tourism Travel and Management – Biswanth Ghosh – Vikas Publishing House – New Delhi- Second Edition -2004.*
- ✓ *International Tourism and Travel – Jagmohan Negi – S.Chand and Chand Company Ltd, New Delhi, First Edition – 2004.*
- ✓ *Tourism Operation and Management-Sunetra Roday, Archana Biwal, VandanaJoshi-Oxford University Press - New Delhi-110001-1st Edition - 2009.*
- ✓ *Basics of Tourism Management-Suddhendu Narayan Misra, Sapan Kumar Sadual, Excel Books, New Delhi-110028-1st Edition-2008.*

Code: 15E516	CC-X -Rural Industrialization	Sem:V
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Objectives:

1. To enable the students to know the **role of rural industries in India.**
2. To help them to understand the **sources of finance to rural industries and Government measures towards Rural Industries.**

Unit - I: Meaning and Role of Rural Industrialization

Rural Industrialization - Meaning - Features of Rural Economy of India- Significance of Rural Development - Role of rural industrialization in the Indian Economic Development.

Unit -II: Types of Rural Industries and Choice of Technology

Cottage and Small Scale industries - Meaning - Difference between Small scale and Cottage industries - **Agro Based Industries** - Features - Advantages - Agro Industries - **Khadi and Village industries** - **Handicrafts - Handloom industry - Sericulture - Coir Industry- Choice of technology.**

Unit - III: Government Policy towards Rural Industries

Industrial Policy Resolution with reference to Rural Industries- Rural Industrialization Under Five Year Plans - Government Measures for the promotion of Rural Industries- Role of District Industrial Centre and Industrial Estate in Rural industrialization.

Unit - IV: Sources of Finance to Rural Industries

Industrial Finance – Meaning- Types of Industrial Finance - Sources of Finance to Rural Industries - Institutional Sources - Non-Institutional Sources - Industrial Cooperatives - Commercial banks in rural industrialization

Unit - V: Problems of Rural Industries and Future of Rural Industrialization

Rural Industries – Problems of Rural Industries – Location- Raw Materials - Skilled Labour – Finance - Entrepreneurs -Technology – Marketing – Infrastructure - Competition from Large Scale Industries- Suggestions - **Future of Rural Industrialization**

Books for Study:

- *K.K.Sen - Rural Industrialization in India - Sultan Chand & Sons- New Delhi 1987.*
- *R.V. Rao - Rural Industrialization in India - Concept Publishing Company - New Delhi.*
- *B.G.Satyaprasad, Satish Bhat, Udaya Chandra- Himalaya Publishing House-Mumbai-400004 – Second Edition-2000.*

Reference Books:

- ✓ *Tokhi Sharma- Rural Banking in India - Oxford SIBH Publishing Co, Second edition.*

Code: 15E517	EC-I-Principles of Accountancy	Sem:V
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Objectives:

1. To provide the basic knowledge of accounting system and accounting practices
2. To help the students to prepare the final accounts of a sole trading concern.

UNIT – 1 Accounting Introduction

Introduction – Meaning, Definition – Objectives – Branches of Accounting – Advantages and Disadvantages of Financial Accounting – Double Entry System – Nature of Accounts – Accounting Concepts and Conventions

UNIT – 2 Basic Records Maintained by a Business Concern

Book Keeping: Introduction - Journal – Ledger – Distinguish between Journal and Ledger – Specimen Ruling – Trial Balance: Introduction - Meaning and Definition – Specimen Ruling – Steps in Constructing Trial Balance – Simple Problems

UNIT – 3 Subsidiary Books

Subsidiary Book: Kinds of Subsidiary Books – Purchases Day Book – Sales Day Book – Purchase Return Book – Sales Return Book – Cash Book: Single Column, Double Column and Triple Column – Petty Cash Book – Simple Problems.

UNIT – 4 Final Accounts of Sole Trader

Final accounts – Simple Adjustments: Outstanding, Prepaid income and Expenditure – Bad Debts – Interest on Capital – Depreciation – Simple Problems

UNIT – 5 Depreciation Accounting

Depreciation - Meaning – Methods: Straight Line Methods, Diminishing Balance Method, Annuity Method – Simple Problems

Text Books:

- *Financial Accounting – N.Vinayakam and B.Charumathi(S.Chand Publisher, New Delhi)*

Reference Books:

- ✓ *Financial Accounting – A.Murthy and T.S.Reddy(Margham Publishers,Chennai-Ed.2010)*
- ✓ *Advanced accountancy - S.P.Jain and K.L.Narang – Kalyani publishers- New Delhi. Revised Ed.)*
- ✓ *Advanced Accountancy - R.L.Gupta and M.Rashasamy(S.Chand Pub. New Delhi)*

Code: 15E5N	NMEC -Managerial Economics	Sem: V
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Unit- I: Scope of Managerial Economics

Managerial Economics - Definition – Scope – Features of Managerial Economics –Responsibilities of Management – Responsibilities of Managerial Economists.

Unit –I: Demand Analysis

Utility – Meaning –Types – Law of Equi –Marginal Utility - Demand – Meaning – Law of Demand - Elasticity of Demand — Price – Income – Cross Elasticity of Demand.

Unit –III: Production Function and Laws of Production Function

Production Function – Meaning – Laws of Production – Laws of Variable Proportion –Three stages of the Law – Law of Returns to Scale -Three Phases of Returns to Scale.

Unit –IV: Market Structure and Competitions

Market – Meaning- Classification – **Perfect Competition** – Features of Perfect Competition - Price and Output Determination under Perfect Competition – **Monopoly** – Meaning – Features of Monopoly - Price and Output Determination under Monopoly –Discriminating Monopoly – **Monopolistic Competition** – Features of Monopolistic Competition –**Oligopoly** – Meaning – Characteristics of Oligopoly.

Unit – V: Theories of Profit, Profit Planning and Profit Forecasting

Profit – Meaning – Theories of Profit - Hawley’s Risk Theory – **Schumpeter’s Innovation** Theory - Profit Planning – Meaning – Break–Even Analysis – Profit Forecasting.

Books for Study:

- *S.Sankaran –Managerial Economics-Margham Publications, Chennai, Edition -2003.*
- *H.L.Ahuja - Managerial Economics – S.Chand & Co.Ltd , New Delhi, Edition,2010.*

Books for Reference:

- ✓ *R.Cauvery, U.K.Sudhanayak, M.Giriha, N.Kruparani and R.Meenakshi – Micro Economic Theory- S. Chand& Company Ltd , New Delhi–Edition -1998.*
- ✓ *R.L.Varshney and K.L.Maheshwari - Managerial Economics – S.Chand & Co. Ltd , New Delhi.2004.3. Samuel, Paul and G.S.Gupta-Managerial Economics-Prentice Hall of India,New Delhi –Edition- 2003.*

Code: 15E618	CC-XI - International Economics	Sem:VI
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Objectives:

1. To help the students to understand the concepts of *international trade, balance payments and foreign exchange*.

2. To enable the students to have thorough knowledge about *International Monetary System*.

Unit – I : Internal and International Trade

International Trade – Meaning – Features - Difference between Internal and International Trade – Advantages and Disadvantages of International Trade - Ricardo’s Theory of Comparative Cost- Heckscher - Ohlin Theory of International Trade.

Unit – II : Commercial Policy

Free Trade Vs Protection – Case for and against Free trade – Case for and against Protection – Tariffs – Meaning and Types.

Unit – III: Balance of Payments

Balance of Payments - Meaning – Importance – Difference between Balance of Trade and Balance of Payments – Temporary and Fundamental Disequilibrium – Causes – Methods to remove Disequilibrium in Balance Payments.

Unit – IV: Foreign Exchange

Foreign Exchange – Meaning – Importance - Determination of Foreign Exchange Rate – Stable and Flexible Exchange Rate – Purchasing Power Parity Theory.

Unit – V: International Monetary System

International Monetary System – IMF – IBRD – GATT – WTO – SAARC - Growth of Foreign Investment in India – International Liquidity.

Books for Study

- *D. M. Mithani -International Economics, Himalaya Publishing House, Mumbai -2003.*
- *S.S.Desai & Nirmal Bahalerao - International Economics - Himalaya Publishing House, Mumbai –Third Edition -2003.*

Books for Reference

- ✓ *Cherunilam – International Economics, Tata McGraw – Hill Publishing Company, New Delhi - 2006.*
- ✓ *H.L.Bhatia –International Economics – Vikas Publishing House PVT LTD- New Delhi- First Edition-2006.*

Objectives:

1. To enable the students to understand the **characteristics** of **money market and functions of capital market in India.**
2. To help the students to understand **e- banking services.**

Unit – I: Indian Financial System

Money market and Capital market – Meaning - Characteristics of Indian money market- Constituents of Indian capital market - Functions of capital market - Gilt edged market versus industrial securities market.

Unit – II: Source of Finance

Long term finance - Sources - Financial Institutions – Industrial Finance Corporation of India(IFCI) - Industrial Development Bank of India (IDBI) – Industrial Credit and Investment Corporation of India (ICICI) – Life Insurance Corporation of India (LIC).

Unit – III: Corporate Securities

Shares - Meaning - Types - Debentures - Meaning - Types – Classification - Stock Exchange and Securities Exchange Board of India (SEBI) - Role and Functions of SEBI in regulating Stock market - Demat of shares.

Unit – IV: Merchant Banking and Mutual Funds

Merchant banking – Functions-Mutual Funds- Different Schemes of Mutual Fund-Unit Trust Of India (UTI)- Different schemes of UTI.

Unit – V: E - Banking Services

ATM-Features- ATM Operations – Functions- Internet Banking- Meaning – Electronic Fund Transfer- Meaning- Steps in Electronic Fund Transfer – RBI Guidelines – Benefits of **EFT- Debt Card** - Meaning – **Uses- Credit Card- Meaning- Uses.**

Books for study:

- *M.Y. Khan and P.K. Jain – Financial Management – Tata McGraw Hill Publishing Company Ltd – New Delhi - Edition - 1998.*
- *Prasana Chandra – Fundamentals of Financial Management, Tata McGraw Hill Publishing Company Ltd – New Delhi –Edition -1989.*
- *Dr. S.Kurusamy- Banking Theory, Law and Practice- Tata McGraw –Hill Publishing Company Ltd- New Delhi- Second Edition-2009.*

Books for Reference:

- ✓ *Varma and Agarwal – Corporation Finance – Forward book depot, New Delhi Edition -1995.*
- ✓ *S.C. Kuchal – Corporation Finance – Chaitanya Publishing house Allahabad Edition -1992.*
- ✓ *V.A. Avadhani – Capital Market Management, Himalaya Publishing House, New Delhi 2nd Edition -2001.*
- ✓ *D.K. Murthy and Venugopal- Indian Financial System- I.K. International Publishing House Pvt Ltd, s,25, Green Park Extension- New Delhi- 2006.*

Code: 15E620	CC-XIII - Personnel Management	Sem:VI
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Objectives:

To enable the students to understand the importance, functions of personnel management.

To help them to have a thorough knowledge about selection process, job evaluation methods and industrial health and safety.

Unit -I: Importance and Functions of Personnel Management

Personnel management – Meaning – Importance – Objectives – Functions of Personnel Management – Personnel policies – Meaning – Objectives – Principles of personnel policies – Procedures and Programmes.

Unit -II: Recruitment, Promotion, Transfers and Absenteeism

Recruitment – Meaning - Sources of recruitment – Internal and External sources – Selection – Steps in selection procedure – Types of employment tests –Promotion – Transfers – Separation – Absenteeism.

Unit -III: Job Evaluation, Training and Labour Turnover

Job evaluation – Meaning – Objectives – Methods – Advantages and Disadvantages of Job evaluation — Training – Meaning – Methods of Training – Advantages - Labour turnover.

Unit-IV: Employee Morale and Incentive Plans

Employee Morale – Meaning – Individual and Group Morale – Factors affecting Morale- Types of Morale – Effects of Morale - Incentive plans – Halsey premium plan – Rowan premium plan – Taylor’s differential piece rate –Emerson efficiency plan – Advantages of incentive plans.

Unit -V: Motivation, Communication and Industrial Health and Safety

Motivation – Meaning – Theories of Motivation – Malsow’s Hierarchy Needs Theory – Mcgregor’s Theories of X and Y – Herzberg Two Factor Theory - Communication –Meaning - Barriers to Communication –Removal of barriers to Communication - Industrial Health and Safety.

Books for Study

- *C.B. Memoria – Personnel Management - Himalaya Publishing House - Edition 1996.*
- *C.B. Memoria V.S.Gankar – Personnel Management- Himalaya Publishing House - Mumbai, 21st ,Edition 2001.*

Books for Reference

- ✓ *P.C. Tripathi - Personnel Management and Industrial Relations, Sultan Chand & Sons, New Delhi, 18 th Edition, 2005.*

Code: 15E621	CC-XIV - Computer Application in Economics	Sem:VI
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Objectives:

1. It teaches the basics of computer such as use of computer in handling, processing and apply the statistical techniques by using Computer software especially word process, excel and SPSS.

2. It enables the student to obtain computer knowledge based employment opportunities.

Unit – I : Basic Concepts of Computer

Computer – Meaning, Characteristics, Importance, Areas of Computer Applications-Impact of Computer on society, Components of Computer – Memory and Control units, Input and Output devices, Hardware – Meaning – Software – Meaning – Internet – Meaning – Requirements to connect Internet – E.Mail.

Unit – II : Word Process, Windows 98 an Overview

Introduction to word 2000 - Creating a word document, Opening of an existing file, Editing, Paragraph formation, Inserting objects, Spelling check and Working with table - Windows 98 an Overview - Introduction to Windows 98, Desktop and Task bar, Icons and desktop, Start Menu, Files and Folders.

Unit - III : Excel

Introduction to spreadsheet, Building worksheet, Entering data in worksheets, Editing cells, Freezing panes - Simple Bar Charts – Pie Charts – Line graphs - Draw a Demand and Supply Curve in Excel.

Unit – IV : MS Power Point

Purpose of creating MS Power Point Presentations – Creating presentation - Method of opening a presentation – Opening an existing presentation – Method of inserting a new slide-Method of running a slide show.

Unit – V : Procedure for selected Descriptive and Explore Statistics in SPSS

SPSS – Overview of SPSS software - Procedure to apply Statistical tools with SPSS - Measures of Central Tendency – Mean – Median – Mode – Measures of Dispersion– Range - Standard Deviation - Correlation – Bivariate - Regression – Linear – Tests – One Sample t-test – Paired sample t – test – Chi Square test – Trend Analysis.

Books for Study

- *K. Dhanasekaran, Computer Application in Economics, Vrinda Publications (P) Ltd., Delhi, 2010.*
- *S. V. Srinivasa Vallabhan, Computer Application in Business, Sultan Chand & Sons, New Delhi, 2009.*
- *A. Rajathi and Chandran - SPSS for You - MJP Publishers, Chennai-2010.*
- *S.P. Gupta – Statistical Methods, Sultan Chand Sons & Co, New Delhi 31st Edition 2002.*

Book for Reference

- ✓ *Hari Shankar Asthana - Statistics for Social Sciences- Prentice – Hall of India, Private Limited, New Delhi-2007.*
- ✓ *Ajai S. Gaur, I Sanjaya S. Gaur – Statistical Methods for practice and Research – A Guide to Data Analysis using SPSS – Response books from Sage, New Delhi – 2nd Edition, 2009.*

Code: 15E622	EC-II-Entrepreneurial Development	Sem:VI
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Objectives:

1. To enable the students to have a thorough knowledge about the entrepreneurial development programmes in India.
2. To make the student to acquire the managerial skills to start a business.
3. To help the students to understand the problems faced by the rural and women entrepreneurs.

Unit-I : Entrepreneur and Economic Development

Entrepreneur - Meaning - Qualities - Functions - Types - Factors affecting entrepreneurial growth - Economic - Non-Economic Factors - Motivating factors - Achievement motivation - Role of entrepreneur in economic development.

Unit-II : Entrepreneurship Development Programme (EDP)

Objectives of Training - Content - Phases of Training - Institutions conducting EDP's - Institutions assisting EDP – NIESBUD, New Delhi - NEDA – DIC – SIDCO – ITCOT – SIPCOT – TCO - SISI.

Unit- III : Project

Project - Meaning - Classification - Identification of project - Selection of project - Project plan - Project life cycle.

Unit – IV: Financial Analysis

Financial analysis - Meaning - Importance -Techniques of Financial analysis-Cash flow analysis-Fund flow analysis - Ratio analysis - Break-even analysis - Project appraisal – Methods of project appraisal - Payback period - Average rate of return - Discounted cash flow method – Merits - Demerits (Theory only)

Unit - V : Women Entrepreneur and Non -Governmental Organisation

Women entrepreneur - Meaning - Types - Functions - Growth of women entrepreneur - Problems faced by Women entrepreneur - Measures taken to solve the problems - Rural entrepreneur – Meaning-Need - NGO and Rural entrepreneur.

Books for Study

- *S.S.Khanaka - Entrepreneurial Development-Sultan Chand & Sons –New Delhi-110055, Edition -2007*
- *P. Saravanavel - Entrepreneurial Development-Ess-Reekay Publishing House Sultan & Sons-NewDelhi 5th Edition- 2004.*
- *Satish Taneja- Entrepreneurial Development- Himalaya Publishing House - Mumbai 400004 - First edition-2010.*

Books for Reference

- ✓ *Dr. C.B.Gupta & Dr. N.P.Srinivasan - Entrepreneurial Development in India- Sultan Chand & Sons –New Delhi-110055, Revised Edition -2010.*
- ✓ *E.Gordon & K.Natarajan - Entrepreneurial Development - Himalaya Publishing House - New Delhi-1st edition-2003.*
- ✓ *Anil Tandon – Entrepreneurship - Anmol Publications Private Ltd, New Delhi-110002-First Edition-2010.*

Code: 15EC	COMPREHENSIVE COURSE	Sem:VI
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1. Indian Economic Development
2. Micro Economics-I
3. Micro Economics-II
4. Macro Economics-I
5. Monetary Economics
6. Macro Economics-II
7. History of Economic Thought
8. Fiscal Economics
9. Tourism Economics
10. Rural Industrialization
11. International Economics
12. Capital Market in India
13. Personnel Management
14. Computer Application in Economics

Verified

Signature of the Staff/ Course Teacher

Signature of the HOD

Page 68