# HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)
Re-Accredited with A++ Grade by NAAC (3<sup>rd</sup> Cycle)
Uthamapalayam - 625 533.



# **DEPARTMENT OF ECONOMICS**

PART IV - ECONOMICS
SYLLABUS

Choice Based Credit System – CBCS (As per TANSCHE)

With

**Outcome Based Education (OBE)** 

(Academic Year 2023 - 2026)

# Semester I

| Course<br>Category | Course<br>Code | Course Title           | Hrs | CIAE | TEE | Max<br>Marks | Credits |
|--------------------|----------------|------------------------|-----|------|-----|--------------|---------|
| Dart IV            | 23UECSE11      | Demography (NME)       | 2   | 25   | 75  | 100          | 2       |
| Part IV            | 23UECFN11      | Business Communication | 2   | 25   | 75  | 100          | 2       |

# Semester II

| Course<br>Category | Course<br>Code | Course Title                      | Hrs | CIAE | TEE | Max<br>Marks | Credits |
|--------------------|----------------|-----------------------------------|-----|------|-----|--------------|---------|
| Part IV            | 23UECSE21      | Economics for Investors (NME)     | 2   | 25   | 75  | 100          | 2       |
| Partiv             | 23UECSE22      | Computer Application in Economics | 2   | 25   | 75  | 100          | 2       |

# Semester III

| Course<br>Category | Course<br>Code | Course Title                 | Hrs | CIAE | TEE | Max<br>Marks | Credits |
|--------------------|----------------|------------------------------|-----|------|-----|--------------|---------|
|                    | 23UECSE31      | Entrepreneurial<br>Economics | 1   | 25   | 75  | 100          | 1       |
| Part IV            | 23UECSE32      | Event Management             | 2   | 25   | 75  | 100          | 2       |
|                    | 23UGEVS41      | Environmental Studies        | 1   | -    | ı   | 1            | -       |

# **Semester IV**

| Course<br>Category | Course Code | Course Title                 | Hrs | CIAE | TEE | Max<br>Marks | Credits |
|--------------------|-------------|------------------------------|-----|------|-----|--------------|---------|
|                    | 23UECSE41   | Basic Accountancy            | 2   | 25   | 75  | 100          | 2       |
| Part IV            | 23UECSE42   | Modern Banking and Insurance | 2   | 25   | 75  | 100          | 2       |
|                    | 23UGEVS41   | Environmental Studies        | 1   | 25   | 75  | 100          | 2       |

### Semester V

| Course<br>Category | Course Code | Course Title                    | Hrs | CIAE | TEE | Max<br>Marks | Credits |
|--------------------|-------------|---------------------------------|-----|------|-----|--------------|---------|
|                    | 23UGVED51   | Value Education                 | 2   | 25   | 75  | 100          | 2       |
| Part IV            | 23UECIS51   | Internship /Industrial Training | -   | -    | -   | -            | 2       |

# Semester VI

| Course<br>Category | Course<br>Code | Course Title                                      | Hrs | CIAE | TEE | Max<br>Marks | Credits |
|--------------------|----------------|---|-----|------|-----|--------------|---------|
| Part IV            | 23UECSE61      | General Studies for Competitive Examinations(MCQ) | 2   | 25   | 75  | 100          | 2       |

|                  |                  |          | Š      | S     | Marks |     |       |
|------------------|------------------|----------|--------|-------|-------|-----|-------|
| Course Code      | Course Title     | Category | Credit | Hours | CIAE  | TEE | Total |
| <b>23UECSE11</b> | DEMOGRAPHY (NME) | NME      | 2      | 2     | 25    | 75  | 100   |

|      | Learning Objectives  |            |                 |  |  |  |  |
|------|--|------------|-----------------|--|--|--|--|
| L1   | To understand the meaning and scope of demography  |            |                 |  |  |  |  |
| L2   | To discuss the basic concepts of demographic measurements.   |            |                 |  |  |  |  |
| L3   | To describes the concepts of urbanisation and migration  |            |                 |  |  |  |  |
| L4   | To evaluate the international aspects of population growth and   | tis enviro | nment           |  |  |  |  |
| L5   | To analyse the trends in population policy in India  |            |                 |  |  |  |  |
| UNIT | Contents   |            | No. of<br>Hours |  |  |  |  |
| I    | Introduction  Meaning Scope of Demography – Components of Population G  Theories of Population: Malthusian Theory, Optimum Theory of Demographic Transition.   |            | 6               |  |  |  |  |
| II   | Birth Rate, Death Rate and Fertility  Census Data - Life Tables: Meaning and Uses – Reproductive and Child  Health in India – Temporal and Spatial Variation in Sex Ratios – Crude                                   |            |                 |  |  |  |  |
| III  | III  Migration and Urbanisation  Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population- Recent Trends in Migration.   |            |                 |  |  |  |  |
| IV   | Population Trends Population Trends- International Aspects of Population Growth and  |            |                 |  |  |  |  |
| V    | Population Policy in India Population Policy in India and its Evaluation – Populati Strategies for Human Development of Different Social Grant National Population Commission – Demographic Dividend – Youth Policy. | roups -    | 6               |  |  |  |  |
|      | Total  |            | 30              |  |  |  |  |
|      | Course Outcomes  | Knowle     | dge Level       |  |  |  |  |
| СО   | On completion of this course, students will  |            |                 |  |  |  |  |
| 1    | Describe the various theories of Population Growth   | K1,K2      | 2,K3,K4         |  |  |  |  |
| 2    | Understand Demographic Indicators  | K1,K2,K3   | 3,K4,K5,K6      |  |  |  |  |
| 3    | Assess the causes and impact of Migration on rural-urban population distribution   | K1,K2,K3   | 3,K4,K5,K6      |  |  |  |  |
| 4    | Analyse the major demographic trends and their determinants  | K1,K2,K3   | 3,K4,K5,K6      |  |  |  |  |
| 5    | Evaluate Population Policy of India and analyse recent trends. <b>Textbooks</b>  | K1,K2,     | K3,K4,K5        |  |  |  |  |

| 1.              | Jhingan, M. L, B.K. Bhatt, J.N. Desan (2003) Demography, Vrinda Publications, New Delhi   |  |  |  |  |  |  |
|-----------------|---|--|--|--|--|--|--|
| 2.              | Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.                             |  |  |  |  |  |  |
| 3.              | Jennifer Hickes Lundquist, Douglas L. Anderton and David Yaukey, "Demography:<br>The Study of Human Population", Waveland Press Inc, 2015 |  |  |  |  |  |  |
| 4.              | Dudley L. Poston, Jr. and Leon F. Bouvier, "Population and Society: An Introduction to Demography", Cambridge University Press, 2015      |  |  |  |  |  |  |
| 5.              | Richard.K Thomas, "Concepts, Methods and Practical Applications in Applied Demography", Springer, 2018                                    |  |  |  |  |  |  |
| Reference Books |   |  |  |  |  |  |  |
| 1.              | Agarwala S.N. (1985), India's Population Problem, Tata McGraw-Hill, Bombay.   |  |  |  |  |  |  |
| 2.              | Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.                                 |  |  |  |  |  |  |
| 3.              | Bogue, D.J. (1969), Principles of Demography, John Wiley, New York  |  |  |  |  |  |  |
| 4.              | Sarah Harper (2018), Demography: A Very Short Introduction, Oxford Press 2018.  |  |  |  |  |  |  |
| 5.              | Peter R. Cox, Demography- 5th Edition, Cambridge University Press.  |  |  |  |  |  |  |
|                 | Web Resources   |  |  |  |  |  |  |
| 1.              | https://data.worldbank.org/indicator/SP.POP.TOTL  |  |  |  |  |  |  |
| 2.              | https://www.iom.int/  |  |  |  |  |  |  |
| 3.              | https://censusindia.gov.in  |  |  |  |  |  |  |
| 4.              | https://www.nationalgeographic.org/encyclopedia/demography/   |  |  |  |  |  |  |
| 5.              | https://www.nature.com/scitable/knowledge/library/introduction-to-population-demographics-83032908/                                       |  |  |  |  |  |  |

| CO /PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| CO 1   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 2   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 3   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 4   | 3    | 3    | 3    | 3    | 2    | 3    | 2    | 3    |
| CO 5   | 3    | 3    | 3    | 2    | 3    | 2    | 3    | 3    |

Strong-3 Medium-2 Low-1

### Level of Correlation between PSO's and CO's

| CO/PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-------|------|------|------|------|------|
| CO1   | 3    | 3    | 3    | 2    | 2    |
| CO2   | 3    | 3    | 3    | 2    | 2    |
| CO3   | 3    | 3    | 3    | 3    | 3    |
| CO4   | 3    | 2    | 2    | 3    | 3    |
| CO5   | 3    | 3    | 3    | 3    | 3    |

|             |                           |                      | Š      | S     | Marks |     |       |
|-------------|---------------------------|----------------------|--------|-------|-------|-----|-------|
| Course Code | Course Title              | Category             | Credit | Hours | CIAE  | TEE | Total |
| 23UECFN11   | BUSINESS<br>COMMUNICATION | Foundation<br>Course | 3      | 4     | 25    | 75  | 100   |

|                        | Loanning Objectives  |                 |                 |  |
|------------------------|--|-----------------|-----------------|--|
| L1                     | Learning Objectives  To know the meaning objectives and role of communication  | and medi        |                 |  |
| L2                     | To understand the need and importance of communication in  |                 |                 |  |
|                        | <del>_</del>   | ii iiiaiiage    | IIIeiit         |  |
| L3                     | To apply the need and function of business letter  |                 |                 |  |
| L4                     | To study the business correspondents with insurance and ot   |                 | isation         |  |
| L5                     | To understand the meaning and importance of report writing   | g               |                 |  |
| UNIT                   | Contents   |                 | No. of<br>Hours |  |
| I                      | Communication  Communication: Meaning and Definition - Objectives - Role of Communication - Process and Elements of Communication - Communication Networks - Types and Media of Communication - Barriers to Communication - Characteristics for Successful Communication |                 |                 |  |
| II                     | Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.   |                 |                 |  |
| III                    | Business Letters  Business Letter: Need – Functions – Kinds – Essentials of effective  Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.                          |                 |                 |  |
| IV                     | Correspondence   |                 |                 |  |
| v                      | Report Writing Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.   |                 |                 |  |
|                        | Total  |                 | 75              |  |
| Course Outcomes Knowle |  |                 |                 |  |
| CO                     | On completion of this course, students will  |                 |                 |  |
| 1                      | Understand the basics of communication and its Process, Elements, and its importance.  | '   K K/K   K/L |                 |  |
| 2                      | Acquire communication skills.  | K1,K2,K         | 3,K4,K5,K6      |  |
| 3                      | Employ the art of report preparation and writing Business Letters  K1,K2,K3  |                 |                 |  |
| 4                      | Use appropriate technology for business presentations and K1,K2,K3,K4,I  |                 |                 |  |

|    | digital communication and write E-mails in a structured  |                     |  |  |  |  |
|----|--|---------------------|--|--|--|--|
|    | pattern.   |                     |  |  |  |  |
| 5  | Employ the art of report preparation   | K1,K2,K3,K4,K5      |  |  |  |  |
|    | Textbooks  |                     |  |  |  |  |
| 1. | Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Commun<br>New Delhi.                                  | nication. S. Chand, |  |  |  |  |
| 2. | 2. Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited. |                     |  |  |  |  |
| 3. | Raymond Lesikar and John Pettit, Jr. (2016) Report Writing for Hill Education                                    | Business Mc Graw    |  |  |  |  |
| 4. | Scott Mclean,"Business Communication for Success", Flat World  | d Knowlegde, 2010   |  |  |  |  |
| 5. | Virander K. Jain, "Business Communication", S. Chand Limited,  | 2008                |  |  |  |  |
|    | Reference Books  |                     |  |  |  |  |
| 1. | Kumar, R. (2010). Basic Business Communication. Excel Books  | India.              |  |  |  |  |
| 2. | Bovee, C. L. (2008). Business Communication today. Pearson E   | ducation India.     |  |  |  |  |
| 2  | Legikar R V & Pattit I D (1989) Rusiness communication: Theory ar  |                     |  |  |  |  |
| 3. | application. Irwin Professional Publishing.  | -                   |  |  |  |  |
| 4. | Mary Ellen Guffy and Dana Loewy (2012) Essentials of Busin Cengage Learning                                      | less Communication  |  |  |  |  |
| 5. | C.B.Gupta (2019) Essentials of Business Communication Cen<br>Pvt. Ltd  | gage Learning India |  |  |  |  |
|    | Web Resources  |                     |  |  |  |  |
| 1. | https://www.managementstudyguide.com/business_commun   | ication.htm         |  |  |  |  |
| 2. | https://studiousguy.com/business-communication/  |                     |  |  |  |  |
| 3. | https://www.indeed.com/career-advice/resumes-cover-letter<br>communication-skills                                | rs/business-        |  |  |  |  |
| 4. | https://www.softskillsaha.com/what-is-meaning-of-business-skills.php   | communication-      |  |  |  |  |
| 5. | https://www.mindtools.com/page8.html   |                     |  |  |  |  |

| CO /PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| CO 1   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 2   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 3   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 4   | 3    | 3    | 3    | 3    | 2    | 3    | 2    | 3    |
| CO 5   | 3    | 3    | 3    | 2    | 3    | 2    | 3    | 3    |

Strong-3 Medium-2 Low-1

#### Level of Correlation between PSO's and CO's

| CO /PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---------|------|------|------|------|------|
| CO1     | 2    | 3    | 2    | 3    | 3    |
| CO2     | 2    | 2    | 3    | 3    | 3    |
| CO3     | 3    | 2    | 2    | 3    | 3    |
| CO4     | 2    | 2    | 3    | 2    | 2    |
| CO5     | 2    | 2    | 3    | 3    | 3    |

|             |                               |          | S       |       | Marks |     |       |
|-------------|-------------------------------|----------|---------|-------|-------|-----|-------|
| Course Code | Course Title                  | Category | Credits | Hours | CIAE  | TEE | Total |
| 23UECSE21   | ECONOMICS FOR INVESTORS (NME) | NME      | 2       | 2     | 25    | 75  | 100   |

|         | Learning Objectives   |                 |
|---------|---|-----------------|
| L1      | To understand concepts of saving and investments  |                 |
| L2      | To probe the various investment avenue and its practice applications  |                 |
| L3      | To enables various investment markers and its features  |                 |
| L4      | To Know the economic fundamentals and the Business Environment  |                 |
| L5      | To understand various investment methods and its strategies   |                 |
| UNIT    | Contents  | No. of<br>Hours |
| I       | Introduction Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals-Distributional Role of Investment – Income and Wealth – Equitable Distributional Role   | 6               |
| II      | Investment Avenues Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds.  | 6               |
| III     | Investment Markets Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options  | 6               |
| IV<br>V | Economic fundamentals for Investors  Domestic Economic Environment: Economic Growth and Development  - National Income - Per Capita Income, Unemployment - Taxes, Trade Cycle - Infrastructure - Physical and Economic. Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market - War Between Countries  Investment Methods and Strategies. Cash Flow - Capital Gain - Risk Rewarding - Asset Accumulation - Risk | 6               |
|         | Distribution – Asset Management.  |                 |
|         | Total   | 30              |

|    | <b>Knowledge Level</b>  |                   |  |
|----|---|-------------------|--|
| CO | On completion of this course, students will                   |                   |  |
| 1  | Describe the types and importance of savings and investments. | K1,K2,K3,K4       |  |
| 2  | Explain the available for investment avenues                  | K1,K2,K3,K4,K5,K6 |  |
| 3  | Understand the operations of different types of investment    | K1,K2,K3,K4,K5,K6 |  |

|           | markets.  |  |  |  |  |  |  |  |
|-----------|---|--|--|--|--|--|--|--|
| 4         | Evaluate the economic fundamentals and information.                             | K1,K2,K3,K4,K5,K6                      |  |  |  |  |  |  |
| 5         | Construct objective enabling investment plans, strategy,                        | K1,K2,K3,K4,K5                         |  |  |  |  |  |  |
| 3         | evaluate and restructure if required.   | K1,K2,K3,K4,K3                         |  |  |  |  |  |  |
| Textbooks |   |  |  |  |  |  |  |  |
| 1.        | Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachet                   | te Book Group USA                      |  |  |  |  |  |  |
| 2.        | Esme Faerber (2013), All about Stocks , TataMGraw Hill, New D                   | elhi                                   |  |  |  |  |  |  |
| 3.        | Christopher D. Piros, Jerald E. Pinto (2013), "Economics for Invo               | estment Decision                       |  |  |  |  |  |  |
| 3.        | Makers: Micro, Macro, and International Economics, Workbook                     | x", Wiley, 2013                        |  |  |  |  |  |  |
| 4.        | 4. John Calverley, "The Investor's Guide to Economic Fundamentals", Wiley, 2003 |  |  |  |  |  |  |  |
| 5.        | Howards Marks, Mastering The Market Cycle: Getting the Odds on Your Side", Joh  |  |  |  |  |  |  |  |
| J.        | Murray Press, 2018  |  |  |  |  |  |  |  |
|           | Reference Books   |  |  |  |  |  |  |  |
| 1.        | Robert T. Kyosaki, (2014) Guide To Investing Business Plus ISE                  | 3N: 9780446589161                      |  |  |  |  |  |  |
| 2.        | Benjamine Graham(1949), The Intelligent Investor, Harper&Br                     | others                                 |  |  |  |  |  |  |
| 3.        | Mary Buffett and David Clark(2002), The New Buffettology (Sir                   | non and Schuster)                      |  |  |  |  |  |  |
| 4.        | John C Bogle(2017) The Little Book of Common Sense Investig                     | ng: The Only Way to                    |  |  |  |  |  |  |
| 4.        | Guarantee Your Fair Share of Stock Market Returns, Wiley Publ                   | ock Market Returns, Wiley Publications |  |  |  |  |  |  |
| 5.        | William J. O' Neil (2009) How to Make Money in Stocks: A Winning System in Good |  |  |  |  |  |  |  |
| J.        | Times and Bad, Fourth Edition McGraw Hill Education                             |  |  |  |  |  |  |  |
|           | Web Resources   |  |  |  |  |  |  |  |
| 1.        | https://www.capitalmarket.com/  |  |  |  |  |  |  |  |
| 2.        | https://www.icmagroup.org/  |  |  |  |  |  |  |  |
| 3.        | https://www.nseindia.com  |  |  |  |  |  |  |  |
| 4.        | https://www.stockbrokers.com/guides/beginner-investors                          |  |  |  |  |  |  |  |
| 5.        | https://www.nasdaq.com/articles/10-best-stock-trading-web                       | sites-for-beginners                    |  |  |  |  |  |  |

| CO /PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| CO 1   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 2   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 3   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 4   | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 3    |
| CO 5   | 2    | 2    | 3    | 3    | 3    | 2    | 3    | 3    |

Strong-3 Medium-2 Low-1

#### Level of Correlation between PSO's and CO's

| CO /PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---------|------|------|------|------|------|
| CO1     | 3    | 3    | 3    | 3    | 2    |
| CO2     | 3    | 3    | 3    | 2    | 2    |
| CO3     | 2    | 2    | 3    | 3    | 3    |
| CO4     | 3    | 3    | 2    | 2    | 2    |
| CO5     | 2    | 2    | 3    | 3    | 3    |

|             |                                    |          | Š       | Hours | Marks |     |       |
|-------------|------------------------------------|----------|---------|-------|-------|-----|-------|
| Course Code | Course Title                       | Category | Credits |       | CIAE  | TEE | Total |
| 23UECSE22   | COMPUTER APPLICATIONS IN ECONOMICS | SEC      | 2       | 2     | 25    | 75  | 100   |

|                        | Loguniug Objectives   |            |            |  |  |  |  |
|------------------------|---|------------|------------|--|--|--|--|
| 11                     | Learning Objectives L1 To know the basic concepts of Computer Applications  |            |            |  |  |  |  |
| L2                     | To apply the MS office and its basic operations   |            |            |  |  |  |  |
| L2<br>L3               | To describes the data processing techniques using various M   | Soffice    | norations  |  |  |  |  |
| L3<br>L4               | To gain knowledge on application of MS Excel  | 3 Office o | perations  |  |  |  |  |
| L5                     | To know mathematical and statistical functions for Economic   | Analycic   | •          |  |  |  |  |
| LO                     | TO KNOW INACTIONALIZATION STATISTICAL TURICUONS TO ECONOMIC   | Allalysis  | No. of     |  |  |  |  |
| UNIT                   | Contents  |            | Hours      |  |  |  |  |
| I                      | Introduction to Computers  Computer and Peripherals: Meaning, Types, Features and Limitations— Basic Components — Input and Output Devices — Primary Memory and Secondary Storage — Computer Software—Types — Malicious Software —Operating Systems: Functions and Types.                                     |            |            |  |  |  |  |
| II                     | Windows Explorer - MS Word: Basic Operations in Word - Editing-   |            |            |  |  |  |  |
| III                    | Data Processing  Data Processing Techniques using MS Excel: Concept of Data –  Record and File – Types of Data – Data Entry – File Handling and Operations–Opening, Appending and Cascading – Closing and Attribute Controls – Data Storage and Retrieval.  |            |            |  |  |  |  |
| IV                     | Introduction to MS Excel  Calculation Operators: Arithmetic Operators - Comparison  |            |            |  |  |  |  |
| v                      | Application of MS Excel in Statistics and Economics  Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance- Index Numbers and Growth Rates - Demand Function - Supply Function, Production Function and Consumption Function - Demand for and Supply of Money- Correlation - Regression. |            |            |  |  |  |  |
| Total                  |   |            |            |  |  |  |  |
| Course Outcomes Knowle |   |            |            |  |  |  |  |
| CO                     | On completion of this course, students will   |            |            |  |  |  |  |
| 1                      | Understand basic components of Computer and its functions. K1,K2,K3,K4  |            |            |  |  |  |  |
| 2                      | Gain Knowledge of MS Office. K1,K2,K3,K4,K5,K   |            |            |  |  |  |  |
| 3                      | Outline data processing techniques of MS Excel.   | K1,K2,K    | 3,K4,K5,K6 |  |  |  |  |
| 4                      | Understand basic Operation in MS Excel.   | K1,K2,K    | 3,K4,K5,K6 |  |  |  |  |
| 5                      | Apply MS Excel in Statistics and Economics.   | K1,K2      | ,K3,K4,K5  |  |  |  |  |

|    | m. d. d.   |  |  |  |  |  |  |  |  |
|----|--|--|--|--|--|--|--|--|--|
|    | Textbooks  |  |  |  |  |  |  |  |  |
| 1  | Hem Chand Jain and H.N.Tiwari (2019) Computer Applications In Business,        |  |  |  |  |  |  |  |  |
|    | 5thEdition Taxmann Publication.  |  |  |  |  |  |  |  |  |
| 2  | Dhanasekaran.K (2010) Computer Applications In Economics Vrinda Publications.  |  |  |  |  |  |  |  |  |
| 3  | Asthana and Braj Bhushan (2007): Statistics for Social Sciences (with SPSS     |  |  |  |  |  |  |  |  |
| 3  | Applications).   |  |  |  |  |  |  |  |  |
| 4. | Dan Kookin, "Word for Dummies", Wiley, 2021                                    |  |  |  |  |  |  |  |  |
| 5. | Joseph Muller, "Statistical Analysis with Excel For Dummies", Wiley, 2008      |  |  |  |  |  |  |  |  |
|    | Reference Books  |  |  |  |  |  |  |  |  |
| 1  | Oscar Afonso , Paulo B. Vasconcelos, Computational Economics: A Concise        |  |  |  |  |  |  |  |  |
| 1. | Introduction, Routledge; 1stEdition  |  |  |  |  |  |  |  |  |
| 2. | Alexis Leon and Mathews Leon; (2001), Introduction to Computers with Ms-Office |  |  |  |  |  |  |  |  |
| ۷. | 2000.McGraw Hill Education   |  |  |  |  |  |  |  |  |
| 3. | Greg Harvey, PhD, (2007) Microsoft Office Excel 2007 For Dummies, Wiley        |  |  |  |  |  |  |  |  |
| 3. | Publishing.  |  |  |  |  |  |  |  |  |
| 4. | Kerns (1992) Essentials of Microsoft Windows, Word and Excel, Prentice Hall    |  |  |  |  |  |  |  |  |
| 5. | Kavindra Kumar Singh (2014) Computer Applications in Management DreamTech      |  |  |  |  |  |  |  |  |
|    | Web Resources  |  |  |  |  |  |  |  |  |
| 1. | https://www.excel-easy.com/basics.html   |  |  |  |  |  |  |  |  |
| 2. | https://excelchamps.com/excel-basics/  |  |  |  |  |  |  |  |  |
| 3. | https://edu.gcfglobal.or/en/topics/excel/                                      |  |  |  |  |  |  |  |  |
| 4. | https://trumpexcel.com/learn-excel/  |  |  |  |  |  |  |  |  |
| 5. | https://www.simplilearn.com/learn-ms-excel-free-training-course-skillup        |  |  |  |  |  |  |  |  |

| CO /PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| CO 1   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 2   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 3   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 4   | 3    | 3    | 3    | 3    | 2    | 3    | 3    | 3    |
| CO 5   | 3    | 2    | 2    | 3    | 3    | 3    | 3    | 3    |

Strong-3 Medium-2 Low-1

#### Level of Correlation between PSO's and CO's

| CO /PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---------|------|------|------|------|------|
| CO1     | 2    | 2    | 2    | 3    | 3    |
| CO2     | 2    | 2    | 2    | 3    | 3    |
| CO3     | 2    | 2    | 2    | 3    | 3    |
| CO4     | 2    | 2    | 2    | 3    | 3    |
| CO5     | 3    | 3    | 3    | 3    | 3    |

|                |                              |          | Š       | S     | Marks |     |       |  |
|----------------|------------------------------|----------|---------|-------|-------|-----|-------|--|
| Course<br>Code | Course Title                 | Category | Credits | Hours | CIAE  | TEE | Total |  |
| 23UECSE31      | ENTREPRENEURIAL<br>ECONOMICS | SEC      | 1       | 1     | 25    | 75  | 100   |  |

|      | Learning Objectives  |                                  |                 |  |  |  |  |  |
|------|--|----------------------------------|-----------------|--|--|--|--|--|
| L1   | To describes the factors influencing entrepreneurship  |                                  |                 |  |  |  |  |  |
| L2   | To know the various theories of motivation and its advantages  |                                  |                 |  |  |  |  |  |
| L3   | To Identify the opportunities to create value for others   |                                  |                 |  |  |  |  |  |
| L4   | To evaluate the creativity and entrepreneurship.   |                                  |                 |  |  |  |  |  |
| L5   | To analyse the sources of finance for business.  |                                  |                 |  |  |  |  |  |
| UNIT | Contents   |                                  | No. of<br>Hours |  |  |  |  |  |
| I    | Introduction Entrepreneurship: Meaning and Importance - Evolution 'Entrepreneurship' - Factors influencing Entrepreneurship - Psychological, Social, Economic and Environm Characteristics of an Entrepreneur - Types of Entrepreneurship - Barriers to entreprene | neurship:<br>ental -<br>urs- New | 3               |  |  |  |  |  |
| II   | Entrepreneurial Motivation  Motivation: meaning and Definition – Theories of Motivation: meaning and Definition – Theories of Motivation: Maslow's, Herzberg's, McGregor's and Achievement Culture & Society - Values / Ethics – Risk-taking behaviou              | Theory -                         | 3               |  |  |  |  |  |
| III  | Creativity and entrepreneurship Creativity and entrepreneurship - Steps in Creativity - In and inventions - Legal Protection of innovation - Ski Entrepreneur - Decision making and Problem Solving Decision Making)   | 3                                |                 |  |  |  |  |  |
| IV   | Sources of Finance Sources of Finance: Long term Sources -Equity Shares, Preference  |                                  |                 |  |  |  |  |  |
| v    | Rules and Legislation Industries Development (Regulations) Act, 1951 - Fact 1948 - The Industrial Employment (Standing Order Environment (Protection) Act, 1986 - The Sale of Goods A Industrial Disputes Act 1947   | s) Act -                         | 3               |  |  |  |  |  |
|      | Total  |                                  | 15              |  |  |  |  |  |
|      | Course Outcomes  | Knowle                           | edge Level      |  |  |  |  |  |
| CO   | On completion of this course, students will  |                                  |                 |  |  |  |  |  |
| 1    | Explain the importance and factors influencing entrepreneurship  | K1,K                             | 2,K3,K4         |  |  |  |  |  |
| 2    | Understand and apply entrepreneurial theory using lean start-up principles.  | K1,K2,K                          | 3,K4,K5,K6      |  |  |  |  |  |
| 3    | Recognize and evaluate Creativity and entrepreneurship   | K1,K2,K                          | 3,K4,K5,K6      |  |  |  |  |  |

| 4   | Understand the Various sources of Finance available for entrepreneur   | K1,K2,K3,K4,K5,K6      |  |  |  |  |  |  |  |  |
|---|--|------------------------|--|--|--|--|--|--|--|--|
| 5   | Know the Applicability of Legislation and Rules K1,K2,K3,K4,K5   |                        |  |  |  |  |  |  |  |  |
| <u> </u>  | Textbooks (Latest Editions)  |                        |  |  |  |  |  |  |  |  |
|   |  |                        |  |  |  |  |  |  |  |  |
| 1.  | Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.               |                        |  |  |  |  |  |  |  |  |
| 2.  | 2. Srinivasan, N. P., & Gupta, G. P. (2001). Entrepreneurial Development". <i>Sultan</i> Chand and Sons, New Delhi |                        |  |  |  |  |  |  |  |  |
| 3. Simon. C Parker, "The Economics of Entrepreneurship", Cambridge University Press, 2009 |  |                        |  |  |  |  |  |  |  |  |
| 4.  | K. Glancey, R. McQuaidand Jo Campling, "Entrepreneurial economics", PalgraveMacmillan UK, 2000                     |                        |  |  |  |  |  |  |  |  |
| 5.  | Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University  |                        |  |  |  |  |  |  |  |  |
| 5. Press, 2002  |  |                        |  |  |  |  |  |  |  |  |
|   | Reference Books  |                        |  |  |  |  |  |  |  |  |
|   | (Latest editions, and the style as given below must be strictly ad   | hered to)              |  |  |  |  |  |  |  |  |
| 1.  | Glancey, K., McQuaid, R., &Campling, J. (2000), Entre London: Macmillan.   | preneurial Economics.  |  |  |  |  |  |  |  |  |
| 2.  |  | wand Elgan Dublishing  |  |  |  |  |  |  |  |  |
| ۷.  | Casson, M., & Buckley, P. J. (2010). Entrepreneurship, Edv   |                        |  |  |  |  |  |  |  |  |
| 3.  | Parker, S. C. (2018). The Economics of Entrepreneurship Press.   | . Cambridge University |  |  |  |  |  |  |  |  |
| 1   | Harper, D. A. (2003). Foundations of Entrepreneu   | rship and Economic     |  |  |  |  |  |  |  |  |
| 4.  | Development. Routledge   |                        |  |  |  |  |  |  |  |  |
| 5.  | Khanka, S. S. (2006). Entrepreneurial Development. S. Ch   | and Publishing.        |  |  |  |  |  |  |  |  |
| Web Resources   |  |                        |  |  |  |  |  |  |  |  |
| 1.  | https://www.startupindia.gov.in/   |                        |  |  |  |  |  |  |  |  |
| 2.  | https://www.ediindia.org/  |                        |  |  |  |  |  |  |  |  |
| 3.  | https://skillindia.gov.in/   |                        |  |  |  |  |  |  |  |  |
| 4.  | https://www.startupindia.gov.in/   |                        |  |  |  |  |  |  |  |  |
| 5.  | https://indianstartups.com/  |                        |  |  |  |  |  |  |  |  |
|   |  |                        |  |  |  |  |  |  |  |  |

| CO /PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| CO 1   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 2   | 3    | 3    | 2    | 3    | 3    | 3    | 3    | 3    |
| CO 3   | 3    | 2    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 4   | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3    |
| CO 5   | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 3    |

#### Strong-3 Medium-2 Low-1 Level of Correlation between PSO's and CO's

| CO /PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---------|------|------|------|------|------|
| CO1     | 2    | 2    | 3    | 2    | 2    |
| CO2     | 2    | 2    | 3    | 3    | 2    |
| CO3     | 3    | 3    | 3    | 3    | 2    |
| CO4     | 2    | 2    | 2    | 2    | 2    |
| CO5     | 2    | 2    | 3    | 2    | 3    |

|                  |                  |          | ts     | S    |      | Mark | S     |
|------------------|------------------|----------|--------|------|------|------|-------|
| Course<br>Code   | Course Title     | Category | Credit | Hour | CIAE | TEE  | Total |
| <b>23UECSE32</b> | EVENT MANAGEMENT | SEC      | 2      | 2    | 25   | 75   | 100   |

|      | Learning Objectives   |                   |                 |  |  |  |  |
|------|---|-------------------|-----------------|--|--|--|--|
| L1   | To equip students on the various facets of Event Managem  | nent.             |                 |  |  |  |  |
| L2   | To provide students event management as a career option.  |                   |                 |  |  |  |  |
| L3   | To understand the committees in managing events and its   |                   |                 |  |  |  |  |
| L4   | To learn about celebrity management   | <u> </u>          |                 |  |  |  |  |
| L5   | To know the event management in India and its operation   | ıs                |                 |  |  |  |  |
| UNIT | Contents  |                   | No. of<br>Hours |  |  |  |  |
| I    | Introduction  Event Management – Definition –objectives –Classifica Types of Events- Career Options   | tion and          | 6               |  |  |  |  |
| II   | Event Management Strategy Process - Target Audience - Creativity - Purpose - Cost Budget-Network with Suppliers- Creation of Social Accounts                    |                   | 6               |  |  |  |  |
| III  | Committees in Managing Events Organising Committee- Event Scheduling -Venue Selection- Recruitment of Event Staff-Event Safety-Emergency Planning and Checklist |                   |                 |  |  |  |  |
| IV   | Celebrity Management Issues and Challenges -Cost Management and B Confidentiality- Crowd Management   | 6                 |                 |  |  |  |  |
| V    | Event Management Industry in India- Leading Event Management Companies  |                   |                 |  |  |  |  |
|      | Total   |                   | 30              |  |  |  |  |
|      | Course Outcomes   | Knowle            | edge Level      |  |  |  |  |
| CO   | On completion of this course, students will   |                   |                 |  |  |  |  |
| 1    | Understand the growing importance of event industry   | K1,K              | 2,K3,K4         |  |  |  |  |
| 2    | Analyse the process involved in the event management industry and career Options  | K1,K2,K           | 3,K4,K5,K6      |  |  |  |  |
| 3    | Gain Knowledge on the various Committees involved   | K1,K2,K           | 3,K4,K5,K6      |  |  |  |  |
| 4    | Review how to manage celebrities  | K1,K2,K3,K4,K5,K6 |                 |  |  |  |  |
| 5    | Examine the Growth process of event Management industry in India  | K1,K2             | ,K3,K4,K5       |  |  |  |  |
|      | Textbooks (Latest Editions)   |                   |                 |  |  |  |  |
| 1.   | Lynn Van Der Wagen & Brenda R Carlos Event Managemer  | nt                |                 |  |  |  |  |
| 2.   | Bhavana Chaudhari Dr. Hoshi Bhiwandiwalla(2019) A boo<br>Management Kindle Edition,Nirali Prakashan Publishers  | k of Event        |                 |  |  |  |  |
| 3.   | Alex Genadinik Event planning -management & marketing for successful events, Alex Genadinik publisher 2015  |                   |                 |  |  |  |  |
| 4.   | Charles Bladen, James Kennell, Emma Abson and Nick Wild<br>Management: An Introduction", Talyor and Francis, 2017   | le, "Events       |                 |  |  |  |  |

| 5. | Bernadette Quinn, "Key Concepts in Event Management", Sage Publication, 2013         |  |  |  |  |  |  |  |  |
|----|--|--|--|--|--|--|--|--|--|
|    | Reference Books  |  |  |  |  |  |  |  |  |
|    | (Latest editions, and the style as given below must be strictly adhered to)          |  |  |  |  |  |  |  |  |
| 1. | Abhijeeth Bhattacharje(2020) Event Management :A zero Investment Startup             |  |  |  |  |  |  |  |  |
| 1. | Business Kindle Edition  |  |  |  |  |  |  |  |  |
| 2  | William O'Toole(2021)Events Feasibility and Development                              |  |  |  |  |  |  |  |  |
| 2. | From Strategy to Operations Routledge  |  |  |  |  |  |  |  |  |
| 2  | Julia Rutherford Silvers, William O'Toole(2020)Risk Management for Events,           |  |  |  |  |  |  |  |  |
| 3. | Routledge  |  |  |  |  |  |  |  |  |
| 4  | Anukrati Sharma, Shruti Arora (2018) Event Management and Marketing: Theory,         |  |  |  |  |  |  |  |  |
| 4. | Practical Approaches and Planning ,.Bharti Publications                              |  |  |  |  |  |  |  |  |
| F  | Allen, J. et al., 2011. Festival & Special event management. 5th edition. John Wiley |  |  |  |  |  |  |  |  |
| 5. | & Sons: Brisbane   |  |  |  |  |  |  |  |  |
|    | Web Resources  |  |  |  |  |  |  |  |  |
| 1. | https://www.careerlauncher.com/rbi-grade-b/wto/                                      |  |  |  |  |  |  |  |  |
| 2. | https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf                             |  |  |  |  |  |  |  |  |
| 3. | https://www.bizzabo.com/blog/event-planning-websites/                                |  |  |  |  |  |  |  |  |
| 4. | https://www.tantraa.net/   |  |  |  |  |  |  |  |  |

| CO /PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| CO 1   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 2   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 3   | 3    | 2    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 4   | 3    | 3    | 3    | 3    | 2    | 3    | 2    | 3    |
| CO 5   | 2    | 2    | 3    | 3    | 3    | 2    | 3    | 3    |

Strong-3 Medium-2 Low-1

#### Level of Correlation between PSO's and CO's

| CO /PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---------|------|------|------|------|------|
| CO1     | 2    | 2    | 2    | 2    | 2    |
| CO2     | 2    | 2    | 2    | 2    | 2    |
| CO3     | 2    | 2    | 2    | 2    | 2    |
| CO4     | 1    | 1    | 1    | 1    | 2    |
| CO5     | 2    | 2    | 2    | 2    | 2    |

|                  |                   |          | ts     | S     |      | Mark | S     |
|------------------|-------------------|----------|--------|-------|------|------|-------|
| Course<br>Code   | Course Title      | Category | Credit | Hours | CIAE | TEE  | Total |
| <b>23UECSE41</b> | BASIC ACCOUNTANCY | SEC      | 2      | 2     | 25   | 75   | 100   |

|          | Learning Objectives  |            |                 |  |  |  |  |  |  |
|----------|--|------------|-----------------|--|--|--|--|--|--|
| L1       | To provide an understanding on the basic concepts in Fina  | ncial Acco | unting          |  |  |  |  |  |  |
| L2       | To equipped with basic knowledge about Tally.  |            |                 |  |  |  |  |  |  |
| L3       | To describe the Final Accounts and Balance Sheet Adjustment  |            |                 |  |  |  |  |  |  |
| L4       | To understand the bank Reconciliation Statement and its u  |            |                 |  |  |  |  |  |  |
| L5       | To use the Tally Software and its applications   |            |                 |  |  |  |  |  |  |
| UNIT     | Contents   |            | No. of<br>Hours |  |  |  |  |  |  |
| I        | Introduction to Accounting Definition – Objectives – Functions- Advantag Disadvantages- Single Entry Book Keeping and Double Book Keeping.                                 |            | 6               |  |  |  |  |  |  |
| II       | Accounting -Books and Records  Journal – Ledger- Subsidiary Book- Cash Book- Trial B  Meaning- Methods of Preparation – Errors- Classification of Rectification of Errors. |            | 6               |  |  |  |  |  |  |
| III      | <b>Final Accounts</b> Final Accounts- Preparation of Trading- Profit and Loss Balance Sheet (Simple Adjustments).  | Account-   | 6               |  |  |  |  |  |  |
| IV       | Bank Reconciliation Statement  Bank Reconciliation Statement – Need - Meaning- M  Preparation of Bank Reconciliation Statement   | 6          |                 |  |  |  |  |  |  |
| V        | Tally Software  Introduction to Accounting Package – Tally- Meaning, Advantages, Data Entry, Formatting Data, Functional Estimple Calculation- Tally: (Theory for Exam)    | •          | 6               |  |  |  |  |  |  |
|          | Total  |            | 30              |  |  |  |  |  |  |
|          | Course Outcomes  | Knowle     | edge Level      |  |  |  |  |  |  |
| CO       | On completion of this course, students will  |            |                 |  |  |  |  |  |  |
| 1        | Understand the Basic Concepts of Accounting and prepare Book keeping.  | K1,K       | 2,K3,K4         |  |  |  |  |  |  |
| 2        | Make Journal and Ledger and Categorize the various subsidiary books of accounts and identify & rectify errors  | K1,K2,K    | 3,K4,K5,K6      |  |  |  |  |  |  |
| 3        | Prepare Profit and loss account and Balance Sheet  | K1,K2.K    | 3,K4,K5,K6      |  |  |  |  |  |  |
| 4        | Tabulate Bank Reconciliation Statement.  |            | 3,K4,K5,K6      |  |  |  |  |  |  |
| 5        | Apply Tally Software Package in Accounting   |            | ,K3,K4,K5       |  |  |  |  |  |  |
|          | Textbooks (Latest Editions)  | ,          | . ,             |  |  |  |  |  |  |
|          | Reddy. T.S and Hari Prasad Reddy. Y(2013) Financial and Management   |            |                 |  |  |  |  |  |  |
| 1.       |  | cial and   | Management      |  |  |  |  |  |  |
| 1.<br>2. | Reddy. T.S and Hari Prasad Reddy. Y(2013) Financ   |            |                 |  |  |  |  |  |  |
|          | Reddy. T.S and Hari Prasad Reddy. Y(2013) Finance Accounting Margham Publications Chennai  | ublication |                 |  |  |  |  |  |  |

| 5. | John J. Wild, Barbara Chiappetta, Ken Shaw, "Fundamental Accounting            |  |  |  |  |  |  |  |  |  |  |  |
|----|--|--|--|--|--|--|--|--|--|--|--|--|
|    | Principles", Mc Graw Hill, 2016  |  |  |  |  |  |  |  |  |  |  |  |
|    | Reference Books  |  |  |  |  |  |  |  |  |  |  |  |
|    | (Latest editions, and the style as given below must be strictly adhered to)    |  |  |  |  |  |  |  |  |  |  |  |
| 1. | Mukesh Mahajan, P.S.Gills, V.P.Sharma and H.S.Punia(2001), Fundamentals of     |  |  |  |  |  |  |  |  |  |  |  |
| 1. | Accountancy, Unistar Books, Chandigarh.  |  |  |  |  |  |  |  |  |  |  |  |
| 2. | Sundeep Sharma (2004) Principles of Accounting, Shree Niwas Publication,       |  |  |  |  |  |  |  |  |  |  |  |
| ۷. | Jaipur   |  |  |  |  |  |  |  |  |  |  |  |
| 2  | Shukla M.C, T.S. Grawal and S.C. Gupta, (2018), Advanced Accounts, S.Chand and |  |  |  |  |  |  |  |  |  |  |  |
| 3. | Company  |  |  |  |  |  |  |  |  |  |  |  |
| 4. | Maheshwari S.N and Suneel.K.Maheshwari, (2018), Financial Accounting Vikas     |  |  |  |  |  |  |  |  |  |  |  |
| 4. | Publishing House.  |  |  |  |  |  |  |  |  |  |  |  |
| 5. | Goyal V.K and Ruchi Goyal, (2012), Financial Accounting, Prentice Hall India   |  |  |  |  |  |  |  |  |  |  |  |
| 5. | Learning Private Limited.  |  |  |  |  |  |  |  |  |  |  |  |
|    | Web Resources  |  |  |  |  |  |  |  |  |  |  |  |
| 1. | https://www.accounting.com/resources/students/                                 |  |  |  |  |  |  |  |  |  |  |  |
| 2. | https://icmai.in.  |  |  |  |  |  |  |  |  |  |  |  |
| 3. | https://www.cipfa.org  |  |  |  |  |  |  |  |  |  |  |  |
| 4. | https://www.accountingcoach.com/   |  |  |  |  |  |  |  |  |  |  |  |
| 5. | https://www.youtube.com/watch?v=OItO9XwgHlI                                    |  |  |  |  |  |  |  |  |  |  |  |

| CO /PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| CO 1   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 2   | 3    | 3    | 2    | 3    | 3    | 3    | 3    | 3    |
| CO 3   | 3    | 2    | 3    | 2    | 2    | 3    | 3    | 3    |
| CO 4   | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3    |
| CO 5   | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 3    |

Strong-3 Medium-2 Low-1

#### Level of Correlation between PSO's and CO's

| CO /PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---------|------|------|------|------|------|
| CO1     | 2    | 2    | 3    | 2    | 1    |
| CO2     | 2    | 2    | 3    | 2    | 2    |
| CO3     | 3    | 2    | 3    | 2    | 2    |
| CO4     | 2    | 2    | 3    | 2    | 2    |
| CO5     | 2    | 2    | 3    | 2    | 2    |

| Course Course Title |                                 |          | S       | Hours | Marks |     |       |
|---------------------|---------------------------------|----------|---------|-------|-------|-----|-------|
|                     | Course Title                    | Category | Credits |       | CIAE  | TEE | Total |
| 23UECSE42           | MODERN BANKING AND<br>INSURANCE | SEC      | 2       | 2     | 25    | 75  | 100   |

|      | Learning Objectives  |            |                 |  |  |  |  |  |  |  |
|------|--|------------|-----------------|--|--|--|--|--|--|--|
| L1   | To discern the modern banking and insurance course   |            |                 |  |  |  |  |  |  |  |
| L2   | To enables the learners understand new financial instruments and banking practices   |            |                 |  |  |  |  |  |  |  |
| L3   | To know the role of insurance in economic development  |            |                 |  |  |  |  |  |  |  |
| L4   | To understand the insurance contract and risk manageme   | ent        |                 |  |  |  |  |  |  |  |
| L5   | To know the Major Insurance Legislation in India and its   | growth     |                 |  |  |  |  |  |  |  |
| UNIT | Contents   |            | No. of<br>Hours |  |  |  |  |  |  |  |
| I    | Banking Commercial Banks- Functions of Commercial Banks- Pri Public Sector Banks- Credit Creation - Commercial Bank Payment Banks- functions- Digital Banking-Tools – Metho  | ks's role- | 6               |  |  |  |  |  |  |  |
| II   | <b>Central Banks</b> Functions of a Central Bank – Objectives of Monetary Effects and Limitations – Narasimhan Committee Report.   | Policy –   | 6               |  |  |  |  |  |  |  |
| III  | Introduction to Insurance Insurance: Meaning and Types- Role of Insurance in E Development -Saving and Investment Aspects – Social V Insurance: Life Vs Non-Life Insurance. Classification of Life and General Insurance Policies. | 6          |                 |  |  |  |  |  |  |  |
| IV   | Insurance Contract and Risk Management  Meaning of contract- Insurable Interest- Utmost good Principle of Indemnity and other Principles-Risk Man Definition and Types- Management of Risk through Iden Analysis and Control.      | agement:   | 6               |  |  |  |  |  |  |  |
| v    | Insurance Business in India  Major Insurance Legislation- Growth of Industry- Agr Insurance- Health Insurance- Reinsurance- Entry of Insurance Companies- Insurance Act. LIC Act, GIC Act. IRD                                     | Private    | 6               |  |  |  |  |  |  |  |
|      | Total  |            | 30              |  |  |  |  |  |  |  |
|      | Course Outcomes  | Knowle     | edge Level      |  |  |  |  |  |  |  |
| CO   | On completion of this course, students will  |            |                 |  |  |  |  |  |  |  |
| 1    | Recollect the financial tools and methods of banking operations  | K1,K       | 2,K3,K4         |  |  |  |  |  |  |  |
| 2    | Understand and describe the central banking operations.  | K1,K2,K    | 3,K4,K5,K6      |  |  |  |  |  |  |  |
| 3    | Explain various types of insurances in Practice  | K1,K2,K    | 3,K4,K5,K6      |  |  |  |  |  |  |  |
| 4    | Evaluate the insurance policies and recommend the right policies for use.  | K1,K2,K    | 3,K4,K5,K6      |  |  |  |  |  |  |  |
| 5    | Evaluate the macro level implications of the various insurances.   | K1,K2      | ,K3,K4,K5       |  |  |  |  |  |  |  |
|      | Textbooks (Latest Editions)  |            |                 |  |  |  |  |  |  |  |
|      |  |            |                 |  |  |  |  |  |  |  |

| 1. | Srivastava P.K. (2013), Banking Theory and Practice, Himalaya Publishing House, New Delhi                                   |
|----|---|
| 2. | Heffernan, S. (2005). Modern Banking. John Wiley & Sons   |
| 3. | Tyagi, C. L., & Tyagi, M. (2007). Insurance Law and Practice. Atlantic Publishers & Dist.                                   |
| 4. | J. N. Jain, "Modern Banking and Insurance : Principles and Techniques", Regal publications, 2008                            |
| 5. | Prasada & Radhika Rao, "Trends of Modern Banking", BSP Publication, 2016  |
|    | Reference Books   |
|    | (Latest editions, and the style as given below must be strictly adhered to)   |
| 1. | Finsinger J. and M.V. Pauly (Eds.) (1986), The Economics of Insurance Regulation: A Cross National Study, Macmillan London. |
| 2. | Sethi, J., & Bhatia, N. (2012). Elements of Banking and Insurance. PHI Learning Pvt. Ltd                                    |
| 3. | Lewis, M. K. (1992). Modern Banking in Theory and Practice. Revue Economique, 203-227.                                      |
| 4. | Tripathy, N. P., & Pal, P. (2005). Insurance: Theory and practice. PHI Learning Pvt. Ltd.                                   |
| 5. | Muraleedharan, D. (2014). Modern Banking: Theory and Practice. PHI Learning Pvt. Ltd  |
|    | Web Resources   |
| 1. | https://www.irdai.gov.in  |
| 2  | https://rbi.org.in  |
| 3  | https://www.studocu.com   |
| 4  | https://www.indiapost.gov.in/Financial/Pages/Content/pli.aspx   |
| 5  | https://licindia.in/  |

| CO /PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| CO 1   | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO 2   | 3    | 3    | 2    | 3    | 3    | 3    | 3    | 3    |
| CO 3   | 3    | 3    | 3    | 2    | 2    | 3    | 3    | 3    |
| CO 4   | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3    |
| CO 5   | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 3    |

Strong-3 Medium-2 Low-1

#### Level of Correlation between PSO's and CO's

| CO /PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---------|------|------|------|------|------|
| CO1     | 3    | 3    | 3    | 3    | 2    |
| CO2     | 3    | 3    | 3    | 2    | 2    |
| CO3     | 2    | 2    | 3    | 3    | 2    |
| CO4     | 3    | 3    | 3    | 3    | 3    |
| CO5     | 3    | 3    | 3    | 2    | 2    |

Strong-3 Medium-2

Low-1

| Course<br>Code |   |          | Š       | <b>60</b> | Marks |     |       |  |
|----------------|---|----------|---------|-----------|-------|-----|-------|--|
|                | Course Title                                      | Category | Credits | Hours     | CIAE  | TEE | Total |  |
| 23UECSE61      | GENERAL STUDIES FOR COMPETITIVE EXAMINATIONs(MCQ) | SEC      | 2       | 2         | 25    | 75  | 100   |  |

|      | Learning Objectives  |                 |  |  |  |  |
|------|--|-----------------|--|--|--|--|
| L1   | To create the opportunity for learning across different disciplines  |                 |  |  |  |  |
| L2   | To build experiences for students as they grow into lifelong learners.   |                 |  |  |  |  |
| L3   | To know the world climatic classification and its features   |                 |  |  |  |  |
| L4   | To build experiences for students as they grow into lifelong learners.   |                 |  |  |  |  |
| L5   | To know the history of modern India  |                 |  |  |  |  |
| UNIT | Contents   | No. of<br>Hours |  |  |  |  |
| I    | Polity Basic concepts- Three organs of Indian Government (Executive, Legislature, Judiciary), Introduction to Indian Constitution- Salient features of Constitution, Preamble, Fundamental Rights, Fundamental Duties, Directive Principles of State Policy, Types of Majority, Amendments to the constitution, basic structure doctrine, Division of subjects between the Union and the States Local Governance, Elections in India and Election Commission, CAG                  | 6               |  |  |  |  |
| II   | Geography Major oceans of the world - Important Canals - Gulfs - Straits and Passes - Indian Rivers and its Tributaries - Climatology - Atmosphere, wind systems, cloud systems, world climatic classification - Indian climate - Indian Monsoon - India's Physical Features, Indian Soil - Types and Distribution - Important Trade Routes and Projects, Indian Natural Vegetation - Indian agriculture- Major Crops and its distribution, Indian Industries and its Distribution | 6               |  |  |  |  |
| III  | Economy National Income – Inflation - Money and Banking - Agriculture in India - Union Budget - Planning in India – Poverty – Unemployment - Inclusive Development and Development issues - Industrial Policies - Financial Markets  | 6               |  |  |  |  |
| IV   | History Modern India -Formation of Indian National Congress - Morley Minto Reforms, Revolutionary activities - World War I and India's Response - Home Rule league - Montague Chelmsford reforms - Rowlatt Act - Non-Cooperation Movement - Simon Commission and Nehru Report - Civil Disobedience Movement and Round Table Conferences - Quit India Movement and Demand for Pakistan - Cabinet Mission - formation of Constituent assembly and Partition of India                 | 6               |  |  |  |  |
| v    | Environment and Ecology Basic concepts- Ecology, Biodiversity - Food Chain And Food Web - Bio-Geo Chemical Cycles -International Biodiversity Organisations - International Conventions - Conferences and Protocols - Indian   | 6               |  |  |  |  |

|           | Environmental Lawa And Environment Deleted Organizations                 |                   |            |  |  |  |
|-----------|--|-------------------|------------|--|--|--|
|           | Environmental Laws And Environment Related Organisations                 |                   | 20         |  |  |  |
|           | Total  | 17 1              | 30         |  |  |  |
|           | Course Outcomes  | Knowie            | edge Level |  |  |  |
| CO        | On completion of this course, students will                              |                   |            |  |  |  |
| 1         | Develop broad knowledge of the different components in Polity            | K1,K2,K3,K4       |            |  |  |  |
| 2         | Understand the Geographical features across Countries and in India       | K1,K2,K3,K4,K5,K6 |            |  |  |  |
| 3         | Acquire Knowledge of the aspects of the Indian Economy                   | K1,K2,K3,K4,K5,K6 |            |  |  |  |
| 4         | Understand the significance of India's Freedom Struggle                  | K1,K2,K3,K4,K5,K6 |            |  |  |  |
| 5         | Gain Knowledge of Ecology and Environment                                | K1,K2             | ,K3,K4,K5  |  |  |  |
| Textbooks |  |                   |            |  |  |  |
| 1.        | Class XI and XII NCERT Geography   |                   |            |  |  |  |
| 2.        | History- Old NCERT's Class XI and XII                                    |                   |            |  |  |  |
| 3.        | Tamil Nadu State Board XI and XII History Books                          |                   |            |  |  |  |
| 4.        | History- VI to X NCERT   |                   |            |  |  |  |
| 5.        | Economics - IX to XII NCERT  |                   |            |  |  |  |
|           | Reference Books  |                   |            |  |  |  |
| 1.        | Laxmikanth.M (2019), Indian Polity, McGraw-Hill                          |                   |            |  |  |  |
| 2.        | Ramesh Singh (2022), Indian Economy, McGraw Hill                         |                   |            |  |  |  |
| 3.        | Leong,G.C Physical and Human Geography, Oxford University Press          |                   |            |  |  |  |
| 4.        | Majid Hussain, India Map Entries in Geography, GK Publications Pvt. Ltd. |                   |            |  |  |  |
| 5.        | Majid Hussain - Environment and Ecology, GK Publications Pvt. Ltd        |                   |            |  |  |  |
|           | Web Resources  |                   |            |  |  |  |
| 1.        | https://darpg.gov.in/en  |                   |            |  |  |  |
| 2.        | https://www.india.gov.in/topics/governance-administration                |                   |            |  |  |  |
| 3.        | https://dea.gov.in/  |                   |            |  |  |  |
| 4.        | https://mausam.imd.gov.in/   |                   |            |  |  |  |
| 5.        | http://moef.gov.in/  |                   |            |  |  |  |
|           |  |                   |            |  |  |  |

| CO /PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--------|------|------|------|------|------|------|------|------|
| CO1    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO2    | 3    | 3    | 3    | 3    | 3    | 2    | 3    | 3    |
| CO3    | 3    | 2    | 2    | 2    | 3    | 3    | 3    | 3    |
| CO4    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |
| CO5    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 3    |

Strong-3 Medium-2 Low-1

#### Level of Correlation between PSO's and CO's

| CO /PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---------|------|------|------|------|------|
| CO1     | 3    | 3    | 3    | 3    | 3    |
| CO2     | 3    | 3    | 2    | 3    | 3    |
| CO3     | 3    | 3    | 2    | 3    | 3    |
| CO4     | 2    | 2    | 2    | 3    | 3    |
| CO5     | 3    | 2    | 2    | 3    | 3    |