

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Re-Accredited with A++ Grade by NAAC (3rd Cycle)

Uthamapalayam - 625 533.



DEPARTMENT OF ECONOMICS

PART IV - ECONOMICS

SYLLABUS

Choice Based Credit System – CBCS

(As per TANSCHÉ)

With

Outcome Based Education (OBE)

(Academic Year 2023 -2026)

Semester I

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

Semester II

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

Semester III

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

Semester IV

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

Semester V

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

Semester VI

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

1.	Jhingan, M. L, B.K. Bhatt, J.N. Desai (2003) Demography, Vrinda Publications, New Delhi
2.	Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.
3.	Jennifer Hickey Lundquist, Douglas L. Anderson and David Yaukey, "Demography: 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- 5 th 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/

Mapping with Programme Outcomes:

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

Strong-3

Medium-2

Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECFN11	BUSINESS COMMUNICATION	Foundation Course	3	4	25	75	100

Learning Objectives		
L1	To know the meaning objectives and role of communication and media	
L2	To understand the need and importance of communication in management	
L3	To apply the need and function of business letter	
L4	To study the business correspondents with insurance and other organisation	
L5	To understand the meaning and importance of report writing	
UNIT	Contents	No. of 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	6
II	Communication in Management Management and Communication: Need and Importance of Communication in Management - Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.	6
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.	6
IV	Correspondence Correspondence: Bank Correspondence - Insurance Correspondence - Agency Correspondence - Import-Export Correspondence	6
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.	6
	Total	75
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Understand the basics of communication and its Process, Elements, and its importance.	K1,K2,K3,K4
2	Acquire communication skills.	K1,K2,K3,K4,K5,K6
3	Employ the art of report preparation and writing Business Letters	K1,K2,K3,K4,K5,K6
4	Use appropriate technology for business presentations and	K1,K2,K3,K4,K5,K6

	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 Communication. S. Chand, New Delhi.	
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 Business Mc Graw Hill Education	
4.	Scott Mclean,"Business Communication for Success", Flat World 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 Education India.	
3.	Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing.	
4.	Mary Ellen Guffy and Dana Loewy (2012) Essentials of Business Communication Cengage Learning	
5.	C.B.Gupta (2019) Essentials of Business Communication Cengage Learning India Pvt. Ltd	
Web Resources		
1.	https://www.managementstudyguide.com/business_communication.htm	
2.	https://studiousguy.com/business-communication/	
3.	https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills	
4.	https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php	
5.	https://www.mindtools.com/page8.html	

Mapping with Programme Outcomes:

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

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					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 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	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	6
V	Investment Methods and Strategies. Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management.	6
	Total	30

Course Outcomes		Knowledge Level
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, evaluate and restructure if required.	K1,K2,K3,K4,K5
Textbooks		
1.	Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA	
2.	Esme Faerber (2013), All about Stocks ,TataMGraw Hill, New Delhi	
3.	Christopher D. Piro, Jerald E. Pinto(2013), "Economics for Investment Decision Makers: Micro, Macro, and International Economics, Workbook", Wiley, 2013	
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", John Murray Press, 2018	
Reference Books		
1.	Robert T. Kyosaki, (2014) Guide To Investing Business Plus ISBN: 9780446589161	
2.	Benjamine Graham(1949), The Intelligent Investor, Harper&Brothers	
3.	Mary Buffett and David Clark(2002), The New Buffettology (Simon and Schuster)	
4.	John C Bogle(2017) The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications	
5.	William J. O' Neil (2009) How to Make Money in Stocks: A Winning System in Good 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-websites-for-beginners	

Mapping with Programme Outcomes:

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

Strong-3 Medium-2 Low-1

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

Learning Objectives		
L1	To know the basic concepts of Computer Applications	
L2	To apply the MS office and its basic operations	
L3	To describes the data processing techniques using various MS office operations	
L4	To gain knowledge on application of MS Excel	
L5	To know mathematical and statistical functions for Economic Analysis	
UNIT	Contents	No. of 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.	6
II	MS Office Windows Explorer - MS Word: Basic Operations in Word – Editing–Formatting – Text Creation of Tables and Volumes - MS Power Point Presentation- Creating, Opening and Saving Slideshow and Animations - MS Excel: Work Sheet and Work Book- Opening and Formatting.	6
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.	6
IV	Introduction to MS Excel Calculation Operators: Arithmetic Operators – Comparison Operators – Logical Operations- Excel Tool Bars- Formatting of Text, Tables and Graphs.	6
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.	6
	Total	30
Course Outcomes		Knowledge Level
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,K6
3	Outline data processing techniques of MS Excel.	K1,K2,K3,K4,K5,K6
4	Understand basic Operation in MS Excel.	K1,K2,K3,K4,K5,K6
5	Apply MS Excel in Statistics and Economics.	K1,K2,K3,K4,K5

Textbooks	
1	Hem Chand Jain and H.N.Tiwari (2019) Computer Applications In Business, 5th Edition Taxmann Publication.
2	Dhanasekaran.K (2010) Computer Applications In Economics Vrinda Publications.
3	Asthana and Braj Bhushan (2007): Statistics for Social Sciences (with SPSS 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 Introduction, Routledge; 1 st Edition
2.	Alexis Leon and Mathews Leon; (2001), Introduction to Computers with Ms-Office 2000. McGraw Hill Education
3.	Greg Harvey, PhD, (2007) Microsoft Office Excel 2007 For Dummies, Wiley 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.gcglobal.or/en/topics/excel/
4.	https://trumpexcel.com/learn-excel/
5.	https://www.simplilearn.com/learn-ms-excel-free-training-course-skillup

Mapping with Programme Outcomes:

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

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UECSE31	ENTREPRENEURIAL 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 Hours
I	Introduction Entrepreneurship: Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental - Characteristics of an Entrepreneur - Types of Entrepreneurs- New Generations of entrepreneurship - Barriers to entrepreneurship	3
II	Entrepreneurial Motivation Motivation: meaning and Definition – Theories of Motivation: Maslow's, Herzberg's, McGregor's and Achievement Theory - Culture & Society - Values / Ethics – Risk-taking behaviour	3
III	Creativity and entrepreneurship Creativity and entrepreneurship - Steps in Creativity - Innovation and inventions - Legal Protection of innovation - Skills of an Entrepreneur - Decision making and Problem Solving (Steps in Decision Making)	3
IV	Sources of Finance Sources of Finance: Long term Sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO-SEBI- FDI- Institutional Finance - Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFCs in India - Merchant Banks in India - NBFCs in India	3
V	Rules and Legislation Industries Development (Regulations) Act, 1951 - Factories Act 1948 - The Industrial Employment (Standing Orders) Act - Environment (Protection) Act, 1986 - The Sale of Goods Ac, 1950 - Industrial Disputes Act 1947	3
	Total	15
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Explain the importance and factors influencing entrepreneurship	K1,K2,K3,K4
2	Understand and apply entrepreneurial theory using lean start-up principles.	K1,K2,K3,K4,K5,K6
3	Recognize and evaluate Creativity and entrepreneurship	K1,K2,K3,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
Textbooks (Latest Editions)		
1.	Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.	
2.	Srinivasan, N. P., & Gupta, G. P. (2001). Entrepreneurial Development". <i>Sultan Chand and Sons</i> , New Delhi	
3.	Simon. C Parker, "The Economics of Entrepreneurship", Cambridge University Press, 2009	
4.	K. Glancey, R. McQuaid and Jo Campling, "Entrepreneurial economics", Palgrave Macmillan UK, 2000	
5.	Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University Press, 2002	
Reference Books (Latest editions, and the style as given below must be strictly adhered to)		
1.	Glancey, K., McQuaid, R., & Campling, J. (2000), Entrepreneurial Economics. London: Macmillan.	
2.	Casson, M., & Buckley, P. J. (2010). Entrepreneurship, Edward Elgar Publishing.	
3.	Parker, S. C. (2018). The Economics of Entrepreneurship. Cambridge University Press.	
4.	Harper, D. A. (2003). Foundations of Entrepreneurship and Economic Development. Routledge	
5.	Khanka, S. S. (2006). Entrepreneurial Development. S. Chand 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/	

Mapping with Programme Outcomes:

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

Strong-3

Medium-2

Low-1

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 Business Kindle Edition
2.	William O'Toole(2021)Events Feasibility and Development From Strategy to Operations Routledge
3.	Julia Rutherford Silvers, William O'Toole(2020)Risk Management for Events, Routledge
4.	Anukrati Sharma, Shruti Arora(2018)Event Management and Marketing: Theory, Practical Approaches and Planning ,,Bharti Publications
5.	Allen, J. et al., 2011. Festival & Special event management. 5th edition. John Wiley & 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/

Mapping with Programme Outcomes:

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

Strong-3 Medium-2 Low-1

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 Accountancy, Unistar Books, Chandigarh.
2.	Sundeeep Sharma (2004) Principles of Accounting, Shree Niwas Publication, Jaipur
3.	Shukla M.C, T.S. Grawal and S.C. Gupta, (2018),Advanced Accounts,S.Chand and Company
4.	Maheshwari S.N and Suneel.K.Maheshwari, (2018), Financial Accounting Vikas Publishing House.
5.	Goyal V.K and Ruchi Goyal, (2012), Financial Accounting, Prentice Hall India 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=OI09XwgHII

Mapping with Programme Outcomes:

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

Strong-3 Medium-2 Low-1

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/

Mapping with Programme Outcomes:

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 Code	Course Title	Category	Credits	Hours	Marks		
					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 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 Laws And Environment Related Organisations	
	Total	30
Course Outcomes		Knowledge 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/	

Mapping with Programme Outcomes:

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

Strong-3 Medium-2 Low-1