



MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12

SYLLABUS

UG - COURSES – AFFILIATED COLLEGES

Course Structure for B. A. Economics

(Choice Based Credit System)

(with effect from the academic year 2023-2024 onwards)



Semester-I				
Part	Subject Status	Subject Title	Subject Code	Credit
I	Language I	TAMIL/ MALAYALAM/ HINDI	E1TL11/ E1MY11/ E1HD11	3
II	Language II	ENGLISH	E2EN11	3
III	Core	MICROECONOMICS-I	EMEC11	5
III	Core	STATISTICS FOR ECONOMICS-I	EMEC12	5
III	Elective I	FUNDAMENTALS OF MANAGEMENT	EEEEC11	3
IV	SEC-I (NME)	DEMOGRAPHY	ESEC11	2
IV	FC	BUSINESS COMMUNICATION	EFEC11	2



Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks

A. Scheme for internal Assessment:

Maximum marks for written test: **20 marks**

3 internal tests, each of **1 hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:

Written test- 20 marks; Assignment -5 marks Total - 25 marks

B. Scheme of External Examination

3 hrs. examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade point (GP)	Performance
1	90-100	O	10	Outstanding
2	80-89	A+	9	Excellent
3	70-79	A	8	Very Good
4	60-69	B+	7	Good
5	50-59	B	6	Above Average
6	40-49	C	5	Pass
7	0-39	RA	-	Reappear
8	0	AA	-	Absent

➤ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\Sigma (GP \times C)}{\Sigma C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction : CGPA \geq 7.5*
- First Class : CGPA \geq 6.0
- Second Class : CGPA \geq 5.0 and $<$ 6.0
- Third Class : CGPA $<$ 5.0



பொதுத்தமிழ் – 1

தமிழியல் கல்வி ஆதார வளங்கள்

Learning Objectives

- தமிழ் பயிலும் மாணவர்கள் தமிழியல் தொடர்பாக உள்ள ஆதார வளங்களை அறிதல்
- தமிழ்மொழியைச் சரியாக உச்சரிக்கவும், பிழைகளின்றி எழுதவும் கற்றுக்கொள்ளுதல்
- பயன்பாடு தமிழ் இலக்கணத்தை மொழியியல் ஆங்கில இலக்கண ஒப்பீட்டுடன் கற்றுக்கொண்டு சமகாலப் பொறுத்தப்பட்டோடு திருமுறைப் பயன்படுத்துதல்
- தமிழியல் வள ஆதாரங்கள் கிடைக்கும் இடம், அவற்றைப் பயன்கொள்ளும் முறை முதலியவற்றை மாணவர்கள் அறிந்து பயன்பெற அவர்களை ஆற்றுப்படுத்துதல்
- தொழில்நுட்ப அறிவைப் பெறுவதோடு ஆதார வளங்களை மாணவர்களே உருவாக்கும் முனைப்பைப் பொறுத்தல்

Unit I தமிழைப் பிழையின்றி பேசுதலும் எழுதுதலும்

பேசுதல் திறன்: உரிய ஒலிப்புடன், உரிய உணர்ச்சி வெளிப்பட, பொருளுணர்வுக்கு ஏற்றாற்போல் குரல், ஏற்ற இறக்கத்துடன் தங்கு தடையின்றி, இயல்பாகப் பேசுதல், தமக்கான நடையை உருவாக்கிக் கொள்ளுதல்

1. குறிப்பிட்ட தலைப்பில் பேசுதல்
2. உரையாடுதல்
3. உரையாற்றுதல்
4. கலந்துரையாடுதல்
5. கருத்தாடல்
6. அறிக்கை வாசித்தல்
7. தொகுத்துரைத்தல்
8. செய்யுள், உரை நயங்களை எடுத்துக்கூறும் திறன்
9. வேண்டுகோள் விடுக்கும் முறை
10. நிகழ்வுகளை ஒருங்கிணைத்தல்
11. அறிக்கை வாசித்தல்
12. நிகழ்ச்சி வருணை கூறுதல்
13. நேர்காணல் நடத்துதல்
14. செய்திகள், கருத்துகள், நூல்கள் ஆகியவற்றைத் திறனாய்வு செய்து பேசுதல்

எழுதல் திறன்: பொதுத் தமிழில், எழுத்து வழக்குச் சொற்களைப் பயன்படுத்தி, பிழைகளின்றி (சந்திப் பிழை, மயகொலிப் பிழை, குறில்-நெடில் பிழை, தொடர்ப் பிழை) உரிய நிறுத்தக் குறிகளுடன் தெளிவாகப் பொருள் விளங்கத் தமக்கான நடையில் குறிப்பிட்ட தலைப்பில் எழுதுதல்

1. உரையாடல்
2. உரையாற்றுதல்
3. கலந்துரையாடல்



4. விவாதித்தால்
5. அறிக்கை தயாரித்தல்
6. கட்டுரை எழுதுதல்
7. செய்யுள் உரைநயங்களை எழுதுதல்
8. எழுத்துமொழியில் தெளிவாக விண்ணப்பித்தால் (விண்ணப்பம் நிரப்புதல்/எழுதுதல்)
9. நிகழ்ச்சி நிரல் தயாரித்தல்
10. அறிக்கை எழுதுதல்
11. நிகழ்வரிகை தயாரித்தல்
12. முழக்கத் தொடர்கள் எழுதுதல்
13. செய்திகள், கருத்துகள் நூல்கள் ஆகியவற்றை திறனாய்வு செய்து எழுதுதல்

Unit II: பயன்பாட்டுத் தமிழ் இலக்கணமும் மொழிப பயிற்சியும்

மாற்றுப்பெயர்கள்-மாற்றுப்பெயர்களும் விகுதிகளும்(நான் - ஏன், நீ - ஆய்,நாம், நங்கள் - ஓம், நீங்கள்-ஈர்கள், அவன்-ஆன், அவள்-ஆள் =, அவர்-ஆர், அவர்கள்-அர்கள்/அர், அது/இது-அது,அவை/இவை-அன)-பெயர்ச்சொல் வேற்றுமை ஏற்றல் - வினைச்சொல்லும் எதிர்மறை விகுதிகளும் (இறந்தகாலம்: இல்லை/நிகழ்/ எதிர்: மாட்டு),

Unit III: தொல்லியலும் அகழாய்வுகளும்

கல்வெட்டுகள் - செப்பேடுகள் - சுவடிகள் - நாணயங்கள் - பிற ஆவணங்கள் - நூல்கள்-இதழ்கள் - நூலகங்கள் - அருங்காட்சியங்கள் - அகழ் வைப்பகங்கள் ஆகியன குறித்து அறிமுகம்-அவற்றில் மொழிப் பயன்பாடு

Unit IV: மின்னணுக் கருவிகளில் தமிழை பயன்பாடு

செல்பேசி, கணினி மற்றும் மின்னணுக் கருவிகளில் தமிழை உள்ளிடுதல் - தமிழ் 99 தட்டச்சு முறையில் தமிழைத் தட்டச்சு செய்தல்-கூகுள்(gboard) கூகுள் ட்ரான்ஸ்லேட்டர்(google translator), கூகுள் லென்ஸ்(lens) போன்றவற்றில் தமிழ் பயன்பாடு

Unit V: மின் நூல்கள் - தமிழ் இணையதளங்கள் - செயலிகள்

மின் நூல்கள் - மின் நூலகங்கள் - மின் இதழ்கள் - பேசும் புத்தகங்கள் (audio books) - விக்கிப்பீடியா - தமிழ் விக்சனரி - மின் அகராதிகள் - தமிழ் இணையக் கிழவிகழகம் - தமிழ்மொழி தொடர்பான இணையதளங்கள் வலைப்புக்கள் (இலக்கியம் சார்ந்தவை - பொதுவானவை) இருபத்தொன்றாம் நூற்றாண்டுத் திறன்கள் 21st Century Skills: Learning Skills (1.Critical Thinking, 2.Creative Thinking, 3.Collaborating, 4.Communicating), Literacy Skills (5.Information, 6.Media, 7.Technology), Life Skills(Flexibility, 9.initiative, 10. Social Skills, 11.Productivity, 12.Leadership)



Text Books

- தமிழில் நாமும் தவறில்லாமல் எழுதலாம் - பொற்றோ, பும்பொழில் வெளியீடு, சென்னை, 2012
- கணினித் தமிழ்- இல. சுந்தரம், விகடன் பிரசுரம், சென்னை, 2022
- சுவடியியல் - பூ. சுப்பிரமணியன், உலகத் தமிழராயிச்சி நிறுவனம், சென்னை, 1991

Reference Book

1. வைகை நதி நாகரிகம் (கீழடி குறித்த பதிவுகள்) - வெங்கடேசன், விகடன் பிரசுரம் சென்னை, 2018
2. நல்ல தமிழில் எழுதுவோம் - என். சொக்கன், கிழக்கு பதிப்பகம், சென்னை 2016
3. தமிழ்நடைக் கையேடு - மொழி அறக்கட்டளை, அடையாளம் பதிப்பகம், திருச்சி 2004
4. அடிப்படைத் தமிழ் இலக்கணம்- எம்.ஏ. நுஃமான் , அடையாளம், திருச்சி 2013.
5. இக்காலத் தமிழ் இலக்கணம்-பொற்கோ, பும்பொழில் வெளியீடு, சென்னை, 2006
6. தவறின்றித் தமிழ் எழுதுவோம் - ம.நன்னன், ஏகம் பதிப்பகம் சென்னை 2006
7. நல்ல தமிழ் இலக்கணம் செ. சீனி நைனா முகம்மது, அடையாளம் பதிப்பகம், திருச்சி 2013
8. புதிய தமிழ்ப்புணர்ச்சி விதிகள் - செ சீனி நைனா முகம்மது, அடையாளம் பதிப்பகம், திருச்சி 2013
9. இணையம் கற்போம் - மு. இளங்கோவன் - வயல்வெளிப் பதிப்பகம், புதுச்சேரி 2010
10. தமிழ்க் கணினி இணையப் பயன்பாடுகள் - துரை. மணிகண்டன், கமலினி பதிப்பகம், தஞ்சாவூர், 2012
11. சொல் வழக்குக் கையேடு-பா.ரா. சுப்பிரமணியன், மொழி அறக்கட்டளை, சென்னை 2017
12. ஒரு பண்பாட்டின் பயணம்: சிந்துமுதல் கங்கை வரை - ஆர்.பாலகிருஷ்ணன், ரோஜா முத்தையா நூலகம், சென்னை, 2023

Websites

- <https://www.tamilvu.org/>
- <https://www.tamildigitallibrary.in/>
- <https://www.tamiluniversity.ac.in/english/library-2/digital-library/>
- <https://www.tamilelibrary.org/>
- <http://www.projectmadurai.org/>
- <https://www.tamilvu.org/ta/library-libcontnt-273141>
- <https://www.tamildigitallibrary.in/>



MALAYALAM – I

PROSE, COMPOSITION AND TRANSLATION

Unit I

This unit focuses on Translation: Word level and syntactic level and also discuss the writing style of Essay. It introduces the proverbs, paraphrasing in Malayalam

Unit II

This units briefs the importance of Nalukettu in the history of Malayalam literature. The following unit examines the characteristics of the novel chapter ways. Chapter First to 10

Unit III

Remaining Chapters are introduced and discussed.

Unit IV This unit focuses on Marappavakalum Mattu Kadhakalum by Karur. It also introduces the story

Story I Marappavakal- Discussion

Story II Uthuppante Kirnar

Story III Kalchakaram

Story IV Poovamabhazham

Story V Vallakkaran

Story VI Chekuthan

Story VII Mothiram

Unit V Story VIII Safety Pin

Story IX Aranhaanam

Story X Kuta nannakkaanuntoo

Story XI Chudala thengu

Story XII Ampala parmbil

Story XIII Ezhunnallathu Duty

Story XIV Pisachinte Kuppayam

Reading List (Print and Online)

1. Malayala Sahithya Charithram – Dr. K.M.George (Ed.)
2. Cherukadha Innale Innu - M.Achuthan
3. Kadha Thedunna Kadha - N.Prabhakaran
4. M.T. Vakkinte Vismayam – V.R.Sudheesh
5. Kadhayum Kalavum –K.S.Ravikumar
6. Malayala Novalilee Desakaalanga- E. Ramkrishnan
7. Maranunna Malayala Noval- K.P. Appan
8. Andhanaya Daivam- P.K.Rajasekharan
9. Shyalee shilppam- Dr.K.M. Prabhakra Varir
10. Bhasha gadhyam- C.V. Vasudeva Bhattathiri
11. Karur Kadha patanam- M.M.Basheer

Recommended Texts

1. NALUKKETTU (NOVEL) : M.T. VASUDEVAN NAIR
2. MARAPPAVAKALUM MATTU KADHAKALUM (SHORT STORIES): KAROOR



HINDI I

Unit I

Buniyadi Hindi

- Swar
- Vyanjan
- Barah Khadi
- Shabd aur
- Vakya Rachna

Unit II

Hindi Shabdavali

- Rishto ke Naam
- Gharelu padartho ke Naam

Unit III

Vyakaran

- Sadharan Vakya aur Sangya
- Sarvanam
- Visheshan
- Kriya aadi shabdo ka prayog

Unit IV

Chote Gadyansh ka Pathan

- Bacho ki Kahaniya
- Patra-Patrikao mein prakashit Gadyansho ka Pathan

Unit V

Nibandh

- Sant Tiruvalluvar
- E.V.R Thandai Periyar
- Naari Sashaktikaran
- Paryavaran Sanrakshan
- Vibhinna pratiyogi parikshao ke bare mein jaankari dena

Pratiyogi priksa par adharit nibandho dwara bhasha ki kshamta badhane vale prashikshan kary.

Reference Books

1. Hindi ke Aavyay Vakyansh – Chaturbhuj Sahay
2. Subodh Hindi Vyakaran – Phoolchand Jain
3. Sankshipt Hindi Vyakaran – Kamta Prasad
4. Vyavaharik Hindi – Nagappa
5. Abhinav Hindi Vyakran – Nagappa
6. Saral Hindi Vyakaran – Shyamchandra Kapur
7. Vyakaran Pradeep – Ramdev
8. Laghu Bal Kathaye – Ramashankar
9. Manoranjak Kahaniya – Premchand
10. CONCISE GRAMMAR OF THE HINDI LANGUAGE - H.C Scholberg
11. Hindi Grammar – Edwin Greaves



Related Online Contents for Hindi (MOOCs, SWAYAM, NPTEL, YouTube, Websites, etc.)

1. fr#oYyqoj%

[https://bharatdiscovery.org/india/%E0%A4%A4%E0%A4%BF%E0%A4%B0%E0%A5%81%E0%A4%B5%E0%A4%B2%E0%A5%8D%E0%A4%B2%E0%A5%81%E0%A4%B5%E0%A4%B0#:~:text=%E0%A4%A4%E0%A4%BF%E0%A4%B0%E0%A5%81%E0%A4%B5%E0%A4%B2%E0%A5%8D%E0%A4%B2%E0%A5%81%E0%A4%B5%E0%A4%B0%20\(%E0%A4%85%E0%A4%82%E0%A4%97%E0%A5%8D%E0%A4%B0%E0%A5%87%E0%A4%9C%E0%A4%BC%E0%A5%80%3A%20Thiruvalluvar\)%20%E0%A4%A6%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%BF%E0%A4%A3,%E0%A4%AA%E0%A4%BF%E0%A4%A4%E0%A4%BE%20%E0%A4%AE%E0%A5%87%E0%A4%82%20%E0%A4%B5%E0%A4%BF%E0%A4%B6%E0%A5%8D%E0%A4%B5%E0%A4%BE%E0%A4%B8%20%E0%A4%B0%E0%A4%96%E0%A4%A4%E0%A5%87%20%E0%A4%A5%E0%A5%87%E0%A5%A4](https://bharatdiscovery.org/india/%E0%A4%A4%E0%A4%BF%E0%A4%B0%E0%A5%81%E0%A4%B5%E0%A4%B2%E0%A5%8D%E0%A4%B2%E0%A5%81%E0%A4%B5%E0%A4%B0#:~:text=%E0%A4%A4%E0%A4%BF%E0%A4%B0%E0%A5%81%E0%A4%B5%E0%A4%B2%E0%A5%8D%E0%A4%B2%E0%A5%81%E0%A4%B5%E0%A4%B0%20(%E0%A4%85%E0%A4%82%E0%A4%97%E0%A5%8D%E0%A4%B0%E0%A5%87%E0%A4%9C%E0%A4%BC%E0%A5%80%3A%20Thiruvalluvar)%20%E0%A4%A6%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%BF%E0%A4%A3,%E0%A4%AA%E0%A4%BF%E0%A4%A4%E0%A4%BE%20%E0%A4%AE%E0%A5%87%E0%A4%82%20%E0%A4%B5%E0%A4%BF%E0%A4%B6%E0%A5%8D%E0%A4%B5%E0%A4%BE%E0%A4%B8%20%E0%A4%B0%E0%A4%96%E0%A4%A4%E0%A5%87%20%E0%A4%A5%E0%A5%87%E0%A5%A4)

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3. ukjh l'kfDrdj.k%

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b. http://gadyakosh.org/gk/%E0%A4%86%E0%A4%88%E0%A4%AF%E0%A5%87!_%E0%A4%AA%E0%A4%B0%E0%A5%8D%E0%A4%AF%E0%A4%BE%E0%A4%B5%E0%A4%B0%E0%A4%A3_%E0%A4%AC%E0%A4%9A%E0%A4%BE%E0%A4%8F%E0%A4%81!_%E0%A4%85%E0%A4%A8%E0%A5%8D%E0%A4%A4%E0%A4%B0%E0%A4%BE_%E0%



PART II ENGLISH

Learning Objectives

- To enable learners to acquire self awareness and positive thinking required in various life situations.
- To help them acquire the attribute of empathy
- To assist them in acquiring creative and critical thinking abilities
- To enable them to learn the basic grammar
- To assist them in developing LSRW skills

Unit I SELF-AWARENESS (WHO) & POSITIVE THINKING(UNICEF)

Life Story

- 1.1 Chapter 1 from Malala Yousafzai, I am Malala
- 1.2 An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K.Gandhi

Poem

- 1.3 Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore
- 1.4 Love Cycle – Chinua Achebe

Unit II EMPATHY

Poem

- 2.1 Nine Gold Medals – David Roth
- 2.2 Alice Fell or poverty – William Wordsworth

Short Story

- 2.3 The School for Sympathy – E.V. Lucas
- 2.4 Barn Burning – William Faulkner

Unit III CRITICAL & CREATIVE THINKING

Poem

- 3.1 The Things That Haven't Been Done Before – Edgar Guest
- 3.2 Stopping by the Woods on a Snowy Evening – Robert Frost

Readers Theatre

- 3.3 The Magic Brocade – A Tale of China
- 3.4 Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School" by Louis Sachar)

Unit IV Part of Speech

- 4.1 Articles
- 4.2 Noun
- 4.3 Pronoun
- 4.4 Verb
- 4.5 Adverb
- 4.6 Adjective
- 4.7 Preposition



Unit V Paragraph and Essay Writing

- 5.1 Descriptive
- 5.2 Expository
- 5.3 Persuasive
- 5.4 Narrative

Reading Comprehension

Text books (Latest Editions)

1. Malala Yousafzai. I am Malala, Little, Brown and Company, 2013.
2. M.K. Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter – I), Rupa Publications, 2011.
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali. MacMillan, 1913.
4. N.Krishnasamy. Modern English: A Book of Grammar, Usage and Composition Macmillan, 1975.
5. Aaron Shepard. Stories on Stage, Shepard Publications, 2017.
6. J.C. Nesfield. English Grammar Composition and Usage, Macmillan, 2019.

Web Resources

1. Malala Yousafzai. I am Malala (Chapter 1) <https://archive.org/details/i-am-malala>
2. M.K Gandhi. An Autobiography or The Story of My Experiments with Truth(Chapter-1)- Rupa Publication, 2011 <https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx>
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings)<https://www.poetryfoundation.org/poems/45668/gitanjali-35>
4. Aaron Shepard. Stories on Stage, Shepard Publications, 2017 <https://amzn.eu/d/9rVzINv>
5. J C Nesfield. Manual of English Grammar and Composition. <https://archive.org/details/in.ernet.dli.2015.44179>



MICROECONOMICS-I

Learning Objectives

- To Equip the economic behaviours of individual units of the society.
- To describes the consumer behaviour and utility analysis
- To impart knowledge on demand and supply concepts
- To identify the relevance of Production and returns to scale of Production
- To know the costs and profit maximisation

UNIT I Basic Concepts

Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making–Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems -Market Mechanism and Resource Allocation.

UNIT II Utility Analysis

Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves–Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects-Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks' Approach

UNIT III Demand and Supply Analysis

Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types - Engel's Law -Supply – Law of Supply –Determinants –Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus

UNIT IV Production Analysis

Production Function– Law of Variable Proportions- Laws of Returns to Scale-Isoquant's-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution(CES) Production Function –Economies and Diseconomies of Scale

UNIT V Cost and Revenue Concepts

Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue –Relationship between AR, MR and Elasticity of Demand- Profit Maximization Rule.

Text books

1. Robert Pindyck and Daniel L.Rubinfeld,(2001) Micro Economics, Macmillan
2. Hal R. Varian (2004), Intermediate Micro Economics (East-West Press: New Delhi)
3. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
4. Ahuja H.L (2016) Principles of Microeconomics, S.Chand
5. Timothy Taylor,Steven A Greenlaw and David Shapiro (2017) Principles of



Economics, 12th Media Services.

Reference Books

1. Koutsoyiannis (2003), Modern Microeconomics Palgrave Macmillan (UK) 2nd Edition.
2. Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
3. Dwivedi, D.N(2002), Microeconomics: Theory and Applications, 2nd ed., Pearson
4. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)
5. Karl E. Case and Ray C Fair (2007), Principles of Economics, Pearson Prentice Hall Inc Singapore South Asia

Web Resources

1. <http://www.econlib.org/library/enc/microeconomics.html>
2. <https://www.tutor2u.net/economics>
3. <https://www.economicsnetwork.ac.uk/>
4. <https://www.cliffsnotes.com/studyguides/economics/introduction/microeconomics>
5. <http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf>

STATISTICS FOR ECONOMICS – I

Learning Objectives

- To know the nature and scope of statistics and its applications
- To teach students Collection, Classification, Analyzing and Presentation of data.
- To apply the measures of central tendency
- To draw measurement of dispersion and its applications
- To analyse correlation and regression and its applications

UNIT I Introduction and Collection of Data

Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data – Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data.

UNIT II Classification and Presentation of Data

Classification and Tabulation of Data– Types - Frequency Distribution — Cumulative Frequency Distribution- Class Interval – Diagrams – Types- Graphical Representation– Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve.

UNIT III Measures of Central Tendency

Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.

UNIT IV Measures of Dispersion



Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation – Skewness and Kurtosis.

UNIT V Correlation and Regression

Correlation – Types of Correlation – Methods -Karl Pearson’s Co-efficient of Correlation – Spearman’s Rank Correlation – Regression Equations – Distinction between Correlation and Regression Analysis.

Text books

- 1 Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.
- 2 Sancheti. D.C and Kapoor V.K(2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi.
- 3 Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.
- 4 Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.
- 5 Dominick Salvatore and Derrick Reagle, theory and problems of statistics and econometrics, Mc Graw Hill, (2002)

Reference Books

1. Saxena H.C , (2016) Elementary Statistics, S Chand and Company New Delhi.
2. Elhance D.N, (2004), Fundamentals of Statistics Kitab Mahal, New Delhi
3. Manoharan M (2010), “Statistical Methods”, Palani Paramount Publications, Palani.
4. R.S.N.Pillai and V. Bagavathi(2010), Statistics, Sultan Chand and Sons, New Delhi
5. Dr.S.Sachdeva (2014) Statistics -Lakshmi Narain Agarwal.

Web Resources

1. <https://www.cuemath.com/data/statistics/>
2. <https://stattrek.com/statistics/resources>
3. <https://testbook.com/learn/maths-mean-median-mode/>
4. <https://www.statistics.com/>
5. <https://thisisstatistics.org/students/>



Fundamentals of Management

Learning Objectives

- To provide students with the basic concepts of Management.
- To probe the planning concepts and its objectives
- To analyze the Organizational Levels in an Organization
- To describes the motivation and satisfaction and its elements
- To know the importance of Quality Checks.

UNIT I Introduction

Management – Definition-scope – Schools of Thought in Management-Levels of Management-Role and Functions of a Manager

UNIT II Planning

Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

UNIT III Organisational Levels

Types of Business Organizations – Structure- Span of Control – Departmentalisation-Selection, Training and Development, Performance Management, Career Planning ,and Management

UNIT IV Directing

Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.

UNIT V Controlling

Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control – Maintenance Control – Quality Control – Planning Operations.

Textbooks

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter,(2011) “Fundamentals of Management” 7th Edition, Pearson Education
2. Tripathy PC & Reddy PN,(1999) “Principles of Management”, Tata McGraw Hill.
3. Pillai R.S.N and Kala .S (2013) Principles And Practice Of Management S.Chand& Co andCompany.
4. Ricky Griffin, “Fundamentals of Management”, Cengage Learning, (2016)
5. Pardeep Kumar and Amanjot Sachdeva, “Fundamentals of Management”,S. Chand Publishing, (2012)

Reference Books

1. Dr. C.B. Gupta and Dr. Shruti Mathur (2022) Management Principles andApplications ,Scholar Tech Press
2. Neeru Vasisth and Vibhuti Vasishth(2019)Principles of Management Text & Cases ,Taxman Publication
3. R.C Bhatiya, “Fundamentals of Management”, S.K Kataria &Sons, 2013
4. L.M Prasad, “Principles and Practice of Management,2021
5. Dr.N.Mishra and Dr.O.P.Gupta, “Fundamentals of Management”, SBPD Publishing House, 2022

Web Resources

1. <http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf>
2. <https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-of-management-introduction-and-concepts/>
3. <https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf>
4. <https://in.sagepub.com/en-in/sas/journal-of-management/journal201724>

5. <https://www.managementstudyhq.com/evolution-management-thought-theories.html>



DEMOGRAPHY

Learning Objectives

- To understand the meaning and scope of demography
- To discuss the basic concepts of demographic measurements.
- To describes the concepts of urbanisation and migration
- To evaluate the international aspects of population growth and tis environment
- To analyse the trends in population policy in India

UNIT I Introduction

Meaning Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.

UNIT 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 Birth and Death Rate- Age Specific Birth and Death Rates – Standardized Birth and Death Rates – Fertility – Total Fertility Rate – Gross Reproduction Rate – Net Reproduction Rate

UNIT III Migration and Urbanisation

Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration.

UNIT IV Population Trends

Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.

UNIT V Population Policy in India

Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups –National Population Commission – Demographic Dividend – National Youth Policy.

Text books

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: 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/>



SKILL ENHANCEMENT FOUNDATION COURSE BUSINESS COMMUNICATION

Learning Objectives

- To know the meaning objectives and role of communication and media
- To understand the need and importance of communication in management
- To apply the need and function of business letter
- To study the business correspondents with insurance and other organisation
- To understand the meaning and importance of report writing

UNIT 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

UNIT 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.

UNIT 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.

UNIT IV Correspondence

Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence

UNIT 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.

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 Knowledge, 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>



