



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		3
II	Language II	ENGLISH		3
III	Core	MICROECONOMICS-I		5
III	Core	STATISTICS FOR ECONOMICS-I		5
III	Elective I	FUNDAMENTALS OF MANAGEMENT		3
IV	SEC-I (NME)	DEMOGRAPHY		2
IV	SEHC	BUSINESS COMMUNICATION		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

Unit 1 - மரபுக் கவிதை

1. பெ. சுந்தரனார் - தமிழ்த் தெய்வ வணக்கம்
2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா
3. கவிமணி - புத்தரும் சிறுவனும்
4. முடியரசன்-மொழி உணர்ச்சி
5. கண்ணதாசன் - ஆட்டனத்தி ஆதிமந்தி - ஆதிமந்தி புலம்பல்
6. சுரதா - துறைமுகம் தொகுப்புலிருந்து ஏதேனும் ஒரு கவிதை
7. தமிழ் ஒளி - கடல்

Unit II – புதுக்கவிதை

1. அப்துல் ரகுமான் - வீட்டுக்கொரு மரம் வளர்ப்போம்
2. ஈரோடு தமிழன்பன் - சென்றியூ கவிதைகள் (ஏதேனும் ஐந்து கவிதைகள்)
3. வைரமுத்து – பிற்சேர்க்கை
4. மு.மேத்தா – வாழைமரம்
5. அறிவுமதி - வள்ளுவம் பத்து
6. நா. முத்துக்குமார் - ஆனந்த யாழை மீட்டுகிறாய்
7. சுகிர்தராணி - சபிக்கப்பட்ட முத்தம்
8. இளம்பிறை - நீ எழுத மறுக்கும் எனது அழகு

Unit III – சிறுகதைகள்

1. வாய் சொற்கள் - ஜெயகாந்தன் (மாலை மயக்கம் தொகுப்பு)
2. கடிதம் - புதுமைப்பித்தன்
3. கரு - உமாமகேஸ்வரி
4. முன்முடி - தி ஜானகிராமன்
5. சிதறல்கள் - விழி.பா.இதயவேந்தன்
6. காகித உறவு - சு. சமுத்திரம்
7. வீட்டின் மூலையில் சமையல் அறை - அம்பை
8. (மொழிபெயர்ப்புக் கதை) ஆண்டவன் செக்காவ் - நாயக்காரய்ச் சீமாட்டி, சந்தியா பதிப்பகம்

Unit IV - பாடம் சார்ந்த இலக்கிய வரலாறு

Unit V - மொழித்திறன் போட்டி தேர்வு

1. பொருள் பொதிந்த சொற்றோடர் அமைத்தல்
 2. ஓர் எழுத்து ஒரு மொழி
 3. வேற்றுமை உருபுகள்
 4. திணை, பால், எண், இடம்
 5. கலைச்சொல்லாக்கம், மொழிபெயர்ப்பு
- (குறிப்பு: அலகு 4,5 ஆகியன போட்டித் தேர்வு நோக்கில் நடத்தப்பட வேண்டும்)



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 unit 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 Avyay Vakyanish – Chaturbhuj Sahay
2. Subodh Hindi Vyakaran – Phoolchand Jain
3. Sankshipt Hindi Vyakaran – Kamta Prasad
4. Vyavaharik Hindi – Nagappa
5. Abhinav Hindi Vyakaran – 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 (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%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%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)

2. bZ-os-jkelkeh

[https://hi.wikipedia.org/wiki/%E0%A4%AA%E0%A5%87%E0%A4%B0%E0%A4%BF%E0%A4%AF%E0%A4%BE%E0%A4%B0#:~:text=%E0%A4%87%E0%A4%B0%E0%A5%8B%E0%A4%A1%20%E0%A4%B5%E0%A5%87%E0%A4%82%E0%A4%95%E0%A4%9F%20%E0%A4%A8%E0%A4%BE%E0%A4%AF%E0%A4%95%E0%A4%B0%20%E0%A4%B0%E0%A4%BE%E0%A4%AE%E0%A4%BE%E0%A4%B8%E0%A4%BE%E0%A4%AE%E0%A5%80%20\(17,%E0%A4%B5%E0%A4%BE%E0%A4%B2%E0%A5%87%20%E0%A4%B9%E0%A4%BF%E0%A4%A8%E0%A5%8D%E0%A4%A6%E0%A5%81%E0%A4%A4%E0%A5%8D%E0%A4%B5%20%E0%A4%95%E0%A4%BE%20%E0%A4%B5%E0%A4%BF%E0%A4%B0%E0%A5%8B%E0%A4%A7%20%E0%A4%A5%E0%A4%BE%E0%A5%A4](https://hi.wikipedia.org/wiki/%E0%A4%AA%E0%A5%87%E0%A4%B0%E0%A4%BF%E0%A4%AF%E0%A4%BE%E0%A4%B0#:~:text=%E0%A4%87%E0%A4%B0%E0%A5%8B%E0%A4%A1%20%E0%A4%B5%E0%A5%87%E0%A4%82%E0%A4%95%E0%A4%9F%20%E0%A4%A8%E0%A4%BE%E0%A4%AF%E0%A4%95%E0%A4%B0%20%E0%A4%B0%E0%A4%BE%E0%A4%AE%E0%A4%BE%E0%A4%B8%E0%A4%BE%E0%A4%AE%E0%A5%80%20(17,%E0%A4%B5%E0%A4%BE%E0%A4%B2%E0%A5%87%20%E0%A4%B9%E0%A4%BF%E0%A4%A8%E0%A5%8D%E0%A4%A6%E0%A5%81%E0%A4%A4%E0%A5%8D%E0%A4%B5%20%E0%A4%95%E0%A4%BE%20%E0%A4%B5%E0%A4%BF%E0%A4%B0%E0%A5%8B%E0%A4%A7%20%E0%A4%A5%E0%A4%BE%E0%A5%A4)

3. ukjh l'kfDrdj.k%

<https://www.hindikiduniya.com/essay/women-empowermentessayinhindi/#:~:text=%E0%A4%AE%E0%A4%B9%E0%A4%BF%E0%A4%B2%E0%A4%BE%20%E0%A4%B8%E0%A4%B6%E0%A4%95%E0%A5%8D%E0%A4%A4%E0%A4%BF%E0%A4%95%E0%A4%B0%E0%A4%A3%20%E0%A4%95%E0%A5%8D%E0%A4%AF%E0%A4%BE%20%E0%A4%B9%E0%A5%88%20%3F&text=%E0%A4%AE%E0%A4%B9%E0%A4%BF%E0%A4%B2%E0%A4%BE%20%E0%A4%B8%E0%A4%B6%E0%A4%95%E0%A5%8D%E0%A4%A4%E0%A4%BF%E0%A4%95%E0%A4%B0%E0%A4%A3%20%E0%A4%95%E0%A5%8B%20%E0%A4%AC%E0%A5%87%E0%A4%B9%E0%A4%A6%20%E0%A4%86%E0%A4%B8%E0%A4%BE%E0%A4%A8,%E0%A4%B8%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%AE%20%E0%A4%AC%E0%A4%A8%E0%A4%BE%E0%A4%A8%E0%A4%BE%20%E0%A4%AE%E0%A4%B9%E0%A4%BF%E0%A4%B2%E0%A4%BE%20%E0%A4%B8%E0%A4%B6%E0%A4%95%E0%A5%8D%E0%A4%A4%E0%A4%BF%E0%A4%95%E0%A4%B0%E0%A4%A3%20%E0%A4%B9%E0%A5%88%E0%A5%A4>

4. i;kZoj.k laj{k.k%

a. https://hi.wikipedia.org/wiki/%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%B8%E0%A4%88%E0%A4%B0%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%A3#:~:text=%E0%A4%AA%E0%A4%B0%E0%A5%8D%E0%A4%AF%E0%A4%BE%E0%A4%B5%E0%A4%B0%E0%A4%A3%20%E0%A4%B8%E0%A4%82%E0%A4%B0%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%A3%20%E0%A4%95%E0%A4%BE%20%E0%A4%B8%E0%A4%AE%E0%A4%B8%E0%A5%8D%E0%A4%A4%20%E0%A4%AA%E0%A5%8D%E0%A4%B0%E0%A4%BE%E0%A4%A3%E0%A4%BF%E0%A4%AF%E0%A5%8B%E0%A4%82,%E0%A4%AA%E0%A5%83%E0%A4%A5%E0%A5%8D%E0%A4%B5%E0%A5%80%20%E0%A4%B8%E0%A4%AE%E0%A5%8D%E0%A4%AE%E0%A5%87%E0%A4%B2%E0%A4%A8%20%E0%A4%86%E0%A4%AF%E0%A5%8B%E0%A4%9C%E0%A4%BF%E0%A4%A4%20%E0%A4%95%E0%A4%BF%E0%A4%AF%E0%A4%BE%20%E0%A4%97%E0%A4%AF%E0%A4%BE%E0%A5%A4

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

Unit 1- Poetry

1. A Patch of Land - Subramania Bharati
2. The Sparrow - Paul Laurence Dunbar
3. A Nation's Strength – Ralph Waldo Emerson
4. Love Cycle - Chinua Achebe

Unit II - Prose

1. JRD - Harish Bhat
2. Us and Them - David Sedaris From Dress Your Family in Corduroy and Denim
3. Uncle Podger Hangs a Picture - Jerome K Jerome

Unit III- Short Stories

1. The Faltering Pendulum- Bhabani Bhattacharya
2. How I Taught my Grandmother to Read- Sudha Murthy
3. The Gold Frame- R.K. Laxman

Unit IV - Language Competency

1. Vocabulary : Synonyms, Antonyms, Word Formation
2. Appropriate use of Articles and Parts of Speech
3. Error correction

Unit V English for Workplace

1. Self - introduction, Greetings
2. Introducing others
3. Listening for General and Specific Information
4. Listening to and Giving Instructions /Directions

Text books (Latest Editions)

1. Steel Hawk and other stories by Bhattacharya, Bhabani, New Delhi: Sahitya Akademi, 1967
2. How I taught my Grandmother to Read and other Stories, Murthy, Sudha, Penguin Books, India, 2004

Web Resources

1. A patch of land by Subramania Bharati translated by Usha Rajagoplan : https://books.google.co.in/books?id=iSHvOmXuvLMC&printsec=frontcover&dq=subramania+bharati+poems&hl=en&newbks=1&newbks_redir=0&source=gb_mobile_search&sa=X&redir_esc=y#v=onepage&q=subramania%20bharati%20poems&f=false
2. The Sparrow by Paul Laurence Dunbar <https://poets.org/poem/sparrow-0>
3. A Nation's Strength by Emerson <https://poets.org/poem/nations-strength>
4. Love cycle by Chinua Achebe : <https://www.best-poems.net/chinuaachebe/love-cycle.html>
5. JRD by Harish Bhat <https://www.tata.com/newsroom/heritage/coffee-tea-jrd-tata-stories>
6. Us and Them by David Sedaris From Dress Your Family in Corduroy and Denim <https://legacy.npr.org/programs/morning/features/2004/jun/sedaris/usandthem.html>
7. Uncle Podger Hangs a Picture: <http://rosyhunt.blogspot.com/2013/01/unclepodger-hangs-picture.html>
8. The Gold Frame: <https://fybaenglish.blogspot.com/2018/12/the-gold-frame-r-klaxman.html>

Reference Books

(Latest Editions, and the style given must be strictly adhered to)

1. English in use - A textbook for College Students (English ,Paper back, - T.Vijay Kumar, KDurga Bhavani, YL Srinivas
2. Practical English Usage - 4th Edition By Michael Swan
3. The Art of Civilized Conversation: A Guide to Expressing Yourself with Style and
4. Grace -Margaret Shepherd, Penny Carter, (Illustrator), Sharon Hogan, 2005.



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. Desai (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>



