



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 2024-2025 onwards)



Semester-II				
Part	Subject Status	Subject Title	Subject Code	Credit
I	LANGUAGE	TAMIL/MALAYALAM/HINDI	F1TL21/ F1MY21/ F1HD21	3
II	ENGLISH	ENGLISH	F2EN21	3
III	CORE	MICROECONOMICS-II	FCEC21	5
III	CORE	STATISTICS FOR ECONOMICS-II	FCEC22	5
III	ELECTIVE	HISTORY OF ECONOMIC THOUGHT (OR) INTRODUCTION TO E -COMMERCE	FEEC2A/ FEEC2B	3
IV	SEC 2	ECONOMICS FOR INVESTORS	FSEC21	1
IV	SEC 3	COMPUTER APPLICATIONS IN ECONOMICS	FSEC22	1
IV		NAAN - MUDHALVAN COURSE/ EVENT MANAGEMENT*		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 ≥ 6.0
- Second Class : CGPA ≥ 5.0 and < 6.0
- Third Class : CGPA < 5.0



PART I – TAMIL

பொதுத்தமிழ் 2

தமிழ் இலக்கிய வரலாறு 2

அலகு 1: தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

1. சிற்றிலக்கியம்: குறவஞ்சி, கலம்பம், உலா, பரணி, பள்ளு, பிள்ளைத்தமிழ், தூது, அந்தாதி.
2. தனிப்பாடல் அறிமுகம்
3. இக்கால இலக்கியம்: கவிதை, சிறுகதை, நாடகம், உரைநடை, திராவிட இயக்கம் வளர்த்த தமிழ்

அலகு 2 சிற்றிலக்கியமும், தனிப்பாடலும்

சிற்றிலக்கியம்:

1. கலிங்கத்து பரணி-விருந்தினரும் வரியவரு நெருங்கி யுண்ணரும் - முதல் - கேட்பாரைக் காண்மின் காண்மின் - வரை
2. திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கனிகொடுத்து
3. முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத்
4. அபிராமி அந்தாதி - கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்)
5. திருவரங்கக் கலம்பம் - மறம் - பிள்ளைப் பெருமாள் ஐயங்கார்-பேசுவந்த தூத செல்லரித்த ஓலை சொல்லுமோ
6. தமிழ்விடு தூது முதல் பத்து கண்ணிகள்

தனிப்பாடல்

1. வான்குருவி யின்கூடு - ஒளவையார்
2. ஆமணக்குக்கும் யானைக்கும் சிலேடை: முதிருக்கும் கொம்பசைக்கும் மூரித்தண்டே-காளமேகப் புலவர்
3. இம்பார் வான் எல்லை இராமனையே பாடி - வீரராகவர்
4. நாராய் நாராய் முத்தப் புலவர்

அலகு 3 இக்கால இலக்கியம் - 1

1. பாரதியார் பாரத சமுதாயம் வாழ்கவே
2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா
3. நாமக்கல் கவிஞர் - கத்தியின்றி
4. தமிழ் ஒளி - மீன்கள் (அந்தி நிலா பார்க்க வா)
5. ஈரோடு தமிழன்பன் - எட்டாவது சீர் (வணக்கம் வள்ளுவ)

சிறுகதைகள்

1. புதுமைப்பித்தன் - கடிதம்
2. ஜெயகாந்தன் - வாய்ச் சொற்கள் (மாலை மயக்கம் தொகுப்பு)
3. ஆர். சூடாமணி - அந்நியர்கள்

உரைநடை :

1. மு. வ கடிதங்கள் - தம்பிக்கு நூலில் முதல் இரண்டு கடிதங்கள்



அலகு 4 இக்கால இலக்கியம் 2

1. தந்தை பெரியார் - திருக்குறள் (மாநாட்டு) உரை
2. பேரறிஞர் அண்ணா - இரண்டாம் உலகத் தமிழ் மாநாட்டு உரை
3. கலைஞர் மு. கருணாநிதி - தொல்காப்பிய பூங்கா-எழுத்து-முதல் நூற்பா கட்டுரை

நாடகம் /திரைத்தமிழ்:

1. வேலைக்காரி - திரைப்படம்
2. ராஜா ராணி - சாக்ரடீஸ் - ஓரங்க நாடகம்

இதழியல் தமிழ்:**முரசொலி கடிதம்**

1. செம்மொழி வரலாற்றில் சில செப்பேடுகள்

அலகு 5 மொழிப் பயிற்சி

சொல் வேறுபாடு / பிழை தவிர்த்தல்

வாசிப்பது - வாசிப்பாளர்

சுவர் - சுவரில்

வயிறு - வயிற்றல்

கோயில் - கோவில்

கரறுப்பு - கருப்பு

இயக்குநர் - இயக்குனர்

சில்லறை - சில்லரை

முறித்தல் - முரித்தல்

மனம் - மனசு - மனது

அருகில் - அருகாமையில்

அக்கரை - அக்கறை

மங்கலம் - மங்களம்

பயிற்சி:

1. பிழையான சொற்களை ஒரு பத்தியில் கொடுத்து அந்தந்தப் பிழையான சொற்களைச் சரியாக எழுதச் செய்தல்
2. சிறிய பத்தி ஒன்றை ஆங்கிலத்தில் கொடுத்து அதனைத் தமிழில் மொழிபெயர்க்க வைத்தல்

Text Books:

1. பிழையான சொற்களைச் சரியாக எழுதச் செய்தல்
2. சிறிய பத்தி ஒன்றை ஆங்கிலத்தில் கொடுத்து அதனைத் தமிழில் மொழிபெயர்க்க வைத்தல்

Reference Books:

- மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதமி, புதுடெல்லி
- மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
- தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
- தமிழ் இளகிய வரலாறு - முனைவர் சிற்பி பாலசுப்ரமணியன், முனைவர்.சொ. சேதுபதி
- புதி யதமிழ் இலக்கிய வரலாறு - முனைவர் சிற்பி பாலசுப்ரமணியன், நீல. பத்மநாபன்

Web Sources:

- இணைய தமிழ் நூலகம் - சென்னை நூலகம் - Online Tamil Library - ChennaiLibrary.com
- [முகப்பு - சிறுகதைகள் \(sirukathaigal.com\)](http://முகப்பு - சிறுகதைகள் (sirukathaigal.com))
- www.tamilvirtualuniversity.org
- [Buy tamil books online 10% to 50% discount, Tamil Novels, Tamil Audio Books online - Buy tamil books online - Established 2010 \(noolulagam.com\)](http://Buy tamil books online 10% to 50% discount, Tamil Novels, Tamil Audio Books online - Buy tamil books online - Established 2010 (noolulagam.com))
- www.katuraitamilblogspot.com



MALAYALAM

PAPER- II Office Communication Malayalam

Learning Objectives

- To give compressive view of communication and its scope and importance in official communication and business communication
- To recall the official writing styles
- To understand different kinds of letter drafting
- To Generalize office keeping and data management
- To differentiate the structural and content variations both official and non-official communication
- To compare the different style of letters based on domains
- To Conceptualize the different trends in computer network and social media

UNITS I

This unit introduces basic communication skills in Malayalam. Salutation, Discourse markers, formal and informal communication strategies, principles of communication, reading and analysis are also introduced

Language-oral and written-importance of languages-formal and informal – communication style in written communication-principles of written communication Text-messages-Email-letter drafting- different types of letter drafting personal letters- -Business letters Official letters—letter to the editor memorandums- Bio data-Reports-press conference-business proposal

UNIT II

This unit introduces - word processing and Editing text Auto correct spell check & grammar check, undo & redo Text formatting Changing case, drop caps, coloring & highlighting text, adding special characters, bullets & numbering

Document formation compositional and typographical ways. Advanced page layout in word Borders, box, shading, page fills & back ground Module and Table & columns Creating tables Inserting tables from the menu & tool bar, drawing tables Manipulating tables Selecting tables elements, inserting & deleting columns & rows, adjusting table properties, are introduced . This unit introduces the Printing word documents Using print preview. Practical knowledge in different fonts and Unicode

UNIT III

This Unit Introduces blog writing, technical writing, content editing, Proof reading, news making, advertisement writing (Writing for career)



UNIT IV

Official language- Malayalam

Detailed study-

1. Malayalam nammude mathru bhasha.- Bharana bhasha prasnangal- M.V.Thomas,State Institute of languages.
2. Bharanam janakeeya bhashayil- Bharana bhasha prasnangal M.V.Thomas-State Institute of languages
3. Deseeyodgrathanam pradesika bhashakaliloode -Bharana bhasha prasnangal M.V.Thomas,State Institute of languages
4. Bhasha samraajyam srishtikkum--- Bhashayum bharanabhashayum Dr.Ezhumattoor Raja raja Varmma ,State Institute of languages
5. Swathanthryathinte Kodiyadayalam- Bhashayum bharanabhashayum Dr.Ezhumattoor Raja raja Varmma, State Institute of languages
6. Bharanaghatana vyavasthakal- Bhashayum bharanabhashayum- Dr.Ezhumattoor Rajaraja Varmma, State Institute of languages
7. Malayala dinaghoshavum Bharanabhashavaraghoshavum Bhashayum bharanabhashayum-Dr.Ezhumattoor Rajaraja Varmma, State Institute of languages

UNIT V

This unit introduces Malayalam for Competitive Exams. Reading comprehension, reasoning , inferential comprehension, analogical creations(Competitive Malayalam) Malayalam for language Specific Exams for writing UPSC, PSC exams

Reading List (Print and Online)

1. Bharana bhasha prasnangal- M.V.Thomas-State Institute of languages
2. Business Communication for Success: Publisher: University of Minnesota Libraries Publishing
3. Vanijyaparamaya kathidapadukal,G.R.Pilla .State Institute of languages
4. Bhashayum bharanabhashayum-Dr.Ezhumattoor Rajaraja Varmma,



HINDI

Kahani, Ekanki aur Vyakran

Course Objectives

The Main Objectives of this course are to:

- Introduction to Hindi fiction
- Teaching of social values through stories and skits
- Practical application of grammar

Unit I

Hindi Katha-Sahitya: Parichay

- Kahani ke Tatva
- Hindi ke Pramukh kahanikaro ka Parichay
- Ekanki ke Tattva
- Hindi ke Pramukh Ekankikaro ka Parichay

Unit II

Hindi Kahaniya

- Premchand – Bade Ghar ki Beti
- Malathi Joshi – Vo Tera Ghar Yah Mera Ghar
- Pita - Gyanranjan

Unit III

Hindi Ekanki

- Lakshmi ka Swagat – Upendranath Ashk
- Vibhajan – Vishnu Prabhakar
- Maa Baap – Sri Vishnu

Unit IV

Vyakaran

- Kriya Visheshan
- Sambandh Bodhak
- Samuchay Bodhak
- Vismayadi Bodhak aadi shabdo ka prayog

Unit V

Pratiyogi Pariksha par aadharit Nimnalikhit Vishayo se sambandhit Prashikshan Karya

- Tamil Bhasha: Mahakavi Bharatiyar
- Sanket Vikas dwara Lekhan kala aur Kahani Lekhan ka Vikas
- Gadyansh dekhkar sahi Shirshak chunna
- Pathit Vyakaran par aadharit Vakya rachna
- Vibhinna Pratiyogi parikshao ke bare mein suchna pradan dena

Reference Books

1. Aath Ekanki Natak – Ed. Dr. Ramkumar Verma
2. Das Ekanki

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

1. Lokpriya Kahaniya: <https://www.hindwi.org/sangrahaalay/100-best-storiesin-hindii>
2. Vo Tera Ghar Ye Mera Ghar:
http://gadyakosh.org/gk/%E0%A4%B5%E0%A5%8B_%E0%A4%A4%E0%A5%87%E0%A4%B0%E0%A4%BE_%E0%A4%98%E0%A4%B0_%E0%A4%AF%E0%A5%87_%E0%A4%AE%E0%A5%87%E0%A4%B0%E0%A4%BE_%E0%A4%98%E0%A4%B0_%E0%A4%AE%E0%A4%BE%00%A4%B2%E0%A4%A4%E0%A5%80_%E0%A4%9C%E0%A5%8B%E0%A4%B6%E0%A5%80
3. <https://hindistory.net/>



Part II English

GENERAL ENGLISH - II

Learning Objectives

- To make students realize the importance of resilience
- To enable them to become good decision makers
- To enable them to imbibe problem-solving skills
- To enable them to use tenses appropriately
- To help them use English effectively at the work place.

UNIT I

RESILIENCE

Poem

- 1.1 Don't Quit – Edgar A. Guest
- 1.2 Still Here – Langston Hughes

Short Story

- 1.3 Engine Trouble – R.K. Narayan
- 1.4 Rip Van Winkle – Washington Irving

UNIT II

DECISION MAKING

Short Story

- 2.1 The Scribe – Kristin Hunter
- 2.2 The Lady or the Tiger - Frank Stockton

Poem

- 2.3 The Road not Taken – Robert Frost
- 2.4 Snake – D. H Lawrence

UNIT III

PROBLEM SOLVING

Prose life Story

- 3.1 How I taught My Grandmother to Read – Sudha Murthy

Autobiography

- 3.3 How frog Went to Heaven – A Tale of Angolo
- 3.4 Wings of Fire (Chapters 1,2,3) by A.P.J Abdul Kalam

UNIT IV

Tenses

- 4.1 Present
- 4.2 Past
- 4.3 Future
- 4.4 Concord

UNIT V

English in the Workplace

- 5.1 E-mail – Invitation, Enquiry, Seeking Clarification
- 5.2 Circular
- 5.3 Memo
- 5.4 Minutes of the Meeting



Text Books (Latest Editions)**References Books**

1. Martin Hewings. Advanced English Grammar. Cambridge University Press, 2000
2. SP Bakshi, Richa Sharma. Descriptive English. Arihant Publications (India) Ltd., 2019.
3. Sheena Cameron, Louise Dempsey. The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing, 2019.
4. Barbara Sherman. Skimming and Scanning Techniques, Liberty University Press, 2014.
5. Phil Chambers. Brilliant Speed Reading: Whatever you need to read, however. Pearson, 2013.
6. Communication Skills : Practical Approach Ed. Shaikh Moula Ramendra Kumar. Stories of Resilience, Blue Rose Publications, 2020.

Web Sources

1. Langston Hughes. Still Here
<https://poetryace.com/im-still-here>
2. R. K. Narayan. Engine Trouble
<http://www.sbioaschooltrichy.org/work/Work/images/new/8e.pdf>
3. Washington Irving. Rip Van Winkle
<https://www.gutenberg.org/files/60976/60976-h/60976-h.htm>
4. Frank Stockton. The Lady or the Tiger <https://www.gutenberg.org/ebooks/396>

MICROECONOMICS-II

Learning Objectives

- To equip the students to gain knowledge on the Market Structures
- To analyse the Monopoly and price discrimination in the market
- To probe the Monopolistic and Oligopoly competitions and its operation
- To enrich the students about the theories of Distribution
- To understand the concepts of Welfare Economics

UNIT I

Perfect Competition Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis.

UNIT II**Monopoly and Price Discrimination**

Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– Dead Weight Loss -Policies to Control Monopoly – Price Discrimination– First Degree, Second Degree and Third-Degree Price Discrimination – Dumping.



UNIT III**Monopolistic and Oligopoly Competition**

Monopolistic Competition–Features– Product Differentiation–Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity. Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership –Game Theory – Minimax – Maximin – Nash Equilibrium.

UNIT IV**Distribution Theory**

Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.

UNIT V**Welfare Economics and General Equilibrium**

Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution.

Textbooks

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. Walter Nicholson and Christopher Snyder, Micro Economic Theory - Basic Principles and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016.
4. Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
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. Case & Fair, Principles of Economics Myeconlab series 8th Edn.
4. Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition
5. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)

Web Resources

1. <https://open.umn.edu/opentextbooks/subjects/economics>
2. <https://global.oup.com>
3. <https://www.economicnetwork.ac.uk>
4. <https://edge.sagepub.com/sextomicro8e>
5. <https://www.aeaweb.org/resources/students>



STATISTICS FOR ECONOMICS-II

Learning Objectives

- To understand the various methods of Index numbers and its applications
- To analyse the components and measurement of Time Series data
- To know the theories of Probability and its applications
- To probe the Research design and Sampling methods
- To acquire knowledge on the application of test of Hypotheses in Research

UNIT I

Index Numbers

Index Numbers – Methods – Unweighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed based Index Numbers – Test of Adequacy of Index Numbers – Wholesale Price Index – Consumer Price Index – Cost of Living Index.

UNIT II

Time Series Analysis

Definition– Components and Measurement– Graphic Method - Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis.

UNIT III

Theory of Probability

key Concepts of Probability – Importance – Theorems of Probability: Addition, Multiplication and Bayes' Theorem - Discrete and Continuous Random Variables – Theoretical Distributions – Binomial, Poisson and Normal – Properties- Uses and Applications.

UNIT IV

Sampling

Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non –Random Sampling - Size of Sample – Merits and Limitations of Sampling – Sampling and Non- Sampling Errors.

UNIT V

Testing of Hypothesis

Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis – Test: Null and Alternative Hypothesis – Type – I and Type – II Errors– ‘t’ Test –



Paired 't'-test – Chi –Square test, 'F' test –Analysis of Variance - One way and Two-way ANOVA.

Textbooks

1. S.P Gupta, (2017) “Statistical Methods”, Sultan Chand & Sons.
2. Anderson, Sweeney and Williams(2012), “Statistics for Business and Economics Cengage,2012.
3. Pillai R.S.N. &BagavathiV (2012), “Statistics:Theory and Practice” S.Chand&CompanyLtd. New Delhi.
4. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad,
5. Probability and Statistics, S.Chand and Co, 2020.
6. Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.

Reference Books

1. Anderson, David Ray, “Statistics for Business and Economics”, South-Western Pub,2001.
2. Sancheti and Kapoor, Statistics, (2015) Sultan & Sons New Delhi.
3. Gupta S.C. Statistical Methods (2015) Sultan & sons New Delhi.
4. Monga G.S. “Mathematics and Statistics for Economics” (2001), Vikas Publishing House Pvt.Ltd New Delhi.
5. Dominick Salvatore and Derrick Reagle, Theory and problems of statistics and Econometrics, Mc Graw Hill, (2002)

Web Resources

1. <https://stattrek.com/statistics/resources>
2. <https://www.cuemath.com/data/f-test/>
3. <https://www.statistics.com/>
4. <https://thisisstatistics.org/students/>
5. <https://oli.cmu.edu/courses/probability-statistics-open-free/>

HISTORY OF ECONOMIC THOUGHT

Learning Objectives

- To explain the nature and scope of economic thought and its principles
- To understand the classical Economists ideology and theory of Marx
- To know the Keynesian revolution and its analysis
- To build the Marginalism Revolution and its operations
- To describes the thoughts of various Nobel Laureates in Economics

UNIT I

Pre-Classical Thought

Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism-Main Principles – Important Mercantilists- Physiocracy - Main concepts - Important Physiocrats

UNIT II

Classical Economists and Karl Marx

Adam Smith- Division of Labour- Theory of Value- Laissez Faire- Canons of Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of



Trade- Malthus-Theory of Population –Theory of Gluts –Karl Marx-Theory of Surplus Value -Breakdown of the Capitalist System

UNIT III

Neo-Classical and Institutional Thought

The Marginalist Revolution- Marshall: Value and Role of Time – Marginal Utility and Consumer's Surplus – Distribution – Marshallian Concepts – Representative Firm, Economies of Scale, Quasi-Rent- Institutional Economics – Veblen – Mitchell – J.R.Commons.

UNIT IV

Keynesian Revolution and Modern Thought

Keynes – Psychological law of Consumption- Effective Demand-Theory of Employment- Schumpeter's Theory of Innovation - Hicks Theory of Trade Cycle- New Keynesian Economics- New Classical Economics –Rational Expectation Hypothesis.

UNIT V

Nobel Laureates in Economics and Indian Economic Thought

Nobel Laureates in Economics – Paul A Samuelson – Kuznets – Hicks – Myrdal – Milton Friedman – Recent Nobel Laureates (Last Three Years)- Indian Economic Thought – DadabhaiNaoroji- Mahatma Gandhi-B.R.Ambedkar – Amartya Sen – Sen's Capability Approach –Poverty and Inequality.

Textbooks

1. Lokanathan, V, History of Economic Thought, S Chand & Co Ltd.
2. Bhatia, H.L. (2018), History of Economic Thought, S Chand & Co Ltd.
3. SrivastavaS.K (2002) History of Economic Thought, S.Chand Publication.
4. M.L Jhingan,M.Girija , L.Sasikala "History of Economic Thought" 3rd Edition, Virnda Publication 2014.
5. R.R.Paul "History of Economic Thought" ,Kalyani Publisher,2018.

Reference Books

1. Amartya Sen (1982), Welfare and Measurement, Oxford University Press, New Delhi.
2. Gandhi, M.K. (1938), Economics of Village Industries, Navjivan Publishers, New Delhi.
3. T.N.Hajela, (2015), History of Economic Thought Ane Students Edition 18th Edition.
4. Gide and Rist,(2014), A History of Economic Doctrines, Nabu Press.
5. V.Lokanathan (2009) "A History of Economic Thought: S.Chand& Co Limited.

Web Resources

1. <https://www.hetwebsite.net/het/>
2. <https://thoughteconomics.com/>



3. <https://www.nobelprize/economic-sciences/>
4. <https://www.aeaweb.org/resources/students>
5. <https://sites.google.com/site/maeconomicsku/home>

INTRODUCTION TO E COMMERCE

Learning Objectives

- To learn the nature and concepts of E-commerce in India
- To understand the various business models for E-Commerce and its uses
- To analyse the Various online business transactions and its applications
- To explain the E-Promotion and consumer protection and its latest amendments
- To update the students on various methods of E-payment systems and its risks.

UNIT I

Introduction

Meaning – Nature – Concepts – Advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E-Commerce in India.

UNIT II

Business Models for E-commerce

E-commerce Models - Business-to-Business (B2B) – Business– to- Consumer (B2C) - Consumer-to-Consumer (C2C) - Consumer-to-Business (C2B) - Direct to Customer (D2C) – Peer-to-Peer (P2P) - Brokerage Model - Aggregator Model.

UNIT III

Online Business Transactions

E-Commerce Applications in Various Industries- Banking, Insurance, Payment of Utility Bills - Online Marketing /E-Tailing (Popularity, Benefits, Problems and Features) -Online Services (Financial, Travel and Career) /Auctions, Online Portal, Online Learning - Publishing and Entertainment - Online Shopping

UNIT IV

E-Promotion and Consumer Protection

E-Advertising techniques: Banners, Sponsorships, Portals, and Online coupons-Role of Influencers in Social Media- Marketing-Porters Value Chain Model-E-Commerce and consumers-Consumer Protection (E-Commerce) Rules 2020 and Latest Amendments

UNIT V

E- Payment System

Models and Methods of e–Payments (Debit Card, Credit Card, Smart Cards, e-money)



- Digital Signatures (procedure, working and legal position) - Payment Gateways - Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer - Automated Clearing House - Automated Ledger posting - Risks involved in e-payments.

Textbooks

1. Bajaj K.K and Debjani Nag (2017), E-commerce, McGraw Hill Educatio
2. Chhabra T.N , Suri and Sanjiv Varma (2005) E-Commerce, Dhanpat Rai & Co
3. Dr.K. Abirami Devi and Dr.M. Alagammal, “E- Commerce”, Margaham Publication,
4. Amir Manzoor, “E- Commerce: An Introduction”, Lambert Academic Pubishing,2010
5. Dr. Shivani Arora, “E-Commerce”, Taxmann Publishing, 2017

Reference Books

1. Pandey (2013) Ecommerce and its Applications , S.K. Kataria& Sons
2. Kenneth C. Laudon and Carlo Guercio Traver(2020) , E-Commerce, Pearson Education.
3. Pralok Gupta (2020) E-commerce in India: Economic and Legal Perspectives, SAGE Publications India Pvt Ltd
4. David Whitley (2017) E - Commerce: Strategy, Technologies and Applications,
5. Joseph P.T ., S.J (2019) “E-Commerce : An Indian Perspective” PHI Learning Pvt. Ltd.

Web Resources

1. <https://ecommerce-platforms.com/resources>
2. <https://ecommerceguide.com>
3. <https://www.bigcommerce.com/resources/>
4. <https://www.cloudways.com/blog/top-ecommerce-websites/>
5. <https://www.indiafilings.com/learn/how-to-start-an-ecommerce-business-in-india/>

ECONOMICS FOR INVESTORS

Learning Objectives

- To understand concepts of Saving and Investments
- To probe the various Investment avenues and its applications
- To acquire knowledge on various investment markets and its features
- To know the economic fundamentals and the Business Environment
- To understand various investment methods and its strategies

UNIT 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



UNIT II

Investment Avenues

Traditional Investment – Cash, Deposits, Gold, Silver, Commodities and Real Estates.
Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds.

UNIT 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

UNIT 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

UNIT V

Investment Methods and Strategies.

Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management.

Textbooks

1. Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA
2. Esme Faerber (2013), All about Stocks, Tata McGraw 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. Benjamin 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>

COMPUTER APPLICATIONS IN ECONOMICS

Learning Objectives

- To know the basic concepts of Computer Applications
- To apply the MS office and its basic operations
- To describes the data processing techniques using various MS office operations
- To gain knowledge on application of MS Excel
- To know mathematical and statistical functions for Economic Analysis

UNIT 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.

UNIT 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.

UNIT 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.



UNIT IV**Introduction to MS Excel**

Calculation Operators: Arithmetic Operators – Comparison Operators – Logical Operations- Excel Tool Bars- Formatting of Text, Tables and Graphs.

UNIT 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.

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; 1stEdition
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 ManagementDreamTech

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>



EVENT MANAGEMENT

Learning Objectives

- To equip students on the various facets of Event Management.
- To provide students event management as a career option.
- To understand the committees in managing events and its safety
- To learn about celebrity management
- To know the event management in India and its operations

UNIT I

Introduction

Event Management – Definition –objectives –Classification and Types of Events- Career Options

UNIT II

Event Management Strategy

Process -Target Audience –Creativity - Purpose – Costs -Event Budget-Network with Suppliers- Creation of Social Media Accounts

UNIT III

Committees in Managing Events

Organising Committee- Event Scheduling -Venue Selection-Recruitment of Event Staff-Event Safety-Emergency Planning and Checklist

UNIT IV

Celebrity Management

Issues and Challenges -Cost Management and Budget – Confidentiality- Crowd Management

UNIT V

Event Management Industry

Event Management Industry in India- Leading Event Management Companies

Textbooks

1. Lynn Van Der Wagen & Brenda R Carlos Event Management
2. Bhavana Chaudhari Dr. Hoshi Bhiwandiwalla(2019) A book of Event Management Kindle Edition, Nirali Prakashan Publishers
3. Alex Genadinik Event planning -management & marketing for successful events, Alex Genadinik publisher 2015
4. Charles Bladen, James Kennell, Emma Abson and Nick Wilde, “Events



- Management: An Introduction”, Talyor and Francis, 2017
5. Bernadette Quinn, “Key Concepts in Event Management”, Sage Publication, 2013

Reference Books

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/>
5. <https://eventplanningblueprint.com/>

