



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-II				
Part	Subject Status	Subject Title	Subject Code	Credit
I	Language I	TAMIL/ MALAYALAM/ HINDI	E1TL21/ E1MY21/ E1HD21	3
II	Language II	ENGLISH	E2EN21	3
III	Core	MICROECONOMICS-II	EMEC21	5
III	Core	STATISTICS FOR ECONOMICS-II	EMEC22	5
III	Elective	HISTORY OF ECONOMIC THOUGHT/ INTRODUCTION TO E -COMMERCE	EEEC21/ EEEC22	3
IV	SEC - 2	ECONOMICS FOR INVESTORS	ESEC21	2
IV	SEC - 3	COMPUTER APPLICATIONS IN ECONOMICS	ESEC22	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



Part – I TAMIL

Learning Objectives:

- முதலாமாண்டுப் பட்ட வகுப்பு மாணவர்களுக்குத் தமிழ் மொழி இலக்கியங்களை அறிமுகம் செய்தல்
- தமிழ் இலக்கியப் போக்குகளையும், இலக்கணங்களையும் மாணவர் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்

அலகு 1:

தமிழ் இலக்கிய வரலாறு அறிமுகம்.

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

அழகு 2

சிற்றிலக்கியமும், தனிப்பாடலும்

சிற்றிலக்கியம்:

1. கலிங்கத்து பரணி-விருந்தினருக்கு வறியவரும் நெருங்கியுண்ண முதல் கேட்பாரைக் காண்மின் காண்மின் வரை (5 பாடல்கள்)
2. திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கனிகொடுத்து
3. முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத்
4. அபிராமி அந்தாதி - கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்)
5. திருவரங்கக் கலம்பகம் - மறம் பேசவந்த தூது செல்லரித்த ஓலை சொல்லுமோ (பிள்ளைப் பெருமாள் ஐயங்கார்)
6. தமிழ்விடு தூது -முதல் பதுக் கண்ணிகள்

தனிப்பாடல்;

1. வான்குருவி யின்கூடு - ஓளவையார்
2. ஆமணக்குக்கும் யானைக்கும் சிலேடை - முதிருக்கும் கொம்பசைக்கும் மூரிதண்டேந்தி - காளமேகப் புலவர்
3. இம்பர் வான் எல்லை இராமனையே பாடி - வீரராகவர்
4. நாராய் நாராய் - சத்தி 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
5. ஈரோடு தமிழன்பன் - எட்டாவது சீர் (வணக்கம் வள்ளுவ - தொகுப்பு)

சிறுகதைகள்:

1. புதுமைப்பித்தன் - கடிதம்
2. ஜெயகாந்தன் - வாய்ச் சொற்கள் (மாலை மயக்கம் - தொகுப்பு)
3. ஆர். சூடாமணி - அந்நியர்கள்
4. உரைநடை:
5. 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 - நூற்பா கட்டுரை

நாடகம்/திரைத்தமிழ்:

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

இதழியல் தமிழ்:

முரசொலி கடிதம்

1. செம்மொழி வரலாற்றில் சில செப்பேடுகள்

அலகு 5 மொழி பயிற்சி

சொல் வேறுபாடு/பிழை தவிர்த்தல்

- வாசிப்பது - வாசிப்பவர்
- சுவர் - சுவரில்
- வயிறு - வயிற்றில்
- கோயில் - கோவில்
- கருப்பு - கறுப்பு
- இயக்குநர் - இயக்குனர்
- சில்லறை - சில்லரை
- முறித்தல் - முறிதல்
- மனம் - மனசு - மனது
- அருகில் - அருகாமையில்
- அக்கரை - அக்கறை
- மங்கலம் - மங்களம்

பயிற்சி:

- பிழையான சொற்களை ஒரு பத்தியில் கொடுத்து அந்தப் பிழையான சொற்களைச் சரியாகச் எழுதச் செய்தல்
- சிறிய பத்தி ஒன்றை ஆங்கிலத்தில் கொடுத்து அதனைத் தமிழில் மொழிபெயர்க்க வைத்தால்.

Text Books

Reference Books

1. மு. வரதராசன், தமிழ் இளகிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி.
2. மது.ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
4. தமிழ் இலக்கிய வரலாறு - முனைவர். சிற்பி பாலசுப்ரமணியம், நீல. பத்மநாபன்
5. தமிழ் இலக்கிய வரலாறு - டாக்டர் எ.கா. பெருமாள்
6. தமிழ் இலக்கிய வரலாறு - முனைவர். ப. ச. ஏசுதாசன்
7. தமிழ் இலக்கிய வரலாறு - ஸ்ரீ குமார்
8. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு - பாக்கியமேரி
9. தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் - பதிப்பகம், சிதம்பரம்

Web Sources:

- <https://www.chennaiibrary.com/>
- <https://www.sirukathaigal.com/>
- <https://www.tamilvirtualuniversity.org/>
- <https://www.noolulagam.com/>
- <https://www.katuraitamilblogspot.com/>



PART I MALAYALAM

Course Objectives

1. To give compressive view of communication and its scope and importance in official communication and business communication

Unit I:

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

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.

Unit III

This unit introduces the 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 IV

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

Unit V

This unit introduces Malayalam for Competitive Exams. Reading comprehension, reasoning, inferential comprehension, analogical creations(Competitive Malayalam)

Unit VI

Malayalam for language Specific Exams for writing UPSC, PSC Exams

Recommended Text:

1. Bharanabhasha: The State language Institute Business Communication for Success: Publisher: University of Minnesota Libraries Publishing



PART I HINDI - Kahani, Ekanki aur Vyakran

Course Objectives

The Main Objectives of this course are these courses are to

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

Unit I

Hindi Katha-Sahitya: Parichay

- 1 Kahani ke Tatva
2. Hindi ke Pramukh kahanikaro ka Parichay
3. Ekanki ke Tattva
4. Hindi ke Pramukh Ekankikaro ka Parichay

Unit II

Hindi Kahaniya

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

Unit III

Hindi Ekanki

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

Unit IV

Vyakaran

- 1 Kriya Visheshan
- 2 Sambandh Bodhak
- 3 Samuchay Bodhak
- 4 Vismayadi Bodhak aadi shabdo ka prayog

Unit V

Pratiyogi Pariksha par aadharit Nimnalikhit Vishayo se sambandhit Prashikshan Karya

- 1 Tamil Bhasha: Mahakavi Bharatiyar
- 2 Sanket Vikas dwara Lekhan kala aur Kahani Lekhan ka Vikas
- 3 Gadyansh dekhkar sahi Shirshak chunna
- 4 Pathit Vyakaran par aadharit Vakya rachna
- 5 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-stories-inhindii>
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%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

Learning Objectives

- LO1 To make students realize the importance of resilience
- LO2 To enable them to become good decision makers
- LO3 To enable them to imbibe problem-solving skills
- LO4 To enable them to use tenses appropriately
- LO5 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/ebook>

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.Anderson, Sweeney and Williams(2012), “Statistics for Business and Economics Cengage,2012.
2. Pillai R.S.N. & BagavathiV (2012), “Statistics:Theory and Practice” S.Chand & Company Ltd. 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.

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 Kenesian 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 Institutionalist 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 – Dadabhai Naoroji- 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. Srivastava S.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 (ECommerce) 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 Publishing,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 avenue 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
2. USA
3. Esme Faerber (2013), All about Stocks, Tata M Graw Hill, New Delhi
4. Christopher D. Piro, Jerald E. Pinto(2013), “Economics for Investment Decision Makers:Micro, Macro, and International Economics, Workbook”, Wiley, 2013
5. John Calverley, “The Investor's Guide to Economic Fundamentals”, Wiley, 2003
6. 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

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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. Mc Graw 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 Dream Tech

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>

