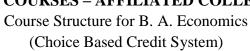
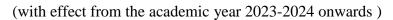


# MANONMANIAM SUNDARANAR UNIVERISTY, TIRUNELVELI-12

# **SYLLABUS**

## UG - COURSES – AFFILIATED COLLEGES







Semester-III							
Part	Subject Status	Subject Title	Subject Code	Credit			
I	LANGUAGE	TAMIL/MALAYALAM/HINDI	E1TL31/ E1MY31/ E1HD31	3			
II	ENGLISH	ENGLISH	E2EN31	3			
III	CORE V	MACROECONOMICS-I	EMEC31	4			
III	CORE VI	MATHEMATICS FOR ECONOMICS	EMEC32	5			
III	ELECTIVE 3	PRINCIPLES OF MARKETING	EEEC31	3			
IV	SEC 4	ENTREPRENEURIAL ECONOMICS	ESEC31	1			
IV	EVS	ENVIRONMENTAL STUDIES	EEVS31	2			
		NAAN MUTHALVAN Economics of Transportation *		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 **I 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	В	6	Above Average
6	40-49	С	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

a) First Class with Distinction
 b) First Class
 c CGPA ≥ 7.5\*
 c CGPA ≥ 6.0

c) Second Class :  $CGPA \ge 5.0$  and < 6.0

d) Third Class : CGPA < 5.0

# Part I TAMIL தமிழக வரலாறும் பண்பாடும்

## **அலக** 1

# தொழில் பழங்கால வரலாறும் சங்ககால வரலாறும்

- 1. தொழில் தமிழர்
- 2. பழைய கற்காலம்
- 3. புதிய கற்காலம்
- 4. உலோகக் காலம்
- 5. அகழ்வாராய்ச்சியில் தமிழும் தமிழரும் (கீழடி வரை)
- 6. திணை வாழ்வியல் (களவு வாழ்க்கை, கற்பு வாழ்க்கை, உணவு, அணிகலன்கள், வாணிகம், விளையாட்டுகள்)
- 7. கல்வியும் கலைகளும்
- 8. தமிழ் வளர்த்த சங்கம்
- 9. சங்க கால ஆட்சி முறை
- 10. அயல்நாட்டுத் தொடர்புகள்

## அலகு 2

# ஆட்சியர் வரலாறு

- 1. மூவேந்தர் வரலாறு
- 2. பல்லவர் வரலாறு
- 3. நாயக்கர் ஆட்சி
- 4. முகம்மதியர் ஆட்சி
- 5. மராட்டியர் ஆட்சி

# அலகு 3

# ஐரோப்பியர் கால வரலாறு

- 1. போர்த்துகீசியர்
- 2. டச்சுக்காரர்கள்
- 3. டேனிஸ்கரர்கள்
- 4. பிரெஞ்சுக்காரர்கள்
- 5. ஆங்கிலேயர்கள்
- 6. பாளையக்காரர்கள்
- 7. இந்தியா விடுதலை போராட்டத்தில் தமிழ்நாடு

# அலகு 4

# விடுதலைக்கிபின் தமிழ்நாட்டு வரலாறு

1. மொழிபோராட்டம்



- 2. சமூக மறுமலர்ச்சி
- 3. தொழில்நுட்ப வளர்ச்சி

# அலகு 5

# மொழிப்பயிற்சி

- 1. நிறுத்தக் குறிகள்
- 2. கலைச்சொற்கள்
- 3. மொழிபெயர்ப்பு

#### **Text Books**

- தமிழக வரலாறும் பண்பாடும் கே. கே. பிள்ளை, உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை
- தமிழர் நாகரீகம் பண்பாடும் அ. தட்சிணாமூர்த்தி, யாழ் வெளியீடு, சென்னை
- தமிழக வரலாறும் பண்பாடும்-வே.தி.செல்லம், மணிவாசகர் பதிப்பகம், சென்னை

#### **Reference Books**

- 1. தமிழக சமூதாயா பண்பாட்டு கலை வரலாறு கு சேதுராமன் , என்,சி,பி.எச், சென்னை
- 2. தமிழர் கலையும் பண்பாடும்-அ .கா.பெருமாள், என்,சி,பி.எச், சென்னை
- 3. ஒரு பண்பாட்டின் பயணம்: சிந்து முதல் வைகை வரை ஆர். பாலகிருஷ்ணன், ரோஜா முத்தையா ஆராய்ச்சி நூலகம், சென்னை.



## **MALAYALAM - POETRY**

#### **UNIT I**

This unit focus on significance of Malayalam Poetry and trends.

To familiarize the early stages of Malayalam poetry- Folklore heritage-Pattu-Bhakthi movement-Cherussery-Ezhutachan- Kunjan Nambiar-

Detailed study:

Jaritha Vilapam (Mahabharatam kilippattu) Ezhutachan

#### **UNIT II**

Romanticism – Asan- Ulloor – Vallathol

Detailed study:

- 1. Veena Poovu (First 7 slokas only)- Asan
- 2. Aa poomala- Changampuzha

#### **UNIT III**

Modernity in Malayalam poetry- First phase

Post Independent India and Modernization of Nation in Malayalam poetry

Detailed study

- 1. Yuga Parivarthanam- Vailoppilli Sreedhara Menon
- 2. Gandhiyum Godseyum- N .V.Krishna Warrier

#### **UNIT IV**

Modernity in Malayalam poetry- second phase

**Detailed Study** 

- 1. Gajendra moksham \_ Sugathakumari
- 2. Kozhi Kadammanitta
- 3. Megharoopan Aattoor Ravi Varma
- 4. Budhanum Attin kuttiyum A. Ayyappan

#### **UNIT V**

This unit introduces the nature of samakalika kavitha It also evaluates s a m a k a l i k a kavitha,- the contemporary poetry originated after modern poetry- women, Dalit, environment and cyber issues. Detailed study

- 1.Pattanbipuzhamanalil P P Ramachandran
- 2.Malayalakavithakku oru Kathu- S. Joseph
- 3.Thoramazha Rafeek Ahammad
- 4.Muttamadikkumbol Anitha Thampi
- 5.Survey of India-B.M.Manoj

#### **Recommended Text**

Puthukavitha Ed by Dr.O.K.Santhosh.Madras University Publication (5 poems only)

- (a) pattambipuzhamanalil,
- (b) Malayala kavithakku oru kathu,
- (c) Muttamadikkumbol.
- (d) Thoramazha,
- (e) Survey of India

## **Reading List (Print and Online)**

- 1. Aadhunika Malayala Sahithya Charithram prasthanangaliloode Dr. K.M.George (Ed.)
- 2. Kairaliyute Kadha N.Krishnapillai
- 3. Kavitha Sahitya Charithram M.Leelavathi
- 4. Adrushyathayute Akhyanangal- Rajesh Chirapadu
- 5. Adhunikananthara Malayala Kavitha -C.R.Prasad
- 6. Pen kavitha malayalathil-Sheeba Divakaran,kerala bhasha institute.Thiruvananthapuram
- 7. Samakalika Malayala kavitha-M.B.Manoj, Samayam Classics. Kannoor
- 8. Varnnaraji Dr.M.Leelavathi



# HINDI - Patra Lekhan aur Paribhashik Shabdavali

## Unit I

Niji Patra Lekhan

- Niji Patra Arth aur Bhed
- Pitaji/Mataji ke naam patra
- Mitra, Bhai aadi ke naam patra
- Paribhashik Shabdawali 20 words

#### Unit II

Samajik Patra Lekhan

- Samajik Patra Arth aur Bhed
- Aavedan Patra Noukri, Chutti aadi
- Dak Adhikari ke naam patra
- Paribhashik shabdawali 20 words

#### **Unit III**

Vyavasayik Patra Lekhan

- Vyavasayik Patra Arth aur Bhed
- Prakashak ke naam patra
- Shikayathi
- Paribhashik shabdavali 20 words

#### Unit IV

- Samanya Parichay
- Sarkari Patra
- Ardh-Sarkari Patra
- Gyapan, Paripatra
- Anusmarak
- Paribhashik Shabdavali 20 words

#### Unit V

• Precis Writing And Applied Grammar (Ling, Vachan and Karak)

## **Reference Books**

- 1. Viyavaharik Hindi, Hindi Prachar press, T.Nagar, Madras-600 017
- 2. Alekhan aur Tippan Prof. Viraj
- 3. Alekhan Kichlu

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

- 1. <a href="https://youtu.be/-kUPGG0B4tU">https://youtu.be/-kUPGG0B4tU</a>
- 2. https://www.youtube.com/watch?v=xk14MNb1r7k



## GENERAL ENGLISH

#### Unit I ACTIVE LISTENING

## **Short Story**

- 1.1 In a Grove Akutagawa Ryunosuke Translated from Japanese by Takashi Kojima
- 1.2 The Gift of the Magi O' Henry

## **Prose**

- 1.3 Listening Robin Sharma
- 1.4 Nobel Prize Acceptance Speech Wangari Maathai

## **Unit II INTERPERSONAL RELATIONSHIPS**

## **Prose**

- 2.1 Telephone Conversation Wole Soyinka
- 2.2 Of Friendship Francis Bacon Song on (Motivational/ Narrative)
- 2.3 Ulysses Alfred Lord Tennyson
- 2.4 And Still I Rise Maya Angelou

## **Unit III COPING WITH STRESS**

#### Poem

- 3.1 Leisure W.H. Davies
- 3.2 Anxiety Monster RhonaMcFerran

## **Readers Theatre**

- 3.3 The Forty Fortunes: A Tale of Iran
- 3.4 Where there is a Will Mahesh Dattani

### **Unit IV Grammar**

- 4.1 Phrasal Verbs & Idioms
- 4.2 Modals and Auxiliaries
- 4.3 Verb Phrases Gerund, Participle, Infinitive

## **Unit V Composition/ Writing Skills**

- 5.1 Official Correspondence Leave Letter, Letter of Application, Permission Letter
- 5.2 Drafting Invitations
- 5.3 Brochures for Programmes and Events

## Text Books (Latest Editions)

- 1. Wangari Maathai Nobel Lecture. Nobel Prize Outreach AB 2023. Jul 2023.
- 2. Mahesh Dattani, Where there is a Will. Penguin, 2013.
- 3. Martin Hewings, Advanced English Grammar, Cambridge University Press, 2000
- 4. Essential English Grammar by Raymond Murphy

#### Web Resources

- 1. WangariMaathai Nobel Lecture. Nobel Prize Outreach AB 2023. Mon. 17 Jul 2023. <a href="https://www.nobelprize.org/prizes/peace/2004/maathai/lecture/">https://www.nobelprize.org/prizes/peace/2004/maathai/lecture/</a>
- 2. Telephone Conversation Wole Soyinka <a href="https://www.k-state.edu/english/westmank/spring\_00/SOYINKA.html">https://www.k-state.edu/english/westmank/spring\_00/SOYINKA.html</a>
- 3. Anxiety Monster-RhonaMcFerran www.poetrysoup.com



# MACRO ECONOMICS-I

## **Learning Objectives**

- To understand the national income and its related concepts
- To analyse the classical theory of full employment and its advantages
- To illustrate the Keynesian under employment theory and its applications
- To evaluate the theories of Consumption and its types
- To acquire knowledge on inflation and its types

#### **UNIT I**

#### **National Income**

National Income: Definition –Concepts: GDP,GNP and Per Capita Income- National Income Measurement: Expenditure, Income and ValueAdded Approaches- Real and Nominal GDP – National Income Accounting - GDP Deflator – Green GDP – Happiness Index - Circular Flow of Income and Expenditure

#### **UNIT II**

## **Full Employment: Classical Theory**

Introduction - Aggregate Demand and Aggregate Supply – Assumptions of Classical Theory – Say's Law – Wage and Price Flexibility - Employment and Output determination in Classical Model -Three Ranges in Aggregate Supply (AS)Curve

#### UNIT III

## **Under Employment: Keynesian Theory**

Keynes's Critique of Classical Theory – Involuntary Unemployment – Underemployment Equilibrium- Effective Demand – Components - Wage Rigidity – Liquidity Preference - Consumption Function: Meaning and Attributes.

## **UNIT IV**

## **Theories of Consumption**

Keynesian Absolute Income Hypothesis – Duesenberry's Relative Income Hypothesis – Friedman's Permanent Income Hypothesis.

#### **UNIT V**

#### **Investment Function**

Meaning – Autonomous Investment – Induced Investment- MEC – MEI – Theory of Multiplier – Super Multiplier - Principle of Accelerator.

#### **Textbooks**

- 1. Mankiw. N Gregory (2000), Macroeconomics, Worth Publishers, New York
- 2. VaishM.C.(2003) Macro Economic Theory, S.Chand & Company Ltd New Delhi



- 3. Paul Krugman and Robin Wells(2015) Macroeconomics Worth Publisher
- 4. H.L. Ahuja, Macro Economics: Theory and Policy S.Chand, 2016
- 5. Andrew B. Abel and Ben S.Bernanke, Macro Econmics, Pearson Education, Inc., 7th Edition, 2011.

## **Reference Books**

- 1. RudigerDornbusch , Stanley Fischer, and Richard Startz (2000), Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi.
- 2. Parkin, M., 2014. Macro Economics. 11th Edition. Essex: Pearson
- 3. Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson.
- 4. Mueller, M.G. (Ed.) (1978), Readingsin Macroeconomics, Surjeet Publications, New Delhi
- 5. Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt Ltd., Singapore.

## **Web Resources**

- 1. http://www2.econ.iastate.edu/tesfatsi/sources.htm
- 2. https://www.khanacademy.org/economics-finance-domain/macroeconomics
- 3. <a href="https://www.econlib.org">https://www.econlib.org</a>
- 4. https://economics.mit.edu/
- 5. https://hbswk.hbs.edu/

# MATHEMATICS FOR ECONOMICS

## **Learning Objectives**

- To integrate the concepts of Economics with Mathematical tools.
- To use Matrices to find solutions in Economics.
- To describe the applications of Matrix algebra and its uses
- To know the differentiation and its function
- To understand the second order derivatives and its maxi mini function

## UNIT I

#### Introduction

Variables, Constants, Equations and its types – Uses and limitations of Mathematics in Economics- Functions of one or more variables – Linear function, Parabola, Rectangular Hyperbola- Exponential, Logarithmic, Power function and Homogenous Function – Applications in Economics

#### **UNIT II**

## **Matrix Algebra and Determinants**

Types of Matrices- Matrix Operations – Addition – Subtraction- Matrix Multiplication – Transpose –Determinants, Inverse and Properties (Problems).

#### **UNIT III**

## **Applications of Matrix Algebra**

Solving a system of Linear Equations – Cramer's Rule and Matrix Inverse Method-



Leontief's Input-Output Model – Open and Closed Model- Components, Uses, and Limitations- Hawkins – Simon Conditions for Viability of Input and Output Model (Problems).

#### **UNIT IV**

#### **Differentiation**

Differentiability of a Function – Slope of a Curve – Increasing and Decreasing Functions – Rules- Exponential and Logarithmic Functions-Implicit Differentiation— Economic Applications: Marginal and Elasticity Concepts – Relationship between AR, MR, and Price Elasticity of Demand – Relationship Between Average and Marginal Cost.

## **UNIT V**

## **Optimization (Single Variable)**

Second Order Derivatives—Maximization and Minimization of a Function— Economic Applications — Output and Revenue Maximization -Cost Minimization — Profit Maximization under Perfect Competition, Monopoly, Discriminating Monopoly (Problems).

#### **Textbooks**

- 1. Mehta and Madnani (2019) Mathematics for Economists Sultan Chand and Sons
- 2. Edward T. Dowling,(2002) "Mathematical Methods for Business and Economics", Schaum's Outline Series, 3rd Edition, Mc Graw Hill
- 3. Renshaw Geoff, (2005) Maths for Economics, 3rd Edition Oxford University Press, Oxford
- 4. Carl P Simon & Lawrence E. Blume, "Mathematics for Economists", Published by W. W. Norton & Company, 2010
- 5. Ian Jacques, "Mathematics for Economics and Business", Pearson, 2018

#### **Reference Books**

- 1. Chiang, A. C., Fundamental Methods of Mathematical Economics, McGraw-Hill, 1984
- 2. G. Hadley, Linear Algebra Addison Wesley Publishing Company, 1977.
- 3. K. Sydsaeter and P Hammond, Mathematics for Economic Analysis, Pearson Educational Asia, Delhi 2002
- 4. Mabett. Alan J Workout for Mathematics for Economist McMillan 1986.
- 5. R.G.D. Allen, Mathematical Analysis for Economists Macmillan and Co.Ltd.,2008

## **Web Resources**

- 1. https://www.coursera.org/learn/mathematics-for-economists
- 2. https://mitpress.mit.edu/9780262294805/mathematics-for-economics/
- 3. <a href="https://hummedia.manchester.ac.uk/school/soss/economics/pg/psmaths/presessionmathbook.pdf">https://hummedia.manchester.ac.uk/school/soss/economics/pg/psmaths/presessionmathbook.pdf</a>
- 4. <a href="https://mitpress.mit.edu/9780262046626/mathematics-for-economics/">https://mitpress.mit.edu/9780262046626/mathematics-for-economics/</a>



## PRINCIPLES OF MARKETING

## **Learning Objectives**

- To understand the nature and scope of marketing and its functions
- To acquire knowledge on buying behavior, market segmentation and Consumer Protection Act
- To know the product, pricing decisions and pricing of new products
- To gain knowledge on promotional methods, advertising mediums and sales promotion.
- To analyse the marketing techniques and marketing services

## **UNIT I**

## Introduction

Marketing: Definition, Nature and Scope – Marketing Functions– Modern Concept of Marketing– Classification of Markets – Buying – Transportation – Warehousing – Standardization – Grading.

#### UNIT II

## **Buying Behaviour and Market Segmentation**

Buying Behaviour— Classification - Buying Decision Process— Buying Motives — Consumer Protection Act 1986 and Latest Amendments- Market Segmentation: Concept and Methods - Product Differentiation Vs. Market Segmentation - Marketing Mix

## **UNIT III**

## **Product and Pricing Decisions**

Product: Meaning and Classification - Product Mix -Branding- Brand Decisions - Packaging and Labelling - Product Support - Product Life Cycle - New Product Development -Pricing Objectives - Pricing Policies and Strategies - Pricing of New Products

#### **UNIT IV**

## **Distribution and Promotion Decisions**

Channels of Distribution: Meaning and Importance - Wholesaling and Retailing - Promotional Methods - Promotion Mix - Advertising: Objectives, Characteristics and Types of Advertising Mediums - Publicity - Personal Selling: Importance and Process - Sales Promotion and Distinctive Characteristics.

## **UNIT V**

## **Modern Marketing Techniques**

Modern Marketing- Direct Marketing- Social Marketing- Relationship Marketing- E- Marketing - Green Marketing - Marketing of Industrial and Consumer Products -



Marketing of Services – Marketing of Agricultural Products –Market Information System (MIS).

#### **Textbooks**

- 1. Dr.Rajan Nair(2020), Marketing, Sultan Chand and Sons.
- 2. Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited
- 3. Karunakaran K (2011) Marketing Management (Text and Cases in Indian Context), Himalaya Publishing House Mumbai
- 4. Seema Gupta (2022) Digital Marketing 3rd Edition McGraw Hill
- 5. Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, "Principles of Marketing", Pearson, 2017

#### **Reference Books**

- 1. Pillai, R.S.N and Bhagvathi (2010), Modern Marketing Principles and Practices. S Chand &CoLtd.,
- 2. Dr.C. B.Gupta, Dr.N.Rajan Nair(2020), Marketing Management, Sultan Chand &Sons.
- 3. Varshney,R.Land B. Bhattacharyya(2022), International Marketing Management, Sultan Chand and Sons.
- 4. Dr.C.B.Mamoria, Pradeep Jain, Priti Mitra,(2013), Theory and Practice of Marketing, Kitab Mahal
- 5. Sheena Iyengar(2011) The Art of Choosing, Little Brown Book Group

#### Web Resources

- 1. https://marketingland.com
- 2. <a href="https://www.worldsupporter.org/en/chapter/41634-summary-principles-marketing-kotler">https://www.worldsupporter.org/en/chapter/41634-summary-principles-marketing-kotler</a>
- 3. https://mailchimp.com/marketing-glossary/marketing-mix-7ps/
- 4. <a href="https://www.linkedin.com/learning/paths/become-an-online-marketing-manager">https://www.linkedin.com/learning/paths/become-an-online-marketing-manager</a>
- 5. https://www.wordstream.com/learn

# ENTREPRENEURIAL ECONOMICS

## **Learning Objectives**

- To describes the factors influencing entrepreneurship
- To know the various theories of motivation and its advantages
- To Identify the opportunities to create value for others
- To evaluate the creativity and entrepreneurship.
- To analyse the sources of finance for business.

#### UNIT I

## Introduction

Entrepreneurship: Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental - Characteristics of an Entrepreneur - Types of Entrepreneurs- New Generations of entrepreneurship - Barriers to entrepreneurship



#### **UNIT II**

## **Entrepreneurial Motivation**

Motivation: meaning and Definition – Theories of Motivation: Maslow's, Herzberg's, McGregor's and Achievement Theory - Culture & Society - Values / Ethics – Risktaking behaviour

#### **UNIT III**

## **Creativity and Entrepreneurship**

Creativity and entrepreneurship - Steps in Creativity - Innovation and inventions - Legal Protection of innovation - Skills of an Entrepreneur - Decision making and Problem Solving (Steps in Decision Making)

#### **UNIT IV**

#### **Sources of Finance**

Sources of Finance: Long term Sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO-SEBI- FDI- Institutional Finance - Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFCs in India - Merchant Banks in India - NBFCs in India

#### UNIT V

## **Rules and Legislation**

Industrial Disputes Act 1947 - Factories Act 1948 - The Sale of Goods Act, 1950 - Industries Development (Regulations) Act, 1951 - The Industrial Employment (Standing Orders) Act-Environment (Protection) Act, 1986

#### **Textbooks**

- 1. Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.
- 2. Srinivasan, N. P., & Gupta, G. P. (2001). Entrepreneurial Development". Sultan Chand and Sons, New Delhi
- 3. Simon. C Parker, "The Economics of Entrepreneurship", Cambridge University Press, 2009
- 4. K.Glancey, R. McQuaidand Jo Campling, "Entrepreneurial economics", PalgraveMacmillan UK, 2000
- 5. Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University Press, 2002

#### **Reference Books**

- 1. Glancey, K., McQuaid, R., &Campling, J. (2000), Entrepreneurial Economics. London: Macmillan.
- 2. Casson, M., & Buckley, P. J. (2010). Entrepreneurship, Edward Elgar Publishing.
- 3. Parker, S. C. (2018). The Economics of Entrepreneurship. Cambridge



University Press.

- 4. Harper, D. A. (2003). Foundations of Entrepreneurship and Economic Development. Routledge
- 5. Khanka, S. S. (2006). Entrepreneurial Development. S. Chand Publishing.

#### Web Resources

- 1. https://www.startupindia.gov.in/
- 2. <a href="https://www.ediindia.org/">https://www.ediindia.org/</a>
- 3. <a href="https://skillindia.gov.in/">https://skillindia.gov.in/</a>
- 4. <a href="https://www.startupindia.gov.in/">https://www.startupindia.gov.in/</a>
- 5. <a href="https://indianstartups.com/">https://indianstartups.com/</a>

# **ECONOMICS OF TRANSPORTATION**

## **Learning Objectives**

- To understand the importance of Transportation.
- To learn about the different modes of Transportation.
- To describe the characteristics of road transport
- To know the importance of water transport in economic development
- To examine the drawbacks of transportation.

#### UNIT I

## **Transport**

Meaning - Classification of Transport: Land –Water- Air - Importance of Transport - Limitations.

## **UNIT II**

## **Road Transport**

Characteristics of road transportation - Types of Roads based on Location and Traffic Type - Importance of Road Transport - Problems.

## **UNIT III**

#### **Rail Transport**

Characteristics of rail transport- Types – Importance of rail Transport - Drawbacks

## **UNIT IV**

## **Water Transport**

Characteristics of Water Transport- Types - Significance of water transport-Limitations

#### **UNIT V**

### Air Transport

Characteristics – Types of air transport - Advantages of air transport - Disadvantages.

#### Reference books

- 1. Puri. V.K & S.K. Misra (2022) Indian Economy
- 2. K. R. Gupta, J. R. Gupta, "Indian Economy", Altanic, 2008
- 3. Sankaran, S., Indian Economy, Margham Publications, Chennai, 2015
- 4. Ramesh Singh, "Indian Economy", Mc Graw Hill, 2022



#### Web Resources

- 1. https://www.yourarticlelibrary.com/transport
- 2. https://en.wikipedia.org/wiki/Transport\_in\_India
- 3. <a href="https://navata.com/cms/5-key-features-of-road-transportation/">https://navata.com/cms/5-key-features-of-road-transportation/</a>
- 4. https://www.euston96.com/en/rail-transport/
- 5. <a href="https://www.aplustopper.com/water-transportation-advantages-and-disadvantages/">https://www.aplustopper.com/water-transportation-advantages-and-disadvantages/</a>
- 6. <a href="https://thediplomaticinsight.com/air-transport-characteristics-advantages-disadvantages/">https://thediplomaticinsight.com/air-transport-characteristics-advantages-disadvantages/</a>

# **ENVIRONMENTAL STUDIES**

## **Course Objectives:**

The main objectives of this course are:

• Enable the students to be aware of our natural resources, ecosystems and their linkages to society, livelihood, environment and conservation.

#### Unit I

## Multidisciplinary Nature of Environmental Studies and Natural Resources:

Concept of Renewable and non-renewable resource, Natural resources and associated problems: Forest resources: Deforestation, Timber extraction, mining, dams and their effects. Water resources: Over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Land resources: Land degradation, man induced landslides, soil erosion and desertification.

### **UNIT II**

**Ecosystem:** Concept of an Ecosystem, Structure and Functions of Ecosystem, Energy flow in the Ecosystem; Ecological Succession, Food Chains, Food webs and Ecological Pyramids, Characteristic Features of the following Ecosystem: Forest Ecosystem, Grassland Ecosystem and Desert Ecosystem, Aquatic Ecosystem (Ponds, Streams, Lakes, Rivers and Ocean Estuaries)

#### UNIT III

**Biodiversity and its Conservation**: Definition, levels and values of biodiversity; Threats to biodiversity- habitat loss, poaching of wildlife, man-wildlife conflicts, IUCN categories of threat; Terrestrial and marine hotspots of biodiversity in India; Conservation of Biodiversity - In-situ and Ex-situ conservation; Conservation schemes: Gir lion sanctuary project, Project tiger, Project elephant, Conservation of sea turtles in India. Ecotourism

#### **UNIT IV**

**Environment Pollution**: Types, causes, effects, and control - Air, Water, Soil and Noise pollution. Nuclear hazards and human health risks. Solid waste management: Control measure of urban and industrial waste. Climate change global warming, ozone layer depletion, acid rain, and impacts on human communities and agriculture

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## **UNIT V**

Social Issues and the Environment: Sustainable Development, Water Conservation, Resettlement and rehabilitation of people. Disaster Management: Floods, earthquake, cyclone and landslides. Consumerism and waste products; Environment Protection Act; Air and water (Prevention and control of Pollution) Act; Wild life protection Act; Forest conservation Act; Environmental movements (Chipko, Silent valley, Bishnois of Rajasthan). Environmental ethics. Environmental communication and public awareness.

## **Reading list**

- 1. Erach Bharucha, 2021, Textbook of Environmental Studies for Undergraduate Courses, Third Edition, Orient blackswan Pvt. Ltd., Hyderabad.
- 2. V.K. Ahluwalia, Environmental Studies (Second Edition), Ane books India, T-Nagar, Chennai.
- 3. Y.K. Singh, 2006, Environmental science, New Age International (P) Ltd., Publishers, New Delhi.
- 4. S. P. Misra, 2023, Essential Environmental Studies, 4th Edn, Ane Books Pvt. Ltd., New Delhi.
- 5. G.S. Vijayalakshmi, A.G.Murugesan and N.Sukumaran, 2006, Basics of Environmental Science, Manonmaniam Sundaranar University Publications, Tirunelveli.

## **Recommended texts**

- 1. N.Arumugam and V. Kumaresan, 2014, Environmental studies, 4th edition, Saras Publication, Nagercoil, TamilNadu.
- 2. M.Basu, and S. Xavier, 2016, Fundamentals of Environmental Studies, Cambridge University Press.
- 3. A.K. Mitra and R. Chakraborty, 2016, Introduction to Environmental Studies, Book Syndicate.
- 4. J.S. Singh, S.P.Singh, and S.R. Gupta, 2014, Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.

