

## DEPARTMENT OF BUSINESS ECONOMICS

### LEARNING OBJECTIVES AND OUTCOMES-ODD SEM

ACADEMIC YEAR 2020-2021

#### CORE: PRINCIPLES OF ECONOMICS- I

##### Learning Objectives

- To introduce the basic concepts of economics
- To teach the utility concepts and consumer surplus
- To inculcate knowledge about the production concepts and law of supply

##### UNIT – I

Economic problems–Scarcity and choice- Definition of Economics–Adam Smith, Alfred Marshall, Lionel Robbins and Samuelson

##### UNIT -II

Basic concepts of Microeconomics- Concept of utility –Utility analysis–Total and Marginal Utility - Demand analysis–Indifference curve analysis–Revealed Preference hypothesis (concept only)

##### UNIT -III

Supply and production decisions–Supply and Law of Supply –Production function- Short and Long run production function–Traditional and modern approach–Leontief- Cobb-Douglas production function

##### UNIT -IV

Theory of cost – Cost functions and its derivation from Production function–Short and long run costs

##### UNIT - V

Revenue concepts–Total Revenue, Average revenue and Marginal Revenue–Relationship between AR, MR and elasticity-Nature of

##### Learning Outcomes:

- Knowledge of the basic concepts of economics
- Insights pertaining to production, production function and producers equilibrium Knowledge related to supply, law of supply and its elasticity
- It helps to know about the theory of costs and revenues and their relationships in different markets

## CORE-ECONOMICS OF MONEY AND BANKING – I

### Learning Objectives:

1. It enables the students to understand the nature, basic concepts, scope and importance of money.
2. It capacitates the students to have a thorough understanding of the various functions of money.
3. The students get an insight in to the different schools of thought regarding the demand for money and supply of money.

### SYLLABUS

#### UNIT - I

Introduction to Money–Evolution and functions of money– Forms of money–Value of money – Determination of relationship between Value of money and prices

#### UNIT - II

Quantity theory of money–Fisher’s Equation of Exchange – Cash Balance approach - Keynes Saving–Investment theory-Keynes’ theory of Money and Prices - Re-statement of Quantity Theory of Money– Milton Friedman

#### UNIT -III

Real and monetary sectors–Linkages between Real and monetary sector–Dichotomy between Real and monetary sectors– Neutrality of money– Real Balance effect

#### UNIT - IV

Money supply– Components of money supply–Money Multiplier – System of Note issue – Money supply in India

#### UNIT -V

Inflation and deflation–Recent trends in inflation Causes, effects and remedies-Trade Cycles– Theories of Trade cycles

### Learning Outcomes

- 1 It explains the linkages between real and monetary sector through monetary theories.

- 2 It throws light on the components of money supply and also system of note issue
- 3 It enables the students to gets awareness of the different types, causes and effects of inflation and deflation.

## **ALLIED- MANAGERIAL ECONOMICS**

### **Learning Objectives**

1. To acquire knowledge of scope, basic concepts and principles of managerial economics.
2. To acquire insights into cost analysis
3. To understand the price and output determination under market structures

### **SYLLABUS**

#### **UNIT-I**

Nature and scope of managerial economics- Role and responsibilities of Managerial economists– Demand Analysis–Elasticity of demand- Demand Forecasting: meaning and methods.

#### **UNIT-II**

Cost Analysis-Cost-output relationship- Economies of scale -Cost control– Cost reduction– Production function

#### **UNIT-III**

Market structures–Price and output determination under perfect competition, Monopoly, Monopolistic Competition, Oligopoly –Price Leadership–Models–Price Rigidity (Kinked Demand Curve).

#### **UNIT-IV**

Pricing methods–pricing of new product–Price regulation–Profit and profit management– Profit planning and Profit forecasting –Break-even analysis.

#### **UNIT-V**

Capital budgeting – Cost of capital–Capital management–Project profitability–Methods of appraising project profitability.

### **Learning Outcomes:**

- 1 To understand the price and output determination under market structures
- 2 To acquire knowledge of pricing methods
- 3 To acquire idea of capital budgeting, project profitability and methods of appraising project profitability.

## **NME-BASIC ELEMENTS OF LOGISTICS MANAGEMENT**

### **LEARNING OBJECTIVES**

1. To familiarize with basic concepts of logistics and supply chain management
2. To understand the escalating importance of logistics and supply-chain management as crucial
3. To learn about Inventory management and physical distribution

### **SYLLABUS**

#### **Unit- I**

Logistics - Concept & Significance - Logistics System Fundamentals - Transport System: Railway, Road, Air, Waterways, Pipe Lines, Animals and Animal driven vehicles - Economics of transportation - Stocking Policies - Storage and handling capacities - Warehousing.

#### **Unit- II**

Packaging - Principles, functions and types - Containerization - Concepts - Infrastructure - Inventory Policy - Concept of Supply Chain Management and its strategic role in the organization - Intra and Inter Organization Supply Chain.

### **LEARNING OUTCOMES:**

1. To be aware of the distinction between the concept of supply chain and logistics
2. Explain the distribution structure and analysis of different distribution modes.
3. Explain distribution requirements planning and transport regulations

## **CORE-V: STATISTICS FOR BUSINESS ANALYSIS-I**

**Learning Outcomes:**

1. Understand the significance of statistics
2. Acquire knowledge on diagrammatic and graphic representation of data
3. Compute the various measures of average.

#### **UNIT-I**

**Nature, significance and limitations of statistics–Collection, Classification and Tabulation of data.**

#### **UNIT-II**

**Diagrammatic and graphic representation – Bar diagrams – Pie diagrams – Histograms – Pictograms– Cartograms– Frequency distribution– Frequency graphs– Ogives –Lorenz Curve.**

#### **UNIT-III**

**Measures of central tendency– Arithmetic Mean, Median and Mode.**

#### **UNIT- IV**

**Measures of Dispersion–Absolute and relative dispersion–Range–Quartile deviation– Mean deviation – Standard deviation– Co-efficient of variation– Percentiles and Deciles.**

#### **UNIT-V**

**Skewness and Kurtosis–Pearsonian measure of skewness –Bowley’s measure of skewness– Kurtosis.**

#### **Learning Outcomes:**

1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
2. Understand and critically discuss the issues surrounding sampling and significance
3. Solve a range of problems using the techniques covered.

### **CORE: ENTREPRENEURIAL DEVELOPMENT-I**

#### **Learning Objectives**

1. The overall objective is mainly to help in the rapid growth and provide self

employment to young generation, developing managerial ,technical ,financial and marketing skill and inculcating personality traits.

2. To make students know and learn compliance with law.

3. To develop small and medium scale enterprises in order to generate employment and widen the scope of industrial ownership

## **SYLLABUS**

### **UNIT – I**

**Meaning of entrepreneur - theories - Classical - Neo Classical - Schumpeter's innovations Theory - Other Modern Theories.**

### **UNIT - II**

**Role and importance of Entrepreneurship - Characteristics of an Entrepreneur - Relationship between entrepreneur, Entrepreneurial and Entrepreneurship - Functions of entrepreneur - Types of Entrepreneurs - Classification of entrepreneurs.**

### **UNIT - III**

**Evolution of Indian Entrepreneurship - Role of Entrepreneurship in Economic Development - Role of Government and Non Government Organisation - Policies and Programmes of Entrepreneur Development - Industry Policy.**

### **UNIT - IV**

**Small Scale Entrepreneurs - Small Scale Industries and Indian Economic Development - Small Scale Industries and Entrepreneurs Development - Concessions - Incentives and subsidies to small scale industries - SIDBI.**

### **UNIT - V**

**Project Appraisal - Classification of Project - Appraisal - Formation of Business Idea - Contents of Project Report.**

### **Learning Outcomes:**

**1. Advancing their skill in customer development ,customer validation,**

**2. Bringing in competitive analysis while utilizing design thinking and process tools to evaluate in real world problems.**

**3. This training provides individuals with the ability to recognize commercial opportunitie**

## **ALLIED: MARKETING I**

### **Learning Outcomes**

1. To acquire knowledge on the scope and significance of marketing
2. To get insight on the various functions of marketing
3. To understand product planning and various channels of distribution

### **UNIT-I**

Nature, scope and significance of marketing –Evolution of marketing–Basic concepts of marketing -Different types of markets-Modern marketing-Marketing environment

### **UNIT-II**

Functions of marketing–function of exchange–Function of physical distribution– Storage and warehousing –Transportation–Facilitating function – Grading and Standardization - Branding, packaging and labeling –Marketing information system-Marketing research– Marketing risk- Marketing finance.

### **UNIT-III**

Product – New product – Product planning and development–Product Life Cycle-Marketing structure–Wholesalers and retailers –Functions and services of wholesalers– Retail distribution– Basic retail structure-Large, Medium and Small scale retail institutions– Supermarkets– Departmental and chain stores.

### **UNIT-IV**

Marketing of manufactured goods–Manufactured consumer goods–Manufactured industrial goods– Classification – Channels of Distribution

### **UNIT-V**

Marketing of agricultural products- Regulated and organized markets–Co-operative marketing bodies- e NAM.

### **Learning Outcomes:**

- 1 Subject brings out the marketing process adopted for various goods.
2. It helps to take decision-making in various steps of marketing.
3. It helps to undertake marketing research.

## **CORE-: MACRO ECONOMICS-I**

**Learning Objectives:**

1. Knowledge about the working of macro-economic parameters of an economy.
2. An understanding about the concepts and measurement of national income and social accounting and their importance.
3. To appreciate the impact of changing interest rates on investment.

**SYLLABUS**

**UNIT - I:** Nature of Macro Economics - Difference between Micro and Macro Economics- Macro Statics and macro dynamics – transition from micro economics to macro economics.

**UNIT - II:** National Income – concepts of national income – methods of measuring of national income – Difficulties in measurement of national income – importance of national income analysis – social accounting – components and importance of social accounting.

**UNIT - III:** Classical theory of output and employment – J.B Say's Law of Markets- Keynesian Theory of output and employment – Wage rigidity – Derivation of aggregate Supply curve – Aggregate Expenditure function – Effective demand

**UNIT - IV:** The consumption function – meaning of consumption function – technical attributes of consumption function – determinants of the consumption function - Keynesian Consumption function –Relative Income hypothesis – Permanent Income Hypothesis - Life Cycle Hypothesis.

**UNIT - V:** Investment function – definition – induced and autonomous investment – determinants of investment – MEC and MEI and rate of interest – factors other than the interest rate affecting inducement to invest.

**Learning Outcomes:**

1. Students are able to understand the difference between Micro and Macro Economics and also about the scope of Macro Economics.
2. Students get an insight into the basic tenets of classical and Keynesian theory of output and employment.
3. Students understand the implication of consumption theories in enhancing growth.

## **CORE: FISCAL ECONOMICS-I**

### **Learning Objectives:**

- 1.To help learn the use of taxation and public expenditure by the govt.
- 2.To know about the economic trends and influences of monetary policy.
- 3.Development by effective Mobilisation of Resources.Taxation,Public Savings, Private Savings and reducing inequalities of income and wealth.

### **SYLLABUS**

#### **UNIT – I**

Meaning and scope of public finance - Distinction between private and public finance - Role of government – Need for Government activity - Principle of maximum social advantage.

#### **UNIT - II**

Principles of public expenditure - Classification - Causes and effects of public expenditure with reference to India.

#### **UNIT - III**

Public revenue sources - Distinction between tax revenue and non tax Revenue - Trend in revenue - Taxation - Meaning - Sources of taxation - Classification of taxes - Canons - Theories of taxation - Impact and incidence of taxation - Effects of taxation.

#### **UNIT - IV**

Individual taxes - (with reference to India) Income Tax Expenditure tax - Wealth tax - Property tax - Estate duty - Gift tax - Death duty - Customs duty - Excise duty Sales tax - Value added tax– Rationale of Goods and Services Tax (GST).

#### **UNIT - V**

Characteristics of a good tax system - Taxable capacity - Factors determining taxable capacity - Limits - Measurements of taxable capacity.

### **Learning Outcomes:**

1. To know about cost and government policies which exceed benefit.
- 2.Students will understand the nation's overall level of income, employment and prices.
3. Can understand the federal government budgetary policy and federal reserve system's monetary policy influence and the overall level of employment ,output and price

## **CORE: INTERNATIONAL ECONOMICS-I**

### **Learning Objectives:**

1. International Economics deals with economic relations-among nations both trade and financial.
2. The basic aim of International economics is to present before the students the questions and answers related to international economic relations.
3. To understand fundamental conceptual framework through theories of international trade, concepts of terms of trade, effects of tariff and non tariff barriers.

### **SYLLABUS**

#### **UNIT- I**

Foreign Trade –Need, Inter Regional and International Trade, Theories of International Trade– Adam Smith-Ricardo, Heckscher – Ohlin Theory.

#### **UNIT- II**

Terms of Trade–different Concepts of Terms of trade–Determinants of Terms of trade–static and Dynamic gains from trade–capital saving and labour saving technologies and its impact on terms of trade.

#### **UNIT-III**

Gains from trade–Trade Policy –Free Trade: Meaning –Case for and against Free Trade. Protection: Meaning–Arguments for and Against Protection.

#### **UNIT-IV**

Tariff: Meaning and types-Effects of Tariff. Quotas: Meaning and Types- Effects of quotas on imports.

#### **UNIT- V**

Balance of Payment - Meaning -Structure - Balance of Payment and Balance of Trade – Disequilibrium in BOP & BOT-Causes for disequilibrium in BOP-Measures for correcting disequilibrium.

### **Learning outcomes:**

1. A good understanding of international economics is necessary to students of economics and those who wish to work in these areas or governmental organisations.
2. The students are expected to acquire skills that will help them to make rational decisions in issues related to international economics.

3. It helps to examine the functioning of BoP and enhances trade flows

## **CORE : INDIAN ECONOMY AND ECONOMIC REFORMS**

### **Learning Objectives:**

1. The course teaches in depth about Indian Economic Development, its major problems and how to solve the problems.
2. It throws light on the role of small scale, cottage and large scale industries. It brings out an assessment of industrial policy and measures since 1991
3. Students will be able to know the importance of various transport systems to economic growth.

### **SYLLABUS**

**UNIT - I:** Features of less developed and developing Economies Economic and non-Economic factors impending economic development -Capital formation -Human and Physical, Savings and investment Pattern during the plans-X and XI Five Year Plans.

**UNIT –II:** Agriculture-Its contribution to Economic development: Food problems-Methods of solving Measures to increase agricultural Productivity –Land reforms- Green revolution-Agricultural Inputs and Agricultural Credit-Evaluation of Agricultural Policy during the plan Period- Reforms in Agricultural sector.

**UNIT –III:** Role of industries in Economic development-Cottage, small scale and large scale (cotton, iron and steel, jute, sugar and tea)-Assessment of industrial Policy –measures since 1991- Public Sector –Privatization Industrial reforms.

**UNIT –IV:** Transport-Importance of transport (Road, Railways, Shipping and civil Aviation) to Economic growth-Evaluation of Government Policy-Transport Co-ordination-Reforms, Government Programmes.

**UNIT –V:** Poverty in India – Absolute and Relative poverty measures – Multi-dimensional poverty Poverty eradication programmes – Regional Development Disparities-Economic development and Social Changes.

### **Learning Outcomes:**

1. Students learn to analyse agricultural productivity and rural credit facilities.
2. Students acquire knowledge on Land Reforms, Food Security, Green Revolution and are able to analyse causes of poverty and measures to eradicate them.
3. To enable the students to get a clear idea as to how planning and infrastructure support can develop Indian Economy.

## **ELECTIVE: HUMAN RESOURCE DEVELOPMENT- I**

### **Learning Objectives**

1. HRD is fundamental knowledge in generating and implementing the tools needed to manage and operate the organization
2. This syllabus brings out a detailed methodology of how to develop a validated instrument which would be useful in survey research.
3. To get insight on training recruitment, selection and significance of Human Resource Development.

### **SYLLABUS**

#### **UNIT –I**

Human Resource Management: The philosophy of Management concepts – Objectives – Functions – Evolution of Management– Development theory and Management.

#### **UNIT -II**

Qualities of a good HR personnel – duties and his responsibilities. Job Analysis Design and Evaluation: Concepts–Methods of Job Analysis–Job Description–Specialization–Job Design– Job Enlargement– Job Enrichment– Job Evaluation

#### **UNIT -III**

Recruitment and Selection: Concepts-Sources of Recruitment– Methods of Recruitment

#### **UNIT -IV**

Selection : Concepts -Selection process– Selection Tools– Application blank

#### **UNIT -V**

Training and Development: Concepts–Ascertaining Training methods- Methods of Training and Development

**Learning Outcomes**

1. Towards carrier development as HR recruiter one should know the best practices in HR and his duties towards the employer and employee
2. This subject emphasize the strategic importance in formulating HR objectives.
3. It helps to develop the skill and ability in the achievement of competitive advantage

**VALUE EDUCATION**

**Learning Objectives:**

- 1 To inculcate the knowledge of values through education,
2. To evaluate objects among persons and situations that form part and parce of sociality.
3. It gives an insight on Human Rights , Enviornment and Ecological balance and Social Evils.

**SYLLABUS**

**UNIT I:**

Value education-its purpose and significance in the present world – Value system – The role of culture and civilization – Holistic living – balancing the outer and inner – Body, Mind and Intellectual level – Duties and responsibilities.

**UNIT II:**

Salient values for life – Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills – Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

**UNIT III:**

Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr.A P J Kalam’s ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

**UNIT IV:**

Environment and Ecological balance – interdependence of all beings – living and non-living.

The binding of man and nature – Environment conservation and enrichment.

**UNIT V:** Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – How to tackle them.

**Learning Outcomes:**

1. It contributes in forming true human being who are able to face life and make it meaningful.
2. It brings out the values, doctrinal or ideological values, social values and aesthetic values.
3. Value Education reflects a person's sense of right and wrong or what ought to be, like Equal rights to all.

**DEPARTMENT OF BUSINESS ECONOMICS**

**LEARNING OBJECTIVES AND OUTCOMES-EVEN SEMESTER**

**ACADEMIC YEAR 2020-2021**

**CORE: PRINCIPLES OF ECONOMICS –II**

**Learning Objectives**

- To introduce the basic ideas about business economics & its nature and scope
- Inculcate knowledge on demand forecasting and demand distinctions
- Impart knowledge on producers equilibrium with isoquant and iso cost
- To provide knowledge about firm's strategy and with its objectives
- It helps to attain the knowledge about the various pricing strategies of the firm and its objectives
- To impart knowledge about the social responsibility of the businessman & also through lights on SWOT analysis

**UNIT- I**

Definition of Business Economics- nature and scope- Demand forecasting (only Concept) and Demand distinctions

**UNIT -II**

Producer's equilibrium- Iso-quants –Iso-cost- Least cost combination–Multi-product firm and equilibrium

**UNIT -III**

Firm's strategy and Policy- Strategy–Missions–Objectives and goals–Profit maximization– Baumol's Sales Maximization theory–Utility Maximization theory–Entry preventing theory (Limit Pricing Theory of Bains)

**UNIT -IV**

Fundamental of Pricing strategies and Policy- Price and output decisions of firms under Perfect competition, Monopoly, Monopolistic and Oligopoly market structures

**UNIT -V**

SWOT analysis of a firm - Social responsibility of Indian businessmen – Hurdles in the fulfillment of social responsibility– Remedial measures for improving the image of business.

**Learning Outcomes:**

- To know about the basic concepts of business economics with its nature and scope
- Helps to understand the concepts of demand forecasting and demand distinctions.
- Knowledge of producer's equilibrium in terms of iso quants.
- It provides the knowledge on firm's strategy and Policy, its objectives and goals.
- It helps the students to know about fundamental pricing strategies and policy in different markets structures.

**ECONOMICS OF MONEY AND BANKING- II****Objectives:**

- 1 It explains the structure of money market in general and Indian Money Market.
- 2 To familiarize the students with the different classification of banks and the evolution of central banking
- 3 To understand working functions & operation of RBI.

## **SYLLABUS**

### **UNIT –I**

Money market– Structure of the Money Market- Organized and unorganized market- Indian Money Market

### **UNIT -II**

Central Banking – Evolution of Central banking –Functions – Methods of Credit control- Monetary planning and policy with reference to India- e banking, UPI.

### **UNIT -III**

Commercial Banking–Types of banking–Functions–Liquidity creation of Money by banks– Balance Sheet of Commercial Banks– Portfolio of Commercial Banks

### **UNIT -IV**

Banking sector Reforms since 1991 – Narasimham Committee Recommendation - Securitization Act Capital Adequacy norms, Basel Norms, Demonetisation.

### **UNIT - V**

Financial Services–Merchant banking– Mergers and Acquisitions– Mutual Funds- Capital Markets- {Primary and Secondary Market–Stock Exchange indices–Demat of Securities–SEBI

### **Learning Outcomes**

- 1 To know the types and functions of commercial banking.
- 2 It helps to know about the Banking sector Reforms since 1991
- 3 The students would acquire knowledge pertaining to financial services in the financial markets

## **ALLIED-BASIC FINANCIAL ACCOUNTING**

### **Learning Objectives:**

- 1 The basic concepts in accounting
2. Complete knowledge about single ownership business
3. Prepare various accounting statements

## **SYLLABUS**

### **UNIT - I**

Accounting– Principles– Concepts and conventions -Double entry system of accounting

### **UNIT - II**

Introduction to basic books of accounts of sole-proprietary concern– Closing of books of accounts and preparation of Trial Balance

### **UNIT - III**

Preparation of Financial accounts: Trading, Profit and Loss Account–Balance sheet

### **UNIT - IV**

Introduction to Company Final Accounts- Preparation of Profit and Loss Accounts, Balance Sheet, Managerial Remuneration

### **UNIT - V**

Introduction to Computerized accounting – Tally

### **Learning Outcomes:**

- 1 It helps to prepare company accounts
- 2 Understand the basic concepts of tally
3. It gives job opportunities

## **NME-EVERYDAY BANKING**

### **LEARNING OBJECTIVES**

1. Students are able to be familiar with some basic daily banking procedures.
2. To learn about how financial innovation led to the growth of banking system

3. To understand the bank technology in terms of E-Money, E-Banking and E-Commerce

### **UNIT – I**

Banking – Definition – pass book – cheque book – Format of Cheque – Filling up of Cheque- Deposit Challan – Filling up – Clearing cheque – Transfer cheque – Collection Cheque

– Payable at par – Demand Draft – application filling – Account Opening form – Filling up – Documents required - Debit Card – Credit Card – ATM Machine – Cash Deposit Machine – Pass book printing machine. MICR- IFSC- Fund transfer through ECS – NEFT – RTGS – Form filling for Fund transfer.

### **UNIT- II**

Online Banking – Sign up – Process – Requirements – Log in – Customer ID – User ID – Pass word – Hints for creating Pass words – change of pass word – on line transactions – Account statements – Fund Transfer – Payment of bills – Utility payments – Loans – Repayment for Loans – other services. Mobile Banking – meaning – importance – Advantages – Mobile Applications (App) – WAP (Wireless Application Protocol)- USSD (Unstructured Supplementary Service Data)- Registration process – through Mobiles – Process at Bank Branch

– ATM- User ID-MPIN- change of MPIN –IMPS D(Immediate Mobile Payment System) - UPI(Unified Payment interface) – BHIM(Bharat Interface for money)- NPCI (National Payment Corporation of India) - Bank account Management – Transfer Funds – paying Bills – Locating ATMs - QR code payments- Alerts and notifications- Tracking Spending habits – Cash back- Safe banking methods

### **LEARNING OUTCOMES**

1. Acquire fundamental understanding of Banking
2. Describe the context of today's banking services
3. Describe the services offered by banking sector
4. Explain the importance and operations of the banking system

## **CORE: STATISTICS FOR BUSINESS ANALYSIS-II**

### **Learning Objective:**

1. To develop the student's ability to deal with numerical and quantitative issues in business
2. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
3. To have a proper understanding of statistical applications in economics and management.

## **SYLLABUS**

### **UNIT-I**

Sampling -population and sample -types of sampling -simple, random and stratified random sampling- sampling errors -sample design- design of questionnaire.

### **UNIT-II**

Correlation- limits of co-efficient of correlation-calculation of co-efficient of correlation- rank correlation co-efficient.

### **UNIT-III**

Regression-two variable linear regression -meaning lines and regression co-efficient.

### **UNIT-IV**

Index numbers-simple and weighted index numbers-Lapeer's and Panache's index numbers-fishers ideal index number-Marshall -Edgeworth's index number- construction- test to be satisfied by an ideal index numbers-uses of index number-wholesale price index and consumer price index.

### **UNIT-V**

Analysis of time series – four components of time series – measurement of secular trend – moving average method and method of least squares- uses of time series analysis.

### **Learning Outcomes:**

1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
2. Understand and critically discuss the issues surrounding sampling and significance
3. Solve a range of problems using the techniques covered.

## **CORE: STATISTICS FOR BUSINESS ANALYSIS-II**

**Learning Objective:**

4. To develop the student's ability to deal with numerical and quantitative issues in business
5. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
6. To have a proper understanding of statistical applications in economics and management.

**SYLLABUS****UNIT-I**

Sampling -population and sample -types of sampling -simple, random and stratified random sampling- sampling errors -sample design- design of questionnaire.

**UNIT-II**

Correlation- limits of co-efficient of correlation-calculation of co-efficient of correlation- rank correlation co-efficient.

**UNIT-III**

Regression-two variable linear regression -meaning lines and regression co-efficient.

**UNIT-IV**

Index numbers-simple and weighted index numbers-Lapeer's and Panache's index numbers-fishers ideal index number-Marshall -Edgeworth's index number- construction- test to be satisfied by an ideal index numbers-uses of index number-wholesale price index and consumer price index.

**UNIT-V**

Analysis of time series – four components of time series – measurement of secular trend – moving average method and method of least squares- uses of time series analysis.

**Learning Outcomes:**

4. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
5. Understand and critically discuss the issues surrounding sampling and significance
6. Solve a range of problems using the techniques covered.

**CORE: ENTREPRENEURIAL DEVELOPMENT II****LEARNING OBJECTIVES:**

1. To learn about the problems faced by Women entrepreneurs
2. To learn about the Business Analysis and forecasting techniques of business
3. To know the various sources of finance and Role of commercial Banks in granting financial aid.

## **SYLLABUS**

### **UNIT - I**

Women Entrepreneurs - Definition - Problems of Women Entrepreneurs - Opportunities of Women Entrepreneurs - Future of Women Entrepreneurs - Rural Entrepreneurship - Definition - Problems - remedies - marketing- future of rural enterprises.

### **UNIT -II**

Management - Business Analysis - evaluation of Marketing- Forecasting Techniques - market Structure - Classification of goods and services - Inventory Management.

### **UNIT - III**

Financial Analysis - Break - Even Analysis - Sources of Finance - Financial Institutions - Problems and remedies - Role of Commercial Banks.

### **UNIT - IV**

Entrepreneurial Development Programmes in India - EDP Cell, DICs, KVIC, DRPA, JRY, SISI, SIDCs-Other national, State and District Level Development Programs.

### **UNIT - V**

Entrepreneurial Development in Tamil Nadu - State Financial Corporation - SIPCOT - ITCOT - SIDC's SIETI Etc. - Industrial Policy and Entrepreneur Development - Tamil Nadu Economic Development - Various Programmes.

### **Learning Outcomes:**

1. Encourages women to become entrepreneurs inspite of all the hurdles being faced by them.
2. Improves the strategy of Business planning and innovative techniques are introduced using Brainstorming session
3. Various financial institutions and the various schemes which are introduced help the budding entrepreneurs to become infant entrepreneurs with great confidence.

## **ALLIED: MARKETING II**

### **Learning Objectives:**

- 1 Get an insight in to consumer behavior
2. Assess the importance of fixing prices and strategies adopted
3. Evaluate the effectiveness of promotional mix.

### **SYLLABUS**

#### **UNIT-I**

Consumer behavior – definition –determinants – types of buying decisions – stages of the buyer process.

#### **UNIT-II**

Price–Pricing objectives and price determination–Basic methods of setting prices–Pricing strategies and policies–Pricing strategy of new products.

#### **UNIT-III**

Promotional mix - Advertising and other sales promotion efforts–Effects of advertising – Advertising media and agencies-Advertising budget.

#### **UNIT-IV**

Personal selling – Salesmanship –nature and functions of salesman– Recruitment and training of salesman – Sales force management–Evaluation of salesmanship – public relations

#### **UNIT-V**

Recent trends in marketing – e-commerce – e-marketing – Green Marketing – Relationship Marketing, Ambush Marketing

### **Learning Outcomes:**

- 1 Understand the role of personal selling and public relations in marketing of products
2. Gain in depth knowledge on recent advancements in marketing.
3. It is useful to practise e-marketing, Green marketing,e-commerce.

# ENVIRONMENT STUDIES

## Learning Objectives:

- 1.It deals with the study of flow of energy and materials in the environment.
- 2.It is the study of exchange of various materials between biotic and abiotic components of our environment.
- 3.It is the scientific study of the environmental system and the status of its inherent or induced changes on organisms

## SYLLABUS

### UNIT - I

Economics and Environment - Definition and role of Environmental Economics - Scope and significance of Environmental economics – Ecology and Ecosystem – Relationship between the environment and the Economic system – Environment as a Resource - Environmental Quality.

### UNIT - II

Resources - Concepts and definition - Classification of Resources - Renewable and non-renewable resources - Definition and meaning of Conservation of Resources - Material Substitution - Product Life Extension - Recycling - Waste reduction.

### UNIT - III

Energy - Definition - Sources of Energy and their classification - Renewable and Non-renewable sources of energy - Conventional and non-conventional energy resources - Direct and Indirect energy - Atomic Energy - Energy Scenario in India.

### UNIT - IV

Pollution as an Economic problem - Pollution control - Optimum Level - Moral suasion - Direct control - Regulation - Fiscal technique - Effluent Charges and subsidies compared.

**UNIT - V**

International Environmental Policy - Transfrontier pollution - International Agreements - Stockholm Conference on Human Environment - Recommendations - United Nations Conference on Environment and Development at Rio-De Janeiro (Agenda 21, June, 1992) - An assessment

**OUTCOMES:**

- 1.It creates an awareness about environmental problems among people.
- 2.Imparting basic knowledge about the environment and its allied problems.
- 3.Developing an attitude of concern for the environment.
- 4.Motivate students to participate in environment improvement.

**CORE: MACRO ECONOMICS-II****Learning Objectives:**

- 1.To assess the impact of investment on increasing employment, output and consumption through the concept of multiplier
2. To understand the equilibrium between product and factor markets.
- 3.Understand several key models and concepts of monetary economics.

**UNIT - I:** Multiplier – employment and investment multiplier – leakages of multiplier – uses and limitations of multiplier – principles of accelerator and super multiplier.

**UNIT - II:** General Equilibrium – Equilibrium of commodity market (IS) and Money Market (LM) – Simultaneous equilibrium of commodity and money market (IS-LM) Changes in general equilibrium.

**UNIT - III:** Money – Fisher's quantity theory of money – Cambridge equations – Keynesian theory of money – money supply – determinants of money supply – high power money and money multiplier.

**UNIT - IV:** Business cycles – types – phases and effects of business cycle – inflation – Philips curve – causes and measures to control inflation.

**UNIT - V:** Macro-Economic policy: objectives – monetary policy – objectives – instruments – effectiveness of monetary policy – fiscal policy – objectives – monetary and fiscal mix to control inflation .

**Learning Outcomes:**

1. Students understand the role of super multiplier in macro economic analysis
2. Knowledge about economic fluctuations and policy measures to withstand economic shocks is got by the students.
3. Students are able to analyze the role, value and limitations of monetary and fiscal policies in handling economic fluctuations.

**CORE: FISCAL ECONOMIC –II****LEARNING OBJECTIVES:**

1. Public Debt and its effects and management of Public debt.
2. Deficit Budgeting and its role in India, Objectives of Finance Commission
3. The various objectives and instruments of Fiscal policy and Local finance and the problems of local finance

**SYLLABUS****UNIT - I**

Public Debt - Sources - Effects of public debt - Public debt - Repayment of Public debt - Management of public debt.

**UNIT - II**

Budget - Deficit financing - Meaning - Objectives - Role of deficit financing in India - Effects on prices, production and distribution.

**UNIT - III**

Federal finance - Principles - Analysis of division of revenue, expenditure and other powers between union, State and local Governments - Finance commission - Analysis of latest finance commission recommendation – 12th & 13th Finance Commission.

**UNIT - IV**

Fiscal policy - Objectives and instruments of fiscal policy – Role of Fiscal Policy in a

developing economy with reference to India.

#### **UNIT - V**

Local finance –Functions - Sources of finance to local bodies – Village Panchayat-Municipalities – Corporation – Problems of Local Finance.

#### **Learning Outcomes:**

1. Helps to know the various loans raised by the government within our country and outside the country..
- 2 .As it is a tool of financing government expenditure, it is a simple way to bridge the gap between excess government expenditure over its receipts.
3. To have a broader outlook towards government expenditure,taxation and public borrowing and the role of local finance as an important instrument of democratic self government.

### **CORE: INTERNATIONAL ECONOMICS II**

#### **Learning Objectives:**

- 1. Enables to learn functions and theories of exchange rates.**
- 2. To visualise the role of foreign capital and investment in enhancing growth.**
- 3. Role of FDI and MNC's and functions and working of international financial institutions are analysed**

#### **UNIT– I**

Exchange Rate: Meaning-Determination of Equilibrium of exchange rate-Fixed and Flexible Exchange Rate – Managed Float.

#### **UNIT –II**

Foreign Exchange Market: Functions- Transfer function- Credit Function- Hedging Function. Theories of Exchange Rate: Mint theory-Purchasing power parity theory- Balance of Payment Theory.

#### **UNIT –III**

Role of foreign capital in economic development– issues in foreign capital in economic development – theory of direct investment– issues in foreign direct investment– Multinational Corporations- Foreign aid.

#### **UNIT –IV**

International Monetary System – IMF– SDR–International Liquidity.

**UNIT-V**

Trade and Development– Economic Integration, Meaning, Types– World Bank-IBRD,GATT, WTO. Structure, Objectives, Functions and Working.

**Learning Outcomes:**

- 1.Students will be able to describe the impact of global trade.
- 2.Helps to evaluate various International Institutions that govern global trade.
- 3.Analyse the foreign exchange market and identify regional economic integration.

**ELECTIVE: HUMAN RESOURCE DEVELOPMENT II****Learning Outcomes:**

1. The knowledge on the potential development opportunities for future assignments
- 2 To utilize manpower resources more effectively
- 3 To provide proper job placement to employees

**UNIT –I**

Promotion and Career Planning: Concepts– Criteria for Promotion– Demotion.

**UNIT - III**

Career Planning: Concepts - Stages in Career planning–Specific problems and solutions thereof.

**UNIT -III**

Human Resources and Productivity: Factors of productivity–Role of the Management in increasing productivity- Organization for Productivity –Motivation for productivity- Sharing productivity gains

**UNIT –IV**

Building up Morale - Preparing People for Change-Worker's Participation in Management

**UNIT - V**

Motivation: Concepts – Theories of Motivation–Maslow's Hierarchy of needs- Motivation techniques.

**Learning Outcomes:**

1. It gives knowledge on Factors of production and management
2. It helps to solve problems in career planning.
3. To provide proper job placement to employees

**ELECTIVE: PRINCIPLES OF MANAGEMENT**

**Learning Objectives:**

- ❖ To help the students get better knowledge on evolution of management science, recent trends and challenges faced at global level.
- ❖ To impart career development stage, learning new skills and moving towards higher job responsibilities and also bringing changes in career options within the organization.
- ❖ To study recent trends including total quality management, risk management and crisis management.

**UNIT-I:** Management defined-basic principles of management. The evolution of management science trends and challenges of management in global scenario.

**UNIT-II:** Planning: planning – first step in the process of management cycle-basic techniques of planning Basic factors involved in planning-Key planning points-psychological hazards to rational planning– strategic consideration in planning. Decision making process – Rational Decision Making.

**UNIT-III:** Need of organization– organizational hierarchy in large concerns– top management organization – staff units and committee –factors to be considered in the establishment of an organization Career development – career stages – training and performance appraisal.

**UNIT-IV:** Process of controlling – types of control – budgetary and non-budgetary – Authority

relationship-line function and staff– basics of delegation of responsibility and authority. Centralization and decentralization of authority and the pros and cons of each.

**UNIT-V:** Span of control – Pros and cons of narrow and wide spans of control– optimum spans.

**Learning Outcomes:**

- ❖ Students learn why decision making is the essence of management.
- ❖ Better knowledge on the process of controlling and its components.
- ❖ Better understanding of budgetary controlling techniques involving formulation of plans using statistical data, special report analysis, internal audit and ratio analysis.