

Semester - II

Core – V: Micro Economics Analysis - II

Sub. Code: PF2021

| No. of Hours per week | Credits | Total No. of Hours | Marks |
|-----------------------|---------|--------------------|-------|
| 6 | 4 | 90 | 100 |

Objectives: 1. To study the economic theories and the behavior of individuals.
2. To instill professional ethics among the students.

Course Outcome

| Co.No | Upon completion of M.A. Economics, the graduates will be able to : | PSO addressed | CL |
|--------|--|---------------|----|
| CO - 1 | Understand the various economic theories. | PSO - 3 | Un |
| CO - 2 | Apply the micro economic theories for economic development. | PSO - 6 | Ap |
| CO - 3 | Analyse the problems existence and stability- | PSO -2 | An |

Modules

Total contact hours: 90 (Including lectures, assignments and test)

| Unit | Modules | Topics | Lecture hours | Learning outcome | Pedagogy | Assessment/ Evaluation |
|------|------------------------------|---|---------------|---|----------|---|
| I | Alternative Theories of Firm | | | | | |
| | 1 | A critique of Neo -classical theory, Marginalist controversy theory, Full cost Pricing, Bains limit price theory, | 7 | Apply the theories and models for economic growth | Lecture | Class Test Formative Assessment I CIA |
| | 2 | Baumol's theory of sales revenue maximization, Marris model, Williamson's Model, Behavioural theory of the firm | 7 | Apply the theories and models for economic growth | Lecture | Class Test Formative Assessment I CIA |
| II | Distribution | | | | | |

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|-----|--------------------------|--|----|---|-------------------------|--|
| | 1 | Marginal Productivity theory, Euler's theorem, The adding up Problem, | 4 | To critically analyse existing and emerging problems caused in production | Lecture | Quiz Formative Assessment I CIA |
| | 2 | IS –Model to interest, LM - Model to interest | 4 | To identify the various models of interest | Group Discussion | Multiple Choice questions |
| | 3 | Shaekle's theory Alternative theories of firm, Ricardian theories of distribution, | 6 | To understand the theories of distribution | | Formative Assessment I CIA |
| | 4 | Kaldor theories of distribution, Kaleck theories of distribution | 6 | To apply the theories in distribution | Lecture Illustration | Snap Test & Formative Assessment Formative Assessment I CIA |
| III | Welfare Economics | | | | | |
| | 1 | Nature of welfare economics, Pigovian welfare economics | 5 | Analyse the nature of welfare economics | Lecture | Formative Assessment II CIA |
| | 2 | Compensation principles, Social welfare function, Arrow's | 11 | Applying the various | Lecture | |
| | | theory of voting, Maximisation of social welfare, Pareto optimum condition | | theories | | Formative Assessment II CIA |
| IV | General Equilibrium | | | | | |
| | 1 | Problems of existence | 1 | To understand the problems of existence | Lecture with discussion | Formative Assessment II CIA |
| | 2 | Stability and uniqueness of general equilibrium, Two model to general equilibrium, Walrasian approach to general equilibrium | 6 | Analyse the uniqueness of general equilibrium | Lecture | Formative Assessment II CIA |
| V | Economics of Uncertainty | | | | | |

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|--|---|---|---|--|---------------------------------|-----------------------------|
| | 1 | Individual behavior towards risk, Expected utility, Risk and risk aversion | 3 | | Lecture Group Discussion | Formative Assessment II CIA |
| | 2 | Gambling, Economics of insurance, Economics of search Theories, Market with symmetric information | 6 | Apply the theories in day to day economy | Lecture with PPT | Formative Assessment II CIA |

Course Instructor: M.Sahaya vennila

HOD: Dr. S. Jeni Sanjana

Semester: II

Name of the Course :Quantitative methods for Economics

Subject code : PF2022

| No. of hours / week | Credits | Total No. of hours | Marks |
|---------------------|---------|--------------------|-------|
| 6 | 4 | 90 | 100 |

Objectives:

- 1.To impart various mathematical and statistical methods
- 2.To apply quantitative techniques in managerial practices

| Co. No | Upon completion of M.A. Economics, the graduates will be able to : | PSO addressed | CL |
|--------|--|---------------|----|
| CO - 1 | describe concept of Matrix and Set | PSO - 4 | Un |
| CO - 2 | analyze the differentiation and Partial derivatives | PSO - 4 | An |
| CO - 3 | understand the production function and linear programming | PSO - 4 | Un |
| CO - 4 | Apply the rules and laws of mathematics in economic theory | PSO - 4 | Ap |
| Co. No | Upon completion of M.A. Economics, the graduates will be able to : | PSO addressed | CL |

Modules

Total contact hours: 90 (Including lectures, assignments and test)

| Unit | Section | Topics | Lecture hours | Learning outcome | Pedagogy | Assessment / Evaluation |
|-----------|--|---|---------------|---|---------------------------------|---|
| I | Introduction and Set Theory | | | | | |
| | 1 | Nature and role of mathematics in economic theory | 1 | To understand the importance of mathematics in day to day life and in the economy | Lecture Discussion | Short test Formative Assessment I CIA |
| | 2 | Meaning of set – Definition – Representation of a set | 3 | To know the concept of set. | Lecture Problem | Formative Assessment I CIA |
| | 3 | Forms of sets | 2 | To understand the various types of set. | Lecture | Quiz Short Test |
| | 4 | Different Laws | 2 | To study the laws of set. | Lecture Problem | Formative Assessment I CIA |
| | 5 | Venn diagram | 2 | To know how to draw an venn diagram. | Lecture Problem | Short Test |
| | 6 | Demorgan's Law | 1 | To access the demorgan's law. | Lecture Problem | Formative Assessment I CIA |
| | 7 | Ordered pairs – Cartesian Products | 1 | To understand the concepts . | Lecture | Quiz Short Test |
| II | Differentiation and Its Application | | | | | |
| | 1 | Rules of differentiation | 5 | To analyse the rules of differentiation. | Lecture Cooperative learning | Formative Assessment I CIA |

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|------------|----------------------------|---|---|--|-----------------------|---|
| | 2 | Conditions for maxima and minima of a function – Point of inflexion | 4 | To know the methods of maxima and minima. | Lecture Problem | Quiz Formative Assessment I CIA |
| | 3 | Simple application of derivatives: Maximization of profit and revenue – Minimisation of cost – Elasticity of demand | 4 | To analyse the different ways of derivatives. | Lecture Problem | Short test Formative assessment I CIA |
| | 4 | Relationship between average revenue and marginal revenue | 5 | To know the relationship between AR & MR. | Lecture Problem | Formative Assessment I CIA |
| III | Production Function | | | | | |
| | 1 | Optimisation problems involving one or two variables | 4 | To calculate the of optimisation variables. | Lecture | Formative Assessment I CIA |
| | 2 | Homogeneous function and their properties | 3 | To understand the concept of homogeneous function. | Lecture Discussion | Formative Assessment II CIA |
| | 3 | Euler's Theorem - Cobb-Douglas and CES Production Functions, properties. and their Applications in | 5 | To study the different types of production function. | Lecture | Quiz Short Test |

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|-----------|----------------------------------|---|---|---|---------------------------|--|
| | | Economics | | | | |
| IV | Matrices and Determinants | | | | | |
| | 1 | Concept of matrix – Types of matrix | 3 | To acquire knowledge about a good average | Lecture | Formative Assessment II CIA |
| | 2 | Simple operations on matrices, Subtraction and Multiplication of matrix | 3 | To calculate the various types of set operations. | Lecture Problem | Short test Formative Assessment II CIA |
| | 3 | Rank and inverse of matrices | 3 | To calculate the rank and inverse of matrix. | Lecture Problem | Formative Assessment II CIA |
| | 4 | Determinants and their basic properties | 2 | To identify the determinants. | Lecture | Quiz Short Test |
| | 5 | Solutions of Simultaneous equations through Cramer's rule. | 3 | To Calculate the method of crammer's rule. | Lecture Problem | Quiz Short Test |
| V | Linear Programming | | | | | |
| | 1 | Meaning and Basic concepts – Formulation of Linear Programming Problem | 2 | To understand the knowledge about the linear programming. | Lecture with illustration | Formative Assessment II CIA |

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|--|---|---|---|--|--------------------------|--|
| | 2 | Conditions and Generalizations – Application to the firm | 3 | To explain and evaluate the application to the firm. | Lecture Brainstorming | Short test Formative Assessment II CIA |
| | 3 | Advantages and Limitations – Application of Linear Programming – Application in India | 3 | To explain the linear programming in india. | Lecture | Formative Assessment II CIA |

Course Instructor: Dr. A.Sameema

HOD:Dr.S.Jeni Sanjana

Semester – II

Core – VII: DEVELOPMENT ECONOMICS – II

Sub. Code: PF2023

| No. of Hours per Week | Credits | Total No. of Hours | Marks |
|-----------------------|---------|--------------------|-------|
| 6 | 4 | 90 | 100 |

Objectives

To study the economic development of developing countries

To analyse the growth and development of the economy

Course Outcome:

| Co. No | Upon completion of M.A. Economics, the graduates will be able to : | PSO addressed | CL |
|--------|--|---------------|----|
| CO - 1 | analyse the economic development and human development | PSO - 6 | An |

| | | | |
|--------|--|---------|----|
| CO - 2 | identify the causes of poverty, unemployment and income inequalities | PSO - 2 | Re |
| CO - 3 | apply the various theories of development | PSO - 6 | Ap |
| CO - 4 | Understand the population policies | PSO - 6 | U |

Modules

Total contact hours: 90 (Including lectures, assignments and test)

| Unit | Section | Topic | Lecture Hours | Learning Outcome | Pedagogy | Assessment / Evaluation |
|-----------|--|--|---------------|---|---------------------|---|
| I | Human Development | | | | | |
| | 1 | Human development, Meaning and Definition, Components, Human development index, Differences in human development index and Human poverty index | 7 | To know about the HDI, its differences and human poverty index | Lecture, Discussion | Short test Formative assessment I CIA test |
| | 2 | Links between economic growth and human development | 2 | To cite the links between economic growth and human development | Lecture, Debate | |
| II | Obstacles to Growth and Human Capital Formation | | | | | |
| | 1 | Meaning of Poverty, Vicious circle of poverty | 2 | To understand the vicious circle of poverty in our economy | Lecture, Discussion | Formative assessment I CIA test Short test, |
| | 2 | Factors of rate of capital formation | 7 | To differentiate various obstacles | Lecture, Cooperate | Formative assessment |

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|------------|-----------------------------------|---|---|--|-----------------------|---|
| | | low, Population explosion, political, administrative and Socio cultural obstacles | | to human capital formation. | | I CIA test |
| | 3 | Importance and Problem of human capital formation | 3 | To evaluate the importance and problems of human capital formation | Lecture, Discussion | Formative assessment I CIA test Multiple choice test |
| III | Unemployment | | | | | |
| | 1 | Meaning, Types of unemployment | 2 | To distinguish the different types of unemployment | Lecture, Presentation | Short test Formative assessment I CIA test |
| | 2 | Classical theory, Keynesian theory | 3 | To evaluate classical and Keynesian theory of unemployment | Lecture, illustration | Formative assessment I CIA test Quiz |
| | 3 | Ingredients of an employment policy , Solutions | 3 | To understand the various ingredients of employment policy and solutions | Lecture, Debate | Formative assessment I CIA test |
| | 4 | Role of state in economic development | 2 | To depict the various role of state in economic development | Lecture, Discussion | Multiple Choice Test Formative assessment II CIA test |
| | 5 | Solution of the problem of educated unemployed | 2 | To understand the various problem and solution of educated unemployed | Lecture, Presentation | Formative assessment II CIA test |
| IV | Regional Planning in India | | | | | |
| | 1 | Meaning , Components, Magnitude of regional imbalances, | 5 | To identify the magnitude of regional imbalances and the regional | Lecture, Presentation | Formative assessment II CIA test Short test |

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|--|---|--|---|---|------------------------|---|
| | | Regional planning policy in India | | planning policy in India. | | |
| | 2 | Causes of poverty and income inequalities, Policies of reducing poverty and income inequalities | 5 | To evaluate the causes of poverty and income inequalities and again key notes regarding policies to reduce them | Lecture, Brainstorming | Multiple Choice Test Formative assessment II CIA test |
| V Population and Economic Development | | | | | | |
| | 1 | Meaning, Population growth trends, Causes of rapid growth of population, Causes of high birth rate | 6 | To understand population growth trends and differentiate causes of rapid growth of population and high birth rate | Lecture, Discussion | Formative assessment II CIA test Multiple Choice Test |
| | 2 | Malthusian theory | 2 | To illustrate the growth of population given by Malthus | Lecture, illustrate | Quiz Formative assessment II CIA test |
| | 3 | Population and economic development, Population policies for developing countries | 4 | To cite the growth of population and economic development and again population policies for developing countries | Lecture, Cooperative | Formative assessment II CIA test Short test quiz |

Course Instructor : Dr. A.Babila Kingsly

HOD: Dr. S. Jeni Sanjana

Semester - II

Core – VIII: RESEARCH METHODOLOGY

Sub. Code: PF2024

| No. of Hours per Week | Credits | Total No. of Hours | Marks |
|-----------------------|---------|--------------------|-------|
| 6 | 5 | 90 | 100 |

Objectives

1. To familiarize the students with methodology of research and its application in Economics.
2. To enable the students to bring out suggestions, possible solutions for Social and Economic problems.

Course Outcome

| Co. No | Upon completion of M.A. Economics, the graduates will be able to : | PSO addressed | CL |
|--------|--|---------------|----|
| CO - 1 | understand the basic concepts of research | PSO - 1 | U |
| CO - 2 | analyse the research problems and the problems of a researcher | PSO - 2 | An |
| CO - 3 | identify the methods of data collection | PSO - 4 | Re |
| CO - 4 | apply the research design and techniques | PSO - 4 | Ap |
| CO-5 | find out the solution to defining the problem | PSO - 2 | Re |

Modules

Total contact hours: 90 (Including lectures, assignments and test)

| Unit | Section | Topics | Lecture hours | Learning outcome | Pedagogy | Assessment/ Evaluation |
|----------|--|---|---------------|---|----------|---|
| I | NATURE OF SOCIAL SCIENCE AND RESEARCH | | | | | |
| | 1 | Meaning, Objectives of Research, Motivation in Research, Types of Research, Research approaches, Significance of Research | 3 | Evaluate the significance of research | Lecture | Short Test Formative Assessment I CIA |
| | 2 | Research Method Vs Methodology, Research and Scientific Method | 4 | Distinguish the differences between research method and | PPT | Quiz |

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| | | | | methodology | | Formative Assessment I CIA |
| | 3 | Criteria of Good Research, Qualities of a good researcher, Problems encountered by Researchers in India. | 3 | Identify the problems encountered by the researcher | Lecture | Formative Assessment I CIA |
| II | Research Problem | | | | | |
| | 1 | Meaning of research problem, selecting the problem, Necessity of defining the problem, Technique involved in defining a problem, Research Design: Meaning & Need of research problem, features, concepts | 6 | To impart the knowledge of identifying the problems | Lecture Discussion | Snap test & Formative Assessment I CIA |
| | 2 | Different research designs. | 3 | Categorise the different research designs | Illustration | Quiz Formative Assessment I CIA |
| III | METHODS AND SOURCES OF DATA COLLECTION | | | | | |
| | 1 | Primary Data, Mailed Questionnaire, Schedules, Interview method, Observation and Case study, Merits and demerits of primary sources, Secondary Data, Significance of secondary Data, Methods of collection of secondary data | 11 | Educate the various methods of data collection | Group Discussion PPT | Formative Assessment I CIA |
| | 2 | Evaluating | 4 | To assess the | Lecture | |

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|-----------|--|--|----|---|---------------------------------|--|
| | | secondary Data, Sources of Secondary Data, Merits and demerits of Secondary source. | | knowledge to interpret the data | | Question and Answer session Formative Assessment I CIA |
| | 3 | Sampling, Survey and Sampling Techniques, Census and Sample Survey, Steps in Sampling Design, Criteria for selecting a Sample procedure, | 6 | To understand the various research techniques | Lecture with Illustration | Class test Formative Assessment II CIA |
| | 4 | Methods of sampling | 2 | Identify the sampling | Discussion | Quiz Formative Assessment II CIA |
| IV | FORMULATING AND TESTING OF HYPOTHESIS | | | | | |
| | 1 | Definition, Characteristics of Hypothesis, Basic concepts concerning Testing of Hypothesis, Procedure for Hypothesis Testing, Flow Diagram for Hypothesis Testing, Test of Hypothesis – Important Parametric Tests: “t” test, “F” test, “Z” test , Chi- square test – Meaning, Characterisitics | 14 | Understand to formulate and testing the Hypothesis | Lecture Discussion | Snap test & Formative Assessment II CIA |
| V | INTERPRETATION AND REPORT WRITING | | | | | |
| | 1 | Data processing: Tabulation, Editing, Coding, Analysis and Interpretation of data presenting results. | 6 | To acquire knowledge and interpret the data and give the findings | Lecture | Short test Formative Assessment |

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| | | | | | | II CIA |
| | 2 | Written and oral reports, Stages in drafting written research report, Layout of research report, Foot notes, Bibliography | 8 | To understand the mechanics of writing a report | Lecture | Formative Assessment II CIA |

Course Instructor: Dr.J.M.Vinitha

HOD: Dr. S. Jeni Sanjana

Semester - II

Elective II – (a): HUMAN RESOURCE MANAGEMENT

Sub. Code: PF2025

| No. of Hours per Week | Credits | Total No. of Hours | Marks |
|-----------------------|---------|--------------------|-------|
| 6 | 4 | 90 | 100 |

Objectives

1. To enable the students to learn the principles and practices of developing human resources.
2. To enable the students to acquire skills needed for career.

Course Outcome

| Co. No | Upon completion of M.A. Economics, the graduates will be able to : | PSO addressed | CL |
|--------|--|---------------|----|
| CO - 1 | understand the basic concepts and objectives of HRM | PSO - 1 | Un |
| CO - 2 | Apply the plans of solving the Human Resource Problems | PSO - 2 | Ap |
| CO - 3 | Analyze the problems of HRP and Trade union | PSO - 2 | An |
| CO - 4 | Evaluate the need and importance of HRM | PSO - 1 | Ev |
| CO - 5 | identify the Employees benefit acts | PSO - 6 | Ap |

Modules

Total contact hours: 90 (Including lectures, assignments and test)

| Unit | Section | Topics | Lecture hours | Learning outcome | Pedagogy | Assessment/ Evaluation |
|------|---------|--------|---------------|------------------|----------|------------------------|
|------|---------|--------|---------------|------------------|----------|------------------------|

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|-----|--------------------------------------|--|---|---|-------------------------------|---|
| I | Introduction | | | | | |
| | 1 | Introduction to Human Resource Management, Definition & Objectives of HRM, Evolution, Role and organizations and changing technologies | 6 | To know the importance of HRM | Lecture | Open book test Formative Assessment I CIA |
| | 2 | Implications for HRM, HRM in India | 2 | To evaluate the HRM in India | Lecture | Quiz Formative Assessment I CIA |
| II | Human Resource Planning | | | | | |
| | 1 | Human Resource Planning, Concept & Objectives of HRP, plan | 4 | To understand the importance of HRM | Lecture with personal sharing | Snap Formative Assessment I CIA |
| | 2 | Manpower forecasting, Quantitative and Qualitative aspects, Levels of HRP | 4 | Analyse the quantitative and qualitative aspects | Group discussion | Class test Formative Assessment I CIA |
| | 3 | National, Sectoral, Industrial and unit level problems of HRP, Guidelines | 2 | To identify the different levels of HRP | Lecture Group discussion | Formative Assessment II CIA |
| III | Recruitment, Screening and Selection | | | | | |
| | 1 | Recruitment – Planning Internal and External influences | 2 | Distinguish the differences between internal and external influence | Question answer session | Formative Assessment II CIA Short test |

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|----|---------------------------|--|---|--|-------------------------------|---|
| | 2 | Description, Sources, Screening Process, Elimination of ineligible applicants, Application blanks, Preliminary testing | 5 | To identify different types of interviews | Lecture with personal sharing | Quiz Formative Assessment II CIA |
| | 3 | Screening interviews | 2 | To understand the meaning of screening interviews. | Lecture | Formative Assessment II CIA |
| | 4 | Selection, Instruments of Selection, Interview | 4 | To know the different instruments of selection | Lecture | Formative Assessment II CIA |
| | 5 | , Group Discussion, Reference checks, placements | 8 | To identify the different way of preparing a selection instruments | Group discussion Lecture | Formative Assessment II CIA |
| IV | Human Resource Management | | | | | |
| | 1 | Trade unions, Historical perspective of Trade Union Movement in India, problems of Trade Union Movement in India | 3 | Evaluate the problems and prospects of Trade Unions | Lecture | Short test Formative Assessment II CIA |
| | 2 | Strategic Management, Nature & Process, Environmental Planning, Strategy Formulation, Strategy implementation, | 7 | Evaluate the strategic planning | Discussion lecture | Formative Assessment II CIA |

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| | | Strategy Evaluation, Importance | | | | |
| V | Social Security and Employee Benefits | | | | | |
| | 1 | Introduction and Types, Social Security in India, Workman's Compensation Act, | 5 | To get a clear knowledge of various Acts | Lecture | Snap test Formative Assessment II CIA |
| | 2 | ESI Act, Maternity Benefits Act, Employees Provident Funds, Miscellaneous Provisions Act, Group Life Insurance, Employee Benefits | 4 | | Lecture Discussion | |
| | 3 | Meaning and Definition-services, Types, Significance | 3 | To know the importance of services | Lecture | Class test |

Course Instructor: M.sahaya vennila, Dr, J.M.Vinitha Sanjana

HOD: Dr. S. Jeni

Semester : **IV**
Name of the Course : **Monetary Economics**
Sub. Code : **PF2041**

| No. of Hours per Week | Credits | Total No. of Hours | Marks |
|------------------------------|----------------|---------------------------|--------------|
| 6 | 5 | 90 | 100 |

Objectives

1. To gain sound knowledge in monetary theories and banking practices.
2. To provide a strong knowledge based on India's monetary problems.

| CO.NO | Course Outcomes | PSO addressed | CL |
|--------------|---|----------------------|-----------|
| CO – 1 | Understand the concepts of Banking | PSO – 8 | U |
| CO – 2 | Evaluate the various approaches to money | PSO - 8 | An |
| CO – 3 | Analyse the measures of money supply | PSO - 8 | An |
| CO – 4 | Develop knowledge on recent trends on Banking system | PSO – 8 | An |
| CO – 5 | Identify the difference between money market and capital market | PSO - 8 | Re |

Modules

Total contact hours: 76 (Including lectures, assignments and test)

| Unit | Section | Topics | Lecture hours | Learning Outcome | Pedegogy | Assessment /Evaluation |
|------------|-------------------------------|---|---------------|---|-------------------------------|---|
| I | Monetary Theories | | | | | |
| | 1 | The Role Money in an Economy, Fisher's Quantity Theory | 3 | To understand the banking concepts | Lecture Discussion | Short Test Formative Assessment I CIA |
| | 2 | Cambridge Cash Balance Approach, Keynesian Theory | 4 | To analyse the approaches of monetary theory | Lecture illustration | Quiz Formative Assessment I CIA |
| | 3 | Modern Quantity Theory : Friedman's Approach | 3 | To apply the theories of Money | Lecture Presentation | Formative Assessment I CIA |
| | 4 | Don Patinkin's Theory, Inventory Theory of Money (Baumol) | 4 | To apply the theories of Money | Lecture with group discussion | Formative Assessment I CIA |
| II | Money Supply | | | | | |
| | 1 | Definitions of money supply, High Powered Money, Money Multiplier Process | 4 | To identify the money multiplier process | Lecture Discussion | Formative Assessment I CIA Quiz |
| | 2 | Determinants of Money supply, Measures of money supply | 2 | To know the determinants and measures of money supply | Lecture with illustration | Short test Multiple Choice questions |
| | 3 | Composition of money supply in India, Elasticity of money supply | 3 | To understand the money supply | Lecture with group discussion | Formative Assessment I CIA |
| III | Central Banking System | | | | | |
| | 1 | Definition, Role | 3 | To evaluate the | Lecture, | Formative |

| | | | | | | |
|-----------|---|---|----------|--|------------------------|---|
| | | of Central Banks, Development and Promotional Functions | | Role of Central Banks | Presentations | Assessment II CIA |
| | 2 | Credit control Methods | 3 | To know the credit control methods | Lecture, Presentation | Formative Assessment II CIA |
| | 3 | RBI: Organizational, structure and management, Role, Objectives, Functions | 4 | To analyze the role and objective of RBI | Lecture, Brainstorming | Formative Assessment II CIA |
| | 4 | RBI and Agricultural and industrial Finance, RBI and Bill market scheme, Exchange control Management by RBI | 4 | To analyze the role and objective of RBI | Lecture, Discussion | Formative Assessment II CIA |
| IV | Monetary Policy | | | | | |
| | 1 | Role of Monetary Policy in Economic Development, Objectives of Monetary Policy | 3 | To understand the role of monetary | Lecture, Presentation | Quiz Formative assessment II CIA |
| | 2 | Trade off, Targets and Indicators of Monetary Policy | 3 | To evaluate the indicators of monetary policy | Lecture, Brainstorming | Formative assessment II CIA Short test |
| | 3 | Instrument of Monetary Policy, Expansionary Monetary Policy, contractionary Monetary Policy | 4 | To analyse the instrument expansionary and restrictive monetary policy | Lecture, Discussion | Formative assessment II CIA Quiz |
| V | Banking System and Financial Reforms | | | | | |

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|--|----------|--|----------|---|------------------------|---|
| | 1 | Recent Trends Banking System, | 2 | To adopt the recent trends in Banking System | Lecture, Presentation | Quiz Formative assessment II CIA |
| | 2 | Social Banking, Innovative Banking, | 2 | To adopt the recent trends in Banking System | Lecture, Brainstorming | Formative assessment II CIA Short test |
| | 3 | Deposit Insurance Corporation and payment banking system, Defects of Indian Banking System, Suggestions to improve working of banking system | 3 | To analyse the defects of Indian Banking System | Lecture, Discussion | Formative assessment II CIA |
| | 4 | Recent banking reforms, financial reforms in India | 2 | To develop the banking reforms in India | Lecture, Presentation | Quiz Formative assessment II CIA |
| | 5 | Banking Sector reforms, Money Market Reforms, Capital Market Reforms | 3 | To identify the reforms in Banking sector | Lecture, Discussion | Formative assessment II CIA Short test |

Course Instructor: Dr. J.M. Vinitha Charles

HOD: Dr.S.Jeni Sanjana

Semester : **IV**

Name of the Course : **ENVIRONMENTAL ECONOMICS**

Sub. Code : **PF2042**

| No. of Hours per Week | Credits | Total No. of Hours | Marks |
|-----------------------|---------|--------------------|-------|
| | | | |

| | | | |
|----------|----------|-----------|------------|
| 6 | 5 | 90 | 100 |
|----------|----------|-----------|------------|

Objectives

- To enable students acquire knowledge about the Theory of environmental economics.
- To impart the students to overcome the environmental problems.

| CO | Upon completion of this course the students will be able to : | PSO addressed | CL |
|-----------|--|----------------------|-----------|
| CO - 1 | Define environmental economics including environment conservation of resources pollution | PSO - 2 | Re |
| CO – 2 | Develop knowledge on Environmental laws in India | PSO - 2 | An |
| CO – 3 | Examine the regulation and prohibition taxes | PSO – 2 PSO - 8 | An |
| CO – 4 | Identify the various pollution problems | PSO - 2 | Re |
| CO - 5 | Understand the public awareness on environment | PSO - 2 | U |
| CO – 6 | Identify the imperfect market problems | PSO - 1 | Re |

Modules

Total contact hours: 75 (Including lectures, assignments and tests)

| Unit | Section | Topics | Lecture hours | Learning Outcome | Pedegogy | Assessment/Evaluation |
|-------------|---------------------|---|----------------------|---|-------------------------------|--|
| I | Introduction | | | | | |
| | 1 | Definition, Scope, Economics and Environment | 2 | To identify the concepts of environment | Lecture, Presentation | Formative Assessment I CIA Open book Test |
| | 2 | Role of environment in Economic Development, Material Balance model | 2 | To know the models | Lecture, Discussion | Formative Assessment I CIA Open book Test |
| | 3 | Basic theory of Environmental Economics: | 3 | To understand basic | Lecture with group discussion | Formative Assessment I CIA |

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|--|----------|--|----------|--------------------------------------|-------------------------------|--|
| | | Market failure and externality, Pareto criterion | | theory | | Short Test |
| | 4 | Pigovian analysis Imperfect market problems, Kaldor's Theory, Hick's compensation Principle | 3 | To apply the theory | Lecture, Illustration | Formative Assessment I CIA Class Test |
| | 5 | Coase Theorems, Tragedy of commons | 2 | To analyse the Coase theorem | Group Discussion | Formative Assessment I CIA Short Test |
| II Conservation and Collective Environmental Action | | | | | | |
| | 1 | Definition and Meaning, Methods of conservation, Material substitution | 3 | To adopt the methods of conservation | Lecture, Presentation | Formative Assessment I CIA Quiz |
| | 2 | Product life extension, Recycling | 2 | To adopt the methods of recycling | Lecture, Discussion | Formative Assessment I CIA Quiz |
| | 3 | Optimum recycling, Recycling and Carbon taxes | 3 | To identify the various taxes | Lecture with group discussion | Formative Assessment I CIA Short Test |
| | 4 | Integrated Waste Management System | 1 | To understand the waste management | Lecture with group discussion | Formative Assessment I CIA Short Test |
| | 5 | The collective environmental action: Regulation and prohibition Taxes, Subsidies | 3 | To identify the various taxes | Lecture, Illustration | Formative Assessment I CIA |

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|------------|--------------------------------|---|----------|---|-------------------------------|---|
| | | and effluent charges | | | | Quiz |
| | 6 | Global warming, Ozone Depletion, Green House effect | 3 | To analyse the effects of green house effect | Group Discussion | Formative Assessment I CIA Short Test |
| III | Environmental pollution | | | | | |
| | 1 | Urbanization and environmental problems | 3 | To analyse the environmental problems | Lecture, Presentation | Formative Assessment I CIA Open Book Test |
| | 2 | Environmental pollution: Air: causes, effects, control measures | 3 | To adopt to control measures to avoid pollution | Lecture, Discussion | Formative Assessment I CIA Open Book Test |
| | 3 | Water: sources, effects, control of water pollution | 2 | Methods of controlling the pollution | Lecture with group discussion | Formative Assessment I CIA Open Book Test |
| | 4 | Noise: sources, effects, control of noise pollution | 2 | To identify the sources of pollution | Lecture, Discussion | Formative Assessment II CIA Open Book Test |
| | 5 | E-Waste | 2 | To understand the E-Waste Management | Group Discussion | Formative Assessment II CIA Short Test |
| | 6 | Deforestation, Causes and Consequences | 2 | To analyse the Deforestation and problems | Lecture, Discussion | Formative Assessment II CIA Quiz |
| IV | Cost - Benefit Analysis | | | | | |
| | 1 | Cost - Benefit | 3 | To | Lecture, | Formative Assessment |

| | | | | | | |
|----------|--|--|----------|---|-------------------------------|---|
| | | Analysis meaning and steps, Nature of costs and benefits in controlling pollution | | identify the steps involved in cost benefits analysis | Presentation | II CIA Multiple Choice Question Test |
| | 2 | Efficiency in pollution control | 2 | To adopt the pollution control measures | Lecture, Discussion | Formative Assessment II CIA Quiz |
| | 3 | Property Price Approach, Advantages and limitations of cost benefit analysis | 3 | To analyse the cost benefit analysis | Lecture with group discussion | Formative Assessment II CIA Short Test |
| | 4 | Environmental quality as a public good, Environmental quality and Economic development, Limited assimilative capacity of environment | 5 | To create a eco friendly environment | Lecture, Discussion | Formative Assessment II CIA Quiz |
| V | Environmental Policies in India | | | | | |
| | 1 | Environmental Laws in India, The motor vehicles act,2020, The factories Act1948 | 3 | To know the environmental laws | Lecture, Presentation | Formative Assessment II CIA Quiz |
| | 2 | The water act(1974), The air act(1981), Policies of pollution control | 4 | Educate the environmental policies | Lecture, Discussion | Formative Assessment II CIA Quiz |
| | 3 | Policy instruments for environmental protection | 2 | To create awareness on protection | Lecture with group discussion | Formative Assessment II CIA |

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|--|----------|--|----------|--|-----------------------|--|
| | | | | n of environment | | Short Test |
| | 4 | Law and environment, Tiwari committee (1980), Kashthoori Rangan Committee (2020), EIA (2020) | 5 | To adopt the laws | Lecture, Discussion | Formative Assessment IICIA Short Test |
| | 5 | The Recycled plastics manufacture and usage (Amendment Act)2003, | 2 | Factors the procedure of recycled plastics | Lecture, Presentation | Formative Assessment III CIA Open Book Test |
| | 6 | Sustainable Development Goals (SDGs) – Environmental Education -Aim-principles, Public awareness | 5 | To create awareness on environment | Lecture, Discussion | Formative Assessment II CIA Open Book Test |

Course Instructor: Dr. A. Babila Kingsly

HOD: Dr. S. Jeni Sanjana

Semester : **IV**

Name of the Course : **Industrial Economics**

Sub. Code : **PF2043**

| No. of Hours per Week | Credits | Total No. of Hours | Marks |
|-----------------------|----------|--------------------|------------|
| 6 | 5 | 90 | 100 |

Objectives

1. To understand the legislations, finance and decisions related to industries.
2. To create an awareness of the various factors for the industrial development.

| Co.No | Course Outcomes | PSO addressed | CL |
|--------|--|--------------------|----|
| CO - 1 | Apply some of the theories of optimum firm | PSO – 3 PSO - 1 | Ap |
| CO – 2 | Develop knowledge on small scale sector policy | PSO - 5 | An |
| CO – 3 | Analyze major issues in information technology | PSO – 5 PSO - 8 | An |
| CO – 4 | Apply the role of SSI in Indian Economy | PSO – 5 PSO - 8 | Ap |
| CO – 5 | Identify the methods of inventory management | PSO - 5 | Re |

Modules

Total contact hours: 65 (Including lectures, assignments and tests)

| Unit | Section | Topics | Lecture hours | Learning Outcome | Pedagogy | Assessment/Evaluation |
|-----------|---|---|---------------|---|---------------------------|---------------------------|
| I | THEORIES AND POLICIES SIZE OF THE FIRM | | | | | |
| | 1 | Objectives of the Firm, Theories: Behavioral Theories Optimum firm | 3 | To understand the concept of firm | Lecture, Brainstorming | Formative Assessment ICIA |
| | 2 | Representation firm, Equilibrium firm, factors determining optimum size | 3 | To know the different types of firm | Lecture, Inquiry based | Quiz & class test |
| | 3 | Pricing policies and practices | 2 | To understand the pricing policies and practices | Lecture, Discussion | Formative Assessment ICIA |
| | 4 | pricing methods theories of industrial location | 3 | To evaluate pricing methods | Lecture, PPT Presentation | Formative Assessment ICIA |
| | 5 | Weber, Sergeant Florence, Factors affecting location | 5 | To examine the factor affecting Weber, Sergeant Florence theories | Lecture, Discussion | Quiz & class test |
| II | INDUSTRIAL AND LEGISLATIONS | | | | | |
| | 1 | Objectives of Industrial Policies, Indian Companies | 3 | To develop knowledge on policies and | Lecture, Presentation | Formative Assessment ICIA |

| | | | | | | |
|------------|--------------------------------|---|---|--|-------------------------------|-----------------------------|
| | | Act 1956 and other amendments there under | | amendments on industries | | |
| | 2 | MRTTP Act, FEMA | 2 | To enumerate the acts | Lecture, Discussion | Quiz & class test |
| | 3 | Protection to Indian Industries, Small Scale Enterprises, Role of SSI in Indian Economy | 3 | To apply the role of SSI in Indian Economy | Lecture, Presentation | Formative Assessment I CIA |
| | 4 | Small Scale Sector Policy Laws relating to industrial relation and development | 2 | To access policies and laws of SSI | Lecture, Discussion | Formative Assessment I CIA |
| III | INDUSTRIAL PRODUCTIVITY | | | | | |
| | 1 | Measurement of Industrial Productivity, Labour – Capital | 2 | To measure industrial productivity and labour market | Lecture, Presentation | Formative Assessment I CIA |
| | 2 | Scientific management, Bureaucratic model | 3 | To understand scientific management and bureaucratic model | Lecture, Discussion | Formative Assessment I CIA |
| | 3 | Administrative model | 2 | To understand Administrative model | Lecture with group discussion | Formative Assessment I CIA |
| | 4 | Taylor Vs Fayol in management evaluation, Taylor's principles of management | 4 | To differentiate Taylor Vs Fayol principles | Lecture, Illustration | Open book Test Quiz |
| | 5 | Rationalization | 2 | To understand the Rationalization | Lecture, Presentation | Formative Assessment II CIA |
| | 6 | Automation | 2 | To understand the Automation | Lecture, Discussion | Formative Assessment II CIA |
| IV | INVESTMENT DECISION | | | | | |
| | 1 | Analysis and Interpretation of financial statements, Fund flow statement | 3 | To understand the financial statements | Lecture, Presentation | Formative Assessment II CIA |
| | 2 | Cash flow | 3 | To identify the | Lecture, | Open book |

| | | | | | | |
|----------|----------------------------------|--|----------|---|-------------------------------------|-----------------------------------|
| | | statement, Inventory Management | | cash flow and inventory management | Discussion | Test& Quiz |
| | 3 | Method of inventory management, LIFO, FIFO | 3 | To know the methods of inventory management | Lecture with group discussion | Formative Assessment II CIA |
| | 4 | ABC analysis, EOQ | 2 | To know the methods of ABC analysis | Lecture, Illustration | Formative Assessment II CIA |
| V | MAJOR INDUSTRIES IN INDIA | | | | | |
| | 1 | Factors contributing to Industrial development, Iron, Steel | 3 | To develop knowledge on iron and steel industries, their contribution to economic development | Lecture, Presentation | Formative Assessment IICIA |
| | 2 | Cotton Textiles, Jute, Sugar | 3 | To know the types of industries | Lecture, Discussion | Formative Assessment II CIA |
| | 3 | Cement, Growth and problems of major industries in India | 2 | To understand the problems faced by cement industry | Lecture with group discussion | Formative Assessment II |
| | 4 | IT Industry, Information technology and knowledge economy, IT in India viewed in world context | 3 | To know the Information Technology | Lecture, Illustration | Formative Assessment IICIA |
| | 5 | Major issues in information technology, Growth and present state of IT industry in India | 2 | To analyse the IT industry | Group Discussion | Formative Assessment II CIA |

Course Instructor: Ms.M.Sahaya Vennila

HOD:Dr.S.Jeni Sanjana.

Semester : **IV**

Name of the Course : **Public Economics**

Sub. Code : PF2044

| No. of Hours per Week | Credits | Total No. of Hours | Marks |
|-----------------------|---------|--------------------|-------|
| 6 | 5 | 90 | 100 |

Objectives

1. To know the role of Government for the development of the economy.
2. To impart knowledge to the students regarding professional ethics.

Course Outcomes

| Co. No | Course Outcomes | PSO addressed | CL |
|--------|--|--------------------|----|
| CO – 1 | Develop a systematic under related to the concept of public economics | PSO - 8 | An |
| CO - 2 | Understand the expenditure, revenue, dept, of a public | PSO - 8 | U |
| CO – 3 | Develop knowledge on public budget and federal finance | PSO - 8 | An |
| CO – 4 | Distinguish the differences of the financial relationship between the centre and states in India | PSO – 8 PSO - 5 | An |
| CO – 5 | Identify the downfall of deficit financing | PSO - 8 | Re |

Modules

Total contact hours: 69 (Including lectures, assignments and test)

| Unit | Section | Topics | Lecture hours | Learning outcome | Pedagogy | Assessment / Evaluation |
|----------|-----------------------|---|---------------|---|-------------------------|---|
| I | Public Finance | | | | | |
| | 1 | Meaning, Concept, nature, scope and subject matter of Public Finance – Public Finance and Private Finance | 4 | To understand the concept of Public and Private Finance | Lecture Discussion | Short test Formative Assessment I CIA |
| | 2 | Importance of Public Finance – Principles of Public Finance: Principle of Maximum Social | 3 | To know the Principle of Maximum Social Advantage | Lecture Presentation | Short test Formative assessment I CIA |

| | | | | | | |
|------------|---------------------------|---|---|---|---------------------------------|---|
| | | Advantage | | | | |
| | 3 | Theories of Public Goods: Musgrave's view; Mrs. Hick's view; Tests of Maximum Social Advantage | 3 | To acquire the knowledge about the theories of Public Goods | Lecture Discussion | Quiz Formative assessment I CIA |
| II | Public Revenue | | | | | |
| | 1 | Meaning and significance of public Revenue; Sources and Classification of Public Revenue | 3 | To identify the sources of Public Revenue | Lecture Cooperative learning | Formative Assessment I CIA |
| | 2 | Taxation – meaning; characteristics; objectives; canons and elements of Good Taxation | 4 | To Know the concept of Taxation. | Lecture Jigsaw | Quiz Formative Assessment I CIA |
| | 3 | Kinds of taxes: Direct and Indirect Taxes, Value Added Tax (VAT) its advantages and disadvantages | 5 | To understand the different types of Taxation. | Lecture Discussion | Short test Formative assessment I CIA |
| | 4 | GST- Effects of Taxation .Public Revenue and its Recent Trends | 3 | To acquire the knowledge about the GST. | Lecture Discussion | Quiz Formative Assessment I CIA |
| III | Public Expenditure | | | | | |
| | 1 | Meaning and scope of Public Expenditure; | 5 | To recognise the different methods of Public | Lecture Cooperative learning | Formative Assessment I CIA |

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|-----------|--|--|---|---|----------------------|-----------------------------|
| | | Role and Objectives of Public Expenditure Principles, Classifications and effects of Public Expenditure | | Expenditure. | | |
| | 2 | Growth of Public expenditure and Recent Trends in India: Reasons for the growth of Public expenditure | 3 | To identify the need of Recent Trends in India. | Lecture Discussion | Formative Assessment I CIA |
| | 3 | Wagner's views on public expenditure; Wiseman Peacock Hypothesis - Pure Theory of Public Expenditure | 4 | To understand the various theories of Public Expenditure. | Lecture presentation | Formative Assessment II CIA |
| IV | Public Debt and Deficit Financing | | | | | |
| | 1 | Meaning and causes; Private and Public Debt; Internal and external debt; Classification and Effects of Public Debt; Disadvantages of public debt | 4 | To acquire knowledge about the public and private debt. | Lecture Jigsaw | Formative Assessment II CIA |

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|----------|--|--|---|---|---------------------------|--|
| | 2 | Public debt Management: Meaning and Principles of Public Debt Management – Disadvantages of Public Deb | 5 | To know the concept of Public debt Management | Lecture Discussion | Short test Formative Assessment II CIA |
| | 3 | Deficit Financing: Meaning, Objectives and effects of deficit financing; Role of deficit financing in promoting economic development of a country | 4 | To acquire the knowledge about Deficit Financing. | Lecture presentation | Formative Assessment II CIA |
| | 4 | Limits and evil effects of deficit financing; Measures to check adverse effects of deficit financing- FRBM Act in India. | 3 | To identify the Limits and evil effects of deficit financing. | Lecture Discussion | Quiz Short Test |
| V | Public Budget and Federal Finance | | | | | |
| | 1 | Meaning and definition of Budget; Characteristics, Objectives and Classification | 4 | To understand the knowledge about the Budget. | Lecture with illustration | Formative Assessment II CIA |

| | | | | | | |
|--|---|---|---|---|-----------------------|--|
| | | of Public Budget. | | | | |
| | 2 | Budgetary Procedure in India | 2 | To explain Budgetary Procedure in India | Lecture Brainstorming | Short test Formative Assessment II CIA |
| | 3 | Principles and Importance of Budgeting; - Scope of performance budgeting in India | 4 | To know the Principles of Budgeting. | Lecture presentation | Formative Assessment II CIA |
| | 4 | Zero Base Budgeting – Current Year Budget | 2 | To know the concept of Zero Base Budgeting | Lecture Discussion | Quiz Short Test |
| | 5 | Federal Finance: centre and the States financial relation in India | 2 | To understand the centre and the States financial relation in India | Lecture presentation | Formative Assessment II CIA |
| | 6 | 14th Finance Commission and its Recommendations | 2 | To identify the Finance Commission. | Lecture Discussion | Formative Assessment II CIA |

Course Instructor: Dr. A.Sameema

HOD:Dr.S.JeniSanjana

Semester : IV

Name of the Course : Rural Development

Sub. Code : PF2045

| No. of Hours per Week | No. of Credit | Total No. of Hours | Marks |
|-----------------------|---------------|--------------------|-------|
| 6 | 4 | 90 | 100 |

Objectives

1. To understand the rural poverty, indebtedness and special programme for rural development.
2. To improve sustainability in rural development.

Course Outcomes

| Co. No | Course Outcomes | PSO addressed | CL |
|--------|--|---------------|----|
| CO - 1 | Describe the importance of rural development | PSO - 12 | U |
| CO - 2 | Identify the present problems of Rural industries | PSO - 11 | Re |
| CO – 3 | Analyse the causes and remedies of rural poverty | PSO - 2 | An |
| CO – 4 | Understand the role of SHG’s in rural development | PSO - 12 | U |
| CO - 5 | Explain the Employment Guarantee Schemes and Rural Development programme | PSO - 12 | U |
| CO – 6 | Identify the current problems of Rural and regulated marketing | PSO - 11 | Re |

Modules

Total contact hours: 65 (Including lectures, assignments and test)

| Unit | Section | Topics | Lecture hours | Learning outcome | Pedagogy | Assessment / Evaluation |
|-----------|-------------------------|---|---------------|--|----------------------|---|
| I | Introduction | | | | | |
| | 1 | Introduction – Nature of rural economy – Concept of rural development – Scope and importance of rural development | 4 | To understand the importance of Rural Development. | Lecture Discussion | Short test Formative Assessment I CIA |
| | 2 | V.M. Dandekar’s approach to rural development – Dimensions of rural Development: Irrigation | 3 | To know the V.M. Dandekar’s approach to rural development | Lecture Presentation | Quiz Formative Assessment I CIA |
| | 3 | Agrarian reforms – Rural Electrification – Rural transport. | 3 | To know the concept of Rural Transport and Electrification | Lecture Discussion | Quiz Formative Assessment I CIA |
| II | Rural Industries | | | | | |

| | | | | | | |
|------------|---------------------------------|--|---|--|------------------------------|---------------------------------------|
| | 1 | Non – Farm Economy in Rural areas : Concepts and definitions of rural industries – Need and economic significance of rural industries | 4 | To identify the concept of Rural Industries. | Lecture Cooperative learning | Formative Assessment I CIA |
| | 2 | Current trends of KVI – Rural industries and employment generation – Rural industries and poverty alleviation | 4 | To understand the Current trends of KVI and Poverty Alleviation. | Lecture Jigsaw | Quiz Formative Assessment I CIA |
| | 3 | Role of KVIC in the development of rural industries –Development of Rural industries in the post liberalization period. Recent problems of rural industries in India-Remedies. | 5 | To identify the Recent problems of rural industries in India. | Lecture Discussion | Short test Formative assessment I CIA |
| III | Poverty and Unemployment | | | | | |
| | 1 | Poverty and Unemployment – Rural poverty: Nature, causes and remedies | 3 | To recognize the concept of Poverty and Unemployment | Lecture Cooperative learning | Formative Assessment I CIA |
| | 2 | Rural employment: Nature, causes and remedies – Rural | 4 | To identify the need of Rural employment. | Lecture Discussion | Formative Assessment II CIA |

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|-----------|--|---|---|--|----------------------|--|
| | | indebtedness | | | | |
| | 3 | Magnitude causes and Relief measures – Role of SHGs and Micro Finance in the context of Rural Development. | 4 | To understand the Role of SHGs and Micro Finance | Lecture presentation | Quiz Short Test |
| IV | Schemes and Programmes of Rural Development | | | | | |
| | 1 | Objectives and Assessment – National Food for Works Programme – The Employment Assurance Schemes – Small Farmers Development Agency | 4 | To acquire knowledge about various schemes of Rural Development. | Lecture Jigsaw | Formative Assessment II CIA |
| | 2 | Marginal farmers and agricultural labour – Khadi and Village Industries Development Schemes – Pradhan MantriFasal BimaYojana – Rajeev Gandhi GrameenVidya tikaramYojana | 5 | To understand the different types of programmes. | Lecture Discussion | Short test Formative Assessment II CIA |

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|----------|------------------------|--|---|--|-----------------------|--|
| | 3 | The unorganized worker's social security act – SwarnJayanti Gram SwarozgarYojana – Mahatma Gandhi National Rural Employment Guarantee Scheme | 6 | To acquire knowledge about various schemes. | Lecture Presentation | Formative Assessment II CIA |
| V | Rural Marketing | | | | | |
| | 1 | Rural Marketing – Marketing of rural products – Nature of rural marketing – Importance of rural marketing – Scientific marketing system | 6 | To understand the knowledge about the Rural Marketing. | Lecture Discussion | Formative Assessment II CIA |
| | 2 | Recent trends in rural marketing in India – Current problems of rural marketing – Suggestions for improving rural marketing | 5 | To explain the Recent trends in rural marketing | Lecture Brainstorming | Short test Formative Assessment II CIA |
| | 3 | Regulated market: Objectives – Features – Benefits – Problems and remedies of regulated marketing in India-Green Marketing in Rural Areas. | 6 | To know the concept of Regulated and Green Marketing. | Lecture Presentation | Formative Assessment II CIA |

Course Instructor: Dr. A.Sameema

HOD:Dr.S. JeniSanjana