MANONMANIAM SUNDARANAR UNIVERSITY

TIRUNELVELI

UG COURSES – AFFILIATED COLLEGES

B.A. ECONOMICS

(Choice-Based Credit System)

(With effect from the academic year 2026-2027 onwards)

PREAMBLE

Outcome-Based Education (OBE) is the order of the day in all Higher Education Institutions to emphasize the quality mandate. Curriculum tailored with Choice Based Credit System (CBCS) for ensuring flexibility; Exposure to learning opportunities using the latest technological advancements to the learners for continuous lifelong learning; and Adoption of Revised Bloom's Taxonomy (RBT) in the assessment mechanism are essential to add value to the existing OBE. The current revision is aimed at providing scope for effective implementation of OBE by including Programme Educational Outcomes, Programme Outcomes, and Programme Specific Outcomes in alignment with the vision and mission of the University. Courses need to be framed and mapped such that the compilation of the Outcomes of all Courses in the programme ensures the attainment of the programme outcomes in terms of RBT.

VISION OF THE UNIVERSITY

"To provide quality education to reach the un-reached"

MISSION OF THE UNIVERSITY

- To conduct research, teaching, and outreach programmes to improve the conditions of human living.
- To offer a wide variety of off-campus educational and training programs,

including the use of information technology, to individuals and groups.

- To develop partnerships with industries and government to improve the quality of the workplace and to serve as a catalyst for economic and cultural development
- To provide quality / inclusive education, especially for the rural and unreached segments of economically downtrodden students, including women, socially oppressed, and differently abled.

PROGRAMME EDUCATIONAL OUTCOMES (PEO)

In alignment with the Vision and Mission of the University, the following have been defined as the PEO for the graduates.

PEO1: Developing a strong positive attitude to learn independently the concepts in the field of study

PEO2: Ensuring confidence among the learners to apply the knowledge and skills gained to solve real-life issues

PEO3: Habituating ethical values among the learners to succeed in personal and professional life

PROGRAMME OUTCOMES (PO)

Programme Outcomes for the Undergraduate Degree Programmes of the University are articulated as follows.

After the successful completion of the Undergraduate Programme from the University, the learner should be able to

PO1: Comprehend the knowledge acquired and communicate the same to others.

PO2: Analyze and compare the factual data/situation to comprehend and to critically evaluate to find a solution to the problem ahead.

PO3: Apply theories and philosophies learned in solving the problem in scientific manner.

PO4: Think reflectively on the earlier activities and attempt for self directed lifelong learning process.

PO5: Understand multicultural existence and identify the means to prolong moral/ethical values in personal and professional life.

PO6: Explore through multiple sources and get exposed to the digital technology.

PO7: Act as a responsible member in teams and practice leadership qualities.

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PROGRAMME SPECIFIC OUTCOMES (PSO) – B.A., ECONOMICS

After the successful completion of the Programme, the graduates should be able to

PSO 1: Acquire comprehensive knowledge in Economics to understand economic issues and communicate economic ideas effectively.

PSO 2: Apply tools to analyze and interpret economic data to support evidence-based decision-making and problem-solving.

PSO 3: Develop research aptitude and policy evaluation related to economic, social, environmental, and developmental issues.

PSO 4: Demonstrate managerial, entrepreneurial, banking, investment, and financial market competencies for professional careers, self-employment, and effective organizational decision making.

PSO 5: Understand socio-economic diversity, environmental sustainability, health, and ethical values to contribute responsibly towards inclusive and sustainable societal development.

PSO 6: Utilize digital technologies, computer applications, and modern communication systems for academic learning, research, and professional practice in economics.

PSO 7: Exhibit effective communication, teamwork, leadership, critical thinking, and lifelong learning skills to adapt to changing economic environments.

ELIGIBILITY FOR ADMISSION

A candidate seeking admission to the B.A., Economics course must have passed the Higher Secondary Examination of the Government of Tamil Nadu or any other Examinations accepted by the Syndicate. Preference will be given to those who have taken Economics as a subject in the qualifying examinations. 20% reserved for Vocational stream

DURATION OF THE COURSE

B.A., Economics is a three-year full-time programme spread over six semesters.

MINIMUM REQUIREMENTS FOR THE AWARD OF THE DEGREE

The candidate shall be declared to have passed the examination if the candidate scores at least 30 marks out of 75 marks in the semester-end examinations and a total (Internal Mark + Semester Exam Mark) of at least 40 marks.

EVALUATION MECHANISM

I. Internal Assessment (25 Marks)

Test - 20 Marks

Seminar / Attention (Participation) in Class – 5 Marks

ii. Semester End Examinations (75 Marks)

Written exams, Practical, Project report, and Comprehensive Viva Voce.

Pattern of Question Paper:

Part A- Two Multiple Choice Questions from each Unit (10 x 1 = 10 marks).

Part B- One Internal Choice Question from each Unit (5 x 5 = 25 marks).

Part C- One Internal Choice Question from each Unit (5 x 8 = 40 marks).

METHODS OF ASSESSMENT

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, summary, or overview
Application (K3)	Suggest an idea/concept with examples, suggest formulae, solve problems, observe, and explain.
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, differentiate between various ideas, and Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, discussion, debating, or presentations.

Note: In both Internal and Semester End Examinations

Lower Order Thinking (K1, K2, & K3) – 60 % in each part

Higher Order Thinking (K4, K5, & K6) – 40 % in each part

GROUP PROJECT

Internal: 50 Marks**, External:** 50 Marks.

INTERNSHIP/FIELD VISIT/INDUSTRIAL VISIT/RESEARCH KNOWLEDGE UPDATING ACTIVITY

Internal: 50 Marks, External: 50 Marks.

A report with proof should be submitted for evaluation.

B.A., ECONOMICS PROGRAMME STRUCTURE

First Year – Semester I			
Part	**List of courses**	**Credits**	**No. of Hrs.**
Part I	Language – Tamil	3	6
Part II	English	3	6
Part-III	**Core Course- I** Microeconomics-I	5	5
	Core Course – II Statistics for Economics-I	5	5
	Major Elective I 1. Fundamentals of Management (**OR**) 2. Introduction to Sociology	3	4
Part-IV	**Skill Enhancement Course SEC-I** Demography	2	2
	Skill Enhancement Foundation Course Business Communication	2	2
TOTAL		**23**	**30**
First Year – Semester II			
Part	**List of courses**	**Credits**	**No. of Hrs.**
Part I	Language – Tamil	3	6
Part II	English	3	4
Part III	**Core Course III** -Microeconomics-II	5	5
	Core Course IV -Statistics for Economics-II	5	5
	Major Elective II	3	4

	1. History of Economic Thought **(OR)** 2. Introduction to E -Commerce		
Part IV	**Skill Enhancement Course SEC-2** Economics for Investors	1	2
	Skill Enhancement Course SEC-3 Computer Applications in Economics	1	2
	Non-Mudhalvan Course/Event Management*	2	2
TOTAL		**23**	**30**
Second Year – Semester III			
Part	**List of Courses**	**Credits**	**No. of Hrs**
Part I	Language – Tamil	3	6
Part II	English	3	6
Part III	**Core Course –V** Macroeconomics-I	4	4
	Core Course –VI Mathematics for Economics	5	5
	Major Elective III 1. Principles of Marketing **(OR)** 2. Economics of Tourism	3	3
Part IV	**Skill Enhancement Course SEC 4** Entrepreneurial Economics	1	2
	Naan Mudhalvan Course/ Economics of Transportation *****	2	2
	EVS	2	2
TOTAL		**23**	**30**
Second Year – Semester IV			
Part	**List of Courses**	**Credits**	**No. of Hrs**
Part I	Language – Tamil	3	6
Part II	English	3	6
Part III	**Core Course –VII** Macroeconomics-II	4	5
	Core Course –VIII Indian Economy	4	4
	Major Elective IV 1. Research Methods in Economics **(OR)**	3	3

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	2. Health Economics		
Part IV	**Skill Enhancement Course SEC 5** Modern Banking and Insurance	1	2
	Naan Mudhalvan Course/Rural Economics *****	2	2
	Value Education	2	2
TOTAL		**22**	**30**

Third Year – Semester – V			
Part	**List of Courses**	**Credits**	**No. of Hours**
Part III	**Core Course IX** Monetary Economics	4	5
	Core Course X Fiscal Economics	4	5
	Core Course XI Industrial Economics	4	5
	Core Course / Project with Viva Voce CC- XII 1. Gender Economics **(OR)** 2. Project (Group)	3	5
	Major Elective- V 1. Tamil Nadu Economy **(OR)** 2. Managerial Economics	3	4
	Major Elective- VI 1. Operations Research **(OR)** 2. Environmental Economics	3	4
Part IV	**Naan Mudhalvan Course**/ Advertising *****	2	2
	Internship /Field Visit/Industrial Visit/Research Knowledge Updating Activity	2	-
TOTAL		**25**	**30**
Third Year – Semester VI			
Part	**List of Courses**	**Credits**	**No. of Hrs**
Part III	**Core Course XIII** International Economics	5	6
	Core Course XIV Development Economics	5	6
	Core Course XV Agricultural Economics	5	6
	Major Elective – VII 1. Basic Econometrics **(OR)** 2. Export – Import Management	3	5
	Major Elective -VIII	3	5

	1. Financial Markets and Institutions **(OR)** 2. Urban Economics		
Part IV	**Naan Mudhalvan Course**/ Salesmanship*****	2	2
Part V	NSS/NCC/YRC/RRC/ Games & Sports/ Youth Welfare Activities/ Outreach Programmes/ Migration Awareness in the Tamil Nadu Education System	1	-
TOTAL	.	**24**	**30**
	TOTAL	**140**	

*Reappearance for the Naan Mudhalvan Course (External Examination for 100 marks).

Note: Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the undergraduate programme, and the other components, IV and V, have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree**.**

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MICROECONOMICS-I	**Core -I**	5				5	5	25	75	100

Learning Objectives	
C1	To equip the economic behaviours of individual units of the Society.
C2	To describe the Consumer behaviour and Utility analysis
C3	To impart knowledge on Demand and Supply concepts
C4	To identify the relevance of Production and returns to scale of Production.
C5	To know the costs and Profit maximisation.

UNIT	Contents	No. of Hours
I	**Basic Concepts** Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making– Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems -Market Mechanism and Resource Allocation.	15
II	**Utility Analysis** Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves–Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects- Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks' Approach.	18
III	**Demand and Supply Analysis** Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect. Elasticity of	

	Demand: Types - Engel's Law. Supply – Law of Supply – Determinants –Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus	15
IV	**Production Analysis** Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quants-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution (CES) Production Function –Economies and Diseconomies of Scale	15
V	**Cost and Revenue Concepts** Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk, and Imputed Costs – Revenue – Total, Average, and Marginal Revenue –Relationship between AR, MR, and Elasticity of Demand- Profit Maximization Rule.	12
	Total	**75**

Textbooks	
1.	Robert Pindyck and Daniel L.Rubinfield,(2001) Micro Economics, Macmillan
2.	Hal R. Varian (2004), Intermediate Microeconomics (East-West Press: New Delhi)
3.	Paul Krugman and Robin Wells, Microeconomics, Worth Publishers, 2020.
4.	Ahuja H.L (2016). Principles of Microeconomics, S.Chand
5.	Timothy Taylor, Steven A Greenlaw, and David Shapiro (2017). Principles of Economics, 12th Media Services.
Reference Books	
1.	Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2nd Edition.
2.	Gregory Mankiw (2012), Principles of Microeconomics, Cengage India**.**
3.	Dwivedi, D.N(2002), Microeconomics: Theory and Applications, 2nd ed., Pearson
4.	Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)
5.	Karl E.Case and Ray C Fair (2007), Principles of Economics, Pearson Prentice Hall Inc., Singapore, South Asia
Web Resources	
1.	http://www.econlib.org/library/enc/microeconomics.html
2.	https://www.tutor2u.net/economics
3.	https://www.economicsnetwork.ac.uk/

4.	https://www.cliffsnotes.com/study-guides/economics/introduction/microeconomics
5.	http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf

Course Outcome

On completion of this course, Students will be able to

CO1: Explain the basic concepts of microeconomics, utility, demand and supply, production, and cost–revenue analysis using appropriate economic terminology and theoretical approaches.

CO2: Apply rationality in decision making, laws of utility, demand, supply, production, cost, and revenue concepts to solve economic problems and interpret consumer and producer behaviour in different market situations.

CO	Pos							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	2	2	2	2	2	3	2	2	2	2	2	3
CO2	3	3	3	3	2	3	3	3	3	3	3	3	2	3

CO3: Analyze fundamental economic problems, optimal choices for consumer and producer, economies and diseconomies of scale, elasticity of demand and supply, and cost-revenue relationship for profit maximisation.

CO4: Evaluate and formulate economic decisions related to resource allocation, production efficiency, consumer choice, market equilibrium, and profit maximization using microeconomic theories and analytical reasoning.

CO – PO – PSO Mapping (Course Articulation Matrix)

CO3	3	3	3	3	2	2	2	3	3	3	3	2	2	3
CO4	3	3	3	3	2	3	3	3	3	3	3	3	2	3
Total Score	**12**	**11**	**11**	**11**	**8**	**10**	**10**	**12**	**11**	**11**	**11**	**10**	**8**	**12**

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

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FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	STATISTICS FOR ECONOMICS –I	**Core-II**	5				5	5	25	75	100

Learning Objectives	
C1	To know the nature and scope of Statistics and its applications
C2	To teach students Collection, Classification, Analysis, and Presentation of data.
C3	To apply the measures of Central Tendency
C4	To draw a measurement of Dispersion and its applications
C5	To analyse Correlation and Regression and their applications

UNIT	**Contents**	**No. of Hours**
I	**Introduction and Collection of Data** Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for Collecting Primary Data – Requisites of a Good Questionnaire – Sources of Secondary Data.	15
II	**Classification and Presentation of Data** Classification and Tabulation of Data– Types - Frequency Distribution — Cumulative Frequency Distribution- Class Interval. Diagrams – Types- Graphical Representation– Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve.	15
III	**Measures of Central Tendency** Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.	15
IV	**Measures of Dispersion** Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation –Skewness and Kurtosis.	15
V	**Correlation and Regression** Correlation – Types of Correlation – Methods: Karl Pearson's Coefficient of Correlation –Spearman's Rank Correlation. Regression Equations – Distinction between Correlation and Regression Analysis.	15
	Total	**75**

Textbooks	
1	Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.
2	Sancheti. D.C and Kapoor V.K(2005). Statistical Theory, Method and Application, Sultan Chand and Sons, New Delhi.
3	Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi, S. Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.
4	Prof. S.G. Vekatachalapathy and Dr.H.Premraj (2018), Statistical Methods, Margham Publications.
5	Dominick Salvatore and Derrick Reagle, Theory and Problems of Statistics and Econometrics, McGraw-Hill, (2002)
Reference Books	
1.	Saxena H.C (2016). Elementary Statistics, S Chand and Company, New Delhi.
2.	Elhance D.N (2004), Fundamentals of Statistics, Kitab Mahal, New Delhi
3.	Manoharan M (2010), "Statistical Methods", Palani Paramount Publications, Palani.
4.	R.S.N.Pillai and V. Bagavathi (2010), Statistics, Sultan Chand and Sons, New Delhi
5.	Dr. S. S. Sachdeva (2014). Statistics - Lakshmi Narain Agarwal.
Web Resources	
1.	https://www.cuemath.com/data/statistics/
2.	https://stattrek.com/statistics/resources
3.	https://testbook.com/learn/maths-mean-median-mode/
4.	https://www.statistics.com/
5.	https://thisisstatistics.org/students/

Course Outcome

On completion of this course, Students will be able to

CO1: Recall and explain the scope and uses of Statistics, methods of data collection, classification, and tabulation of data, different types of diagrams, measures of central tendency, and dispersion, types of correlation and regression analysis.

CO2: **Apply** statistical tools for data collection, tabulation, presentation, and computation of measures of central tendency, dispersion, correlation, and regression for economic data.

CO3: **Analyze** the data using the statistical tools and interpret the results to identify economic relationships, patterns, growth, and inequality.

CO4: Evaluate the suitability of statistical tools and synthesize results to support evidence-based policy formulation in Economics.

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	3	2	2	2	3	2	3	2	2	2	2	2	1
CO2	3	3	3	2	1	2	3	3	3	2	3	3	2	2
CO3	3	3	3	3	2	3	3	3	3	3	3	2	3	3
CO4	3	3	2	3	3	2	3	3	3	3	3	3	3	3
Total Score	12	12	10	10	8	10	11	12	11	10	11	10	10	9

CO – PO – PSO Mapping (Course Articulation Matrix)

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

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FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	FUNDAMENTALS OF MANAGEMENT	**Major Elective-I**	4				3	4	25	75	100

Learning Objectives	
C1	To provide students with the basic concepts of Management.
C2	To probe the Planning concepts and their objectives
C3	To analyze the Organizational Levels in an Organization
C4	To describe the Motivation and Satisfaction and their elements
C5	To know the importance of Quality Checks.

UNIT	Contents	No. of Hours
I	**Introduction** Management – Definition- Scope – Schools of Thought in Management-Levels of Management-Role and Functions of a Manager	11
II	**Planning** Planning: Concept, Objectives, Nature, Limitations, Process of planning, Importance, Forms, Techniques, and Process of decision making.	12
III	**Organisational Levels** Types of Business Organizations – Structure- Span of Control – Departmentalisation-Selection, Training and Development, Performance Management, Career Planning, and Management	12
IV	**Directing** Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.	12
V	**Controlling** Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations.	13
	Total	**60**

Textbooks	
1.	Stephen A. Robbins & David A. Decenzo & Mary Coulter, (2011) "Fundamentals of Management" 7th Edition, Pearson Education
2.	Tripathy PC & Reddy PN,(1999) "Principles of Management", Tata McGraw-Hill.
3.	Pillai R.S.N and Kala, S. (2013). Principles and Practice of Management S.Chand & Co. and Company.
4.	Ricky Griffin, "Fundamentals of Management", Cengage Learning, (2016)
5.	Pardeep Kumar and Amanjot Sachdeva, "Fundamentals of Management", S. Chand Publishing, (2012)
Reference Books	
1.	Dr. C.B. Gupta and Dr. Shruti Mathur (2022), Management Principles and Applications, Scholar Tech Press
2.	Neeru Vasisth and Vibhuti Vasishth (2019), Principles of Management Text & Cases, Taxman Publication
3	R.C Bhatiya, "Fundamentals of Management", S.K Kataria &Sons, 2013
4	L.M Prasad, "Principles and Practice of Management,2021
5	Dr.N.Mishra and Dr.O.P.Gupta, "Fundamentals of Management", SBPD Publishing House, 2022
Web Resources	
1.	http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf
2.	https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-of-management-introduction-and-concepts/
3.	https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf
4.	https://in.sagepub.com/en-in/sas/journal-of-management/journal201724
5.	https://www.managementstudyhq.com/evolution-management-thought-theories.html

Course Outcome

On completion of this course, Students will be able to

CO1: Recall and explain the foundational management concepts, schools of thought, organizational structures, planning processes, and control techniques across business operations.

CO2: Apply managerial principles, planning techniques, decision-making processes, and motivational theories to solve operational and structural problems in diverse organizational setups.

CO3: Analyze organizational cultures, spans of control, departmental structures, budgetary controls, and the impacts of managing cultural diversity on organizational productivity.

CO4: Evaluate performance management frameworks and **design** integrated planning, cost control, quality control, and human resource development strategies to optimize

organizational performance.

CO – PO – PSO Mapping (Course Articulation Matrix)

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	2	2	3	2	1	2	3	0	2	3	2	3	2
CO2	3	2	3	3	2	3	3	1	3	2	3	3	2	3
CO3	2	3	2	3	3	2	2	2	3	3	2	1	3	3
CO4	3	3	3	2	2	2	3	2	3	3	3	3	2	3
Total Score	**11**	**10**	**10**	**11**	**9**	**8**	**10**	**8**	**9**	**10**	**11**	**9**	**10**	**11**

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

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FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	INTRODUCTION TO SOCIOLOGY	**Major Elective- I**	4				3	4	25	75	100

Learning Objectives	
C1	To understand the nature and scope of Sociology and its development
C2	To identify the origin and development of Sociology and its basic concepts
C3	To evaluate the stages and agencies of socialization
C4	To understand social stratification and its determinants
C5	To know the social change, evolution, and revolution.

UNIT	Contents	No. of Hours
I	**Introduction** Definition – Nature and Scope of Sociology –Origins and development of Sociology – Founding fathers and their contributions: Auguste Comte, Herbert Spencer, Karl Marx, Emile Durkheim, and Max Weber – Sociology and other social sciences	13
II	**Basic Concepts of Sociology** Society, Community, Institutions, Association, Social Structure, Status – Role, Norms, and Values; Folkways and Mores, Associative and Dissociative processes – Cooperation- Assimilation-Accommodation-Competition and Conflict	12
III	**Individual and Society** Individual and Society- Socialization- Stages and Agencies of Socialization- Types of Groups – Primary and Secondary Groups, In-Group and Out-group, Reference Group.	12
IV	**Social Stratification** Social Stratification: Meaning, Definition, and Dimensions –Social mobility and its determinants.	11
V	**Social Change** Meaning and Types: Evolution and Revolution, Progress and Development — Factors of Social Change, Culture and Civilization	12
	Total	**60**

Textbooks	
1	Bottomore, T.B. (1972). Sociology: A guide to problems and literature. Bombay.
2	Jayaram, N. (1988). Introductory sociology. Madras: Macmillan India.
3	Sachdeva Vidya Bhushan D.R(2020), An Introduction to Sociology, Kitab Mahal
4.	John. J. Macionis, "Sociology", Pearson, 17th edition, 2018
5.	C.N Shankar Rao, "Sociology: Principles of Sociology with an Introduction to Sociology Thought", S.Chand Publication, 2019
Reference Books	
1.	George Allen and Unwin (India). Harlambos, M. (1998). Sociology: Themes and perspectives. New Delhi: Oxford University Press.
2.	Inkeles, Alex. (1987). What is sociology? New Delhi: Prentice-Hall of India.
3.	Johnson, Harry M. (1995). Sociology: A systematic introduction. New Delhi: Allied Publishers.
4.	Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
5.	Bogue, D.J. (1969), Principles of Demography, John Wiley, New York
Web Resources	
1.	https://data.worldbank.org/indicator/SP.POP.TOTL
2.	https://www.iom.int/
3.	https:/libguides.humdolt.edu
4.	https://openstax.org/books/introduction-sociology-3e/
5.	https://www.sociologygroup.com/important-books-free-notes-sociology-optional/

Course Outcome

On completion of this course, Students will be able to

CO1: Identify the origins of Sociology and **explain** fundamental concepts, including social structure, socialization, and stratification across all units and social change.

CO2: Apply sociological perspectives and theories to interpret associative and dissociative processes, social mobility, and progress in contemporary society.

CO3: Analyze the development of sociology, dimensions of social structure, socialisation, social stratification, and the factors influencing social change, including culture and civilization.

CO4: Evaluate the contributions of the founding fathers, the concepts of role, norms, and values in social perspective, the agencies of socialisation, the impact of social mobility, and **design** frameworks for understanding progress and development within diverse social groups.

CO – PO – PSO Mapping (Course Articulation Matrix)

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	2	2	2	2	2	2	3	2	2	2	2	2	3
CO2	3	3	3	2	2	2	2	3	3	3	2	2	2	3
CO3	3	3	3	3	2	2	3	3	3	3	3	2	3	3
CO4	3	3	3	3	1	2	3	3	3	3	3	2	3	3
Total Score	**12**	**11**	**11**	**10**	**7**	**8**	**10**	**12**	**11**	**11**	**10**	**8**	**10**	**12**

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

MSU

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	DEMOGRAPHY	**SEC-I**	2				2	2	25	75	100

Learning Objectives	
C1	To understand the meaning and scope of Demography
C2	To discuss the basic concepts of demographic measurements.
C3	To describe the concepts of Urbanisation and Migration
C4	To evaluate the international aspects of Population growth and its environment
C5	To analyse the trends in Population policy in India

UNIT	Contents	No. of Hours
I	**Introduction** Meaning - Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory, and Theory of Demographic Transition.	6
II	**Vital Statistics** Census Data - Life Tables: Meaning and Uses - Temporal and Spatial Variation in Sex Ratios. Fertility Rate: Definition - Crude Birth Rate - Age Specific Fertility Rate - Standardised Birth Rate-Total Fertility Rate– Gross Reproduction Rate -Net Reproduction Rate. Mortality Rate: Definition - Crude Death Rate - Age Specific Mortality Rate – Infant Mortality Rate - Neonatal Mortality Rate - Post-neonatal Mortality Rate.	6
III	**Migration and Urbanisation** Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population–Recent Trends in Migration.	6
IV	**Population Trends** Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.	6
V	**Population Policy in India** Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups – National Population Commission – Demographic Dividend – National Youth Policy-2025.	6
	Total	**30**

Course Outcome

On completion of this course, Students will be able to

CO1: Explain demographic concepts, theories, fertility, mortality, migration, urbanisation, population trends, and population policy.

CO2: Apply demographic measures and statistical indicators to interpret demographic and population-related issues.

CO3: Analyze demographic transition, life tables, migration trends, age-sex structure, and population distribution using demographic data.

CO4: Evaluate population theories, vital statistics, policies, and formulate strategies for the demographic dividend and sustainable human development.

CO – PO – PSO Mapping (Course Articulation Matrix)

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	3	3	2	3	2	1	3	3	2	1	3	2	2
CO2	3	3	3	3	2	2	2	3	3	3	2	2	2	2
CO3	3	3	3	3	2	2	2	3	3	3	2	2	2	2
CO4	3	3	3	3	2	2	3	3	3	3	3	2	2	3
Total Score	12	12	12	11	9	8	8	12	12	11	8	9	8	9

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

MSU

Textbooks	
1	Jhingan, M. L, B.K. Bhatt, J.N. Desan (2003). Demography, Vrinda Publications, New Delhi
2	Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.
3.	Jennifer Hickes Lundquist, Douglas L. Anderton, and David Yaukey, "Demography: The Study of Human Population", Waveland Press Inc, 2015
4.	Dudley L. Poston, Jr. and Leon F. Bouvier, "Population and Society: An Introduction to Demography", Cambridge University Press, 2015
5.	Richard. K Thomas, "Concepts, Methods and Practical Applications in Applied Demography", Springer,2018
Reference Books	
1.	Agarwala S.N. (1985), India's Population Problem, Tata McGraw-Hill, Bombay.
2.	Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
3.	Bogue, D.J. (1969), Principles of Demography, John Wiley, New York
4.	Sarah Harper (2018), Demography: A Very Short Introduction, Oxford University Press, 2018.
5.	Peter R. Cox, Demography- 5th Edition, Cambridge University Press.
Web Resources	
1.	https://data.worldbank.org/indicator/SP.POP.TOTL
2.	https://www.iom.int/
3.	https://censusindia.gov.in
4.	https://www.nationalgeographic.org/encyclopedia/demography/
5.	https://www.nature.com/scitable/knowledge/library/introduction-to-population-demographics-83032908/

Course Outcome

On completion of this course, Students will be able to

CO1: Describe the core concepts of demography, population theories, and vital statistics, including birth, death, and fertility rates across various demographic contexts, migration and urbanisation, age pyramids, and demographic trends.

CO2: Apply life table techniques and demographic measures to compute population growth components and migration effects within specific regions.

CO3: Analyze demographic transition, the impact of urbanization on population, international aspects of population trends, and national youth policy.

CO4: Evaluate population theories, assess demographic metrics, migration, and population

trends, population policy in India, and **design** strategies for leveraging the demographic dividend and human development across diverse social groups.

CO – PO – PSO Mapping (Course Articulation Matrix)

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	3	2	2	2	1	2	3	3	3	1	2	3	2
CO2	3	3	3	3	1	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3	3	3	3	3	3	3	0	3
CO4	3	3	3	3	3	2	3	3	3	3	3	3	0	3
Total Score	12	12	11	11	9	9	11	12	12	12	9	11	5	11

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

MSU

FIRST YEAR-SEMESTER - I - SKILL ENHANCEMENT FOUNDATION

COURSE

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BUSINESS COMMUNICATION	Skill Enhancement Foundation Course	2				2	2	25	75	100

Learning Objectives

C1	To know the meaning, objectives, and role of Communication and Media.
C2	To understand the need and importance of Communication in Management
C3	To acquire knowledge of a business letter
C4	To study the business correspondence with Insurance and other organisations
C5	To understand the meaning and importance of Report Writing

UNIT	Contents	No. of Hours
I	**Communication** Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics of Successful Communication	7
II	**Communication in Management** Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.	6
III	**Business Letters** Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.	6
IV	**Correspondence** Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence	5
V	**Report Writing** Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by an Individual and Committees - Agenda and Minutes of Meeting.	6
	Total	**30**

Textbooks	
1.	Korlahalli, J. S., & Pal, R. (1979). Essentials of Business Communication. S. Chand, New Delhi.
2.	Kaul A (2015), Effective Business Communication. Second Edition, Prentice Hall India Learning Private Limited.
3.	Raymond Lesikar and John Pettit, Jr.(2016), Report Writing for Business, McGraw-Hill Education
4.	Scott Mclean, "Business Communication for Success", Flat World Knowledge, 2010
5.	Virander K. Jain, "Business Communication", S. Chand Limited, 2008
Reference Books	
1.	Kumar, R. (2010). Basic Business Communication. Excel Books India.
2.	Bovee, C. L. (2008). Business Communication Today. Pearson Education India.
3.	Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing.
4.	Mary Ellen Guffy and Dana Loewy (2012), Essentials of Business Communication, Cengage Learning
5.	C.B.Gupta (2019), Essentials of Business Communication, Cengage Learning India Pvt. Ltd
Web Resources	
1.	https://www.managementstudyguide.com/business_communication.htm
2.	https://studiousguy.com/business-communication/
3.	https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills
4.	https://www.softskillsaha.com/what-is-meaning-of-business-communication-skills.php
5.	https://www.mindtools.com/page8.html

Course Outcome

On completion of this course, Students will be able to

CO1: Explain the concepts, process, barriers, managerial communication practices, business letters, correspondence systems, and report writing techniques in business communication.

CO2: Apply communication principles, drafting methods, and correspondence procedures in preparing business letters, organizational communication, and business reports.

CO3: Analyze communication networks and structures, essentials of effective business letters, correspondence types, and reporting systems to evaluate organizational communication effectiveness.

CO4: Evaluate characteristics for successful communication, training methods, and **design** effective communication strategies, professional correspondence, and comprehensive business reports for managerial and organizational decision-making.

CO – PO – PSO Mapping (Course Articulation Matrix)

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	3	2	2	3	2	3	3	2	2	2	3	2	3
CO2	2	3	3	2	2	3	2	2	3	2	3	2	3	2
CO3	2	3	2	3	1	3	3	2	3	3	1	3	3	3
CO4	3	2	3	3	0	3	3	2	2	3	3	0	3	3
Total Score	10	11	10	10	6	11	11	9	10	10	9	8	11	11

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

MSU

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MICROECONOMICS-II	**Core -III**	5				5	5	25	75	100

Learning Objectives	
C1	To equip the students to gain knowledge on the Market Structures
C2	To analyse the Monopoly and price discrimination in the market
C3	To probe the Monopolistic and Oligopolistic competition and its operation
C4	To enrich the students about the theories of Distribution
C5	To understand the concepts of Welfare Economics

UNIT	Contents	No. of Hours
I	**Perfect Competition** Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis.	14
II	**Monopoly and Price Discrimination** Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– Dead Weight Loss -Policies to Control Monopoly – Price Discrimination–First Degree, Second Degree, and Third-Degree Price Discrimination – Dumping.	15
III	**Monopolistic and Oligopoly Competition** Monopolistic Competition–Features– Product Differentiation–Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity. Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership –Game Theory – Minimax – Maximin – Nash Equilibrium.	16
IV	**Distribution Theory** Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.	14
V	**Welfare Economics and General Equilibrium** Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution.	16
	Total	**75**

Textbooks	
1.	Robert Pindyck and Daniel L.Rubinfield, (2001) Microeconomics, Macmillan.
	Hal R. Varian (2004), Intermediate Microeconomics, East-West Press: New Delhi.
3.	Walter Nicholson and Christopher Snyder, Microeconomic Theory - Basic Principles and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016.
4.	Paul Krugman and Robin Wells, Microeconomics, Worth Publishers, 2020.
5.	Timothy Taylor, Steven A Greenlaw, and David Shapiro (2017), Principles of Economics, 12th Media Services.
Reference Books	
1.	Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK), 2nd Edition.
2.	Gregory Mankiw (2012), Principles of Microeconomics, Cengage India**.**
3.	Case & Fair, Principles of Economics, Myeconlab series 8th Edn.
4.	Mansfield, Edwin and Yohe, Gary (2010): Microeconomics, 4th ed, Viva-Norton Indian Edition
5.	Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)
Web Resources	
1.	https://open.umn.edu/opentextbooks/subjects/economics
2.	https://global.oup.com
3.	https://www.economicsnetwork.ac.uk
4.	https://edge.sagepub.com/sextonmicro8e
5.	https://www.aeaweb.org/resources/students

COURSE OUTCOME

On completion of this course, students will be able to

CO1: Explain the fundamental structures of markets, equilibrium conditions, theoretical foundations relating to perfect competition, monopoly, monopolistic competition, oligopoly, distribution theory, general equilibrium, and welfare criteria.

CO2: **Apply** market equilibrium conditions, marginal productivity concepts, and welfare criteria to solve economic problems across different market structures.

CO3: Analyze the efficiency of various markets, firm behaviour, pricing strategies, distribution theories, and externalities using general equilibrium tools.

CO4: Assess market failures, **evaluate** contemporary economic issues using critical thinking, and formulate optimal strategies using theories and Welfare criteria to design sustainable economic solutions.

CO – PO – PSO Mapping (Course Articulation Matrix)

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	3	2	2	2	2	2	3	3	2	2	2	2	2
CO2	3	3	3	2	2	2	3	3	3	2	2	2	2	3
CO3	2	3	3	3	2	3	3	2	3	3	3	3	2	3
CO4	3	3	3	3	3	3	3	3	3	3	3	3	2	3
Total Score	11	12	11	10	9	10	11	11	12	10	10	10	8	11

Level of Correlation between COs and Pos, Cos, and PSOs.

Level of Correlation between COs and Pos, Cos, and PSOs.

0 – No Correlation 1 – Low 2 – Medium 3 - High

MSU

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	STATISTICS FOR ECONOMICS-II	**Core-IV**	5				5	5	25	75	100
Learning Objectives											
C1	To understand the various methods of Index numbers and their applications										
C2	To analyse the components and measurement of Time Series data										
C3	To know the theories of Probability and its applications										
C4	To probe the Research design and Sampling methods										
C5	To acquire knowledge on the application of the test of Hypotheses in Research										
UNIT	**Contents**										**No. of Hours**
I	**Index Numbers** Index Numbers – Methods – Unweighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed-based Index Numbers – Test of Adequacy of Index Numbers – Wholesale Price Index – Consumer Price Index – Cost of Living Index.										15
II	**Time Series Analysis** Definition– Components and Measurement– Graphic Method - Methods of Semi-Average, Moving Averages, and Method of Least Squares – Uses of Time Series Analysis.										15
III	**Theory of Probability** Key Concepts of Probability – Importance – Theorems of Probability: Addition, Multiplication and Bayes' Theorem - Discrete and Continuous Random Variables – Theoretical Distributions – Binomial, Poisson and Normal – Properties- Uses and Applications.										15
IV	**Sampling** Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non –Random Sampling - Size of Sample – Merits and Limitations of Sampling – Sampling and Non-Sampling Errors.										15
V	**Testing of Hypothesis** Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis – Null and Alternative Hypothesis – Type – I and Type – II Errors– 't' Test – Paired 't'-test – Chi –Square test, 'F' test –Analysis of Variance - One way and Two-way ANOVA.										15
	Total										**75**

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Textbooks	
1	S.P Gupta (2017) "Statistical Methods", Sultan Chand & Sons.
2	Anderson, Sweeney, and Williams (2012), "Statistics for Business and Economics Cengage,2012.
3	Pillai R.S.N. &BagavathiV (2012), "Statistics: Theory and Practice", S. Chand & Company Ltd., New Delhi.
4.	Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi, S. Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.
5.	Prof. S.G. Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods, Margham Publications.
Reference Books	
1.	Anderson, David Ray, "Statistics for Business and Economics", South-Western Pub,2001.
2.	Sancheti and Kapoor, Statistics, (2015) Sultan & Sons New Delhi.
3.	Gupta S.C. Statistical Methods (2015) Sultan & Sons New Delhi.
4.	Monga G.S. "Mathematics and Statistics for Economics" (2001), Vikas Publishing House Pvt.Ltd New Delhi.
5.	Dominick Salvatore and Derrick Reagle, Theory and problems of statistics and Econometrics, Mc Graw Hill, (2002)
Web Resources	
1.	https://stattrek.com/statistics/resources
2.	https://www.cuemath.com/data/f-test/
3.	https://www.statistics.com/
4.	https://thisisstatistics.org/students/
5.	https://oli.cmu.edu/courses/probability-statistics-open-free/

COURSE OUTCOME

On completion of this course, students will be able to

CO1: Describe the concepts, methods, and applications of index numbers, time series analysis, probability, sampling, and hypothesis testing in economics.

CO2: **Apply** statistical techniques and probability distributions to solve problems related to economic and business data analysis.

CO3: Analyze sampling methods, time series trends, and hypothesis testing procedures for interpreting economic data and decision-making.

CO4: Evaluate statistical findings and design suitable analytical approaches using advanced testing techniques and data interpretation methods.

CO – PO – PSO Mapping (Course Articulation Matrix)

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	2	2	2	1	2	1	3	2	2	1	2	3	2
CO2	3	3	3	3	2	2	2	3	3	3	3	2	2	3
CO3	3	3	3	3	2	2	3	3	3	3	2	3	2	3
CO4	3	3	3	3	2	0	3	3	3	3	3	1	0	3
Total Score	12	11	11	11	7	6	9	12	11	11	9	8	7	11

Level of Correlation between COs and Pos, Cos, and PSOs.

0 – No Correlation 1 – Low 2 – Medium 3 - High

MSU

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	HISTORY OF ECONOMIC THOUGHT	**Major Elective-II**	4				3	4	25	75	100

Learning Objectives	
C1	To explain the nature and scope of economic thought and its principles
C2	To understand the classical economists' ideology and the theory of Marx
C3	To know the Keynesian revolution and its analysis
C4	To build the Marginalism Revolution and its operations
C5	To describe the thoughts of various Nobel Laureates in Economics

UNIT	Contents	No. of Hours
I	**Pre-Classical Thought** Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism- Main Principles – Important Mercantilists- Physiocracy - Main concepts - Important Physiocrats	11
II	**Classical Economists and Karl Marx** Adam Smith- Division of Labour- Theory of Value- Laissez Faire- Canons of Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of Trade- Malthus: Theory of Population – Theory of Gluts –Karl Marx: Theory of Surplus Value -Breakdown of the Capitalist System	12
III	**Neo-Classical and Institutionalist Thought** The Marginalist Revolution- Marshall: Value and Role of Time – Marginal Utility and Consumer's Surplus – Distribution – Marshallian Concepts – Representative Firm, Economies of Scale, Quasi-Rent- Institutional Economics – Veblen – Mitchell – J.R.Commons.	12
IV	**Keynesian Revolution and Modern Thought** Keynes – Psychological law of Consumption- Effective Demand- Theory of Employment - Schumpeter's Theory of Innovation - Hicks Theory of Trade Cycle- New Keynesian Economics- New Classical Economics –Rational Expectation Hypothesis.	12
V	**Nobel Laureates in Economics and Indian Economic Thought** Nobel Laureates in Economics – Paul A Samuelson – Kuznets – Hicks – Myrdal – Milton Friedman – Recent Nobel Laureates (Last Three Years). Indian Economic Thought: Dadabhai Naoroji- Mahatma Gandhi- B.R.Ambedkar – Amartya Sen – Sen's Capability Approach –Poverty and Inequality.	13
	Total	**60**

Textbooks	
1	Lokanathan, V, History of Economic Thought, S Chand & Co Ltd.
2	Bhatia, H.L. (2018), History of Economic Thought, S Chand & Co Ltd.
3	Srivastava S.K (2002), History of Economic Thought, S.Chand Publication.
4	M.L Jhingan, M. Girija, L. Sasikala, "History of Economic Thought," 3rd Edition, Virnda Publication, 2014.
5	R.R. Paul, "History of Economic Thought", Kalyani Publisher,2018.
Reference Books	
1.	Amartya Sen (1982), Welfare and Measurement, Oxford University Press, New Delhi.
2.	Gandhi, M.K. (1938), Economics of Village Industries, Navjivan Publishers, New Delhi.
3.	T.N.Hajela (2015), History of Economic Thought and Students Edition, 18th Edition.
4.	Gide and Rist, (2014), A History of Economic Doctrines, Nabu Press.
5.	V.Lokanathan (2009) "A History of Economic Thought: S.Chand & Co Limited.
Web Resources	
1.	https://www.hetwebsite.net/het/
2.	https://thoughteconomics.com/
3.	https://www.nobelprize/economic-sciences/
4.	https://www.aeaweb.org/resources/students
5.	https://sites.google.com/site/maeconomicsku/home

Course Outcome

On completion of this course, Students will be able to

CO1: Explain the evolution of economic thought, major economic theories, contributions of classical and modern economists, and Indian economic ideas.

CO2: Apply economic theories and concepts of classical, neo-classical and Keynesian economists in interpreting economic issues and policies.

CO3: Analyze the relevance of economic thoughts, institutional approaches, and modern economic theories in contemporary economic systems.

CO4: Evaluate and design policy perspectives using contributions of economic thinkers, Nobel Laureates and Indian economic philosophies.

CO – PO – PSO Mapping (Course Articulation Matrix)

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	3	2	2	3	2	3	3	2	2	2	3	2	3
CO2	2	3	3	2	2	3	2	2	3	2	3	2	3	2
CO3	2	3	2	3	2	3	3	2	3	3	2	3	3	3
CO4	3	2	3	3	0	3	3	2	2	3	3	1	3	3
Total Score	10	11	10	10	7	11	11	9	10	10	10	9	11	11

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

MSU

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	INTRODUCTION TO E-COMMERCE	**Major Elective -II**	4				3	4	25	75	100

Learning Objectives	
C1	To learn the nature and concepts of E-commerce in India
C2	To understand the various business models for E-Commerce and their uses
C3	To analyse the Various online business transactions and their applications
C4	To explain the E-Promotion and consumer protection, and its latest amendments
C5	To update students on various E-payment methods and their risks.

UNIT	Contents	No. of Hours
I	**Introduction** Meaning – Nature – Concepts – Advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E-Commerce in India.	10
II	**Business Models for E-commerce** E-commerce Models - Business-to-Business (B2B) – Business– to-Consumer (B2C) - Consumer-to-Consumer (C2C) - Consumer-to-Business (C2B) - Direct to Customer (D2C) – Peer-to-Peer (P2P) - Brokerage Model - Aggregator Model.	12
III	**Online Business Transactions** E-Commerce Applications in Various Industries- Banking, Insurance, Payment of Utility Bills - Online Marketing /E-Tailing (Popularity, Benefits, Problems and Features) -Online Services (Financial, Travel, and Career) /Auctions, Online Portal, Online Learning - Publishing and Entertainment - Online Shopping	12
IV	**E-Promotion and Consumer Protection** E-Advertising techniques: Banners, Sponsorships, Portals, and Online coupons-Role of Influencers in Social Media- Marketing-Porter's Value Chain Model - E-Commerce and consumers-Consumer Protection (E-Commerce) Rules 2020 and Latest Amendments	13
V	**E- Payment System** Models and Methods of e–Payments (Debit Card, Credit Card, Smart Cards, e-money) - Digital Signatures (procedure, working and legal position) - Payment Gateways - Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer - Automated Clearing House - Automated Ledger posting - Risks involved in e-payments.	13
	Total	**60**

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Textbooks	
1	Bajaj K.K and Debjani Nag (2017), E-commerce, McGraw-Hill Education
2	Chhabra T.N, Suri, and Sanjiv Varma (2005) E-Commerce, Dhanpat Rai & Co
3	Dr.K. Abirami Devi and Dr.M. Alagammal, "E- Commerce", Margaham Publication,
4	Amir Manzoor, "E- Commerce: An Introduction", Lambert Academic Publishing,2010
5	Dr. Shivani Arora, "E-Commerce", Taxmann Publishing, 2017
Reference Books	
1.	Pandey (2013) E-commerce and its Applications, S.K. Kataria& Sons
2.	Kenneth C. Laudon and Carlo Guercio Traver (2020), E-Commerce, Pearson Education.
3.	Pralok Gupta (2020) E-commerce in India: Economic and Legal Perspectives, SAGE Publications India Pvt Ltd
4.	David Whitley (2017) E-Commerce: Strategy, Technologies and Applications,
5.	Joseph P.T, S.J (2019) "E-Commerce: An Indian Perspective" PHI Learning Pvt. Ltd.
Web Resources	
1.	https://ecommerce-platforms.com/resources
2.	https://ecommerceguide.com
3.	https://www.bigcommerce.com/resources/
4.	https://www.cloudways.com/blog/top-ecommerce-websites/
5.	https://www.indiafilings.com/learn/how-to-start-an-ecommerce-business-in-india/

CO	POs	PSOs

Course Outcome

On completion of this course, Students will be able to

CO1: Explain the concepts, features, business models, online transactions, consumer protection measures, and e-payment systems in E-Commerce.

CO2: Apply E-Commerce models, online transaction methods, digital payment systems, and promotional tools in business operations.

CO3: Analyze E-Commerce applications, consumer protection mechanisms, digital marketing strategies, and risks in electronic payment systems.

CO4: Design effective E-Commerce strategies, secure online transaction systems, ensure consumer protection, and develop digital business solutions for organizational growth.

CO – PO – PSO Mapping (Course Articulation Matrix)

	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	3	2	2	3	2	3	3	2	2	2	3	2	3
CO2	2	3	3	2	3	3	2	2	3	2	3	1	3	2
CO3	2	3	2	3	2	3	3	3	3	3	1	3	3	3
CO4	3	2	3	3	1	3	3	2	2	3	3	1	3	3
Total Score	10	11	10	10	9	11	11	10	10	10	9	8	11	11

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

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FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ECONOMICS FOR INVESTORS	**SEC-2**	2				1	2	25	75	100

Learning Objectives	
C1	To understand concepts of savings and Investments
C2	To probe the various Investment avenues and their applications
C3	To acquire knowledge on various investment markets and their features
C4	To know the economic fundamentals and the Business Environment
C5	To understand various investment methods and their strategies

UNIT	Contents	No. of Hours
I	**Introduction** Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role	6
II	**Investment Avenues** Traditional Investment – Cash, Deposits, Gold, Silver, Commodities, and Real Estate. Modern Investment – Direct Investment – Portfolio Investment -Insurance -Mutual Funds -Traded Funds.	6
III	**Investment Markets** Capital Market – Share Market – Primary and Secondary – Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options	6
IV	**Economic fundamentals for Investors** Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic, Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries	6
V	**Investment Methods and Strategies.** Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management.	6
	Total	**30**

Textbooks	
1	Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA
2	Esme Faerber (2013), All about Stocks, TataMGraw Hill, New Delhi
3	Christopher D. Piros, Jerald E. Pinto(2013), "Economics for Investment Decision Makers:Micro, Macro, and International Economics, Workbook", Wiley, 2013
4.	John Calverley, "The Investor's Guide to Economic Fundamentals", Wiley, 2003
5	Howards Marks, Mastering the Market Cycle: Getting the Odds on Your Side", John Murray Press, 2018

Reference Books	
1.	Robert T. Kyosaki, (2014) Guide to Investing Business Plus ISBN: 9780446589161
2.	Benjamin Graham (1949), The Intelligent Investor, Harper&Brothers
3.	Mary Buffett and David Clark (2002), The New Buffettology (Simon and Schuster)
4.	John C Bogle (2017), The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications
5.	William J. O' Neil (2009), How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition, McGraw-Hill Education
Web Resources	
1.	https://www.capitalmarket.com/
2.	https://www.icmagroup.org/
3.	https://www.nseindia.com
4.	https://www.stockbrokers.com/guides/beginner-investors
5.	https://www.nasdaq.com/articles/10-best-stock-trading-websites-for-beginners

Course Outcome

On completion of this course, Students will be able to

CO1: Explain the concepts of savings, investment avenues, investment markets, environment and investment strategies.

CO2: Apply investment principles, financial market operations and economic indicators in selecting suitable investment opportunities.

CO3: Analyze distributional role of investment, avenues, risks, market behavior, economic conditions and portfolio management strategies for effective decision making.

CO4: Evaluate investment types and avenues, and **design** strategies using financial market knowledge, economic analysis, and asset management techniques.

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	3	2	2	3	2	3	3	2	2	2	3	2	3
CO2	2	3	3	2	2	3	2	2	3	2	3	2	3	2
CO3	2	3	2	3	3	3	3	2	3	3	1	3	3	3
CO4	3	3	3	3	0	3	3	2	3	3	3	1	3	3
Total Score	10	12	10	10	8	11	11	9	11	10	9	9	11	11

CO – PO – PSO Mapping (Course Articulation Matrix)

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

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FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	COMPUTER APPLICATIONS IN ECONOMICS	**SEC-3**	2				1	2	25	75	100

Learning Objectives	
C1	To know the basic concepts of Computer Applications.
C2	To apply the MS Office and its basic operations
C3	To describe the data processing techniques using various MS Office operations.
C4	To gain knowledge on the application of MS Excel
C5	To know mathematical and statistical functions for Economic Analysis.

UNIT	**Contents**	**No. of Hours**
I	**Introduction to Computers** Computer and Peripherals: Meaning, Types, Features, and Limitations– Basic Components – Input and Output Devices – Primary Memory and Secondary Storage – Computer Software– Types – Malicious Software –Operating Systems: Functions and Types.	5
II	**MS Office** Windows Explorer - MS Word: Basic Operations in Word – Editing– Formatting – Text Creation of Tables and Volumes - MS PowerPoint Presentation- Creating, Opening, and Saving Slideshow and Animations - MS Excel: Worksheet and Workbook- Opening and Formatting.	6
III	**Data Processing** Data Processing Techniques using MS Excel: Concept of Data – Record and File – Types of Data – Data Entry – File Handling and Operations–Opening, Appending, and Cascading – Data Storage and Retrieval.	6
IV	**Introduction to MS Excel and AI Tools** Calculation Operators: Arithmetic Operators – Comparison Operators – Logical Operations- Excel Tool Bars- Formatting of Text, Tables, and Graphs. Basic AI Tools: Chat GPT- Claude - Gemini - Perplexity – GPT for work- Notebook LM	5
V	**Application of MS Excel and SPSS in Statistics and Economics** Descriptive Statistics: Mean, Median, Mode, Standard Deviation**,** and Variance- Index Numbers and Growth Rates - Correlation – Regression. Key features and basic applications of SPSS in Statistics.	8
	Total	**30**

Textbooks	
1	Hem Chand Jain and H.N.Tiwari (2019), Computer Applications In Business, 5th Edition, Taxmann Publication.
2	Dhanasekaran. K (2010), Computer Applications in Economics, Vrinda Publications.
3	Asthana and Braj Bhushan (2007), Statistics for Social Sciences (with SPSS Applications).
4.	Dan Kookin, "Word for Dummies", Wiley, 2021
5.	Joseph Muller, "Statistical Analysis with Excel for Dummies", Wiley, 2008
Reference Books	
1.	Oscar Afonso, Paulo B. Vasconcelos, Computational Economics: A Concise Introduction, Routledge; 1st Edition
2.	Alexis Leon and Mathews Leon (2001), Introduction to Computers with MS-Office 2000.McGraw-Hill Education
3.	Greg Harvey, PhD (2007) Microsoft Office Excel 2007 For Dummies, Wiley Publishing.
4.	Kerns (1992) Essentials of Microsoft Windows, Word, and Excel, Prentice Hall
5.	Kavindra Kumar Singh (2014) Computer Applications in Management DreamTech
Web Resources	
1.	https://www.excel-easy.com/basics.html
2.	https://excelchamps.com/excel-basics/
3.	https://edu.gcfglobal.or/en/topics/excel/
4.	https://trumpexcel.com/learn-excel/
5.	https://www.simplilearn.com/learn-ms-excel-free-training-course-skillup
6.	https://www.scribd.com/document/922215892/ESSAY

Course Outcome

On completion of this course, Students will be able to

CO1: Explain the components of computers, MS Office applications, data processing, AI tools, and statistical software used in economics.

CO2: Apply MS Word, Excel, PowerPoint, AI tools, and SPSS techniques for data handling, presentation, and statistical analysis.

CO3: Analyze economic and statistical data using Excel functions, graphical tools, correlation, regression, AI, and SPSS applications.

CO4: Evaluate and design suitable computer-based solutions and AI-assisted applications for economic analysis and decision-making.

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	3	2	2	2	3	2	3	3	2	2	2	3	2
CO2	3	3	3	2	2	3	3	3	3	3	2	2	3	3
CO3	3	3	3	3	2	3	3	3	3	3	3	2	3	3
CO4	3	3	3	3	2	3	3	3	3	3	3	1	3	3
Total Score	12	12	11	10	8	12	11	12	12	11	10	7	12	11

CO – PO – PSO Mapping (Course Articulation Matrix)

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

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FIRST YEAR-SEMESTER - II

	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	EVENT MANAGEMENT	**SEC**					2		-	100	100

Learning Objectives		
C1	To equip students with the various facets of Event Management.	
C2	To provide students with event management as a career option.	
C3	To understand the committees in managing events and their safety	
C4	To learn about celebrity management	
C5	To know the event management in India and its operations.	
UNIT	**Contents**	**No. of Hours**
I	**Introduction** Event Management – Definition –objectives –Classification and Types of Events- Career Options	6
II	**Event Management Strategy** **Process -**Target Audience –Creativity - Purpose – Costs -Event Budget-Network with Suppliers- Creation of Social Media Accounts	6
III	**Committees in Managing Events** Organising Committee- Event Scheduling -Venue Selection- Recruitment of Event Staff-Event Safety-Emergency Planning and Checklist	6
IV	**Celebrity Management** Issues and Challenges -Cost Management and Budget – Confidentiality- Crowd Management	6
V	**Event Management Industry** Event Management Industry in India- Leading Event Management Companies	6
	Total	**30**

Textbooks	
1	Lynn Van Der Wagen & Brenda R Carlos Event Management
2	Bhavana Chaudhari Dr. Hoshi Bhiwandiwalla (2019) A book of Event Management Kindle Edition, Nirali Prakashan Publishers
3	Alex Genadinik, Event planning -management & marketing for successful events, Alex Genadinik, publisher 2015
4	Charles Bladen, James Kennell, Emma Abson, and Nick Wilde, "Events Management: An Introduction", Taylor and Francis, 2017
5	Bernadette Quinn, "Key Concepts in Event Management", Sage Publications, 2013
Reference Books	
1.	Abhijeeth Bhattacharje (2020) Event Management: A Zero-Investment Startup Business Kindle Edition
2.	William O'Toole (2021) Events Feasibility and Development From Strategy to Operations Routledge
3.	Julia Rutherford Silvers, William O'Toole (2020)Risk Management for Events, Routledge
4.	Anukrati Sharma, Shruti Arora (2018). Event Management and Marketing: Theory, Practical Approaches and Planning, Bharti Publications
5.	Allen, J. et al., 2011. Festival & Special event management. 5th edition. John Wiley & Sons: Brisbane
Web Resources	
1.	https://www.careerlauncher.com/rbi-grade-b/wto/
2.	https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf
3.	https://www.bizzabo.com/blog/event-planning-websites/
4.	https://www.tantraa.net/
5.	https://eventplanningblueprint.com/

Course Outcome

On completion of this course, Students will be able to

CO1: Explain the concepts, objectives, strategies, committees, celebrity management practices, and industrial aspects of event management.

CO2: Apply event planning strategies, budgeting methods, staffing procedures, and promotional tools in organizing events.

CO3: Analyze career options, event management processes, audience requirements, safety measures, challenges involved in event execution, and leading management companies in India.

CO4: Evaluate various types of events, effective event management plans, target audiences,

CO	POs							PSOs						
	1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
CO1	3	3	2	2	3	2	3	3	2	2	2	3	2	3
CO2	2	3	3	2	1	3	2	2	3	2	3	1	3	2
CO3	2	3	2	3	1	3	3	2	3	3	1	3	3	3
CO4	3	2	3	3	0	3	3	2	2	3	3	0	3	3
Total Score	10	11	10	10	5	11	11	9	10	10	9	7	11	11

cost management systems, the event management industry in India, and organizational strategies for achieving successful events.

CO – PO – PSO Mapping (Course Articulation Matrix)

Level of Correlation between COs and POs, COs and POs

0 – No Correlation 1 – Low 2 – Medium 3 – High

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Model Question Paper

B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2026
First Semester
Economics - Core
MICRO ECONOMICS – I

(For those who joined in July 2026 onwards)

Time: Three hours **Maximum: 75 Marks**

Part A – (10 × 1 = 10)
Answer ALL questions.

Choose the correct answer.

Q.No	Question	Bloom's Level
1	Microeconomics primarily studies: (a) National income (b) Individual economic units (c) International trade (d) Inflation	K1
2	Which approach derives general principles from observations? (a) Deductive (b) Normative (c) Inductive (d) Positive	K2
3	Marginal utility means: (a) Total satisfaction (b) Additional satisfaction from one more unit (c) Average utility (d) Negative utility	K1
4	The budget line indicates: (a) Consumer preference (b) Market demand (c) Combinations affordable to consumers (d) Producer equilibrium	K2
5	Which of the following is an exception to the law of demand? (a) Inferior goods	K2

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(b) Giffen goods
(c) Normal goods
(d) Complementary goods

6	Elasticity of supply measures: (a) Change in utility (b) Responsiveness of supply to price (c) Demand variation (d) Cost reduction	K3
7	Analyse the effect of economies of scale on production efficiency. (a) Raises the average cost (b) Reduces average cost (c) Eliminates production (d) Decreases output	K4
8	Evaluate the importance of the Cobb-Douglas production function. (a) Ignores inputs (b) Explains the input-output relationship (c) Measures utility only (d) Determines prices	K5
9	Assess the significance of marginal revenue in profit maximization. (a) Independent of output (b) Helps determine optimal output (c) Measures fixed cost (d) Equals total revenue	K5
10	Analyse the relationship between AR and MR under imperfect competition. (a) AR = MR always (b) MR falls faster than AR (c) MR always exceeds AR (d) AR is constant	K4

Part B – (5 × 5 = 25)
Answer ALL questions, choosing either (a) or (b).

Q.No	Question	Bloom's Level
11(a)	Explain the nature and scope of microeconomics.	K2
(b)	Describe the role of rationality in economic decision-making.	K3
12(a)	Explain the law of diminishing marginal utility.	K2
(b)	Illustrate the equilibrium of a consumer using indifference	K3

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curves.

13(a)	Explain the determinants of demand.	K2
(b)	Describe the different types of elasticity of demand.	K3
14(a)	Analyse the laws of returns to scale with suitable examples.	K4
(b)	Evaluate the significance of economies and diseconomies of scale.	K5
15(a)	Examine the relationship between average cost and marginal cost.	K4
(b)	Evaluate the role of profit maximization in business decisions.	K5

Part C – (5 × 8 = 40)
Answer ALL questions, choosing either (a) or (b).

Q.No	Question	Bloom's Level
16(a)	Critically examine the positive and normative approaches in economics.	K5
(b)	Develop a framework to explain market mechanisms and resource allocation.	K6
17(a)	Evaluate Samuelson and Hicks' approaches to consumer behaviour.	K5
(b)	Analyse the role of revealed preference theory in consumer choice.	K4
18(a)	Explain the law of demand and its exceptions.	K2
(b)	Describe the concept of consumer and producer surplus.	K2
19(a)	Explain the law of variable proportions.	K2
(b)	Describe the Cobb-Douglas production function.	K3
20(a)	Explain short-run and long-run cost curves.	K2
(b)	Describe the relationship between AR, MR, and elasticity of demand.	K3

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