



MANONMANIAM SUNDARANAR UNIVERISTY,  
TIRUNELVELI-12

## SYLLABUS

### UG - COURSES – AFFILIATED COLLEGES

Course Structure for B. A. Economics

(Choice Based Credit System)

(with effect from the academic year 2021-2022 onwards )



Semester-IV				
Part	Subject Status	Subject Title	Subject Code	Credit
I	Language	TAMIL/MALAYALAM/HINDI	C1TL41/ C1MY41/ C1HD41	4
II	Language	ENGLISH	C2EN41	4
III	Core	MATHEMATICS AND ECONOMICS II	CMEC41	4
III	Core	INTERNATIONAL ECONOMICS - II	CMEC42	4
III	Allied	AGRICULTURAL ECONOMICS	CAEC41	3
III	Skill Based Core	HUMAN RESOURCE DEVELOPMENT	CSEC41	4
IV	Non Major Elective	FINANCIAL ACCOUNTING / ARIMUGATAMIL	CNCO41/ CNCO42/ CNTL41	2
IV	Common	COMPUTERS FOR DIGITAL ERA	CCDE41	2
V	Extension Activities	NCC, NSS, YRC, SPORTS	C5EA41	1



**Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks**

**A. Scheme for internal Assessment:**

Maximum marks for written test: **20 marks**

**3 internal tests**, each of **1 hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:

Written test- 20 marks; Assignment -5 marks Total - 25 marks

**B. Scheme of External Examination**

**3 hrs.** examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade (GP)	point	Performance
1	90-100	O	10		Outstanding
2	80-89	A+	9		Excellent
3	70-79	A	8		Very Good
4	60-69	B+	7		Good
5	50-59	B	6		Above Average
6	40-49	C	5		Pass
7	0-39	RA	-		Reappear
8	0	AA	-		Absent

➤ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\Sigma (GP \times C)}{\Sigma C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction :  $CGPA \geq 7.5^*$
- First Class :  $CGPA \geq 6.0$
- Second Class :  $CGPA \geq 5.0$  and  $< 6.0$
- Third Class :  $CGPA < 5.0$



## பொதுத்தமிழ்

பாடத்திட்டத்தின் நோக்கங்கள் ( Course Objectives) சங்க இலக்கியத்தின் சிறப்புகளை உணர வைத்தல்		
எதிர்பார்க்கும் படிப்பின் முடிவுகள் (Expected Course Outcomes)		
CO1	மானவர் பண்டைத் தமிழரின் பண்பாட்டினை அறிந்து கொள்வர்	K <sub>1</sub> ,K <sub>4</sub> ,K <sub>6</sub>
CO2	வாழ்வியலுக்கான பொருள் இலக்கணத்தைக் கற்றுக் கொள்வர்	K <sub>2</sub> ,K <sub>5</sub>
CO3	இலக்கியங்கள் வாயிலாக வாழ்வியல் அறங்களைப் புரிந்து கொள்வர்.	K <sub>1</sub> ,K <sub>3</sub> ,K <sub>5</sub>
CO4.	வரலாற்றுப் பின்புலங்களை மையமாகக் கொண்டு நாடகங்கள் படைக்கும் உந்துதலைப் பெறுவர்.	K <sub>2</sub> ,K <sub>6</sub>
CO5	சங்க இலக்கியங்களின் வரலாற்றையும், தனிச்சிறப்புகளையும் அறிந்து கொள்வர்.	K <sub>2</sub> ,K <sub>5</sub>
K1 – நினைவில் கொள்ளுதல் (Remember) K2 – புரிந்து கொள்ளுதல் (understand) K3 – விண்ணப்பித்தல்(Apply) K4 – பகுத்தாய்தல் ( Analyze) K5 – மதிப்பீடு		

### அலகு:1 - செய்யுள்

நற்றிணை முதல் பட்டினப்பாலை வரை  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்., திருநெல்வேலி-1  
தொலைபேசி எண்: 0462 2323990

### அலகு:2 - இலக்கணம்

1. பொருள் இலக்கணம்
2. ஒரெழுத்து ஒருமொழிகள்
3. மரபுச் சொற்கள்
4. பிறமொழிச் சொற்களை நீக்கி எழுதுதல்

### அலகு:3 - உரைநடை

வாழ்வியல் அறம் - தொகுப்பாசிரியர் - முனைவர் ச.பொ.சீனிவாசன்  
நெஸ்லிங் புக்ஸ் பப்ளிஷிங் அன்ட் டிஸ்ட்ரிபிட்டர்ஸ் (பி) லிட்., சென்னை -50  
தொலைபேசி எண் : 044-26251968, 26258410, 48601884

### அலகு:4 - நாடகம்

ஆதி அத்தி - ஆசிரியர் - பெ.தூரன் - பதிப்பாசிரியர் - முனைவர் சொ.சேதுபதி  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்., சென்னை -50  
தொலைபேசி எண் : 044-26251968, 26258410, 48601884



**அலகு:5 - இலக்கிய வரலாறு**

1. எட்டுத்தொகை நூல்கள்
2. பத்துப்பாட்டு நூல்கள்
3. சங்க இலக்கியங்களின் சிறப்பியல்புகள்

**மேற் பார்வை நூல்கள்**

இலக்கணம் : புறப்பொருள் வெண்பாமாலை

இலக்கிய வரலாறு : ஆசிரியர் முனைவர் சி. பாலசுப்பிரமணியன்.

பாவை பப்ளிகேஷன்ஸ் 142இ ஜானி ஜான் கான் சாலை இராயப்பேட்டை

சென்னை - 14 தொலைபேசி எண் : 28482441

முனைவர் பெ. சுயம்பு

பாரதி பதிப்பகம் 113இ இராஜீவ் தெரு திசையன்விளை -57

தொலைபேசி எண் :04637 - 272096

மாணவர்களைக் களஆய்விற்கு அழைத்துச் செல்லலாம்

**Mapping with Programme Outcomes**

CO <sub>5</sub>	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	M	M	M
CO3	S	M	S	S	M
CO4	S	M	M	S	S
CO5	M	S	S	M	M

S- மிகையான (Strong) M- நடுநிலையான (Medium) L- குறைவான (Low)



# MALAYALAM

## UNIT – 1

### മാധ്യമമോഷ

മാധ്യമം - നിർവ്വചനം - ചരിത്രം - സാങ്കേതികവിദ്യ - വിവിധതരം മാധ്യമങ്ങളെ - സമൂഹം - സംസ്കാരം - സ്വാധീനം

### FOR DETAILED STUDY

1. ഡോ. ടി. അനിതകുമാരി - മാധ്യമമോഷ ഇന്റ

## UNIT – 2

### അച്ഛിദ്രമാധ്യമം

അച്ഛിദ്രിയുടെ ചരിത്രം - കരളുത്തിലയെ ആദ്യകാല പ്ലവർത്തനങ്ങളെ - പർമാസികകളുടെ ആദ്യകാലം - പുതിയ കാലത്തെ അച്ഛിദ്ര രീതികളെ - ലിപി പരിഷ്കരണം - ഡിടിപി - തനതു ലിപികളെ

### FOR DETAILED STUDY

2. ഡോ. എസ്.എസ്. ശ്രീകുമാർ - മലയാള ലിപി പരിഷ്കരണം വരുത്തിയ വിനകളെ

## UNIT – 3

### ഭൃശ്ശർശവ്യാധ്യമം

റഡിയോ - ടെലിവിഷൻ - മട്ടുടിമീഡിയ - സിനിമ - പൊതു സ്വഭാവം - ഗുണഭോഷവശങ്ങളെ

### FOR DETAILED STUDY

3. ടെലിവിഷൻ പഠനങ്ങളെ - സി. എസ്. വെങ്കടേശ്വരൻ ലഖനം - ജനകീയതയും റിയാലിറ്റിഷോകളും

## UNIT – 4

### സംബർമാധ്യമം

ഇന്റർനെറ്റ് - ചരിത്രം - മലയാളത്തിലയെ ബ്ലോഗുകളെ - സംബർ സാന്നിദ്ധ്യം - സോഷ്യൽ മീഡിയ - സ്മാർട്ട് ഫോൺ ഉപയോഗം - ഗുണഭോഷവശങ്ങളെ

### FOR DETAILED STUDY

4. ഡോ. അച്ഛിദ്ര ശങ്കർ എസ്. നായർ - സംബർ മലയാളം



UNIT – 5

**പരസ്യകല**

പരസ്യം - നിർവ്വചനം - സംസ്കാരം - സ്വാധീനം- വിവിധതരം പരസ്യങ്ങളുടെ - ആശയബോധനം

**FOR DETAILED STUDY**

5. പ്ലായോഗികപരിചയം നേടുന്നതിനാവശ്യമായ പരവർത്തനങ്ങളെ നടത്തുക. പരസ്യം നിർമ്മിക്കുന്നതിനുള്ള വിഷയം നൽകുക.

**REFERENCE BOOKS**

പന്തലോകം - ഒരു സംഘം ലേഖകർ - കരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്  
 ആ ലോകം മുതൽ ഇ-ലോകം വരെ - ഡോ. ജെ. വി. വിളനിലം  
 മാധ്യമങ്ങളും മലയാളസാഹിത്യവും - കരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്  
 പന്തലോകം - കരള പരസ്യ അക്കാദമി  
 മലയാളഭാഷയും ആഗോളവൽക്കരണവും - ഡോ. കെ. എസ്. പ്ലക്കാശ്, ഡോ. എസ്. എ. ഷാനവാസ് (പ്രകാശനവിഭാഗം, കരള സർവ്വകലാശാല)  
 ഭാഷയും മാധ്യമവും - വി. കെ. നാരായണൻ  
 മാധ്യമഭാഷാ മാറ്റങ്ങളുടെ - കെ. കെ. ശ്രീരാജ്  
 ടലിവിഷൻ പഠനങ്ങളുടെ - സി. എസ്. വെങ്കിടശ്വരൻ  
 മാധ്യമങ്ങളും മലയാളസാഹിത്യവും - എം. വി. തോമസ്  
 ഇൻറർനെറ്റ്യും ഇൻഫർമേഷൻ വിപ്ലവവും - കെ. രവീന്ദ്രൻ, ഡോ. കെ. ഇഖ്ബാൽ  
 ഇൻഫർമേഷൻ സയൻസ് - ഒരാമുഖം - ഡോ. ജി. ദേവരാജൻ  
 മലയാള സബ്ബർ സാഹിത്യം - ഡോ. മനോജ് ജെ. പാലക്കുടി  
 സബ്ബർ മലയാളം - സുനീത ടി. വി. (എഡി.)  
 മാറുന്ന ലോകം മാറുന്ന മാധ്യമലോകം - എൻ. പി. രാജനേദ്രൻ  
 Progress in Information Technology - Dr. G. Devarajan  
 The Mass Media and You - Desmond D' Abreo  
 Advertising - Dr. C. N. Santakki



## HINDI

### Objectives:

1. To acquire knowledge regarding fundamental concepts in Hindi grammar.
2. To acquire the ability to master translation skills
3. To develop writing skills for official documentation – Letter, Banking terminologies

### Course Outcomes:

C.O. No.	Upon the completion of this course, students will be able to	PSOs Addressed	Cognitive Level
CO 1	Understand the writing skills of novelist - Premchand	F,G	K1,K4
CO 2	Understand the basics of navras, vrith and alankars	B,D	K1,K2
CO 3	Understand the history of Hini Literature – modern and medieval	A,C	K3,K5
CO 4	Apply and analyse administrative Hindi	A,C	K5
CO 5	Writing skills - Essay	B,C,D	K4,K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

### UNIT I

#### NOVEL

1. Nirmala

### UNIT II

#### POETICS

#### KavyaPradeep

1. Ras - Navras
2. Chand – Rola, Doha, Soratta
3. Alankar – Anupras, Upama, Roopak

### UNIT III

#### HISTORY OF HINDI LITERATURE

1. Reethikal – Visheshatha, Pramukh Kavi – Bihari Lal



2. Adhunik Kaal – Chaya Vaad – Pramukh Kavi
3. Gadya Sahithya – Bharadendu, Prem Chand

#### UNIT IV

##### ADMINISTRATIVE HINDI

#### UNIT V

##### ESSAY WRITING

(General Topics – Paryavaran Aur Pradooshan, Bhoomandalikaran Aur Hindi, Varthaman Yug Aur Technique, Nari Ki Desha Aur Disha, Desh Vikas Mein Yuva Peedi Ka Yogdaan)

##### Text book:

1. Nirmala – Premchand – Published by Gyan Bharathi Prakashan, Dariabad, Allahabad
2. Kavya Pradeep – Ram Bhaori Shukla – Published by Lok Bharathi Prakashan, Pehli Manzil, Darbari Building, Mahatma Gandhi Maarg, Allahabad
3. Hindi Sahithy ka Saral Ithihas – Viswanath Tripathi – Published by Orient Publication Private Limited, Himayath Nagar, Hyderabad

##### Books for Reference:

1. Hindi Vathayan – Dr. K M Chandra Mohan – Published by Viswavidyalay Prakashan, Varanasi
2. Essay Writing – General Topics

##### Mapping with POs

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	S	S	S	S	S	M
CO 2	S	S	M	S	M	S	S	S
CO 3	S	S	S	S	S	S	M	S
CO 4	S	S	S	S	S	S	S	S
CO 5	S	S	M	S	S	S	L	S
CO 6	S	S	S	S	M	M	S	S

S – Strong, M – Medium, L – Low





# ENGLISH

## VISION AND MISSION OF DEPARTMENT:

### VISION:

- To offer students adequate communication skills to prepare them for their professional needs in the globalized scenario prevalent today.

### MISSION:

- To impart zestfully and resourcefully the four skills of LSRW

### PREAMBLE:

Language is the primary source of communication. It is the method through which we share our ideas and thoughts with others. Moreover, English is the only language spoken all over the world. As a result every curriculum teaches English as a second language. Given the fact that language proficiency is integral to the learning process TANSCHÉ has focused on quality higher education. So COMMUNICATIVE ENGLISH I & II are so designed for the students to acquire LSRW skills and introduced in I & II Semester respectively. The course syllabi for III and IV Semesters are also designed accordingly along with the evaluation component (with effect from 2021- 2022 onwards)

### PROGRAMME OUTCOMES – PO

At the end of the course students will be able to

**PO1:** Imbibe moral, ethical, and cultural values through various forms of literature.

**PO 2:** Enable the learner to communicate effectively and appropriately in real life situation.

**PO3:** Able to think, speak, and write independently using grammatical forms and Vocabulary.

**PO4:** Improve their writing and reading fluency skills through extensive reading.

**PO5:** Develop their pronunciation by studying the sounds of language.

### PROGRAMME SPECIFIC OUTCOME: PSO

At the end of the course students will be able to:

**PSO1:** Provide the students with an ability to build and enrich their communication skills.

**PSO2:** Critically analyse and appreciate poetry, prose, fiction and play.

**PSO3:** Enhance sufficient practice in Vocabulary, Grammar, Comprehension.

**PSO4:** Study the Phonetic symbols for correct pronunciation.

**PSO5:** Spot language errors and correct them.



**GENERAL ENGLISH -- PROSE, POETRY, DRAMA, GRAMMAR,  
LANGUAGE STUDY & ORAL COMMUNICATION SKILLS**

**UNIT I - PROSE**

1. Give us a Role Model – A.P.J. Abdul Kalam.
2. The Best Investment I have ever made – A.J. Cronin
3. Seven Good Habits – Robin Sharma
4. How much Land does a Man Need - Leo Tolstoy

**UNIT II – POETRY**

1. 1. Anxiety – A.K. Ramanujam
2. Incident on the French Camp – Robert Browning.
3. Stopping by the woods – Robert Frost
4. Still I raise – Maya Angelo

**UNIT III - DRAMA - Select scenes from William Shakespeare**

1. Antony and Cleopatra – Death Scene of Cleopatra – Act V, Scene II
2. Macbeth – Sleep Walking Scene – Act V, Scene I
3. King Lear – Heath, before a Hovel – Act III, Scene IV.

**UNIT IV – GRAMMAR**

1. Transformation of Sentences
2. Synthesis of Sentences
3. Spot the Error

**UNIT V – LANGUAGE STUDY AND ORAL COMMUNICATION**

1. Phonetics – Vowel sounds
2. Dialogue Writing
3. One word Substitution
4. Report writing.

**COURSE OUTCOMES:** At the end of the course students will be able to

Course Outcomes		Cognitive level
CO1	Use English accurately across the curriculum	K1, K2, K3
CO2	Attained enhanced vocabulary and improved language skills	K2, K3, K4



CO3	Analyse and interpret prescribed text	K2, K4
CO4	Conceptualize the Shakespearean drama in the prescribed text	K2, K4
CO5	Gain proficiency in LSRW skills	K1, K2, K3, K4, K6

K1- Remember, K2- Understand, K3- Apply ,K4- Analyse , K5- Evaluate,K6- Create

### MAPPING OF COURSE OUTCOMES WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	POS1	POS2	POS3	POS4	POS5
CO1	S	M	S	S	S	S	M	S	M	S
CO2	M	S	M	M	M	M	M	M	S	M
CO3	M	S	M	S	M	S	M	S	M	S
CO4	S	M	S	M	M	S	S	M	S	M
CO5	M	M	M	S	M	S	S	M	S	M

S – Strongly correlated, M – Moderately Correlated, w- weakly correlated, No Correlation - 0

### E- LINKS

1. [https:// www.msuniversity.ac.in](https://www.msuniversity.ac.in)
2. <https://www.bdu.ac.in>
3. <https://www.scribd.com>
4. <https://www.goodreads.com>
5. <https://casenglishdepartment.wordpress.com>
6. <https://www.poetryfoundation.org>
7. <https://www.britannica.com>
8. <https://englishgrammar.org>



# MATHEMATICS FOR ECONOMICS – II

## Course Objectives:

This course will help the students

- To know the application of matrices in economic analysis.
- To study the concepts of input-output analysis.
- To be familiar with the rules of differentiation.
- To understand the application of partial differentiation in Economics.
- To enrich their knowledge on the application of integration in Economics.

## Unit I: Matrices

Meaning – Types - Matrix operations – Determinants - Rank of a Matrix - Inverse of a Matrix – Application of Matrices to the solution of linear equations: Matrix Inversion Technique –Cramer’s Rule.

## Unit II Input - Output Analysis

Meaning – Basic Concepts – Types - Assumptions – Significance – Limitations – Two Sectors Economy.

## Unit III: Differentiation

Meaning – Rules – Derivative of Higher orders - Maxima and Minima — Applications in Economics.

## Unit IV: Partial Differentiation

Meaning – Rules – Higher Order - Maxima and Minima – Applications in Economics - Total differentiation - Euler’s Theorem.

## Unit V: Integration

Meaning – Rules – Definite integration – Applications in economics. (15L)

## References:

1. Allen, R.G.D., Mathematical Analysis for Economists, All India Publishers & Distributors, 2015
2. Bhardwaj,R.S., Mathematics for Economics and Business, Excel Books Publisher, 2006.
3. Bose,D., An Introduction to Mathematical Methods, Himalaya Publishing House, 2016.
4. Mehta & Madnani, Elementary Mathematics in Economics, Lakshmi Narain Agarwal, 2017.



**Course Outcomes:**

After the completion of the course, the students will be able to

CO 1. Define a matrix, illustrate the matrix operations and apply the matrix technique in economic analysis.

CO 2. Describe the various concepts of input-output analysis and to explain the applications of matrices in two sectors economy.

CO 3. Identify the applications of partial differentiation in economics.

CO 4. List out the various applications of integration in Economics.

CO 5. Estimate consumer and producer surplus from the demand and supply function.

CO	MATHEMATICS FOR ECONOMICS – II														COGNITIVE LEVEL
	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO 1	3	3	3	3	2	1	3	3	3	2	2	3	3	1	K - 1
CO 2	3	3	3	3	2	1	3	3	3	2	2	3	3	1	K - 2
CO 3	3	3	3	3	3	1	3	3	3	2	2	3	3	1	K - 3
CO 4	3	3	3	3	3	1	3	3	3	2	2	3	3	1	K - 4
CO 5	3	3	3	3	2	1	3	3	3	2	2	3	3	1	K - 5

Strongly Correlated – 3, Moderately Correlated – 2, Weekly Correlated - 1

## INTERNATIONAL ECONOMICS – II

**Course Objectives:**

This course will help the students

- To be familiar with the concept of foreign exchange rate.
- To analyse different trade policies and barriers to trade.
- To study the objectives of various international financial institutions.
- To understand the functions of WTO and GATT.
- To highlight the recent trends in foreign trade and to understand the process of international and domestic trade procedures.

**Unit I: Exchange Rate**

Meaning – Types – Determination of Foreign Exchange Rate – Methods of Foreign exchange rate.

**Unit II: Tariffs and Quotas**

Tariffs: Meaning - Types– Effects of Tariffs. Quotas: Meaning - Types – Effects of Quotas – Dumping and Anti – Dumping Measures.



**Unit III: International Financial Institutions**

IMF: Objectives – Functions – Structure. World Bank: Objectives – Functions – structure - Special Drawing Rights [SDRs].

**Unit IV: Trade Agreements**

International Trade Agreements – GATT : Objectives and Functions – WTO: Objectives and Functions – TRIMS – TRIPS – GATS.

**Unit V: Foreign Trade**

Features– Volume and Composition of Foreign Trade – Measures for Promoting India’s Foreign Trade - Recent Trends in India’s Foreign Trade.

**References:**

1. Dominick Salvatore, Introduction to International Economics, John Wiley & Sons, 2012.
2. Francis Cherunilam, International Economics, McGraw Hill Education, 2017.
3. Jhingan, M.L., International Economics, Vrinda Publications, 2016.
4. Maria John Kennedy, M., International Economics, PHI Learning Pvt. Ltd, 2014.

**Course Outcomes**

After the completion of the course, the students will be able to

CO 1. Define the foreign exchange rate and recall the different methods of foreign exchange rate.

CO 2. Demonstrate how the exchange rate is determined and outline the different trade policies affecting international trade.

CO 3. Identify the barriers to trade and explain how barriers to trade (like Tariffs, Quotas) affect businesses, consumers, and workers in the economy.

CO 4. Evaluate the historical journey of today’s WTO from GATT.

CO 5. Analyse the recent trends in India’s foreign trade.

CO	INTERNATIONAL ECONOMICS – II														COGNITIVE LEVEL
	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO 1	3	3	3	3	2	1	3	3	3	2	2	3	3	1	K - 1
CO 2	3	3	3	3	2	1	3	3	3	2	2	3	3	1	K - 2
CO 3	3	3	3	3	2	1	3	3	3	2	2	3	3	1	K - 4
CO 4	3	3	2	3	2	1	3	3	3	1	2	3	3	1	K - 5
CO 5	3	3	3	3	2	2	3	3	3	2	2	2	3	2	K - 5

Strongly Correlated – 3, Moderately Correlated – 2, Weekly Correlated - 1



# AGRICULTURAL ECONOMICS

## Course Objectives:

This course will help the students

- To learn the role of agriculture in the Indian economy, to find out the causes of low agricultural productivity, and suggest measures to improve productivity.
- To understand the need for direct intervention in the form of land reforms to bring about changes in the agrarian structure.
- To understand the role of some flourishing sectors namely horticulture, fishing, floriculture, and forestry in the Indian economy.
- To gain foundational knowledge to understand the topics related to agricultural labour and explore the risks and hazards that agricultural labour can face in agriculture.
- To analyse the agricultural price policies and their effect on sustainable agricultural development.

## Unit I: Introduction

Scope of Agricultural Economics - Role of Agriculture in Indian Economy – Trends in Agricultural production and productivity- Causes of low productivity – Measures to increase productivity.

## Unit II: Land Reforms

Land reforms – Objectives - Abolition of intermediaries - Tenancy reforms - Ceiling on agricultural holdings – Consolidation of holdings - Co-operative farming – Evaluation of land reforms.

## Unit III: Revolution in Agriculture

Green revolution and its impact - White Revolution - Fishery Development – Poultry Development – Forestry - Horticulture – Floriculture (Concept only). (07L)

## Unit IV: Agricultural Labourers

Definition - Types – Growth of agricultural labourers – Causes and Consequences – Problems of agricultural labourers – Measures adopted by the Government for the improvement of labourers.

## Unit V: Agricultural Price Policy

Need for agricultural price policy - Objectives - Food Security in India - Public Distribution System – New Agricultural Policy 2020.



**References:**

1. Amarjit Singh, A.N. Sadhu & Jasbir Singh, Fundamentals of Agricultural Economics, Himalaya Publishing House, 2019.
2. Bilgrami, S.A.R., An Introduction to Agricultural Economics, Himalaya Publishing House, 2017.
3. Puri, V.K., & Misra, S.K., Indian Economy, Himalaya Publishing House, 2017.
4. Ruddar Datt and Sundharam K.P.M., Indian Economy, Sultan Chand, New Delhi, 2018.
5. Vasant Desai, Rural Development in India, Himalaya Publishing House, 2020.

**Course Outcomes**

After the completion of the course, the students will be able to

CO 1. Sensitize the overall development in agriculture, illustrate the causes for low productivity and suggest appropriate measures to enhance productivity.

CO 2. Outline the various measures of land reforms in India and point out the reasons for their failure.

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CO 3. Identify the opportunities available in the flourishing sectors such as horticulture, fishing, floriculture, and forestry.

CO 4. Examine the most distinguishing features of agricultural labourers engaged in production, identify their problems and suggest measures to solve their problems.

CO 5. Evaluate the various aspects of agricultural price policy in India.

CO	AGRICULTURAL ECONOMICS														COGNITIVE LEVEL
	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO 1	3	3	1	3	2	2	3	3	1	2	2	3	3	2	K - 2
CO 2	3	3	1	3	2	2	3	3	1	2	2	3	3	2	K - 2
CO 3	3	3	1	3	2	2	3	3	1	2	2	3	3	2	K - 3
CO 4	3	3	1	3	2	2	3	3	1	2	2	3	3	2	K - 4
CO 5	3	3	1	3	2	2	3	3	1	2	2	3	3	2	K - 5

Strongly Correlated – 3, Moderately Correlated – 2, Weekly Correlated – 1

## HUMAN RESOURCE DEVELOPMENT

**Course Objectives:**

This course will help the students

- To understand the indicators and importance of human resource development.
- To acquire the skills of developing a detailed plan for manpower needs.
- To understand the concepts related to the supply of human resources.





- To develop the relevant skills necessary for application in human resource-related issues.
- To integrate the knowledge of human resource concepts to take correct business decisions.

### **Unit I: Introduction**

Meaning of Human Resource – Human Resource Development - Nature - Scope - Objectives – Indicators - Functions of HRD - Importance of HRD.

### **Unit II: Human Resource Planning**

Definition - Importance - Objectives – Limitations – Factors influencing HR Planning - Process of HR planning. (10L)

### **Unit III: Supply of Human Resources**

Meaning – Fertility - Mortality - Population growth - Labour force participation - Sources of Manpower Supply in an Organization - Forecasting of Human Resource Supply.

### **Unit IV: Training and Development**

Training: Meaning - Importance of training of employees - Methods of training. Performance appraisal: Meaning – Advantages - Methods. Promotion: Meaning – Promotion by Seniority - Promotion by Merit. (15L)

### **Unit V: Human Development**

Meaning– Components of human development - Importance of Education and Health in the promotion of human development – India Human Development Survey (IHDS) - HPI, MPI, HDI, PQLI, GEM, GDI, TAI, Green Index. (10L)

### **References:**

1. Basanta Kumar, Human Resource Development, Mohit Publications, 2000.
2. Mamoria, C.B., A Text Book of Human Resource Management, Himalaya Publishing House, 2014.
3. Puri, V.K., & Misra, S.K., Indian Economy, Himalaya Publishing House, 2018.

### **Course Outcomes**

After the completion of the course, the students will be able to

CO 1. Develop the understanding of the concept of human resource development and to show its relevance in organizations.

CO 2. Explain the integrated perspective role of human resource development in modern business and to implement the techniques of job design.



CO 3. Construct the strategies required to select and develop manpower resources.

CO 4. Analyse the key skills that are required by today's human resource professionals and appraise the performance of the employees.

CO 5. Integrate the understanding of various human resource concepts along with the domain concept in order to make correct business decisions and to effectively contribute to the dynamic organization.

CO	HUMAN RESOURCE DEVELOPMENT														COGNITIVE LEVEL
	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO 1	3	3	3	3	3	2	3	3	3	2	2	3	3	2	K - 1
CO 2	3	3	3	3	3	2	3	3	3	2	2	3	3	2	K - 2
CO 3	3	3	3	3	3	2	3	3	3	2	2	3	3	2	K - 3
CO 4	3	3	3	3	3	2	3	3	3	2	2	3	3	2	K - 4
CO 5	3	3	3	3	3	2	3	3	3	2	2	3	3	2	K - 5

Strongly Correlated – 3, Moderately Correlated – 2, Weekly Correlated - 1

## FINANCIAL ACCOUNTING

### Objectives

1. To explain the concept and role of Accounting and financial reporting in the modern marketing economy.
2. To explain the regulatory frame work for the operation of fundamental accounting

### Unit I:

Average Due Date- Utility of average due date- Problems.

### Unit II:

Bank Reconciliation Statement – Meaning causes of difference between balance as per cash book and pass book – Need of Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement.

### Unit III:

Self-balancing Ledger – general ledger- debtors ledger- creditors ledger- Sectional balancing system.

### Unit IV:

Depreciation – Meaning – Causes – Straight Line method and Written down value method – Simple problems only

### Unit V:

Rectification of Errors- Classification of errors- suspense account- rectifying accounting entries (simple problem only)



### Text Books

1. Dr.M.A.Arulanandam & K.S.Raman, Advanced Accountancy, Himalaya Publishing House, Mumbai.
2. P.Jain & K.L.Narang, Advanced Accountancy, Kalyani Publishers, New Delhi.

### Reference Books

1. M.C.Shukla and T.S.Grewal, Advanced Accountancy, Sultan Chand &Co, New Delhi.
2. T.S.S. Reddy & A.Murthy, Advanced Accountancy, Margham Publications, Chennai.
3. P.C.Tulsian, Accountancy, Tata McGraw- Hill Company.

## அறிமுகத்தமிழ்

### அலகு- 1 : செய்யுள் பகுதி

1. கடவுள் வாழ்த்து
2. கல்வி:
3. அறம்
4. ஆத்திசூடி
5. ஓடி விளையாடு பாப்பா
6. பசுவும் கன்றும் பாடல்

### குறிப்பு:- மனப்பாடப்பகுதி

1. கடவுள் வாழ்த்து
2. கல்வி
3. அறம்
4. ஆத்திசூடி

### அலகு-2: கதை வாசித்து கதை சொல்லல்

1. பணிமிருந்தும் பட்டினி
2. அறிவால் வெல்லுவேன்

### அலகு-3 : பொதுக்கட்டுரை

1. ஒன்றுபட்டால் உண்டு வாழ்வு
2. வாய்மையே வெல்லும்



அலகு -4 : சொற்பொருள் அறிதல்

அலகு- 5: மொழித்திறன் பயிற்சி



# COMPUTERS FOR DIGITAL ERA

## Objectives:

1. To create the awareness about the digital India among the student community.
2. To make the student to understand the role of computer in the day to day living.
3. To create the awareness about the e-learning and security issues.

## Unit I

### FUNDAMENTALS OF COMPUTERS

The role of computers in the modern society – Types of Computers and their specifications – Server – Desk Top Computers - Lap Top – Tablet – Smart Phones - Block diagram of Digital Computer –Working Principle of Computer, I/O Devices – Central Processing Unit – Types of Memory - Display – Port – UPS – Setting up and Maintenance of Computer.

## Unit II

### TYPES OF SOFTWARE AND OFFICE AUTOMATION

Types of Software with examples – System Software – Application Software – Utility Software - Operating System – Basics on Windows – Introduction to Android –Application Software - Free Open source software – Database and its applications – Office Automation Software – applications of Microsoft Word – Microsoft Power Point – Microsoft Excel.

## Unit III

### INTERNET AND MOBILE APPLICATIONS

Introduction to computer networks – LAN – WAN – MAN – Wired and wireless network – Wi Fi Networks - Network Devices – Modem – Switch – Router – Broad Band – Leased Lines- Internet – WWW – URL- Browser – e-mail – SMS – MMS - Client Server Computing - Cloud – Public and Private cloud – Mobile Applications.

## Unit IV

### E – GOVERNANCE IN INDIA

E-Governance initiative by the Government – Digital India Platform – Agencies enabling Digital India - Electronic Payment and Receipt – Digital Locker – e-district service – electronic signature service – Digital AIIMS – India BPO Scheme – Integrated Nutrient Management – GIS – Mobile Seva App Store- GARV- Grameen Vidyutikaran



**Unit V****E – LEARNING AND MOOC**

E – Learning – Digital Library – E- Journals – Introduction to MOOC – Edex – Course era etc - SWAYAM – NPTEL – Cyber Security – Virus – Malware – Network Security - Hacking – Big Data – Data Analytics – Social Networks – Social Media Analytics- Introduction to IT Act.

➤ **10 Hours Practical Sessions are to be allotted for Computer & Mobile Applications**

**Suggested List of Exercises:**

1. Setting up of computers – Connecting I/O device, UPS, CPU, Printers, Mouse, Key Boards, Pen Drives, etc. (Mandatory)
2. Minor fault findings.
3. Preparing a word Document and saving, copying files, deleting files, renaming files, etc. (Mandatory)
4. Preparing slides – Animation – Slide Transition – Back Ground Changing – Word Art , etc. (Mandatory)
5. Preparing Mark Sheet with Excel - Calculating First Class, second class, etc. (Mandatory)
6. Browsing – Searching for documents – e-mail id creation - Useful mobile apps – downloading. (Mandatory)
7. Data/Wi-Fi Connectivity and Exchanging of Data.
8. Electronic Payment – Online Application Processing
9. Browsing for NPTEL/ SWAYAM Courses
10. Browsing the useful e-learning sites

**Learning Outcomes:**

At the end of the course the students will be able to:

- apply the computing technology in their day to day life
- create awareness regarding digital India initiatives to their surroundings
- identify the areas where he can extend the digital computing for their benefits.

**Text Book:**

1. E- Materials of Manonmaniam Sundaranar University on “Computer for Digital Era”, <http://msuniv.ac.in>

**References:**

1. Andrew S. Tanenbaum, Computer Networks, 4th Edition, Eastern Economy



- Edition, PHI Private Ltd, New Delhi, 2003.
2. Gautam Shroff, Enterprise Cloud Computing, Technology, Architecture, Applications, Cambridge University Press, First Edition, 2010.
  3. Reza B'Far, Mobile Computing Principles, Cambridge University Press, First Edition, 2005.
  4. Charles P Pfleeger, Shari Lawrence Pfleeger, Security in Computing, I Edition, Pearson Education, 2003.
  5. <https://swayam.gov.in>
  6. <http://www.digitalindia.gov.in/content/social-media-analytics>

Scheme of Examination	
Internal – 25 Marks	External – 75 Marks
Internal Break Up - 15 for Continuous Assessment Test (CAT) + 5 for Assignment + 5 for Seminar. 3 CATs ( Two tests on Theory and one on Practical )are to be conducted	

