



# MANNAR THIRUMALAI NAICKER COLLEGE

A Co-educational, Autonomous and Linguistic Minority Institution

Affiliated to Madurai Kamaraj University

Re-accredited with "A" Grade by NAAC

Pasumalai, Madurai – 625 004 Tamil Nadu.

## CURRICULUM RELEVANCE TO THE LOCAL, REGIONAL, NATIONAL AND GLOBAL NEEDS

**NAME OF THE PROGRAMME: B.A ECONOMICS PROGRAMME CODE: UEC**

### PROGRAMME OUTCOMES

**PO1:** Integrate the academic abilities and expertise gained from the study of economics and gains requisite scope and breadth for a transdisciplinary context.

**PO2:** Demonstrate proficiency in the use of effective disciplinary techniques in research, critical study, artistic work and professional performance.

**PO3:** Communicate observations, recommendations and suggestions effectively, concisely and accurately, both verbally and in writing, to various types of audiences.

**PO4:** Articulate and apply principles, concepts, ethics and ideals resulting from an integrated view of their fields of research and to show knowledge and resolution of existing social and environmental issues.

**PO5:** Apply professional ethics, accountability and equity in all their endeavours.

**PO6:** Use new tools, resources and technology to keep abreast with current developments in their discipline and practice life-long learning.



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## PROGRAMME SPECIFIC OUTCOMES

**PSO1:** Gain specialized knowledge of economic theories and methodologies in facing the diverse challenges of competitive business environment.

**PSO2:** Identify the contributions of the notable economic thinkers and their relevance to current methodological developments.

**PSO3:** Demonstrate knowledge on the determinants of macro-economic conditions, interaction of monetary and fiscal operations, business policies and strategies in economic development.

**PSO4:** Designed to meet the growing need in the field of economics and business using quantitative techniques.

**PSO5:** Understand how the economic institutions work by applying economic principles and thereby enhance entrepreneurial skills and acquire career opportunities.

**PSO6:** Develop knowledge on application of mathematical and statistical tools used for interpretation of economic concepts.



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Sl. No	Course Code	Course Name	Course Outcomes
1.	21UECC11	Micro Economics-I	<p><b>CO1:</b> Comprehend the basic concepts of Economics.</p> <p><b>CO2:</b> Secure knowledge on cardinal approach of Economics.</p> <p><b>CO3:</b> Familiarize on ordinal utility analysis.</p> <p><b>CO4:</b> Acquire Knowledge on demand and supply.</p> <p><b>CO5:</b> Analyse the concept of elasticity of demand and its practicality.</p>
2.	21UECC12	Statistical Analysis-I	<p><b>CO1:</b> understand the scope of statistics and types of data.</p> <p><b>CO2:</b> classify and tabulate data.</p> <p><b>CO3:</b> work out the mathematical and positional averages.</p> <p><b>CO4:</b> exercise different measures of dispersion.</p> <p><b>CO5:</b> reckon the coefficient of skewness.</p>
3.	21UECA11	Business Economics	<p><b>CO1:</b> Familiarize with the basic concepts of Business Economics.</p> <p><b>CO2:</b> Compare and analyze the Law of Demand and Supply.</p> <p><b>CO3:</b> Synthesize the various approaches of Demand Forecasting.</p> <p><b>CO4:</b> Analyze Market Morphology and the Price determination.</p> <p><b>CO5:</b> Correlate the Cost</p>



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			and Price Functionalities.
4.	21UECS11	Economics of Advertising	<p><b>CO1:</b> Understanding the purpose of advertisement and Government regulations.</p> <p><b>CO2:</b> Realize the role of Creativity in Advertising.</p> <p><b>CO3:</b> Acquire knowledge about the Advertising Strategies.</p> <p><b>CO4:</b> Understand the Budget Process of advertising.</p> <p><b>CO5:</b> Comprehend the role of Advertising agencies and the future trend in Advertisement.</p>
5.	21UECC21	Micro Economics-II	<p><b>CO1:</b> Grasp a thorough an idea on factors of production.</p> <p><b>CO2:</b> Relate the cost and revenue concepts.</p> <p><b>CO3:</b> Distinguish pure and perfect market.</p> <p><b>CO4:</b> Analyze the imperfect market structure.</p> <p><b>CO5:</b> Classify the factor pricing theories.</p>
6.	21UECC22	Statistical Analysis-II	<p><b>CO1:</b> quantify the relationship between the variables.</p> <p><b>CO2:</b> compute regression coefficients.</p> <p><b>CO3:</b> calculate different index numbers.</p> <p><b>CO4:</b> assess the tendency of variables.</p> <p><b>CO5:</b> gauge the probability of events using theorem.</p>
7.	21UECA21	Indian Economy	<b>CO1:</b> Understand



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			<p>the concepts and motto of Economic Planning</p> <p><b>CO2:</b> Comprehend the importance of sectoral growth in Indian Economy.</p> <p><b>CO3:</b> Gain knowledge on Industrial development of India.</p> <p><b>CO4:</b> realize the role of inflation in Indian Economy.</p> <p><b>CO5:</b> assess the direction and composition of India's Foreign Trade.</p>
8.	21UECS21	Personality Development	<p><b>CO1:</b> understand the basics of personality.</p> <p><b>CO2:</b> generalize the factors which influence the Personality.</p> <p><b>CO3:</b> develop communication skills and personality traits.</p> <p><b>CO4:</b> applying the assessment of leadership quality</p> <p><b>CO5:</b> focus on Goal setting and stress confiscation techniques.</p>
9.	21UECC31	Monetary Economics	<p><b>CO1:</b> Understanding the concept of barter system and evolution of money.</p> <p><b>CO2:</b> analyzing the different views of Theories of Money.</p> <p><b>CO3:</b> evaluate the consequences of functions and role of commercial and central bank.</p> <p><b>CO4:</b> develop the skill in evaluating recent reforms in Banking System.</p>



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			<b>C05:</b> Gaining Knowledge on the concept of inflation and deflation variations
<b>10.</b>	<b>21UECC32</b>	<b>Mathematical Methods- I</b>	<b>C01:</b> Remember the basic concepts of mathematical operations. <b>C02:</b> Solve the algebraic functions. <b>C03:</b> Classify the different functions and graphs <b>C04:</b> Work out the linear and non-linear equations <b>C05:</b> Understand the significance of set theory
<b>11.</b>	<b>21UECA31</b>	<b>History of Economic Thought</b>	<b>C01:</b> Differentiate the ideas of mercantilism and physiocrats. <b>C02:</b> Compare classical and socialistic Economic thoughts. <b>C03:</b> Understand the ideas of Neo-classical economists. <b>C04:</b> Analyse the modern economic theories. <b>C05:</b> Grasp the ideas of Indian Economists.
<b>12.</b>	<b>21UECS31</b>	<b>Basics of Share Market</b>	<b>C01:</b> Understand the magnitude of investment. <b>C02:</b> Remember different types of securities. <b>C03:</b> Comprehend the role and nature of Primary Market. <b>C04:</b> Interpret NIFTY and Sensex indices. <b>C05:</b> Familiar with stock market terminologies.
<b>13.</b>	<b>21UECN32</b>	<b>Fundamentals of Economics</b>	<b>C01:</b> Understand the subject matter of economics.



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			<p><b>CO2:</b> Acquire the knowledge on key terms of economics.</p> <p><b>CO3:</b> Distinguish the role of government and private sectors.</p> <p><b>CO4:</b> Grasp thorough knowledge on government budget.</p> <p><b>CO5:</b> Categorize different taxation methods</p>
14.	21UECA32	Economic Analysis	<p><b>CO1:</b> Understand the basic concepts of Economics.</p> <p><b>CO2:</b> Associate the utility functions with demand.</p> <p><b>CO3:</b> Apply the degrees of Elasticity of demand in real life examples.</p> <p><b>CO4:</b> Remember the characteristics of factors of production.</p> <p><b>CO5:</b> Harvest knowledge on different market structure.</p>
15.	21UECC41	International Economics	<p><b>CO1:</b> differentiate internal trade and International Trade.</p> <p><b>CO2:</b> gain depth knowledge on theories of foreign trade.</p> <p><b>CO3:</b> understand the free trade and terms of trade concepts.</p> <p><b>CO4:</b> comprehend the term Foreign Exchange.</p> <p><b>CO5:</b> familiar with the need for International Organizations and Regional Groupings.</p>
16.	21UECC42	Mathematical Methods- II	<p><b>CO1:</b> understand the concepts and types of</p>



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			<p>matrix.</p> <p><b>CO2:</b> apply analytical geometry to measure the distance.</p> <p><b>CO3:</b> make use of differential calculus for optimization problems.</p> <p><b>CO4:</b> manipulate the partial and total differentiation problems.</p> <p><b>CO5:</b> estimate the producers' surplus and consumers' surplus</p>
17.	21UECA41	Gender Economics	<p><b>CO1:</b> understand the recent trends of women's development.</p> <p><b>CO2:</b> realize the share of women in society upliftment.</p> <p><b>CO3:</b> Analyze the capacity of women in different sectors.</p> <p><b>CO4:</b> summarize the abolition of violence and sexual harassment.</p> <p><b>CO5:</b> remember the different policies of government for financial independency of women.</p>
18.	21UECS41	Economics for Competitive Examinations	<p><b>CO1:</b> understand the preliminary concepts of Micro Economics.</p> <p><b>CO2:</b> remember the key concepts in Macro Economics.</p> <p><b>CO3:</b> comprehend a outlook on Monetary and Fiscal Economics.</p> <p><b>CO4:</b> recall the concepts on International Economics.</p> <p><b>CO5:</b> figure out the anatomy of Indian</p>





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			Economy.
19.	21UECN41	Budgetary Analysis	<p><b>C01:</b> Guide the students to assess the role of budget in an economy.</p> <p><b>C02:</b> Equip the students to Understand the key terms of budget.</p> <p><b>C03:</b> Enable the students to familiar with budgetary procedures.</p> <p><b>C04:</b> Make aware the students to enactment of budget.</p> <p><b>C05:</b> Help the students to understand the role of local finance in sustainable development.</p>
20.	21UECA42	Modern Banking	<p><b>C01:</b> Understand the significance of modern banking.</p> <p><b>C02:</b> Acquire knowledge on different types of Bank Accounts.</p> <p><b>C03:</b> Comprehend the concept of E- Banking.</p> <p><b>C04:</b> Make the students aware on Banking Regulations.</p> <p><b>C05:</b> Understand the credit management system of banks.</p>
21.	21UECC51	Macro Economics-I	<p><b>C01:</b> Understand the Concepts of Macro Economics.</p> <p><b>C02:</b> Asses the Measurement of National Income.</p> <p><b>C03:</b> Evaluate the Theories of Employment.</p> <p><b>C04:</b> Analyze the different Theories of Consumption Function.</p> <p><b>C05:</b> Remember</p>



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			Keynesian Consumption Function.
22.	21UECC52	Fiscal Economics	<p><b>C01:</b> Acquaint the students with the nature and scope of public finance.</p> <p><b>C02:</b> Enable the students to understand the major sources of public revenue.</p> <p><b>C03:</b> Help the students to analyze the growth of public expenditure.</p> <p><b>C04:</b> Expose the students to understand some methods of debt redemption.</p> <p><b>C05:</b> Gain knowledge on budget, fiscal policy and finance commission.</p>
23.	21UECC53	Research Methodology	<p><b>C01:</b> Know the basic concepts and methods of research.</p> <p><b>C02:</b> Pursue the methods of data collection.</p> <p><b>C03:</b> Familiarize with the various research design and techniques.</p> <p><b>C04:</b> Gain knowledge on hypothesis and sampling methods.</p> <p><b>C05:</b> Understand the technicalities of report writing.</p>
24.	21UECE51	Agricultural Economics	<p><b>C01:</b> Understand the Importance of Agricultural Sector in India.</p> <p><b>C02:</b> Familiarize the Farm Management and Land Reforms.</p> <p><b>C03:</b> Evaluate the</p>



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			<p>Outcome of Agricultural Strategies.</p> <p><b>C04:</b> Realize the Market difficulties and Importance in the Field.</p> <p><b>C05:</b> Analyze the Impact of Agricultural Policies and Agricultural Development.</p>
25.	21UECE52	<b>Tamil Nadu Economy</b>	<p><b>C01:</b> Understand the process of growth in Tamil Nadu Economy</p> <p><b>C02:</b> Figure out the quantum of Tamil Nadu State Income.</p> <p><b>C03:</b> Acquire knowledge on the status of Tamil Nadu Agricultural Sector.</p> <p><b>C04:</b> Comprehend the status of Industrial Sector of Tamil Nadu.</p> <p><b>C05:</b> Expose specific economic issues pertaining to the region.</p>
26.	21UECE53	<b>Economics Of Marketing</b>	<p><b>C01:</b> Apply the role of marketing in an economy and development.</p> <p><b>C02:</b> Understand the significance of Pricing Strategies.</p> <p><b>C03:</b> Categorize the different channels of distribution.</p> <p><b>C04:</b> Analyze the Selling and Sales Promotion.</p> <p><b>C05:</b> Classify the different market segmentation.</p>
27.	21UECE54	<b>Labour Economics</b>	<p><b>C01:</b> Understand the characteristics of labour problems.</p>



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			<p><b>CO2:</b> Analyze the theories of labour welfare and their functions.</p> <p><b>CO3:</b> Remember the supply and growth of labour demand.</p> <p><b>CO4:</b> Evaluate the employment service organization in India.</p> <p><b>CO5:</b> Explore the social insurance scheme and maturity.</p>
28.	21UECE55	Rural Development	<p><b>CO1:</b> enable to understand Rural Environment.</p> <p><b>CO2:</b> enrich about Components of Rural Economy.</p> <p><b>CO3:</b> understand the development process and Rural infrastructure.</p> <p><b>CO4:</b> Explore about rural development Policies and programmes.</p> <p><b>CO5:</b> understand source of rural finance and banking.</p>
29.	21UECE56	Agricultural Marketing	<p><b>CO1:</b> Enable to gain knowledge on agricultural marketing system.</p> <p><b>CO2:</b> Able to understand the Marketing of Agricultural Inputs.</p> <p><b>CO3:</b> Assess the channels of distribution.</p> <p><b>CO4:</b> Impart knowledge on product warehousing.</p> <p><b>CO5:</b> Understand the concept of Agricultural Marketing Research.</p>
30.	21UECSP1	Data Analysis Using	<p><b>CO1:</b> Understand</p>



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		<b>Spreadsheet (Practical)</b>	the functionality of MS Excel. <b>CO2:</b> Navigate in spreadsheet. <b>CO3:</b> Familiar with formulae. <b>CO4:</b> Impart knowledge on creation of charts. <b>CO5:</b> Generate Pivot Tables.
<b>31.</b>	<b>21UECC61</b>	<b>Macro Economics – II</b>	<b>CO1:</b> Illustrate the functionality of Multiplier and Accelerator. <b>CO2:</b> Analyse the Theories of Inflation. <b>CO3:</b> Demonstrate the theories of Business Cycle <b>CO4:</b> Explicate post Keynesian Macro Analysis. <b>CO5:</b> Explore the functionalities of consumption function.
<b>32.</b>	<b>21UECC62</b>	<b>Indian Economy</b>	<b>CO1:</b> Associate Mixed Economy with other Economic Systems. <b>CO2:</b> Understand the structure and the importance of Agriculture sector. <b>CO3:</b> Manipulate the effects of industrial policies. <b>CO4:</b> Comprehend the current financial reforms and trade condition in India <b>CO5:</b> Appraise the current issues and policies of Indian Economy.
<b>33.</b>	<b>21UECE61</b>	<b>Entrepreneurship</b>	<b>CO1:</b> Remember



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		<b>Development</b>	<p>the concepts and realize the role of entrepreneurship in Economic Development.</p> <p><b>CO2:</b> Acquire knowledge on motivation theories and Entrepreneurship Development programmes.</p> <p><b>CO3:</b> Obtain the awareness on Women Entrepreneurship.</p> <p><b>CO4:</b> Understand and identify the sources of entrepreneurship.</p> <p><b>CO5:</b> Comprehend idea on Entrepreneurship Development Agencies.</p>
<b>34.</b>	<b>21UECE62</b>	<b>Environmental Economics</b>	<p><b>CO1:</b> understand the scope of environmental economics.</p> <p><b>CO2:</b> Realise the impact of Environmental Pollution.</p> <p><b>CO3:</b> Comprehend the environmental and social responsibility to Conserve Resources.</p> <p><b>CO4:</b> Asses the environmental policies in practice.</p> <p><b>CO5:</b> Sensitize environmental issues and challenges through media.</p>
<b>35.</b>	<b>21UECE63</b>	<b>Introduction To Econometrics</b>	<p><b>CO1:</b> Comprehend the basic concepts of econometrics.</p> <p><b>CO2:</b> Acquire knowledge on BLUE properties.</p> <p><b>CO3:</b> Compute the coefficients of Simple Regression Model.</p>



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			<p><b>C04:</b> Grab knowledge on General Linear Model.</p> <p><b>C05:</b> Assess the problems in framing Econometric Models.</p>
36.	21UECE64	Population Studies	<p><b>C01:</b> Explore the scope of Population Studies.</p> <p><b>C02:</b> Understand the population theories</p> <p><b>C03:</b> Focus the effect of High Birth Rate.</p> <p><b>C04:</b> Analyse the factors affecting mortality rate in India</p> <p><b>C05:</b> Remember the Government role on Control of Population.</p>
37.	21UECE65	Development Economics	<p><b>C01:</b> Understand the concepts of Economic Growth and Development.</p> <p><b>C02:</b> Analyze different theories of Economic Development.</p> <p><b>C03:</b> Acquire knowledge on theories of Economic Growth.</p> <p><b>C04:</b> Explore the different ideas of Economic Models.</p> <p><b>C05:</b> Explicate the measurement of Economic Growth.</p>
38.	21UECE66	Industrial Economics	<p><b>C01:</b> Differentiate the public and private enterprises</p> <p><b>C02:</b> Understand the different industrial growth strategies</p> <p><b>C03:</b> Analyse the reason behind the industrial locationalization.</p>



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			<p><b>CO4:</b> Remember the need for industrial efficiency.</p> <p><b>CO5:</b> Apprise the labour efficiency in industrial sector.</p>
39.	21UECS61	Livestock Economics	<p><b>CO1:</b> Understand different breeds of livestock.</p> <p><b>CO2:</b> Estimate the demand of livestock produce.</p> <p><b>CO3:</b> Understand marketing strategies for livestock.</p> <p><b>CO4:</b> Analyze risk strategies and marketing channels.</p> <p><b>CO5:</b> Realise the foreign market opportunities for domestic livestock product.</p>