



**KANNUR UNIVERSITY**

**FYUGP**

**SYLLABUS**

**DEVELOPMENT ECONOMICS**

*Effective from 2024 admissions*

**2024**

# INTRODUCTION

## Kannur University - Four-Year Undergraduate Programme: Backdrop and Context

The implementation of the Four-Year Undergraduate Programme (FYUGP) has been driven by the pressing need to address contemporary challenges ensuring responsive changes to the evolving needs of students, industry, and society at large. Recognizing the curriculum as the cornerstone of any education system, it requires regular refinement to align with evolving socio-economic factors. Higher education must provide students with practical and technical skills relevant to their fields of interest, necessitating the development of a job-oriented curriculum. Despite significant increases in access and expansion of higher education over the years, concerns persist regarding the quality and relevance of educational outcomes, particularly in terms of employability skills. As the world becomes increasingly interconnected, our education system must evolve to instill 21st-century skills, enabling students not only to survive but to thrive in this dynamic environment. Moreover, there is a growing need for higher education institutions to embrace social responsibility and contribute to the development of a knowledge society capable of driving sustainable development through innovation. With the central objective of fostering a robust knowledge society to support a knowledge economy, the Government of Kerala has initiated steps to reform higher education. Accordingly, three commissions were established to suggest reforms in higher education policy, legal and regulatory mechanisms, and evaluation and examination systems. It is within this context that a comprehensive reform of the undergraduate curriculum has been proposed, leading to the restructuring of the Four-Year Undergraduate Programme.

# KANNUR UNIVERSITY

## VISION AND MISSION STATEMENTS

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### Vision

To establish a teaching, residential and affiliating University and to provide equitable and just access to quality higher education involving the generation, dissemination and a critical application of knowledge with special focus on the development of higher education in Kasargode and Kannur Revenue Districts and the Manandavady Taluk of Wayanad Revenue District.

### Mission

- To produce and disseminate new knowledge and to find novel avenues for application of such knowledge.
- To adopt critical pedagogic practices which uphold scientific temper, the uncompromised spirit of enquiry and the right to dissent.
- To uphold democratic, multicultural, secular, environmental and gender sensitive values as the foundational principles of higher education and to cater to the modern notions of equity, social justice and merit in all educational endeavors.
- To affiliate colleges and other institutions of higher learning and to monitor academic, ethical, administrative and infrastructural standards in such institutions.
- To build stronger community networks based on the values and principles of higher education and to ensure the region's intellectual integration with national vision and international standards.
- To associate with the local self-governing bodies and other statutory as well as non-governmental organizations for continuing education and also for building public awareness on important social, cultural and other policy issues.



## **KANNUR UNIVERSITY FOUR-YEAR UNDER-GRADUATE PROGRAMME (KU-FYUGP)**

### **Program Outcomes (POs):**

Program Outcomes (POs) serve as a foundational framework defining the skills, knowledge, and attributes that students at Kannur University are expected to acquire upon completion of a specific academic program. Tailored to the unique goals of each program, POs articulate the overarching learning objectives that guide curriculum design and assessment. These outcomes encompass a diverse range of competencies, including critical thinking, problem-solving, effective communication, and discipline-specific expertise. POs play a crucial role in shaping educational experiences, ensuring alignment with academic standards and industry expectations. By articulating clear and measurable expectations, POs contribute to the continuous improvement of academic programs and provide a roadmap for students to develop into well-rounded, competent professionals within their chosen fields.

**At the end of the graduate programme at Kannur University, a student would:**

PO1	<b>Critical Thinking and Problem-Solving:</b> Apply critical thinking skills to analyse information and develop effective problem-solving strategies for tackling complex challenges
PO2	<b>Effective Communication and Social Interaction:</b> Proficiently express ideas and engage in collaborative practices, fostering effective interpersonal connections.
PO3	<b>Holistic Understanding:</b> Demonstrate a multidisciplinary approach by integrating knowledge across various domains for a comprehensive understanding of complex issues.
PO4	<b>Citizenship and Leadership:</b> Exhibit a sense of responsibility, actively contribute to the community, and showcase leadership qualities to shape a just and inclusive society..
PO5	<b>Global Perspective:</b> Develop a broad awareness of global issues and an understanding of diverse perspectives, preparing for active participation in a globalized world
PO6	<b>Ethics, Integrity and Environmental Sustainability:</b> Uphold high ethical standards in academic and professional endeavors, demonstrating integrity and ethical decision-making. Also acquire an understanding of environmental issues and sustainable practices, promoting responsibility towards ecological well-being.
PO7	<b>Lifelong Learning and Adaptability:</b> Cultivate a commitment to continuous self-directed learning, adapting to evolving challenges, and acquiring knowledge throughout life.

**PROGRAMME SPECIFIC OUTCOMES (PSO):**

**PROGRAMME - SPECIFIC OUTCOMES FOR DEVELOPMENT ECONOMICS  
PROGRAMME AT KANNUR UNIVERSITY:**

PSO1	Analytical Proficiency: Apply critical thinking skills to analyze economic data and theories, developing effective problem-solving strategies for addressing complex developmental challenges in various contexts.
PSO2	Effective Communication in Economic Development: Proficiently communicate economic concepts and development strategies, engaging in collaborative practices to foster effective partnerships and social interactions aimed at promoting sustainable development.
PSO3	Holistic Approach to Development: Demonstrate a multidisciplinary understanding by integrating economic theories with insights from sociology, political science, and other relevant domains to comprehensively address the complexities of development issues.
PSO4	Citizenship and Leadership in Development: Exhibit a sense of responsibility towards promoting inclusive growth and social justice, actively contributing to community development initiatives and showcasing leadership qualities to address economic disparities.
PSO5	Global Perspectives on Development: Develop a broad awareness of global development challenges and an understanding of diverse perspectives, preparing for active participation in global development efforts and promoting equitable solutions on an international scale.
PSO6	Ethics, Integrity, and Sustainable Development: Uphold ethical standards in economic research and policy-making, demonstrating integrity and ethical decision-making in addressing developmental issues. Acquire an understanding of environmental sustainability and promote responsible economic practices for ecological well-being.
PSO7	Lifelong Learning and Adaptability in Development Economics: Cultivate a commitment to continuous learning in the field of development economics, adapting to evolving challenges and acquiring knowledge throughout one's career to contribute effectively to sustainable development goals.

**FOUR-YEAR UNDERGRADUATE PROGRAMME IN DEVELOPMENT ECONOMICS**  
**DETAILS OF COURSES OFFERED**  
**LIST OF DISCIPLINE-SPECIFIC COURSES (DSC)**

SEMESTER	COURSE CODE	COURSE NAME	MARKS					CREDITS	HOURS/WEEK
			CCA		ESE		TOTAL		
			P	L	P	L			
I	KU1DSCDECO101	Introductory Microeconomics	0	30	0	70	100	4	4
	KU1DSCDECO102	Economic Journalism	0	30	0	70	100	4	4
	KU1DSCDECO103	Economics of Tourism & Development	0	30	0	70	100	4	4
II	KU2DSCDECO104	Introductory Macroeconomics	0	30	0	70	100	4	4
	KU2DSCDECO105	Indian Financial System	0	30	0	70	100	4	4
	KU2DSCDECO106	Personal Finance	0	30	0	70	100	4	4
III	KU3DSCDECO201	Intermediate Microeconomics	0	30	0	70	100	4	4
	KU3DSCDECO202	Economics for Environment & Development	0	30	0	70	100	4	4
	KU3DSCDECO203	Basics of Economics	0	30	0	70	100	4	4
	KU3DSCDECO204	Sustainability of Natural Resources: Methods & Conservation	0	30	0	70	100	4	4
IV	KU4DSCDECO205	Intermediate Macroeconomics	0	30	0	70	100	4	4
	KU4DSCDECO206	Public Finance	0	30	0	70	100	4	4
	KU4DSCDECO207	Mathematical Tools for Economic Analysis	0	30	0	70	100	4	4
V	KU5DSCDECO301	Development Experience of Indian Economy	0	30	0	70	100	4	4
	KU5DSCDECO302	Statistics for Economic Analysis	0	30	0	70	100	4	4
	KU5DSCDECO303	Theoretical foundations of Development Economics	0	30	0	70	100	4	4
VI	KU6DSCDECO304	Contemporary Readings on Development Economics	0	30	0	70	100	4	4
	KU6DSCDECO305	International Trade theories and policies	0	30	0	70	100	4	4
	KU6DSCDECO306	Introductory Econometrics	0	30	0	70	100	4	4
VII	KU7DSCDECO401	Advanced Microeconomics I	0	30	0	70	100	4	4
	KU7DSCDECO402	Advanced Macroeconomics I	0	30	0	70	100	4	4
	KU7DSCDECO403	Quantitative Techniques for Economic Analysis	0	30	0	70	100	4	4

	<b>KU7DSCDECO404</b>	Readings in Political Economy	0	30	0	70	100	4	4
	<b>KU7DSCDECO405</b>	Financial Economics	0	30	0	70	100	4	4
<b>VIII</b>	<b>KU8DSCDECO406</b>	Advanced Microeconomics II	0	30	0	70	100	4	4
	<b>KU8DSCDECO407</b>	Advanced Macroeconomics II	0	30	0	70	100	4	4
	<b>KU8DSCDECO408</b>	Applied Econometrics	0	30	0	70	100	4	4
	<b>KU8DSCDECO409</b>	Rural Economic Development	0	30	0	70	100	4	4
	<b>KU8DSCDECO410</b>	Behavioral Economics	0	30	0	70	100	4	4
<b>Internship in Major Discipline/Research Project in Major Discipline</b>									
<b>VI</b>	<b>KU6INTDECO301</b>	(Credit for internship to be awarded only at the end of Semester 6)		50	-	50	2		
<b>VIII</b>	<b>KU8RPHDECO401</b>	Project (in Honours Programme)		60	140	200	8		
<b>VIII</b>	<b>KU8RPHDECO402</b>	Research Project (in Honours with Research Programme)		90	210	300	12		

## FOUR-YEAR UNDERGRADUATE PROGRAMME IN DEVELOPMENT ECONOMICS

### LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSES

#### DETAILS OF COURSES OFFERED

SEMESTER	COURSE CODE	COURSE NAME	MARKS					TOTAL	CREDITS	HOURS/WEEK
			CCA		ESE					
			P	L	P	L				
<b>V</b>	<b>KU5DSEDECO301</b>	Basic methodology for Economic Research	0	30	0	70	100	4	4	
	<b>KU5DSEDECO302</b>	Industrial Economics	0	30	0	70	100	4	4	
	<b>KU5DSEDECO303</b>	Heterodox Economics	0	30	0	70	100	4	4	
	<b>KU5DSEDECO304</b>	Mathematical Economics I	0	30	0	70	100	4	4	
<b>VI</b>	<b>KU6DSEDECO305</b>	Intellectual Property Rights	0	30	0	70	100	4	4	
	<b>KU6DSEDECO306</b>	Business Economics	0	30	0	70	100	4	4	
	<b>KU6DSEDECO307</b>	Green Economics & Environmental Auditing	0	30	0	70	100	4	4	
	<b>KU6DSEDECO308</b>	Mathematical Economics II	0	30	0	70	100	4	4	
	<b>KU6DSEDECO309</b>	Development Issues in Kerala	0	30	0	70	100	4	4	
<b>VIII</b>	<b>KU8DSEDECO401</b>	Public Policy & Economic Development	0	30	0	70	100	4	4	
	<b>KU8DSEDECO402</b>	Project management	0	30	0	70	100	4	4	



	<b>KU8DSEDECO403</b>	Economics of Innovation	0	30	0	70	100	4	4
<b>LISTS OF MDC/ SEC/ VAC IN DEVELOPMENT ECONOMICS</b>									
<b>MULTIDISCIPLINARY COURSES</b>									
<b>I</b>	KU1MDCDECO101	Economics in Daily Life	0	25	0	50	75	3	3
<b>I</b>	KU1MDCDECO102	Economics for Competitive Examination	0	25	0	50	75	3	3
<b>II</b>	KU2MDCDECO103	Issues in Indian Economic Development	0	25	0	50	75	3	3
<b>II</b>	KU2MDCDECO104	Economics of Startup and Entrepreneurship	0	25	0	50	75	3	3
<b>VALUE ADDED COURSES</b>									
<b>III</b>	KU3VACDECO201	Environmental Sensitization and Disaster Management	0	25	0	50	75	3	3
<b>III</b>	KU3VACDECO202	Academic Writing in Social Science							
<b>IV</b>	KU4VACDECO203	Economics of Crime and Corruption	0	25	0	50	75	3	3
<b>IV</b>	KU4VACDECO204	Ethics in Academic Writing	0	25	0	50	75	3	3
<b>SKILL ENHANCEMENT COURSES</b>									
<b>IV</b>	KU4SECDECO201	Data Analytics with Spreadsheets	20	10	30	15	75	3	5
<b>IV</b>	KU4SECDECO202	Hospital Economics	10	15	15	35	75	3	4
<b>V</b>	KU5SECDECO301	Experiencing Indian Stock Market-	10	15	15	35	75	3	4
<b>V</b>	KU5SECDECO302	Logistic and Supply Chain Management	10	15	15	35	75	3	4
<b>V</b>	KU5SECDECO303	Reading Economic Survey and Union Budget	10	15	15	35	75	3	4
<b>VI</b>	KU6SECDECO304	Goods and Service Tax	10	15	15	35	75	3	4
<b>VI</b>	KU6SECDECO305	Finance and Technology	10	15	15	35	75	3	4
<b>VI</b>	KU6SECDECO306	Databases and Basic Computational Techniques For Data Analysis	10	15	15	35	75	3	4

## KU1DSCDECO101: INTRODUCTORY MICROECONOMICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC-Major	100-199	KU1DSCDECO101	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

### **Course Description:**

*This course sets foundation for studying the intermediate microeconomics and advanced microeconomics in the forthcoming semesters. The course enables the students to get grip in the microeconomic theory via making the conceptual foundations clear. The course starts with an introduction to microeconomic analysis exploring the basic concepts for better understanding of more advanced theories and moves on to concepts of demand and supply and provides foundations for consumer behaviour analysis at the intermediate level. Foundations of production, cost and revenue analysis are followed in the subsequent module and ends with concepts in factor market and welfare analysis. In brief the course widens the conceptual tool box of an undergraduate student of economics so as to better experience more advanced learning of microeconomics in the forthcoming semesters.*

**Course Prerequisite: NIL**

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Learn the foundational concepts in microeconomics like trade-offs and opportunity cost, nominal and real prices and the so forth for better theoretical understanding	R, U
2	Understand the basic concepts of demand and supply for analysing market dynamics	R, U
3	Understand the basic concepts of production, cost and revenue for learning the subject in the subsequent semesters	R, U
4	Learn the concepts for analysing factor markets and welfare related concepts for better learning microeconomics at the intermediate and advanced levels	R, U
5	Extend the foundational theoretical tool box of microeconomics for subsequent learning at the intermediate and advanced levels	R, U

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

**Mapping of Course Outcomes to PSOs**

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓						
CO 2	✓		✓				
CO 3	✓		✓				
CO 4	✓		✓				
CO 5	✓						

## COURSE CONTENTS

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOUR S
<b>1</b>	<b>INTRODUCTION TO MICROECONOMICS</b>		<b>10</b>
	1	Why study Microeconomics?	1
	2	Trinity problems of economic organization	2
		a) What, how and for whom to produce?	
	3	The themes of Microeconomics	3
		a) Trade-offs and opportunity cost with Production Possibility Curve	
		b) Prices and markets	
		c) Theories and models	
4	Positive and normative analysis	2	
5	Competitive and non-competitive markets	2	
<b>2</b>	<b>BASICS OF DEMAND AND SUPPLY</b>		<b>15</b>
	1	Demand law	4
		a) Demand schedule and demand curve	
		b) Forces behind the downward sloping demand curve	
		c) From individual to market demand curve	
		d) Inverse demand function	
	2	Movement along the demand curve and shift in demand curve	1
	3	Supply law	3
		a) Supply schedule and supply curve	
		b) Forces behind the upward sloping supply curve	
	4	Market equilibrium mechanism	2
a) Changes in market equilibrium			

	5	Elasticity of demand and supply	4	
		a) Price, income and cross elasticity		
		b) Degrees of price elasticity		
		c) Point vs arc elasticity		
		d) Elasticity of supply – degrees of supply elasticities		
	6	Effects of government intervention on market – price controls and price support	1	
<b>FOUNDATIONS OF PRODUCTION, COST AND REVENUE</b>			<b>15</b>	
3	1	Production function	3	
		a) Total, Marginal and Average Product		
	2	Concepts of cost	6	
		a) Fixed, variable and total cost		
		b) Average and marginal cost: relationship between average and marginal cost		
		c) Average Fixed Cost and Average Variable Cost		
		d) Fixed cost vs sunk cost		
		e) Economic cost vs accounting cost		
	3	Link between production and cost – increasing marginal product and decreasing marginal cost	2	
	4	Revenue concepts	4	
		a) Total, Average and Marginal Revenue		
		b) AR, MR and Price elasticity		
		C) AR as demand curve		
	<b>FACTOR MARKET AND WELFARE FOUNDATIONS</b>			<b>10</b>
	4	1	Factor Market	1
		a) factor income vs personal income		
2		Concepts for analysing factor Market	2	
		a) Marginal Physical Product, Value of Marginal Product, Marginal Revenue Product		
		b) Average Factor Cost and Marginal Factor Cost		

		c) MRP curve as factor demand curve	
	3	Factor Price concepts	2
		a) Economic rent and quasi rent, nominal interest and real interest, nominal wages and real wages, concept of profit	
	4	Consumer surplus: concept and illustration with demand curve	3
	5	Producer Surplus: concept and illustration with supply curve	2
5	<b>Teacher Specific Module</b>		10
	<b>Directions:</b> <i>Works based on hypothetical tables from Schaum's Outlines</i>		
	This module would be set as a work-based module preferably keeping Schaum's outlines as basic reference. The content may be based on the theoretical modules from 1 to 4 already in the syllabus or any other topic so as to give better conceptual foundations in Microeconomic theory		

**Essential Readings:**

1. Pindyck R. S., Rubinfeld, D. L., & Mehtha P L. *Microeconomics*. Pearson Education. Latest Edition
2. Samuelson. P. A and Nordhaus. W. D (2010) *Microeconomics*, Nineteenth Edition, McGraw Hills Irwin
3. Salvatore. D, *Schaum's Outlines, Basic Microeconomics*, McGraw Hill Publications, Latest Edition

**Reference Distribution:**

Module	Unit	Reference No.	Remarks
1	1	Essential Reading 1	-
	2	Essential Reading 2	-
	3	Essential Reading 1	-
	4	Essential Reading 1	-
	5	Essential Reading 1	-
2	1	Essential Reading 1	-
	2	Essential Reading 2	-
	3	Essential Reading 3	-

	4	Essential Reading 2	-
	5	Essential Reading 2	-
	6	Essential Readings 2 and 1	-
<b>3</b>	1	Essential Readings 1 and 2	-
	2	Essential Readings 1 and 2	-
	3	Essential Readings 1 and 2	-
	4	Essential Readings 1 and 2	-
<b>4</b>	1	Essential Reading 1	-
	2	Essential Reading 1	-
	3	Essential Reading 1	-
	4	Essential Reading 1	-
	5	Essential Reading 1	-
<b>5</b>	-	Essential Reading 3	Preferably

**Suggested Readings:**

1. Mankiw. G, Principles of Microeconomics, Cengage-MindTap, Latest Edition
2. Salvatore. D, Principles of Microeconomics, Oxford International, Latest Edition

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar	5
e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field Report	-
<b>Total</b>		<b>100</b>

## KU1DSCDECO102: ECONOMIC JOURNALISM

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC-Minor	100-199	KU1DSCDECO102	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

### Course Description:

*This course provides a comprehensive overview of economic journalism, covering essential concepts, practical skills, and specialized areas of reporting. Each module incorporates theoretical foundations, practical exercises, and real-world case studies to enhance students' understanding and proficiency in economic journalism.*

### Course Prerequisite: NIL

### Course Outcomes:

At the end of the course, the student will be able to;

CO No.	Expected Outcome	Learning Domains
1	Understand economic principles relevant to journalism, applying them effectively in analysis and reporting.	R
2	Gain skills in economic reporting, including data analysis, financial statement interpretation, and expert interviewing techniques.	U
3	Apply specialized knowledge in reporting on finance, markets, trade, and development, demonstrating expertise.	R, U
4	Critically analyze economic events through case studies, providing accurate and insightful coverage.	U, A



5	Create high-quality economic journalism pieces, including articles and multimedia content, while upholding ethical and professional standards.	R, A
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*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs							
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1		✓					
CO 2			✓				
CO 3		✓	✓				
CO 4	✓						✓
CO 5	✓	✓					

## COURSE CONTENTS

### Contents for Classroom Transaction:

MO DU LE	UN IT	DESCRIPTION	HOURS
<b>1</b>	<b>INTRODUCTION TO ECONOMIC JOURNALISM</b>		<b>10</b>
	1	Understanding Economic Journalism	2
	2	Definition and scope of economic journalism	2
	3	Importance of economic journalism in society	4
	4	Role of economic journalists in shaping public opinion and policy discourse	2
<b>2</b>	<b>BASIC ECONOMICS FOR JOURNALISTS</b>		<b>12</b>
	1	Principles of economics relevant to journalism - Key economic concepts (e.g., supply and demand, headline inflation, GDP)	3
	2	Understanding economic data and indicators (GDP, Unemployment, Inflation, Industrial Production, etc.)	3
	3	Understanding fiscal and monetary policies	3

	4	Reporting on government budgets, taxation, and spending -Analyzing central bank decisions and their impact	3
<b>3</b>	<b>ECONOMIC TRENDS AND FORECASTING</b>		<b>13</b>
	1	Identifying and reporting on economic indicators (e.g., unemployment rate, consumer confidence) Predicting economic trends and interpreting forecasts	4
	2	Reporting on international economic developments and their implications	3
	3	Case Studies in Economic Reporting	3
	4	Analyzing real-world examples of economic reporting	3
<b>4</b>	<b>ETHICAL AND PROFESSIONAL STANDARDS IN ECONOMIC JOURNALISM</b>		<b>15</b>
	1	Objectivity and impartiality in economic reporting	4
	2	Handling conflicts of interest	4
	3	Fact-checking and verification in economic journalism	3
	4	Examining the challenges and best practices in reporting on economic policy and trends	4
<b>5</b>	<b>Teacher Specific Module</b>		<b>10</b>
	<i>Directions: Activity based on Reports on Economic Events in the Media</i>		
	<i>Teachers can assign students activities based on various media reports on key economic events both at the national and international level, which will enable the students to perceive how economic events are getting reported in the media. Teachers can employ various methodologies based on Journalism Workshops, Social Media Reporting, Field Visits etc.</i>		10

**Essential Readings:**

1. Kovach, B., & Rosenstiel, T. (2007). *The elements of journalism: What news people should know and the public should expect*. Three Rivers Press.
2. Picard, R. G., & Wildman, S. S. (Eds.). (2016). *Handbook on the economics of the media*.
3. Parker, R. (1997). *Journalism and economics: The tangled webs of profession, narrative, and responsibility in a modern democracy* (Discussion Paper D-25).

**Reference Distribution:**

Module	Unit	Reference No.
1	1	Essential readings 2 and 3

	2	Essential readings 2 and 3
	3	Essential readings 2 and 3
	4	Essential readings 2 and 3
<b>2</b>	1	Essential readings 1 and 3
	2	Essential readings 1 and 3
	3	Essential readings 1 and 3
	4	Essential readings 1 and 3
<b>3</b>	1	Essential readings 2 and 3
	2	Essential readings 2 and 3
	3	Essential readings 2 and 3
<b>4</b>	1	Essential readings 1,2 and 3
	2	Essential readings 1,2 and 3
	3	Essential readings 1,2 and 3
	4	Essential readings 1,2 and 3

**Suggested Readings:**

1. Wheelan, C. (Year). *Naked economics: Undressing the dismal science*.
2. Picard, R. G. (2018). The economics of journalism and news provision. In T. P. Vos (Ed.), *Journalism* (pp. 281-296). De Gruyter Mouton.  
<https://doi.org/10.1515/9781501500084-014>

**Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar	5
e)	Book/ Article Review	-
f)	Viva-Voce	
g)	Field Report	-
<b>Total</b>		<b>100</b>

## KU1DSCDECO103: ECONOMICS OF TOURISM AND DEVELOPMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC-Minor	100-199	KU1DSCDECO103	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

### Course Description:

*This course examines the intersection of tourism and economic development, focussing on how tourism can drive economic growth. This also analyses the economic impacts of tourism at local, regional, and national levels. And it also assesses the challenges and opportunities associated with tourism. Additionally, the field visits incorporated with the syllabus will help the students to get practical knowledge about various concepts and impacts associated with tourism.*

### Course Prerequisite: NIL

### Course Outcomes:

At the end of the course, the student will be able to;

CO No.	Expected Outcome	Learning Domains
1	Understand fundamental concepts and principles of tourism economics.	R, U
2	Understand the factors that influence the demand and supply of the tourism industry.	R, U
3	Learn the negative and positive impacts of tourism.	R, U
4	Acquire the ability to apply economic principles to tourism	U, A
5	Students will gain exposure to tourism products in various tourist spots.	R, U

***\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

### Mapping of Course Outcomes to PSOs

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓						✓
CO 2			✓				
CO 3				✓		✓	✓
CO 4		✓					
CO 5			✓		✓		✓

### COURSE CONTENTS

#### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	<b>INTRODUCTION TO TOURISM</b>		<b>10</b>
		a) Definition and Scope of Tourism	2
		b) Types of Tourism – Cultural tourism, Eco tourism, Medical Tourism, Heritage Tourism, Health Tourism, Beach Tourism, Backwater Tourism, Adventure tourism	3
		c) Resources in Tourism, Components of Tourism	2
		d) Tourism Industry, Characteristics of Tourism Products.	3
2	<b>Module 2: Economics of Tourism</b>		<b>15</b>
		a) Tourism Demand - Types of Tourism Demand, Determinants of Tourism Demand, Measurement of Tourism Demand	4
		b) Cost and Supply in Tourism- Cost Structure, Pricing Strategies, Factors influencing Tourism Supply – Equilibrium in Tourism Market	4
		c) Propensity and Measurement of Tourist Statistics	3

		d) Volume, Expenditure, and Profile of tourism – Recent trends in Kerala and India	2
		e) Tourism Barometer - Spenders and Earners in International Tourism	2
3	<b>Module 3: Impacts of Tourism</b>		<b>10</b>
		a) Positive and Negative Impacts of Tourism - Economic, Socio-Cultural, and Environmental Impact, Global Environmental Issues and Tourism.	4
		b) Foreign exchange, Taxes in Tourism, Employment Generation, Investment and Development	4
		c) Multiplier effect, Types of Multipliers, Regional Development, Tourism as a Foreign Exchange Earner	2
4	<b>Module 4: Tourism Planning and Development</b>		<b>15</b>
		a) Tourism planning - Process and Techniques - Tourism Management	3
		b) Environmental Dimensions of Tourism, Carrying Capacity, Sustainability, Conservation Policy	3
		c) Features of Tourist Destinations, Essential Facilities, and Services for Tourism Development	3
		d) Tourism Development in Kerala, India - Tourism organizations – WTO, PATA, IATA, WTTC - Functions of ITDC, KTDC, DTPC	3
		e) Kerala Tourism at a Glance – Financial Performance, Tourist Arrivals in Kerala, Major Tourist Destinations in Kerala.	3
5	<b>Teacher Specific Module</b>		<b>10</b>
	1	<p>This module would be preferably designed as activity oriented. A few suggestions are as follows (pick up any one and need to be evaluated);</p> <ol style="list-style-type: none"> <li>1) The students may be instructed to prepare and present travel experiences which they have made in innovative forms like video presentations, narratives in document forms, documentaries and the so forth (preferably group presentations).</li> <li>2) The students may be instructed to conduct interview of the tourists in the nearest tourism destination and present feedback in any innovative forms (report, video presentation, documentaries and so forth). (survey must be in holidays).</li> <li>3) Pick up a foreign nation and identify major tourism destinations and their features and present in any innovative form which the student likes to. Different You-tube channels on travel would also be used as references.</li> </ol>	10

		4) Conduct study tour (inside Kerala and maximum of 2 days) and submit reflections in any innovative forms which the students prefer to. (10 hour may be preferably devoted for the presentations and evaluation of the activity)	
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**Essential Readings:**

1. Vanhove, N (2005), The Economics of Tourism Destinations, Elsevier Ltd.
2. Sinclair, M & Stabler, M (1997), The Economics of Tourism, Routledge
3. Robert Woodrow McIntosh, Charles R. Goeldner (2010), Tourism: Principles, Practices and Philosophies, Wiley.
4. Arjun Kumar Bhatia (2006), International Tourism Management, Sterling Publishers Pvt. Ltd, New Delhi.
5. Jagmohan Negi (2004) International Tourism and Travel, S. Chand and Company Ltd, New Delhi.
6. Krishnan Kamra (1997) Tourism: Theory, Planning, and Practice, Indus Publishing
7. Kunal Chattopadhyay (1995) Economic Impact of Tourism Development: An Indian Experience, Kanishka Publishers.
8. Mike J. Stabler, Andreas Papatheodorou, M. Thea Sinclair (2009), The Economics of Tourism, Routledge
9. Sipra Mukho padhay (2010). Tourism Economics, Ann Books Pvt. Ltd.
10. Ghosh Bishwanath Ghosh (2009) Tourism and Travel Management, Vikas Publications House Pvt. Ltd.
11. Chris Cooper (2005) - Tourism: Principles and Practices, Pearson Education
12. Economic Reviews (2024), Kerala State Planning Board, Government of Kerala
13. <https://www.keralatourism.org/>
14. <https://www.globaltourismindia.com/states/kerala/>
15. <http://www.unwto.org/asia/responsible-tourism-initiative-kerala>
16. <https://spb.kerala.gov.in/economic-review/>

17. <https://tourism.gov.in/>
18. <https://www.india.gov.in/topics/travel-tourism>
19. <https://www.niti.gov.in/verticals/tourism-and-culture>
20. <http://www.unwto.org/tourism-statistics>

**Reference Distribution:**

<b>Module</b>	<b>Reference No.</b>	<b>REMARKS</b>
<b>1</b>	Essential Readings 4,8,9 and 10	-
<b>2</b>	Essential Readings 1,2,8 and 9	-
<b>3</b>	Essential Readings 2,3,5,7,8 and 10	-
<b>4</b>	Essential Readings 1,3,4,6,11 and 12	-
<b>5</b>	Websites, Reports, Travel Vlogs, Travel Channels (The reference is open ended)	Preferably

**Suggested Readings:**

1. Robert C Mill and Alastair M Morrison (2002) Tourism Systems, Kendall/Hunt Publishing Company.
2. Sinha P C (1998), Tourism Management: International encyclopedia of tourism management series, Anmol Publications Pvt. Limited.
3. William C. Gartner (1996), Tourism Development: Principles, Processes, and Policies, Van Nostrand Reinhold
4. Pran Nath Serh (2006) Successful Tourism, Vol.1, Sterling Publishers Pvt. Ltd, New Delhi.
5. Sangar J P (2006), Tourism Management, Anmol Publications Pv1.Ltd, New Delhi.
6. Kunal Chattopadhyay (1995) Economic Impact of Tourism Development: An Indian Experience, Kanishka Publishers.
7. Mario D' Soula (1998) Tourism Development and Management, New Delhi



**Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	-
d)	Seminar	
e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field visit report	10
<b>Total</b>		<b>100</b>

## KU1MDCDECO101: ECONOMICS IN DAILY LIFE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	MDC	100-199	KU1MDCDECO101	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

### Course Description:

*This course is designed to provide multidisciplinary foundations of economics with understanding of economic principles and their relevance in daily life. This course offers a comprehensive exploration of fundamental economic concepts, aiming to equip learners with the necessary tools to navigate economic issues in their personal and professional spheres. From understanding price determination and inflation to exploring personal finance, global trade dynamics and social issues such as income inequality and poverty alleviation, students are expected to gain practical insights into economics. By the end of the course, participants will be able to develop basic understanding of economic phenomena, enabling them to make informed decisions and engage meaningfully with economic issues in their everyday life.*

### Course Prerequisite: NIL

### Course Outcomes:

COs	Expected Outcome	Learning Domains
CO 1	Gain a foundational understanding of economic principles to interpret and engage with economic issues in everyday life.	R, U
CO 2	Understand economic concepts to make informed decisions regarding personal finance and investments.	R, U
CO 3	Develop awareness of global economic dynamics and their implications for individual economies and societies.	R, U
CO 4	Enhance critical thinking skills to address social and economic challenges such as inequality, discrimination, poverty and corruption.	R, U, A

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

**Mapping of Course Outcomes to PSOs**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓		✓				
CO 2	✓		✓				
CO 3	✓		✓			✓	
CO 4	✓				✓		

**COURSE CONTENT****Contents for Classroom Transaction:**

<b>M O D U L E</b>	<b>U N I T</b>	<b>DESCRIPTION</b>	<b>HOURS 45</b>
<b>1</b>	<b>BASIC UNDERSTANDING OF ECONOMICS</b>		<b>17</b>
	1	What is economics? a) Definition and the scope of economics	1
	2	Importance of learning economics in daily life a) Role of economics in decision-making and understanding societal systems	1
	3	Price determination a) Factors influencing prices and reasons for price fluctuations	2
	4	Per-capita GDP	1
	5	Understanding Inflation a) Meaning of inflation and how it is measured in India	1
	6	Economic cycles a) Understanding the phases of economic cycles	3
	7	Personal budget a) Income, expenditure, saving, and investment (concepts) b) Alternatives to savings accounts and considerations for investment decisions	2
		Government budget a) Taxes and subsidies	3

	8	b) Components of government budget	
		c) Reasons behind heavy taxation on specific goods (eg: Taxation on alcohol and tobacco)	
	9	Stock market mechanics	
		a) Bulls and bears	3
		b) Functioning of stock markets	
	<b>ECONOMIC SYSTEMS AND GLOBALIZATION</b>		<b>8</b>
2	1	Capitalism vs. socialism	
		a) Contrasting features and implications of different economic systems.	3
		b) Balancing between state regulation and free market dynamics.	
	2	Nationalization	
		a) Effects of government ownership on economic growth	2
	3	International Trade	
a) Imports, and exports		3	
b) Free trade: controversies surrounding unrestricted trade policies			
	<b>ECONOMICS OF SOCIAL ISSUES</b>		<b>12</b>
3	1	Inequality	
		a) Inequality in income distribution	3
		b) Disproportionate earnings: Concept of income inequality	
	2	Discrimination in the job market	
		a) Examination of gender and minority discrimination in employment	3
		b) Gender pay gap	
	3	Poverty	
		a) Feasibility and strategies for poverty alleviation	2
	4	Unemployment	
		a) Types of unemployment	3
		b) Definition and implications of an acceptable level of unemployment	
	5	Corruption: An economic perspective	1
	4	<b>TEACHER SPECIFIC MODULE</b>	

	<p>This module aims at engaging students through simple practical and interactive learning activities. Teacher may include activities like;</p> <p>1. Personal Budget Creation: Provide students with a hypothetical monthly income and a list of expenses</p> <p>2. Group Discussion and Problem-Solving: Divide students into groups, each group may be assigned a specific social issue (e.g., income inequality, poverty, gender discrimination).</p>	<b>8</b>
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**Essential Readings:**

1. Officer, L. H. (2009). Everyday Economics: Honest Answers to Tough Questions. Palgrave Macmillan.
2. Krugman, P., & Wells, R. (2020). Economics (6th ed.). Worth Publishers.

**Reference Distribution:**

Module	Unit	Reference No.	Remarks
<b>1</b>	1-9	Essential Reading 1	-
		Essential Reading 2	-
<b>2</b>	1-3	Essential Reading 1	-
		Essential Reading 2	-
<b>3</b>	1-5	Essential Reading 1	-
		Essential Reading 2	-

**Suggested Readings:**

1. Friedman, D. D. (1997). Hidden Order: The Economics of Everyday Life. Harper Collins.
2. Heyne, P. T. (1983). The Economic Way of Thinking (4th ed.). Science Research Associates.

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar	-
e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field Report	-
<b>Total</b>		<b>75</b>

## KU2MDCDECO102: ECONOMICS FOR COMPETITIVE EXAMINATIONS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	MDC	100-199	KU2MDCDECO102	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5 (Hours)

### Course Description:

This course offers an interdisciplinary approach to understanding economics. Students will gain insights into fundamental economic principles while exploring the latest trends in the Indian economy, public finance, and international economic developments. Furthermore, it addresses recent developments in India's economy, including government initiatives and contemporary issues. Through a blend of theoretical frameworks and practical case studies, this course prepares students with diverse academic backgrounds to excel in competitive examinations by enhancing their analytical and problem-solving skills.

**Course Prerequisite:** Basic understanding about the economy

### Course Outcomes:

At the end of the course, the student will be able to;

COs	Expected Outcome	Learning Domains
CO1	Gain a comprehensive understanding of the fundamentals of economics	R
CO2	Develop analytical skills to analyze and interpret trends in the Indian economy	U
CO3	Acquire up-to-date knowledge of recent developments in Indian economy	R, U
CO4	Prepared with essential analytical and problem-solving skills to excel in competitive examinations.	U, A

CO5	Gain the capability to effectively apply theoretical economic frameworks to practical case studies.	A
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**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

### Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1		✓					
CO 2			✓				
CO 3		✓	✓				
CO 4	✓						✓
CO 5	✓	✓					

### COURSE CONTENTS

#### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>FUNDAMENTALS OF ECONOMICS</b>	
<b>1</b>	1	Definition and Scope of Economics - Basic Economic Problems: Scarcity and Choice - Types of Economies: Market, Command, and Mixed	2
	2	Demand and Supply: Law, Determinants, and Elasticity National Income Accounting: GDP, GNP, NDP, NNP, Personal and Disposable Income	2
	3	Money and Banking: Functions of Money and Banking Structure in India	2
	4	Types of Inflation – Consumer Price Index – Wholesale Price Index Various Phases of Business Cycles	2
<b>STRUCTURE OF INDIAN ECONOMY</b>		<b>10</b>	

2	1	Features of the Indian Economy -Demographic Trends and Issues	3
	2	Poverty and Inequality: Causes and Remedies - Employment and Unemployment: Types, Trends, and Government Policies	3
	3	Historical Perspective of Economic Planning in India - Five-Year Plans: Objectives, Achievements, and Failures	2
	4	NITI Aayog: Objectives and Functions - Sustainable Development and Environmental Issues	2
<b>PUBLIC FINANCE AND INTERNATIONAL TRADE</b>			<b>10</b>
3	1	Public Revenue: Sources, Taxation, Types of Taxes, and Reforms Public Expenditure: Types, Causes, and Effects	3
	2	Budget: Types, Preparation, and Process Fiscal Policy: Objectives and Tools	3
	3	Foreign Trade Policy	2
	4	International Institutions – WTO, ADB.ASEAN, G-8, G-20, BRICS	2
<b>CURRENT ECONOMIC ISSUES</b>			<b>9</b>
4	1	Economic Reforms in India - Liberalization, Privatization, and Globalization	3
	2	Banking Sector Reforms -Capital Market Reforms Monetary Policy: Objectives, Tools, and Recent Changes	2
	3	Current Economic Issues: Inflation, Unemployment, and Economic Slowdown	2
	4	Impact of Global Economic Developments on India	2
<b>TEACHER SPECIFIC MODULE</b>			<b>8</b>
5	<i>Directions: Activities based on previous question papers of competitive examinations and Orientation for Attending Interviews</i>		
	This module would be preferably set as activities based on previous year question papers of competitive examinations. Orientation session may also be planned to equip the students to face interviews in higher order examinations.		8



### Essential Readings:

1. Ramesh Singh (2020). *Indian Economy for Civil Service Examinations*. McGraw Hill Education.
2. Uma Kapila (2019). *Indian Economy: Performance and Policies*. Academic Foundation, New Delhi.
3. Pindyck, R. S., & Rubinfeld, D. L. (2018). *Microeconomics* (9th ed.). Pearson Education.
4. Gregory N Mankiw. (2020). *Macroeconomics* (10th ed.). Worth Publishers.
5. *Pratiyogita Darpan*. (2023). Indian Economy Special Issue.

### Reference Distribution:

Module	Unit	Reference No.
1	1	Essential Reading 3
	2	Essential Reading 3 and 4
	3	Essential Reading 1 and 4
	4	Essential Reading 1 and 4
2	1	Essential Reading 1 and 5
	2	Essential Reading 1 and 5
	3	Essential Reading 1 and 5
	4	Essential Reading 1 and 5
3	1	Essential Reading 1 and 5
	2	Essential Reading 1 and 5
	3	Essential Reading 1 and 5
4	1	Essential Reading 1 and 5
	2	Essential Reading 1 and 5
	3	Essential Reading 1 and 5
	4	Essential Reading 1 and 5
		Essential Reading 1 and 5

### Suggested Readings:

1. *The Hindu, Economic Times, Financial Express, The Mint* – National Dailies.
2. *Economic and Political Weekly*. Various Issues
3. *Journals - Yojana, Kurukshetra, Social Welfare*

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	-
d)	Seminar	-

e)	Book/ Article Review	-
f)	Viva-Voce	5
g)	Field Report	-
<b>Total</b>		<b>75</b>

**KU2DSCDECO104: INTRODUCTORY MACROECONOMICS**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC-Major	100-199	KU2DSCDECO104	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

**Course Description:**

*This course introduces the essence of macroeconomics and national income accounting, and delves into macroeconomic phenomena such as unemployment, inflation, and economic growth. It is also designed to introduce the students classical and Keynesian macroeconomic theories. The course enables the students to comprehend the intricacies of national income measurement and also familiarises basic analytical tools to understand various macroeconomic variables and their interactions.*

**Course Prerequisite: NIL****Course Outcomes:**

At the end of the course, the student will be able to;

CO No.	Expected Outcome	Learning Domains
1	Recall the definitions of key macroeconomic concepts such as GDP, GNP, inflation, and unemployment and learn the formulas and methods used in national income accounting.	R, U

2	Understand the relationships between different macroeconomic variables and concepts and the differences between microeconomics and macroeconomics	R, U
3	Apply various measurement methods (value-added, income, expenditure) to calculate national income and GDP and use macroeconomic theories to analyse and interpret economic data	U, A
4	Understand the causes and consequences of macroeconomic issues such as unemployment and inflation	U
5	Understand the changes in macroeconomic variables from Keynesian and classical perspective and make interpretation	U

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

### Mapping of Course Outcomes to PSOs

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓				✓		
CO 2	✓	✓					
CO 3	✓	✓	✓				
CO 4	✓	✓			✓		
CO 5	✓	✓					

### COURSE CONTENTS

#### Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
<b>1</b>	<b>INTRODUCTION TO MACRO ECONOMICS</b>		<b>10</b>
	1	Conceptualising macroeconomics	1
	2	Micro Vs macro economics	1
	3	Concepts in Macroeconomics	6

		a) Macroeconomic variables - stock and flow variables, endogenous and exogenous variables, ex-ante and ex-post variables		
		b) Equilibrium and disequilibrium - partial and general equilibrium, static, comparative and dynamic equilibrium.		
	4	Major macroeconomic issues - unemployment, inflation, business cycle and economic growth.	2	
2	<b>BASIC CONCEPTS OF NATIONAL INCOME ACCOUNTING</b>		<b>13</b>	
	1	Introduction to National Income Accounting - SNA approach	2	
	2	Concepts in national income accounting		5
		a) Concepts of GNP, GDP, NNP, GVA and NDP at market price and at factor cost.		
		b) Personal income and disposable income		
		c) Real versus Nominal GDP		
		d) GDP Deflator and its significance.		
	3	Measuring the value of Economic Activity - Value Added Method, income method and Expenditure Method.	4	
4	Circular flow of income in a four-sector model	2		
	Note: <i>Algebraic solutions may be applied to various concepts and methods in the module</i>		-	
3	<b>CLASSICAL APPROACH TO MACROECONOMICS</b>		<b>15</b>	
	1	The Classical Pillars: Say's law, wage-price flexibility, interest rate flexibility	5	
	2	Classical Dichotomy and neutrality of money	3	
	3	Equilibrium output and employment: labour demand, labour supply and labour market equilibrium	4	
	4	The classical quantity theory of money	3	

<b>4</b>	<b>KEYNESIAN APPROACH TO MACRO ECONOMICS</b>		<b>12</b>
	1	The simple Keynesian model: The components of aggregate demand - consumption, investment, government spending and taxes	3
	2	Role of effective demand in Keynesian model of determining equilibrium employment and output	2
	3	Components of Aggregate supply and aggregate demand and equilibrium in two sector model	4
	4	Investment multiplier, government expenditure multiplier and balanced budget multiplier	2
	5	Determination of equilibrium income in three and four sector model	1
<b>5</b>	<b>TEACHER SPECIFIC MODULE</b>		<b>10</b>
	<b>Directions:</b> <i>Exercises from Schaum's Outline</i>		-
	<i>This module would be set as exercise-based module preferably keeping Schaum's outlines of Macroeconomics as basic reference. The content may be based on the theoretical modules in the syllabus or any other topic so as to give better conceptual foundations in Macroeconomic theory.</i>		10

**Essential Readings:**

1. Mankiw, N. Gregory, "Macroeconomics." (2006) Worth Publishers
2. Mukherjee, Sampat. *Analytical Macroeconomics: From Keynes to Mankiw*. New Central Book Agency (P) Ltd, 2021
3. Mukherjee, Sampat. *Macroeconomics A global Text*. New Central Book Agency (P) Ltd, 2013
4. Dwivedi, D.N. (2006) *Macro Economics – Theory & Policy*, Tata McGraw Hill Publishing Company *Microeconomics Theory & Application* Pearson.
5. List Stonier, A.W. and Hague, D.C.: *A Textbook of Economic Theory*, Longman Group, London
6. Mankiw, N.G.: *Elementary Macroeconomics*, Worth Publishers, 7th edition, 2010.

## 7. System of National Accounts 2008 - 2008 SNA

[https://unstats.un.org/unsd/nationalaccount/sna2008.asp#:~:text=The%20System%20of%20National%20Accounts,%2C%201993%20\(1993%20SNA\).](https://unstats.un.org/unsd/nationalaccount/sna2008.asp#:~:text=The%20System%20of%20National%20Accounts,%2C%201993%20(1993%20SNA).)

**Reference Distribution:**

Module	Unit	Reference No.	Remarks
1	1	Essential Reading 1	-
	2	Essential Reading 4	-
	3a	Essential Readings 4 and 8	-
	3b	Essential Reading 4	-
	4	Essential Reading 3	-
2	1	Essential Reading 7	-
	2a	Essential Readings 3 and 4	-
	2b	Essential Reading 3	-
	2c	Essential Readings 3 and 6	-
	2d	Essential Reading 6	-
	3	Essential Reading 3	-
	4	Essential Readings 1 and 2	-
3	1	Essential Reading 3	-
	2	Essential Reading 3	-
	3	Essential Readings 3 and 4	-
	4	Essential Readings 3 and 1	-
4	1	Essential Readings 1 and 3	-
	2	Essential Reading 3	-
	3	Essential Readings 1 and 3	-
	4	Essential Reading 1	-
	5	Essential Readings 1 and 3	-

**Suggested Readings:**

- 1 List Stonier, A.W. and Hague, D.C.: A Textbook of Economic Theory, Longman Group, London
- 2 Mankiw, N.G.: Elementary Macroeconomics, Worth Publishers, 7th edition, 2010.
- 3 Errol D'Souza, Macroeconomics, Pearson Education, 2009.
- 4 Mankiw, N. G. *Principles of economics*. Cengage Learning, 2021.

**Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar	5
e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field Report	-
<b>Total</b>		<b>100</b>



**KU2DSCDECO105: INDIAN FINANCIAL SYSTEM**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCDECO105	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

**Course Description:**

*This course offers an in-depth exploration of the financial system, emphasizing its crucial role in economic development and its various components. The curriculum provides a comprehensive understanding of financial markets, alongside a detailed study of financial institutions. Additionally, the course covers the regulatory framework governing the Indian financial system. Through this course, students will gain insights into the structure, functions, and recent trends within the Indian financial system.*

**Course Prerequisite: NIL****Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Explain the concept of a financial system and its role in facilitating economic development.	R, U
2	Identify and describe the components of the Indian financial system	R, U
3	Analyze the functions of the money market and capital market	R, U, An
4	Evaluate the role of banking institutions, both commercial banks and non-banking financial institutions	R, U, E
5	Describe the functions of regulatory authorities like the RBI, SEBI, and IRDAI.	R, U

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

### Mapping of Course Outcomes to PSOs

-	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓		✓		✓		
CO 2	✓		✓				
CO 3	✓		✓				
CO 4	✓		✓				
CO 5	✓				✓		

### COURSE CONTENTS

#### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
<b>1</b>	<b>FINANCIAL SYSTEM</b>		<b>9</b>
	1	Meaning, Role and functions of financial system	3
	2	Evolution of Financial System in India	3
	3	Components of Indian financial system	2
	4	An overview of Indian financial system	1
<b>2</b>	<b>FINANCIAL MARKETS</b>		<b>16</b>
	1	Money market – meaning – functions	2
	2	Components of Indian money market – (Call Money market, Commercial Bill Market, Treasury Bill Market, Market for Commercial Paper and Certificate of Deposit).	3
	3	Money market instruments (Call Money, Commercial bill, Treasury bill, Commercial paper and Certificate of deposit)	1
	4	Recent trends in Indian money market (Technological Advancements and Regulatory changes)	2
	5	Capital market – Functions	1
	6	Primary and secondary markets	1
	7	Stock Exchanges in India - Functioning of Stock Exchange in India – BSE – NSE – Stock Market indices	3
8	Capital market instruments (Shares, bonds, debentures and Derivatives)	3	
<b>3</b>	<b>FINANCIAL INSTITUTIONS</b>		<b>13</b>

	1	Meaning and types of financial institutions	2
	2	Banking Institutions - Scheduled commercial banks and scheduled cooperative banks	2
	3	Commercial banks – functions	2
	4	Non Banking Financial Institutions – Functions	2
	5	Constituents of NBFIs - Regional Rural Banks - NBFCs and Development Finance institutions – NABARD	4
	<b>FINANCIAL REGULATION</b>		<b>12</b>
<b>4</b>	1	Regulatory authorities in Indian Financial system	1
	2	Reserve Bank of India – Role and functions – Instruments of monetary control	4
	3	Securities Exchange Board of India – Role and its functions in market regulation and investor protection	4
	4	Insurance Regulatory and Development Authority of India (IRDAI) - Functions (Regulation & Development of Insurance Sector)	3
	<b>TEACHER SPECIFIC MODULE</b>		<b>10</b>
<b>5</b>	This module includes interactive sessions that facilitate deep learning and critical thinking among students through the following ways		
	<ul style="list-style-type: none"> <li>➤ Use case studies of recent developments in money and capital markets.</li> <li>➤ Conduct mock trading sessions to give practical insights into stock market operations</li> <li>➤ Discuss the role of technology and digitalization in the banking sector.</li> <li>➤ Organize debates on the effectiveness of financial regulations in India.</li> <li>➤ Learning from movies (e.g.: GAFLA, The Wall Street, Fall of Lehman Brothers etc.)</li> </ul>		

**Essential Readings:**

1. Khan, M. Y. (2021). *Indian Financial System*. Tata McGraw-Hill Education. 10<sup>th</sup> Edition
2. Bhole, L. M., & Mahakud, J. (2017). *Financial Institutions and Markets: Structure, Growth and Innovations*. Tata McGraw-Hill.
3. Pathak, V. P (2021). *The Indian Financial System: Markets, Institutions, and Services*. Pearson Education India. 6<sup>th</sup> Edition
4. Saunders, A., & Cornett, M. M. (2020). *Financial Institutions Management: A Risk Management Approach*. McGraw-Hill Education.
5. Sharma, R. (2017). *Indian Financial System and Markets*. Sage Publications India.

**Reference Distribution:**

<b>Module</b>	<b>Reference</b>	<b>Remarks</b>
<b>1</b>	Khan, M. Y. (2021). <i>Indian Financial System</i> . Tata McGraw-Hill Education. 10 <sup>th</sup> Edition	
	Bhole, L. M., & Mahakud, J. (2017). <i>Financial Institutions and Markets: Structure, Growth and Innovations</i> . Tata McGraw-Hill.	
	Pathak, V. P (2021). <i>The Indian Financial System: Markets, Institutions, and Services</i> . Pearson Education India. 6 <sup>th</sup> Edition	
<b>2</b>	Khan, M. Y. (2021). <i>Indian Financial System</i> . Tata McGraw-Hill Education. 10 <sup>th</sup> Edition	
	Pathak, V. P (2021). <i>The Indian Financial System: Markets, Institutions, and Services</i> . Pearson Education India. 6 <sup>th</sup> Edition	
<b>3</b>	Saunders, A., & Cornett, M. M. (2020). <i>Financial Institutions Management: A Risk Management Approach</i> . McGraw-Hill Education.	
	Khan, M. Y. (2021). <i>Indian Financial System</i> . Tata McGraw-Hill Education. 10 <sup>th</sup> Edition	
	Pathak, V. P (2021). <i>The Indian Financial System: Markets, Institutions, and Services</i> . Pearson Education India. 6 <sup>th</sup> Edition	
<b>4</b>	Sharma, R. (2017). <i>Indian Financial System and Markets</i> . Sage Publications India.	
	Khan, M. Y. (2021). <i>Indian Financial System</i> . Tata McGraw-Hill Education. 10 <sup>th</sup> Edition	
<b>5</b>		

**Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar	5
e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field Report	-
<b>Total</b>		<b>100</b>

**KU2DSCDECO106: PERSONAL FINANCE**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC-Minor	100-199	KU2DSCDECO106	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

**Course Description:**

*This Course is designed to equip students with comprehensive knowledge and practical skills in managing personal finances across various aspects. The course is designed in such a way of preparing them to make informed financial decisions and plan for future financial security and financial prudence.*

**Course Prerequisite: NIL****Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Demonstrate understanding of budgeting, saving, investing, and risk management in personal finance.	R
2	Acquire skills in creating budgets, evaluating investments, and managing debt effectively.	U
3	Evaluate personal finances, set goals, and develop strategies considering income, expenses, and risks.	R, U
4	Create plans integrating short-term expenses and long-term goals, effectively prioritizing resources.	U, A

5	Make sound financial choices based on data analysis, economic understanding, and ethical awareness.	R, A
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*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

### Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1		✓					
CO 2			✓				
CO 3		✓	✓				
CO 4	✓						✓
CO 5	✓	✓					

### COURSE CONTENTS

#### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	<b>Foundations of Personal Finance</b>		<b>8</b>
	1	Definition, scope, and importance of personal finance	2
	2	Understanding financial statements and terminology - Developing financial management skills	2
	3	Importance of saving and types of savings accounts Understanding the range of banking services and modern payment methods.	2

	4	Types of insurance (life, health, property) Strategies for managing risk and establishing emergency funds.	2
	<b>Investment and Wealth Building</b>		<b>12</b>
2	1	Introduction to stocks, bonds, mutual funds, and other investment options.	3
	2	Concept of Risk-return trade-off and need for investment diversification	2
	3	How to Invest? – Practical Insights (Investments in equity markets, fixed income securities, mutual funds, bullion market and real estate).	4
	4	Introduction to cryptocurrencies and digital currencies	3
	<b>Financial Planning and Management</b>		<b>15</b>
3	1	Steps in financial planning and goal setting - Creating and maintaining a personal financial plan	5
	2	Types of loans and borrowing considerations - Strategies for debt repayment and managing debt	5
	3	Basics of tax planning and optimizing tax efficiency - Estate planning fundamentals and strategies	5
	<b>Special Topics in Personal Finance</b>		<b>15</b>
4	1	Financial Consumer Protection -Rights and responsibilities of financial consumers	4
	2	Financial frauds & thefts- (identity theft, fishing, investment scams, insurance scams, loan scams, online shopping frauds, Ponzi Schemes, Money Chain model)	4
	3	Contemporary Issues in Personal Finance -Impact of Covid-19 on personal finance strategies, FinTech in modern finance	4

	4	Case studies of financial frauds (Sathyam Scandal, Nirav Modi Scam, Harshad Mehta Scam)	3
5	<b>Teacher Specific Module</b>		<b>10</b>
	<i>Directions: Activities on household finance management</i>		
	The module is to be designed as activity based one preferably using themes in the syllabus. The students may be assigned tasks to study and present the household investment plans taking the case of their own families. Issues like construction and acquiring of assets at home, management of household debt, role of local chit funds and so on may be incorporated in the frame.		10

**Essential Readings:**

1. Kana Sukumaran, (2024). *Personal finance: A book on financial literacy*. Norton Press.
2. Robin, V., & Dominguez, J. (2018). *Your money or your life: 9 steps to transforming your relationship with money and achieving financial independence*. Penguin Books.
3. Ramsey, D. (2013). *The total money makeover: A proven plan for financial fitness*. Thomas Nelson.

**Reference Distribution:**

Module	Unit	Reference No.
1	1	Essential Reading 1
	2	Essential Reading 1
	3	Essential Reading 1
	4	Essential Reading 1
2	1	Essential Readings 1,2 and 3
	2	Essential Readings 1,2 and 3
	3	Essential Readings 1,2 and 3
	4	Essential Readings 1,2 and 3
3	1	Essential Readings 1 and 2
	2	Essential Readings 1 and 2
	3	Essential Readings 1 and 2
4	1	Essential Readings 1 and 3
	2	Essential Readings 1 and 3



	3	Essential Readings 1and 3
	4	Essential Readings 1and 3

**Suggested Readings:**

1. Graham, B. (2006). The intelligent investor: The definitive book on value investing. Harper Business.
2. Kiyosaki, R. T. (2017). Rich dad poor dad: What the rich teach their kids about money that the poor and middle class do not. Plata Publishing.

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar	5
e)	Book/ Article Review	-
f)	Viva-Voce	
g)	Field Report	-
<b>Total</b>		<b>100</b>

### KU2MDCDECO103: ISSUES IN INDIAN ECONOMIC DEVELOPMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	MDC	100 -199	KU2MDCDECO103	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

*This course is open to students from various disciplines. The course offers a comprehensive exploration of crucial issues in Indian economic development. Through engaging lectures and discussions, students will delve into fundamental concepts of economic growth and development, population dynamics, poverty, inequality, and unemployment. Emphasizing a multi-disciplinary approach, the course integrates insights from sociology, public policy, and other relevant disciplines to provide a holistic understanding of India's development challenges. By analysing real-world case studies and policy debates, students will develop critical thinking skills and gain practical insights to address complex socio-economic issues, equipping them to make informed contributions to the discourse on India's development journey.*

**Course Prerequisite: NIL**

**Course Outcomes:**

At the end of the course, the student will be able to;

COs	Expected Outcomes	Learning Domains
CO 1	Grasp the concepts of economic growth and development, including the distinctions between the two, and the common characteristics of development and underdevelopment.	R, U
CO 2	Understand the interplay between population growth and economic development, examining demographic changes, theory of demographic transition, and the potential impact of population trends on India's economic trajectory.	U

CO 3	Understand the dimensions and causes of poverty, inequality, and unemployment in India, exploring economic, structural, and social factors.	R, U
CO 4	Acquire skills in proposing effective policy solutions to address challenges related to poverty in India.	A
CO 5	Compare development issues of third world countries with Indian economy.	U, An

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (Ca)*

### Mapping of Course Outcomes to PSOs

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1							
CO 2	✓	✓	✓				✓
CO 3		✓	✓			✓	✓
CO 4	✓			✓	✓		
CO 5	✓		✓			✓	

### COURSE CONTENTS

#### Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
			<b>45</b>
<b>1</b>	<b>BASIC CONCEPTS OF ECONOMIC DEVELOPMENT</b>		<b>10</b>
	1	Economic Development	4
		a) Defining Economic Development	
		a) Growth versus Development	
		c) Development and Underdevelopment- common Characteristics	
	2	Factors in Economic Development	2
		a) Economic factors	
b) Non-Economic factors			

	3	Human Development	
		a) Essential components of Human Development	4
		b) Measurements of human Development- HDI, GDI, GII, MPI	
	<b>THE POPULATION GROWTH AND ECONOMIC DEVELOPMENT</b>		<b>12</b>
2	1	Demographic Transitions	4
		a) Components of demographic change: fertility, mortality, and migration	
		b) Theory of demographic transition	
		c) India's Population: size and growth trends	
	2	Demographic dividend	2
	3	Population and Economic Development a) Remedies for population explosion	3
	4	India's Population: The Future a) Causes of the rapid growth of population	3
	<b>POVERTY</b>		<b>8</b>
3	1	Dimensions of Poverty	3
		a) Absolute vs. Relative poverty	
		b) Income poverty, multidimensional poverty, and poverty thresholds	
		c) Poverty Line	
	2	Causes of Poverty	2
		a) Economic factors	
		b) Structural and Social factors	
3	Poverty Alleviation Programmes after Economic Reforms	3	
4	<b>INEQUALITY AND UNEMPLOYMENT</b>		<b>7</b>
	1	Inequality	3

		a) Types of inequality	
		b) Methods and indicators used to measure inequality- Lorenz curve & Gini Coefficient	
		c) Reasons for inequality	
	2	Unemployment	
		a) Types of unemployment	4
		b) Causes and Remedial Measures	
		c)Jobless Growth	
	<b>TEACHER SPECIFIC MODULE</b>		<b>8</b>
5	<i>This module may focus on engaging students in in-depth debates and discussions on key issues in Indian economic development viz "Universal Basic Income (UBI) vs. Targeted Welfare Programs: Which is More Effective in Poverty Alleviation?", "Challenges and Opportunities of India's Demographic Dividend", "Gender Disparities in Indian Economic Development: Addressing the Gender Gap" etc. This can foster critical thinking, encourage students to consider diverse perspectives, and deepen their understanding of key issues in Indian economic development.</i>		8

**Essential Readings:**

1. Kapila Uma (2018). Indian Economy Performance and Policies. Academic Foundation, New Delhi.
2. Michael P. Todaro and Stephen Smith (2011). Economic Development, Pearson
3. Taneja, M. L., & Myer, R. M. (2017). Economics of development and planning (15th ed.). Vishal Publishing Co.
4. Puri, V.K., & Misra, S.K. (2013). Indian Economy-Its Development Experience. Himalaya Publishing House. Latest Edition
5. Agrawal A.N. (2014). Indian Economy Problems of Development and Planning. New Age International Publishers, New Delhi. Latest Edition

**Reference Distribution:**

Module	Unit	Reference No.	Remarks
1	1	Essential Readings 1, 2 and 3	-
	2	Essential Readings 3	-
	3	Essential Readings 3	-
	4	Essential Readings 1, 4 and 5	-
2	1	Essential Readings 1, 3 and 5	-
	2	Essential Readings 1, 3 and 5	-
	3	Essential Readings 1, 3 and 5	-
	4	Essential Readings 1, 3 and 5	-
3	1	Essential Readings 4 and 5	-
	2	Essential Readings 4 and 5	-
	3	Essential Readings 4 and 5	-
4	1	Essential Readings 3 and 4	-
	2	Essential Readings 1 and 5	-
5	-	Essential Readings from 1 to 5	Preferably

**Suggested Readings:**

1. Kapila Uma (2018). Indian Economy Performance and Policies. 18<sup>th</sup> Edition, Academic Foundation, New Delhi.
2. Basu, Kaushik (2016): An Economist in the Real World: The Art of Policy Making in India.
3. EPW, Yojana magazines, Kurukshetra journal
4. Human Development Report, Economic Survey

**Assessment Rubrics:**

Evaluation Type	Marks
End Semester Evaluation	<b>50</b>
Continuous Evaluation	<b>25</b>

a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar	-
e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field Report	-
<b>Total</b>		<b>75</b>

## KU2MDCDECO104: ECONOMICS OF STARTUP AND ENTREPRENEURSHIP

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	MDC	100-199	KU2MDCDECO104	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

### Course Description

*This course provides an introduction to entrepreneurship and the start-up ecosystem, focusing on the fundamental concepts and practical skills necessary for launching and sustaining a new venture. Students will explore the definitions, characteristics, and classifications of entrepreneurship, distinguishing between entrepreneurs and intrapreneurs. The course examines the role of entrepreneurship in economic development, particularly in India, and the government's efforts in promoting entrepreneurial activities. It covers motivation theories and creativity techniques essential for fostering innovation within businesses. Additionally, students will learn how to develop comprehensive business plans, understanding their purpose, functions, and key elements. Through case studies, practical activities, and a business plan competition, students will gain hands-on experience and insights into real-world entrepreneurial challenges and successes.*

**Course Prerequisite: NIL**

### COURSE OUTCOMES:

CO No.	Expected Outcome	Learning Domains
1	Analyse the impact of entrepreneurship on economic development in India.	An
2	Comprehend and apply various motivation theories, including Maslow's hierarchy of needs and Herzberg's Two-Factor theory, to entrepreneurial contexts.	U, A
3	Develop and Present Comprehensive Business Plans	C



4	Assess the role of government and specialized organizations in promoting entrepreneurial activities at both national and state levels.	E
5	Engage in practical activities such as interviews with entrepreneurs and participate in business plan competitions, demonstrating the ability to present and defend startup ideas effectively.	A, C

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓		✓				
CO 2				✓			
CO 3		✓		✓			
CO 4	✓	✓			✓		
CO 5	✓			✓	✓		

**COURSE CONTENTS**

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
			45
1	<b>INTRODUCTION TO ENTREPRENEURSHIP &amp; START UP</b>		14
	1	Entrepreneurship and Entrepreneur	5
		a) Meaning and Definitions	
		b) Difference between entrepreneur and entrepreneurship	
		c) General classification of Entrepreneurs and Entrepreneurship	
		d) Importance and characteristics of Entrepreneurship	
		e) Factors that influence Entrepreneurship	
		f) The potential Drawbacks of Entrepreneurship	
		g) Difference between entrepreneur and intrapreneur	
	2	New Trends in Entrepreneurship Development	2
3	Role of Entrepreneurship in the Economic Development of India	2	
4	Role Govt. in Promoting Entrepreneurship	2	
	a) Specialized Organizations for Entrepreneurial development - National and state level		
5	a) Start-up Survival and Growth	3	
	b) Startup Survival and Growth Challenges faced in initial stages,		
	c) Stages of growth in a new venture,		
	d) Reasons for new venture failures		

2	<b>MOTIVATION AND CREATIVITY IN BUSINESS</b>		14	
	1	a) Motivation-Meaning, Features, and importance	4	
		b) Theories of Motivation: Maslow's hierarchy of needs theory Achievement Motivation Theory, Herzberg's Two Factor theory McClelland's Theory of Needs		
	2	Creativity and Entrepreneurship	5	
		a) Creativity-Essential to Survival		
		b) 10 Keys to business Innovation c) The Creative Process		
	3	Economic Theories of Entrepreneurship	5	
		a) Dynamic Entrepreneurship Innovation Theory		
		b) Harvard School Theory		
		c) Theory of Adjustment of price d) Theory of Entrepreneurial Supply		
	3	<b>CRAFTING A BUSINESS PLAN</b>		9
		1	Business Plan	4
a) What is Business Plan				
b) Need, Purpose and Functions				
c) Three Tests of a business plan				
d) The Elements of a business plan				
e) The Strategic Management Process				
2	Creating a Business Plan	3		
3	Stories of Successful Entrepreneurs in India	2		
4	<b>TEACHER SPECIFIC MODULE</b>		8	
	Directions: <i>This module would be allocated to examine start up funding at the national and state level. An in-depth discussion of various schemes by the central government and state government would be an ideal choice so as to expose the students to the availability of funds for investments in the start-up (to site a few, 1) Kerala Start Up Mission Funding, 2) SIDBI Schemes.</i>		8	

### Essential Readings:

1. Debasish Biswas and Chanchal Dey (2021). Entrepreneurship Development in India  
Routledge Taylor and Francis Group
2. Norman M. Scarborough Jeffrey R. Cornwall Essentials of Entrepreneurship and  
Small Business Management ninth edition Pearson Education Limited 2019
3. Janakiram, D. B., & Rizwana, M. (2011). Entrepreneurship development: Text and  
cases. New Delhi: Excel Books.
4. Khanka, S. S. (2006). Entrepreneurial development. New Delhi: S. Chand  
Publishing.

5. Vasant Desai (2001). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.
6. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.
7. [www.startupmission.kerala.gov.in](http://www.startupmission.kerala.gov.in)
8. Thomas, J., & K.I., G. (2020). Incubation Centres and Start-ups: A Study on Kerala's Start-up Ecosystem. SEDME (Small Enterprises Development, Management&ExtensionJournal),47(1),43-52.  
<https://doi.org/10.1177/0970846420930472>
9. <https://www.startupindia.gov.in/>

**Reference Distribution:**

Module	Unit	Reference No.
1	1	Essential Reading 1 and 5
	2	Essential Reading 1
	3	Essential Reading 1
	4	Essential Reading 1
	5	Essential Reading 1 and 6
2	1	Essential Reading 1
	2	Essential Reading 1, 2, 3 and 4
	3	Essential Reading 1,2,3 and 4
	4	Essential Reading 1,2,3 and 4
3	1	Essential Reading 1
	2	Essential Reading 1,3 and 4
4	1	Essential Reading 9
	2	Essential Reading 7
	3	Essential Reading 7 and 8
	4	Essential Reading 7 and 8

**Suggested Readings:**

1. Simon C. Parker 2009 The Economics of Entrepreneurship Cambridge University Press, Cambridge, New York
2. Debasish Biswas and Chanchal Dey (2021). Entrepreneurship Development in India Routledge Taylor And Francis Group
3. Norman M. Scarborough Jeffrey R. (2019) Cornwall Essentials of Entrepreneurship and Small Business Management ninth edition Pearson Education Limited.

**Assessment Rubrics:**

Evaluation Type	Marks
End Semester Evaluation	<b>50</b>
Continuous Evaluation	<b>25</b>

a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar	-
e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field Report	-
<b>Total</b>		<b>75</b>