VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Virudhunagar – 626 001.

Course Name : Bachelor of Arts
Discipline: Economics
CHOICE BASED CREDIT SYSTEM
(For those who join in June 2023 and after)
Course Scheme:

II year B.A. ECONOMICS

Semester	Part	Subject Name	Hours	Credit	Int + Ext =Total	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Subject Code	Revised / New / No Change / Interchanged & Percentage of Revision
III	Part I	**Tamil**	6	3	25+75=100												**U24PT31**	**Interchange from II semester**
	Part II	**English**	6	3	25+75=100												**U24PE31**	**New**
	Core 5	Macro Economics I	5	4	25+75=100			✔	✔								**U24ECC31**	**Mark Change**
	Core 6	Mathematical Methods	6	4	25+75=100			✔	✔							✔	**U24ECC32**	**Mark Change**
	Allied 3	Introduction To Windows Applications	5	5	25+75=100			✔	✔					✔	✔	✔	**U24ECA31**	**Mark Change**
	SBE-1	Entrepreneurial Development	2	2	25+75=100	✔	✔	✔						✔	✔	✔	**U24ECS31**	**Mark Change**
	SL	**Value Education**	-	3	25+75=100							✔					**U24VE31**	**New**
		Total	**30**	**24**														
IV	Part I	**Tamil**	6	3	25+75=100												**U24PT41**	**Interchange from III semester**
	Part II	**English**	6	3	25+75=100												**U24PE41**	**New**
	Core 7	Macro Economics II	4	4	25+75=100			✔	✔								**U24ECC41**	**Mark Change**
	Core 8	Mathematical Economics	5	4	25+75=100			✔	✔							✔	**U24ECC42**	**Mark Change**
	Allied 4	History of Economic Thought	5	5	25+75=100			✔	✔								**U24ECA41**	**Mark Change**
	SBE-2	Travel and Tourism	2	2	25+75=100			✔	✔					✔	✔		**U24ECS41**	**Mark Change**
	SBE-3	Elements of Advertising	2	2	25+75=100			✔	✔					✔	✔	✔	**U24ECS42**	**Mark Change**
	SL	**Environmental Studies**	-	2	25+75=100								✔				**U24ES41**	**New**
		Total	**30**	**25**														

TENTATIVE SYLLABUS STRUCTURE

III BA ECONOMICS

Se	Part	Subject Name	Hours	Credit	Int + Ext =Total	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Subject Code	Revised / New / No Change / Interchanged & Percentage of Revision
V	Core 9	Planning and Growth	5	5	25+75=100			✔	✔							✔		Moved from VI Semester
	Core 10	International Economics	5	5	25+75=100			✔	✔						✔			Revised
	Core 11	Fiscal Economics	5	4	25+75=100			✔	✔									No change
	Core 12	Indian Economy	5	4	25+75=100			✔	✔									Revised (26 %)
	Elective 1	Research Methodology	6	5	25+75=100			✔	✔						✔	✔		No change
	SBE- 4	Employability Skills	2	2	25+75=100													------------
	NME-1	Introduction to Public Finance	2	2	25+75=100			✔	✔						✔			New (100 %)
		Total	30	27														
VI	Core 13	Development Economics	6	5	25+75=100			✔	✔									New (100 %)
	Core 14	Demography	6	5	25+75=100			✔	✔	✔								New (100 %)
	Elective 2	Labour Economics	6	5	25+75=100			✔	✔									Revised (02 %)
	Elective 3	Project	6	5	25+75=100			✔							✔	✔	✔	No change
	SBE-5	Soft Skills for Career Development	2	2	25+75=100			✔	✔						✔	✔	✔	No change
	SBE-6	Business Correspondence	2	2	25+75=100			✔	✔						✔	✔	✔	No change
	NME-2	Dimensions of Indian Economy	2	2	25+75=100			✔	✔									Revised (02 %)
		Total	30	26														

Year	Part	Subject	Credit	Int = Total	Code
I & II	Part V	NSS / NCC / Physical Education/ YRC / RRC	3	100 = 100	U22NS4 / U22NC4 / U22PS4 / U22YR4 / U22RR4

SEMESTER III

CORE PAPER – 5 MACRO ECONOMICS - I

Contact Hours per Week: 05   **Subject Code: U24ECC31**
Contact Hours per Semester: 75   **Credits: 4**

Course Outcomes:

Cos	Outcomes
CO1	Can grapes the basic Macro Economic Concepts
CO2	Acquire knowledge on calculation of national income and its determinate
CO3	Can distinguish the idea of classical and Keynesian theory of employment
CO4	Able to analysis the impact of inflation in economic development
CO5	Understand how the business cycle changes takes place.

UNIT I: - Introduction Macro Economics   (15 Hours)
        Meaning and Definition – Difference between Micro and Macro Economics – Micro foundation in macro economics and Macro foundation in micro economics - Scope, Importance and Limitations of Macro Economics – Economic Statics and Dynamics.

UNIT II: - National Income   (15 Hours)
        National Income: Meaning – Concepts of National Income: GNP, NNP, GDP, PI, DPI, Per capita income - Methods of calculating National Income - Difficulties in the Computation of National Income – Factors determining National Income - Green Accounting- Uses of National Income statistics –Circular flow of income in two sector model- Importance

UNIT III: - Classical Theories of Employment   (15 Hours)
        Meaning: Full Employment, unemployment and underemployment - Types of unemployment – Classical Theory of Employment: J B Say's Law of Market and Pigou's Wage cut Theory.

UNIT IV: - Keynesian Theory of Employment   (15 Hours)
        Keynesian Theory of Employment: The Principle of Effective Demand – Determinants of Effective Demand: Aggregate Demand Function - Aggregate Supply Function – Difference of Classical and Keynesian Theories of Employment.

UNIT V: - Inflation and Deflation   (15 Hours)
        Inflation: Meaning- Types- - Causes and Effects - Measures to control inflation - Inflationary Gap – Phillip's curve -– Deflation and Stagflation: Meaning and causes – Measures to control stagflation.

Text Books:
1. Vaish M C, Macro Economic Theory, Vikas Publishing House Pvt. Ltd, New Delhi, 1999.

Reference Books:
1. Jhingan M .L (2017) Macro Economic Theory, Vrinda Publications, New Delhi.
2. R D Gupta, (2015), Keynesian Economics, S.Narain & Co, Delhi.
3. Rana, K.C. and Verma K.N., (2012), Macro Economic Analysis, Vishal Publishing Company, NewDelhi
4. H L Ahuja, (2017) Macro Economic Theory and Policy, S. Chand & Company Ltd., New Delhi.

CORE PAPER – 6 - MATHEMATICAL METHODS

Contact Hours Per Week: 06   **Subject Code: U24ECC32**
Contact Hours per Semester: 90   **Credits: 4**
Course Outcomes:

Cos	Outcomes
CO1	Understand the fundamentals of elementary mathematical tools
CO2	explain the mathematical operations used in economics
CO3	Identify the nature of diagram in economics with the help of mathematical economics
CO4	Understand the economic models with the help of mathematics
CO5	helps the students to prepare for competitive examinations

Unit I: Introduction   **(18 Hours)**

      Introduction to Mathematical Economics- Meaning –Definition - Nature and Scope of Mathematical Economics – Advantages of Mathematical Economics– Role of Mathematics inEconomicTheory–MathematicalEconomicsVsDescriptiveEconomics–Mathematical Economics Vs Statistics –Mathematical Economics Vs Econometrics.

Unit II: Elementary Algebra   **(18 Hours)**

      Basic Rules of Arithmetic Operations–The Real Number System–Constant– Variable –Functions: Linear, Quadratic, Exponentialand Logarithmic and their Graphical Representation – Analytical geometry of two dimensions.

Unit III: Equations   **(18 Hours)**

      Solving of Equations: Linear and Quadratic Equations in one Variable –Simultaneous Equations with Two and Three Variables.

Unit IV: Set Theory (18 Hours)

Definition of a Set–Types–Equality of Set–Universal Set –Operation of Sets– Union andIntersectionofSets–DifferenceofSets–ComplementofaSet–De-Morgan Law–Venn diagram.

Unit V: Matrices (18 Hours)

Matrices: Meaning – Types –Operation of Matrices: Addition, Subtraction and Multiplication–Transpose of a Matrix–Determinants–Rank of a Matrix–Minor–Cofactor-Adjoint to the Matrix–Inverse of a square matrix–Matrix Inversion Technique.

Text Book:
1. Bose D (2017) "An Introduction to Mathematical Methods; Himalaya Publishing House, Mumbai

Reference Books:

1.**AllenR.G.D,(1986),** Mathematical Analysis for Economists, Macmillan, London.

2.**Mehta,B.C. and Madnani, G.M.K,(2003)** Mathematics for Economists", Sultan Chand & Sons, NewDelhi.

3.**ChiangA.C (1986),** Fundamental Methods of Mathematical Economics, Mc. Graw, HillLondon.

ALLIED PAPER – 3   INTRODUCTION TO WINDOWS APPLICATIONS

Contact hours Per week: 5   **Subject Code: U24ECA31**
Contact hours Per Semester: 75   **Credit: 5**

Course Outcomes:

Cos	Outcomes
CO 1	Understand the basis of the Windows Operating system
CO 2	Learn to work on a Document
CO 3	Will learn to use Forms and functions in Excel
CO 4	Enables them to apply Themes, transitions and Animations
CO 5	Understand uses of computer Networks in our day to day life.

UNIT I FUNDAMENTALS OF COMPUTER 15 Hours

Computer: Meaning – Characteristics of Computer –Uses of Computer in different field – Block diagram of computer - Classification of Computer – Input and Output devices – Primary memory and Secondary Storage devices – Computer Hardware and Software Windows: Introduction – History of Windows OS Development – Working with Windows

UNIT II MICROSOFT WORD   15 Hours

Introduction – Features of MS Word – Menus – Working with Documents: Create New Document – Typing – Editing – Cut, Copy and Paste Operations – Formatting Pages– Formatting Paragraph– spelling and Grammar check – find and Replace – Working with Columns – Bullet and Numbering – Tables – Insert Symbols, Clip arts and Pictures, WordArt – Mail Merge

UNIT III MICROSOFT EXCEL   15 Hours

Introduction – Advantages and Features – Menus – Spreadsheet – Work with Spreadsheet: Editing and Entering data – Moving and Selecting – copying and Ranging – Formula and Functions – Shortcut – Database – Creating and Formatting different types of Chart – Applications of Mathematical and Statistical Functions – Descriptive Statistics – Correlation and Regression using data analysis – Trend lines – Growth Rate

UNIT IV MICROSOFT POWERPOINT   15 Hours

Introduction – Features – Menus – Working with slides – Inserting Image – Word Art, Text Box, Graphics – Audio and Video – Animating a Text – Slide Transition effect – Adding Header and Footer – Hyperlink – Running a slide show – Slide show setup – Saving Presentation.

UNIT V WINDOWS NETWORKING   15 Hours

Computer Network – Components – Advantages of networking – Applications of Networking – Types of Computer Network: PAN, LAN, MAN, CAN, WAN – Important terms related to the Internet: URL – ISP- IP Address – DNS – Web Page – Web Portal – Bandwidth – Hyperlink – Hypertext – Networking Devices: Modem – Switch – Router – Gateway – Protocols: HTTP – TCP/IP – FTP – IMAP – SMTP – Network Topology: Star Topology – Ring Topology – Bus Topology

Text Books:

1. P.Rizwan Ahmed (2018), " Computer Applications in Business with Tally ERP 9", Margham Publications, Chennai

Reference Books:

1. Vasanthi Ramanathan (2012), "Computer Applications in Business", Meenakshi Pathipagam, Madurai.
2. Vikas Gupta (2012), " Comdex Computer Course Kit Windows XP with Office 2007", Dreamtech, New Delhi.
3. Dr.R.Ashokrajan (2018), an Introduction to Computer Technology" (An easy Approach), Shanlax Publications, Madurai.

VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Virudhunagar – 626 001.

SBE – 1 ENTREPRENEURIAL DEVELOPMENT

Contact Hours per Week: 02　　　　　　　**Subject Code: U24ECS31**
Contact Hours per Semester: 30　　　　　　**Credits: 2**

Course Outcomes:

Cos	Outcomes
CO 1	Understand and basis of entrepreneur and its role in economic development
CO 2	Know about the Growth of Women Entrepreneurship
CO 3	Acquire the knowledge on Project appraisal
CO 4	Know about different schemes of Government to start up an Entrepreneurship
CO 5	Can access ideas for their own start-up

Unit I: Entrepreneur　　　　　　　　　　　　　　　　　　**(6 Hours)**

Concept of Entrepreneur – Characteristics – Functions – Need – Types – Role of Entrepreneurs in Economic Development.

Unit II: Women Entrepreneurship　　　　　　　　　　　　**(6 Hours)**

Meaning – Functions – Problems – Growth of Women Entrepreneurs – Government Support to Women Entrepreneur.

Unit III: Entrepreneurial Motivation and Project Appraisal　　**(6 Hours)**

Motivation and Project Appraisal Meaning – Motivational Cycle – Concept of Project Appraisal – Methods of Project Appraisal

Unit IV: Entrepreneurship Development Schemes　　　　　**(6 Hours)**

Central Government Schemes: PMEGP – MUDRA – START UP India – State Government Schemes: UYEGP- TAICO – NEEDS – TAHDCO Schemes for Scheduled Caste – TIIC - TABCEDCO

Unit V: Homepreneur　　　　　　　　　　　　　　　　　**(6 Hours)**

Meaning – Skills to become a successful homepreneur – Advantages and disadvantages of homepreneur – Exploring profitable homepreneurial ideas.

Text Books:
1. Khanka S. S (2013) Entrepreneurial Development, S.Chand Publications, New Delhi

Reference Books:
1. Gupta C.B., & Srinivasan N.P (2010), Entrepreneurial Development", Sultan Chand & Sons, New Delhi.

2. Rengarajan. L, (2008), "Entrepreneurial Development", SreeRenga Publications, Rajapalayam, Tamilnadu.

3. Gordon, E and Natarajan ,K (2011), Entrepreneurship Development, Himalaya Publication, Mumbai.

4. Jayshree Suresh (2011) "Entrepreneurial Development" Margham publication, Chennai.

IV SEMESTER

CORE PAPER – 7 – MACRO ECONOMICS II

Contact Hours per Week: 04   **Subject Code: U24ECC41**
Contact Hours per Semester: 60   **Credits: 4**

Course Outcomes: -

Cos	Outcomes
CO1	Understand how the consumption attitudes of people influenced by various factors at macro level
CO2	Know about the determinants of investment in a country
CO3	Understand the cyclical relationship among investment, income, consumption through multiplier principle.
CO4	Able to understand the principles of accelerator in influencing the generation of income and other economic variables in an economy.
CO5	Know about various theories explaining how the national income should be distributed among the owners of factors of production

UNIT I: Consumption Function   **(12 Hours)**
        Meaning – Keynesian Psychological Law of Consumption – APC, MPC, APS and MPS – Determinants of Propensity to Consume: External factors and internal factors – Importance and Limitations of Consumption Function. Theories of Consumption Function; Absolute Income Theory – Relative Income Theory .

UNIT II: Investment Function   **(12 Hours)**
        Meaning – Kinds of Investment –Determinants of Investment – Marginal Efficiency of Capital: Meaning – Measurement - Factors determining MEC - Relationship between Marginal Efficiency of Capital and Investment -– Criticism of MEC

UNIT III: Multiplier and Accelerator   **(12 Hours)**
        Meaning – Types of Multiplier - Investment Multiplier: Working – Leakages – Importance – Limitations.
        Accelerator: Meaning – Principles– Importance - Criticisms – Super-Multiplier – Difference between Multiplier and Accelerator.

UNIT IV: Trade Cycle   **(12 Hours)**
        Trade Cycle: Meaning, Features – Phases and Effects - Theories of Trade Cycle: Schumpeter, Keynesian and Hawtrey's - Measures to control trade cycle.

UNIT V: Macro Economic Policy   **(12 Hours)**
        Macro Economic Policy: Meaning – Objectives: Conflicts in Objectives – Role of Monetary and Fiscal Policies in achieving objectives.

Text Books:

1. Vaish M C, Macro Economic Theory, Vikas Publishing House Pvt. Ltd, New Delhi, 1999.

Reference Books:

1. Jhingan M .L (2017) Macro Economic Theory, Vrinda Publications, New Delhi.
2. R D Gupta, (2015), Keynesian Economics, S.Narain & Co, Delhi.
3. Rana, K.C. and Verma K.N., (2012), Macro Economic Analysis, Vishal Publishing Company, NewDelhi.
4. H L Ahuja, (2017) Macro Economic Theory and Policy, S. Chand & Company Ltd., New Delhi

----

CORE PAPER – 8 - MATHEMATICAL ECONOMICS

Contact Hours Per Week: 5   **Subject Code: U24ECC42**
Contact Hours per Semester: 75   **Credits: 4**

Course Outcomes:

Cos	Outcomes
CO1	Apply the differential calculus in economic theories
CO2	Explain the behavior of consumer in market mathematically
CO3	Understand the production function with the help of mathematically
CO4	Understand the firms behavior in market mathematically
CO5	Helps the students to construct the econometric model

Unit I: Differential Calculus   **15 Hours**

Meaning and Definition–Rules of Differentiation–Partial Differentiation: Direct and Cross – Total Differentiation– Applications in Economics and Business.

Unit II: Theory of Consumer Behaviour   **15 Hours**

Cardinal Utility Approach – Ordinal Utility Approach – Maximization of Utility – Demand Function–Elasticity of Demand (Simple Problems)-Applications in Economics and Business.

Unit III: Production Function   **15 Hours**

Production function-Isoquants –Market equilibrium – Homogenous function-Definition – Properties of Linear Homogenous production function- Cobb Douglas Production function- Properties.

Unit IV: Theory of Firm's Behaviour   **15 Hours**

Cost Functions and Curves of a Firm–Revenue Functions and Curves–Equilibrium of a Firm– Maximization of Profit-Applications in Economics and Business.

Unit V: Integral Calculus   15 Hours

Meaning–Basic Rules of Integration–Definite Integration–Area between two Curves–Cost Function – Revenue Function– Capital function-Consumer's Surplus– Producer's Surplus.

Text Book:

- Bose D (**2017**)"An Introduction to Mathematical   Economics",Himalaya Publishing House, Mumbai

ReferenceBooks:

1. Allen R.G.D, (1986),Mathematical Analysis for Economists, Macmillan, London.

2. Mehta,B.C. and Madnani,G.M.K,(2003),,Mathematics for Economist",Sultan Chand&Sons, New Delhi.

3. Chiang A.C (1986),Fundamental Methods of Mathematical Economics, Mc. Graw, Hill London.

Allied paper - IV
HISTORY OF ECONOMIC THOUGHT

Contact Hours per Week: 5   **Subject Code: U24ECA41**
Contact Hours per Semester: 75   **Credits: 5**

Cos	Outcomes
CO 1	Able to understand emergence of economic thoughts in the world and basic ideas of ancient period
CO 2	Ideology of various economic thinkers of classical economics can be understood, in brief
CO 3	Various concepts Neo-Classical ideas can be known
CO 4	Contributions of J M Keynes to economics and the ideas of welfare economists can be understood.
CO 5	Able to understand economic thoughts of various Indian Economic Thinkers.

Unit I: - Introduction To Ancient Economic Thought   (15 Hours)
Meaning and definition of Economic Thought – Significance of Economic Thought – Contribution of Ancient Thinkers: Hebrew, Plato and Aristotle - Mercantilism: Emergence, Main ideas and Decline of Mercantilism - Physiocracy: Emergence, Main ideas and Decline of Physiocracy

Unit II: - Classical Economic Thoughts   (15 Hours)
Adam Smith: Value, Self-interest and social groups and Laissez faire policy - T R Malthus: Theory of Population, Theory of Gluts and Corns Law - David Ricardo: Value Theory, Wage and Stationary State - J S Mill: Law of Self-Interest, International Trade, Wages and Population

Unit III: - Neo-Classical Economic Thoughts   (15 Hours)
Alfred Marshall: Internal and External Economies, Quasi Rent and Theory of Value and Time Element - Sismondi: Critics of Classical Thoughts, Theory of Over Production, Class Conflict and Role of Government - Knut Wicksell: Theory of Capital and Interest and

Natural and Monetary Rate of Interest - J B Clark: Marginal Productivity Theory of Distribution and Dynamic Theory of Profit

Unit IV: Economic Thoughts of Keynes and Welfare Economists   (15 Hours)
Keynesian Economics**:** Theory of Employment, Theory of Interest and Role of Government – Vilfredo Pareto: Pareto Principle, Pareto Optimality and Market Failure – Rawl's Theory: Theory of Justice – Thoughts of Amartya Sen

Unit V: Indian Economic Thinkers   (15 Hours)
Economic Ideas of; Dadabhai Naoroji, Gandhi, Ambedkar, Nehru, V K R V Rao, C N Vakil, and Abijith Banarjee

Text Books:
1. Lokanathan V A, History of Economic Thought, S Chand and Company Ltd, New Delhi, 2016.
2. Jhingan M L, Advanced Economic Theory, 14th Revised Edition, 2014, Vrindha Publications, New Delhi.

Reference Books:
1. Hajela T N, History of Economic Thought, ANE Books Pvt, Let., New Delhi, 2017.
2. Paul R R, History of Economic Thought, Kalyanai Publshers, Pubjab, 2007.
3. Sankaran S, History of Economic Thought, Margham Publication, Chennai, 2016.
4. Girija M, Manimekalai A, Sasikala L, History of Economic Tought, Vrinda Publications (P) Ltd, Delhi, 2016.

SBE – 2 – TRAVELS AND TOURISM
Contact Hours Per Week: 02   **Subject Code: U24ECS41**
Contact Hours per Semester: 30   **Credits: 2**

Course Outcomes:

Cos	Outcomes
CO 1	Understand the meaning, features, forms of tourism and the role of tourism in a country's development.
CO 2	To analyse the formalities of regulation to be followed to arrange the tour.
CO 3	To analyse various functions of travel agent of tour operators.
CO 4	To identify various forms of infrastructure in tourism sector.
CO 5	To analyse various social and cultural impacts of tourism.

Unit I: Tourism   (6 Hours)
An Introduction Tourism: Meaning –Features- Forms of tourism - Geographical components of Tourism - Significance - Role of Tourism in the Economic Development of a Country.

Unit II: Travel Formalities and Regulations   (6 Hours)
Passport- Visa- Health Regulations for International Travel – Special Permits for restricted areas – Customs Regulations- Travel insurance.

Unit III: Travel Agent and Tour Operators (6 Hours)

Travel Agencies: Types – functions– Sources of income – Tour Operators: Types of Package Tours- Guides and Escorts.

Unit IV Tourism Infrastructure (6 Hours)

Different forms of Accommodation – Hotels: Types and Classification of hotels by physical characteristics and price level – Hotel chain – Paying Guest accommodation – Heritage Hotels.

Unit V Impact of Tourism (6 Hours)

Economic Impact – Social and cultural impact – Tourism and pollution – Eco-TourismMajor Tourism Centers in Tamil Nadu.

Text Books:

1. SunetraRoday,(2016), " Tourism Operation and Management " Oxford Press, New Delhi

Reference Books:

1. A.K. Bhatia (2015) "Tourism Development: Principles and Practices, Sterling Publishers Private Limited, New Delhi.

2. J.K. Sharma, (2014) „Tourism Planning and Development: A New Perspective", Kanishka Publishers, New Delhi.

3. RicardSharpley and David J. Telfer (2014) 'Tourism and Development: Concepts and Issues,"Viva Books Private Ltd., New Delhi.

4. P.N.Seth and S.S. Bhat, (2006) „An Introduction to Travel and Tourism" Sterling Publishers Pvt., Ltd., New Delhi.

SBE – 3 – ELEMENTS OF ADVERTISING

Contact Hours Per Week: 02   **Subject Code: U24ECS42**
Contact Hours per Semester: 30   **Credits: 2**

Course Outcomes:

Cos	Outcomes
CO 1	Student can recognize the role advertising in marketing.
CO 2	Student can get exposure to different media of advertising.
CO 3	Student can able to draft advertising appeal.
CO 4	Student can get basic conceptual idea about advertising agency.
CO 5	Student can sense enormous potential in on-line advertising.

Unit I: Advertising (6 Hours)

Advertising: Meaning - objectives – Nature –Types - Role.

Unit II: Advertising Media (6 Hours)

Meaning – Types – Features - Factors governing the Choice of Media

Unit III: Advertising Appeals   **(6 Hours)**

Meaning – Features – Types – Essentials of an Advertising Appeal

Unit IV: Advertising Agency   **(6 Hours)**

Advertising Agency: Meaning – Functions – Types – Advantages – Media selection – Advertising Budget.

Unit: V Online Advertising   **(6 Hours)**

Meaning – Types: Meaning, Advantages and Disadvantages.

For Practical Exposure
- Assignment on the importance of media in determining a purchase.
- Group discussion on Advertising.
- Role play in Advertising products.
- Training the students on writing advertisement copy in an appealing manner.

Text Books:
1. C.B. Gupta, (2011) Advertising & Personal Selling, Sultan Chand & Sons Educational Publishers, New Delhi.

Reference Books:
1. B.S Rathor, (1997), "Advertising Management", Himalaya Publishing House, Mumbai
2. Mahendra Mohan (1998) "Advertising Management"; Tata McGrawhill Publishing Company Limited, New Delhi.
3. Chunawalla (2001), Advertising Theory and Practice, Himalaya Publishing House, Mumbai.