

M.Phil. ECONOMICS

SEM	SUB CODE	COURSE	SUBJECT TITLE	HRS / WEEK	CREDIT	CIA Mark	ESE MARK	TOTAL MARK
I	20MPEC1CC1	Core - I	Research Methodology	4*	4	25	75	100
	20MPEC1CC2	Core - II	Advanced Theories in Economics	4*	4	25	75	100
	20MPEC1CC3	Core - III	Teaching and Learning Methodology	4*	4	25	75	100
	20MPEC1CC4	Core - IV (Elective)	Paper on Topic of Research (The syllabus will be prepared by the guide and examination will be conducted by the COE)	4*	4	25	75	100
	*One hour library for each course							
TOTAL				16*	16	100	300	400
II	20MPEC2PD		Dissertation##	-	8	-	-	200
GRAND TOTAL				-	24	-	-	600

Evaluation of the Dissertation and Viva Voce shall be made jointly by the Research Supervisor and the External Examiner.

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPEC1CC1	Core – I	Research Methodology	4	4	100	25	75

Course outcomes:

1. Scholars will be able to examine the basics of scientific method of research.
2. Scholars will be able to formulate research problem and research design.
3. Scholars will be able to estimate and interpret the statistical tools necessary for data analysis manually.
4. Scholars will be able to estimate and interpret the statistical tools necessary for data analysis using statistical software.
5. Scholars will be able to write the thesis scientifically by understanding the structure and format.

UNIT – I RESEARCH IN SOCIAL SCIENCES AND SCIENTIFIC METHOD

Classification – Objectives – Basic Assumptions – Significance – Difficulties and Limitations of Social Research; Scientific Method – Definition – Assumptions – Characteristics of Scientific Method – the Components – Steps – Problems and Difficulties of Scientific Method – Essentials of Good Scientific Method – Limitations of Scientific Method.

UNIT – II STEPS IN RESEARCH

Selection of the research problem – formulation of hypothesis – Research design – Documentary sources of data – Sampling Method for research - Processing and analysis of data – Interpretation of data.

UNIT – III USE OF STATISTICS IN RESEARCH

Measures of Central Tendency: Mean, Median and Mode – Measures of Dispersion: Standard Deviation, Mean Deviation, – Correlation: Simple, Partial and Multiple – Simple and Multiple Regression Analysis – Significance Tests (Z – test, chi-square test, t – test, F-test).[Problems Only] – Scaling Techniques.

UNIT – IV USE OF COMPUTER IN RESEARCH

Computer and Research– MS office Excel: Data Processing - Auto Fill, Coding of Data, Master Table Preparation, Computation of Measures of Central Tendency – Inserting Charts and Graphs – SPSS: importing data from MS office excel and Defining variable - Analysis of Data: Frequencies and Descriptives, – cross-tab, chi-square test, t-test, one way ANOVA, correlation and regression (Procedures of computation and interpretation of results).

UNIT – V REPORT WRITING

Structure and General format – Style – Language punctuation, grammar and symbols – Use of footnotes, references – citations – Presentation of tables, diagrams, charts and maps – Bibliography- MS Office Word: Report writing tools (Reference menu).

TEXT BOOK:

1. Unit: I Ghose, B.N. : Scientific Method and Social Research – Chapter – 1,2, 4, 5
2. Unit: II Ghose, B.N.
3. : Scientific Method and Social Research– Chapter -3,20, 21
4. Unit: III S.P. Gupta : Advanced Statistics – Chapter -2,
5. Unit: IV– Chapter -
6. Unit: V– Chapter -

References

1. Saravanavel, P. : Research Methodology
2. Brose, M.N. : Hand Book Research Methodology,
3. Goode, W.J. & Hatt,P.K. : Methods in Social Research
4. Microsoft Excel 2013 Core: Introduction : Shelley Fishel

Mapping with programme outcomes and programme specific outcomes

Semester	Code		Title of the Paper					Hours			Credits
I	20MPEC1CC1		RESEARCH METHODOLOGY					4			4
Course	Programme Outcomes					Programme Specific Outcomes					
Outcomes	(POs)					(PSOs)					
(COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓		✓	✓			✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓		✓		✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓		✓		✓	
CO5	✓		✓	✓	✓	✓		✓		✓	
Number of Matches= 38, Relationship : HIGH											

Prepared by: Dr. J. MOHAMED ZEYAVUDHEEN

Checked by:Dr. A. HIDHAYATHULLA

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPEC1CC2	Core – II	Advanced Theories In Economics	4	4	100	25	75

Course outcomes:

1. Scholars will be able to describe market with asymmetric information.
2. Scholars will be able to analyse the alternative theories of the firm
3. Scholars would be able to identify the post second world war pattern of world trade differing from classical pattern
4. Scholars will be able to arrive at an understanding of macroeconomic problems like inflation and stagflation.
5. Scholars will be able to have an insight into the development of modern macro economics

UNIT: I MARKET WITH ASYMMETRIC INFORMATION

Market for Lemons- Asymmetric information-and the market failure-The adverse selection measures adopted to solve the problem of Adverse selection-The insurance market and Adverse selection-the problem of market Hazard - Allocative efficiency-Market signalling - The principle-Agent problem in public enterprise - Efficiency wage theory.

UNIT: II Alternative Theories Of The Firm

Bamol's Revenue Maximization - Williamson's model-Marries Model –Full cost pricing - Bain limit - Pricing- Cyert and March Behavioural Model.

UNIT: III ADVANCED INTERNATIONAL TRADE THEORIES:

Secular Deterioration in terms of trade: Prebisch - Singer thesis – Neo - Heckscher - Ohlin model - Neo Chamberlin models - Neo - Hotelling model - Immiserising Growth.

UNI: IV MACRO ECONOMIC THEORIES - I

Phillips curve - Rational expectations Hypothesis - Stagflation and supply Side economics.

UNIT: V MACRO ECONOMIC THEORIES - II

The New classical Macro Economics -The New Keynesian Economics-Friedman's theory of business cycle.

Text Books:

1. Advanced Economics Theory-H.L.Ahuja, Sixteenth edition –july 2006
2. International Economics: K.C Rana &K.N.Verna
3. Macro-Economic theory and Policy- H.L.Ahuja,17th edition

Unit I : Text Book 1 : Pp - 625 670

Unit II : Text Book 1: Pp No: 658-673

Unit III: Text Book 2: Lesson-12 Pp:171-176; Lsn-10 Pp:123-136; Lsn-11 Pg:147-149

Unit IV: Text Book 3 : Pp - 527-553

Unit V: Text Book 3 : Pp - 554-574, 607

Mapping with programme outcomes and programme specific outcomes

Semester	Code		Title of the Paper			Hours				Credits
I	20MPEC1CC2		ADVANCED THEORIES IN ECONOMICS			4				4
Course	Programme Outcomes					Programme Specific Outcomes				
Outcomes	(POs)					(PSOs)				
(COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓			✓	✓	✓	
CO2		✓	✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓		✓		✓	✓	✓
CO4		✓	✓	✓	✓		✓		✓	✓
CO5		✓	✓	✓	✓	✓		✓	✓	✓
Number of Matches= 39, Relationship : HIGH										

**Prepared by: Dr. A.J. HAJA MOHIDEEN, Dr.
D. KUMAR & Dr. A. HIDHAYATHULLA**

Checked by: Dr. J. MOHAMED ZEYAVUDHEEN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPEC1CC3	Core – III	TEACHING AND LEARNING METHODOLOGY	4	4	100	25	75

Course outcomes

1. Scholars will be able to acquire knowledge about the objectives and values of teaching economics
2. Scholars will be able to gain knowledge on inventory linkages between curriculum planning and designing the curriculum
3. Scholars will be able to Construct the methods and techniques of teaching economics
4. Scholars will be able to identify learning outcome approach to curriculum design
5. Scholars will be able to identify the source of employability

UNIT-I AIMS, OBJECTIVES AND VALUES OF TEACHING ECONOMICS

General objectives of Teaching Economics – Assumptions of Teaching Economics – Pigou’s objectives of teaching economics – Binning and Binning’s objective of teaching economics – Lipstren’s objectives – Norman Lee’s objectives of teaching economics – Aims of teaching economics in India – Models of instruction – Theoretical value conceptual values – # practical approaches on values of economics.#

UNIT – II CURRICULUM IN ECONOMICS

General outlook of curriculum – theories of curriculum – foundations of curriculum – Development of economics curriculum – curriculum planning – curriculum design or organisation – principles for designing the curriculum – sequence of curriculum organisation – Types of curriculum design or organisation.

UNIT–III METHODS AND TECHNIQUES OF TEACHING ECONOMICS

Meaning of method of teaching – teaching methods: A Philosophical view – objectives of right method of teaching – methods of teaching economics: Lecture method – text book method – project method – problem solving method – Discussion method – Inductive and deductive method – supervised study method – their merits and demerits – various techniques in teaching economics: Questioning – illustration – assignment – case study – symposium- Debate – Role play – core teaching – team teaching – # programmed instruction.#

UNIT – IV PLANNING, TEACHING AND LEARNING

A learning outcome approach to curriculum design-specialist knowledge-General intellectual skills and capacities- Personal qualities: Bloom’s Taxonomy-curriculum design in an e-Learning environment- E-Learning students- Teacher communication-Teaching and

Learning in small groups-planning-preparing learners-phases of group development-significance of setting-Types of small group teaching.

UNIT –V TEACHING AND LEARNING FOR EMPLOYABILITY

Concept of employability-Ownership of employability-Developing conscious awareness of skills and attributes- critical thinking- creativity-problem effectiveness-commercial awareness-Teaching and learning opportunities-work placements: supporting student learning – Learning development within academic programmes – Learning development cross institutional, faculty or campus services- # Assessing student learning #

Self Study Portion

TEXT BOOKS:

1. Teaching of Economics : Mujibul Hasan Siddiqui
2. A Hand book for Teaching and : Heather Fry, Steve Ketteride and Stephanie Marshall

Learning in Higher Education

Unit – I : Text book -1 Chapters: 1, 2, 3

Unit – II : Text book - 1 Chapters: 5,

Unit – III: Text book -2 Chapters: 4, 5, 6, 7

Unit – IV: Text book -2 Chapters: 8, 9, 10

Unit – V : Text book -2 Chapters: 8 Text book -2 Chapter: 25

BOOKS FOR REFERENCE:

1. Teaching of Economics - I : Babu Muthuja, R.Usharani,& Ashwani Mahajan
2. Teaching of Economics – II : Babu Muthuja, R.Usharani,& Ashwani Mahajan

Mapping with programme outcomes and programme specific outcomes

Semester	Code	Title of the Paper					Hours	Credits		
I	20MPEC1CC3	TEACHING AND LEARNING METHODOLOGY					4	4		
Course	Programme Outcomes					Programme Specific Outcomes				
Outcomes	(POs)					(PSOs)				
(COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓			✓		✓	✓	✓	✓	✓
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO5	✓	✓		✓		✓			✓	
Number of Matches= 41, Relationship : HIGH										

Prepared by: Dr. J. KHADER SHARIEF & Dr. M.R. AJMAL KHAN

Checked by: Dr. J. MOHAMED ZEYAVUDHEEN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPEC1CC4	Core - IV (Elective)	Indian Economic Development	4	4	100	25	75

Course Outcomes:

1. Scholars will be able to develop the ability to explain the problem involved in the National income estimation and identify the measures for infrastructure development.
2. Scholars will be able to describe how the Economic reforms influence the reduction of poverty and assess the role of development strategy.
3. Scholars will be able to recognize the role of Agriculture in Indian economy and present the needs of credit reforms.
4. Scholars will be able to develop an awareness of growth of major industries and critically assess the importance of social security measures in India.
5. Scholars will be able to identify the Composition of foreign trade and explain the SEBI and Capital Structure reforms.

Unit-I

Trends in National income growth and structure-Limitations of National income estimation in India-Population growth as a factor of economic development-Population policy-Progress of Human development in India-Transport system in India's economic development-Development of education in India

Unit II

Development strategy in India-LPG model of development-Emergence of disinvestment policy-Economic reforms I India-Globalization and its impact in India-Economic reforms and poverty reduction in India.

Unit-III

Public distribution system and its impact on poverty-Crisis in Indian agriculture-NABARD and its role in rural credit-Reforms in agriculture Marketing-Present position of agricultural labour in India.

Unit IV

Structural transformation of industrial growth –Growth of Information technology industry in India-Small sector industrial policy-Social security measures in India-Unorganized sector and Informal economy.

Unit V

Composition of India's foreign trade-Impact of WTO on Indian economy-Monetary policy of India-Impact of GST on India's tax revenue-SEBI and capital structure reforms

Reference Books

Indian Economy-Datt and sundharam

Indian Economy – Misra and Puri

Mapping with programme outcomes and programme specific outcomes

Semester	Code		Title of the Paper			Hours				Credits
I	20MPEC1CC4		Indian Economic Development			4				4
Course	Programme Outcomes					Programme Specific Outcomes				
Outcomes	(POs)					(PSOs)				
(COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓		✓	✓		✓		✓	✓	✓
CO2	✓		✓	✓	✓	✓	✓		✓	✓
CO3	✓			✓	✓	✓	✓	✓		✓
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of Matches= 41, Relationship : HIGH										

Prepared by: Dr. A.J. HAJA MOHIDEEN**Checked by: Dr. J. MOHAMED ZEYAVUDHEEN**

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPEC1CC4	Core-IV (Elective)	Entrepreneurial Development	4	4	100	25	75

Course outcomes:

1. Scholars will be able to acquire knowledge about Entrepreneur and Entrepreneurship
2. Scholars will be able to describe the Business Planning Process.
3. Scholars will be able to contact the Institutions supporting Entrepreneurs.
4. Scholars will be able to debate the importance of family Business.
5. Scholars will be able to generate the international Entrepreneurship opportunities.

Unit-1

Entrepreneur & Entrepreneurship: Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process.

Unit-2

Business Planning Process: Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture.

Unit-3

Institutions supporting Entrepreneurs: Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India.

Unit-4

Family Business: Importance of family business - Types - History - Responsibilities and rights of shareholders of a family business - Succession in family business - Pitfalls of the family business - strategies for improving the capability of family business - improving family business performance.

Unit-5

International Entrepreneurship Opportunities: The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade - Social Entrepreneurship: Social enterprise-need - types - characteristics and benefits of social enterprises.

References:

1. Entrepreneurial Development: S. S. Khanka.
2. Entrepreneurship Development: Dr. C. B. Gupta & Dr. N. P. Srinivasan.

Mapping with programme outcomes and programme specific outcomes

Semester	Code		Title of the Paper			Hours				Credits
I	20MPEC1CC4		Entrepreneurship Development			4				4
Course	Programme Outcomes					Programme Specific Outcomes				
Outcomes	(POs)					(PSOs)				
(COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓			✓		✓		✓	✓	✓
CO2	✓	✓	✓			✓			✓	✓
CO3	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of Matches= 41, Relationship : HIGH										

Prepared by: Dr. J. KHADER SHARIEF

Checked by: Dr. J. MOHAMED ZEYAVUDHEEN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the	Hours	Credits	Max.	Internal	External
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			Course			marks	marks	marks
I	20MPEC1CC4	Core - IV (Elective)	Agricultural Economic Issues	4	4	100	25	75

COURSE OUTCOMES

1. Research Scholars will acquire the knowledge on Agricultural development in Tamilnadu.
2. Research Scholars can observe the implications of Food security.
3. Research Scholars will be able to evaluate the methods and techniques of Agricultural credit system.
4. It enriches the ability of Research Scholars to analyse the problems in Agricultural Marketing.
5. It enables the Research Scholars to describe the process of Agricultural Management.

Unit 1 Introduction

Place of Agriculture in Tamilnadu and Indian Economy - Agricultural Productivity - Farming as a business or Way of Life - Agricultural development under five year plans - Development theory and role of Agriculture.

Unit 2 Sustainable Agriculture and Food Security

Green Revolution- History & recent development - Recycling – Meaning & Problems - Organic farming – Present status & Future scope - Hybrid Seeds- history & scope -Food security -Agricultural issues experiences and challenges - Efficiency of irrigation - Issues of livestock.

Unit 3 Agricultural Credit

Cooperative credit system, NABARD and Vaidynathan committee -Role of Commercial Banks, Non-Agricultural Rural credit institutions-Self-Help Group – Meaning and Impact - Agricultural credit – Challenges, opportunities, Strategies - Unorganized credit system, Role, Problems & Report of Radhakrishna Committee

Unit 4 Agricultural Marketing

Pricing of Agricultural goods in comparison with industrial goods - Agricultural marketing and price system in India - Problems of marketing in India - Types of Marketing - Group, Global, Corporate & Forward

Unit 5 Agricultural Management

Concept, Scope and Principle - Recent trends in Agricultural Management - Problems of Agricultural Management

Basic Reading List:

1. C.S. Prasad - Sixty years of Indian Agriculture –New Delhi 2006.
2. Hansra Parumal and Chandrakarn - Modernization of Indian Agriculture in 21st century challenges, opportunity and strategies, Concept Publication Co. New Delhi.

3. Datt R. & K.P.M. Sundharm (2007) Indian Economy, S. Chand & Co. Ltd. New Delhi.
4. Misra S.K. & V.K.Puri (2007) Indian Economy – Himalaya Publication house Mumbai.

Mapping with programme outcomes and programme specific outcomes

Semester	Code	Title of the Paper					Hours	Credits		
I	20MPEC1CC4	Agricultural Economic Issues					4	4		
Course	Programme Outcomes					Programme Specific Outcomes				
Outcomes	(POs)					(PSOs)				
(COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓		✓		✓	✓	✓		✓	
CO2	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO5	✓		✓	✓	✓	✓	✓		✓	✓
Number of Matches= 42, Relationship : HIGH										

Prepared by: Dr. A. KHAN MOHAMED

Checked by: Dr. J. MOHAMED ZEYAVUDHEEN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPEC1CC4	Core - IV (Elective)	Financial Markets and institutions	4	4	100	25	75

Course Outcomes:

The Scholars Would

1. Scholars will be able to gain knowledge on terminology widely used in financial Markets.
2. Scholars will be able to understand the functioning of stock, derivative, commodity and currency markets.
3. Scholars will be able to interpret the trend in indices and prices of shares and commodity counteracts.
4. Scholars will be able to carry out trading activity in financial instruments.
5. Scholars will be able to evaluate the trend in share and commodity prices and formulate a portfolio of minimum risk

Unit - I

Introduction to Financial Market – Types of Financial Markets – Meaning and Definitions of Stock Market, Derivative Market, Commodities Market, and Currency Market.

Unit - II

Stock Markets - Primary & Secondary Markets - Market Participants - Stock Exchanges - Market Index - Trading Mechanism - Broker/Sub-Brokers - Basic Accounting, Activity: Practical Trading

Unit - III

Derivative Markets - Meaning & concept of Derivatives – Futures and Options - Trading Mechanism. Activity: Practical Trading.

Unit - IV

Commodities Markets - Commodity Derivatives - Commodity Exchanges – Instruments - Pricing Techniques - Accounting & Taxation . Activity: Practical Trading.

Unit - V

Currency Markets - Foreign Exchange Derivatives - Exchange Traded Futures - Regulatory Framework - Accounting & Taxation - Code of Conduct. Activity: Practical Trading.

References:

1. Vasant Desai - The Indian financial system and Development-, Himalaya Publishing House.
2. Dr. S. Gurusamy - Financial Markets and Institutions-, Tata McGraw Hill.
3. Dr. Bharti Pathak - The Indian Financial System, Pearson.
4. M.Y.Khan - Indian Financial System, Mc.Graw Hill
5. C.Sudarsana Reddy - Financial Management-Principles and Practice, Himalaya Publishing House.

6. Thummuuri Siddaiah - Financial Services, Pearson.

Mapping with programme outcomes and programme specific outcomes

Semester	Code	Title of the Paper					Hours	Credits		
I	20MPEC1CC4	Financial Markets and institutions					4	4		
Course	Programme Outcomes					Programme Specific Outcomes				
Outcomes	(POs)					(PSOs)				
(COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓				✓		✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓		✓	
CO3	✓	✓	✓	✓	✓	✓		✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓
Number of Matches= 40, Relationship : HIGH										

Prepared by: Dr. A. HIDAYATHULLA

Checked by: Dr. J. MOHAMED ZEYAVUDHEEN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPEC1CC4	Core - IV (Elective)	Agricultural Output Marketing	4	4	100	25	75

Course Outcomes:

1. Scholars will acquire the knowledge on marketing practices in primary secondary and terminal markets.
2. Scholars are able to explore the major agricultural commodities.
3. Enrich the ability of problems and challenges in Agriculture marketing
4. Scholars can observe the state intervention in Agricultural marketing.
5. Scholars will identify the inter-regional and International Trade in agriculture.

UNIT -1

Structure and Model of Agri-Marketing Organizations with functions: Functions of intermediaries, Marketing Practices in Primary and secondary and terminal market, Regulated markets, co-operative marketing.

UNIT -2

Costs and margins, Marketing Finance; Marketing Structure of Major agricultural commodities, food grains: Rice, and Maize. Cash Crops; Cotton, Oil Seeds, Vegetables and Fruits, Milk, Meat and Poultry products.

UNIT -3:

Problems and Challenges in Agriculture Marketing - Market Yards - Support prices - Rural Warehousing.

UNIT -4:

State Intervention in Agricultural Marketing, Role of Various agencies (Andhra Pradesh Agro, MARKEED, State Department, and FCI, Tobacco Board, Cotton Corporation) and its impact on market efficiency. Agriculture Price Commission.

UNIT -5:

Inter-regional and international trade in agriculture; emerging scenario of international trade in agricultural commodities; concept of terms of trade and balance of payments, WTO and Indian agriculture with special reference to Andhra Pradesh.

References:

1. C.S.G.Krishnamacharyulu & Lalitha Ramakrishnan, "Rural Marketing: Text and Cases", Pearson Education, New Delhi.
2. Awadhesh Kumar Singh & Satyaprakash Pandey, Rural Marketing: Indian Perspective, New Age International Publishers, New Delhi.
3. Mamoria, C.B. & Badri Vishal: Agriculture Problems in India
4. Arora, R.C., "Integrated Rural Development", S. Chand Limited, New Delhi.
5. Gopaldaswamy, T.P., "Rural Marketing: Environment, Problems and Strategies, Vikas Publishing House Pvt. Ltd., New Delhi.

6. Bedi & Bedi, "Rural Marketing", Himalaya Publishing House, New Delhi.

Mapping with programme outcomes and programme specific outcomes

Semester	Code		Title of the Paper			Hours		Credits		
I	20MPEC1CC4		Agricultural Output Marketing			4		4		
Course	Programme Outcomes					Programme Specific Outcomes				
Outcomes	(POs)					(PSOs)				
(COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		✓			✓	✓	✓			
CO2	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO3	✓	✓		✓	✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO5	✓	✓			✓	✓	✓	✓	✓	✓
Number of Matches= 39, Relationship : HIGH										

Prepared by: Dr. M.R. AJMAL KHAN

Checked by: Dr. J. MOHAMED ZEYAVUDHEEN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very poor	Poor	Moderate	High	Very high