MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12

SYLLABUS

UG - COURSES – AFFILIATED COLLEGES

Course Structure for B. A. Economics

(Choice Based Credit System)

(with effect from the academic year 2026-2027 onwards)

Semester-I				
Part	**Subject Status**	**Subject Title**	**Subject Code**	**Credit**
I	LANGUAGE	TAMIL/MALAYALAM/HINDI	H1TL11/ H1MY11/ H1HD11	3
II	ENGLISH	ENGLISH	H2EN11	3
III	CORE	MICROECONOMICS-I	HCEC11	5
III	CORE	STATISTICS FOR ECONOMICS-I	HCEC12	5
III	ELECTIVE	FUNDAMENTALS OF MANAGEMENT	HEEC11	3
IV	SEC 1	DEMOGRAPHY	HSEC11	2
IV	FC	BUSINESS COMMUNICATION	HFEC11	2

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

A. **Scheme for internal Assessment**:
Maximum marks for written test: **20 marks**
3 internal tests, each of **I hour** duration shall be conducted every semester.
To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:
Written test- 20 marks; Assignment -5 marks Total - 25 marks

B. Scheme of External Examination
3 hrs. examination at the end of the semester
A – Part : 1 mark question two - from each unit
B – Part : 5 marks question one - from each unit
C – Part : 8 marks question one - from each unit

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

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

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

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

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

- **Classification**
  a) First Class with Distinction : CGPA $\geq$ 7.5*****
  b) First Class : CGPA $\geq$ 6.0
  c) Second Class : CGPA $\geq$ 5.0 and $<$ 6.0
  d) Third Class : CGPA$<$ 5.0

PART - I பொதுத்தமிழ் I
நீதி இலக்கியங்களும் பக்தி இலக்கியங்களும்

அலகு 1

இலக்கிய அறிமுகம்

அ. நீதி இலக்கியங்கள் அறிமுகம் பதினெண் கீழ்க்கணக்கு நூல்கள்

1. திருக்குறள்
2. நாலடியார்
3. நான்மணிக்கடிகை
4. இன்னா நாற்பது
5. இனியவை நாற்பது
6. திரிகடுகம்
7. ஆசாரக் கோவை
8. பழமொழி
9. சிறுபஞ்சமூலம்
10. ஏலாதி
11. முதுமொழிக்காஞ்சி
12. கார் நாற்பது
13. ஐந்திணை எழுபது
14. ஐந்திணை ஐம்பது
15. திணைமொழி ஐம்பது
16. திலைமாலை நூற்றைம்பது
17. கைந்நிலை
18. களவழி நாற்பது

பிற நீதிநூல்கள்

1. ஆத்திசூடி - ஔவையார்
2. கொன்றைவேந்தன் - ஔவையார்
3. மூதுரை - ஔவையார்
4. நல்வழி - ஔவையார்
5. அறநெறிச்சாரம் - முனைப்பாடியார்
6. வெற்றிவேற்கை - அதிவீரராம பாண்டியர்
7. நீதிநெறிவிளக்கம் - குமரகுருபரர்
8. நன்னெறி - துரைமங்கலம் சிவப்பிரகாசர்
9. உலகநீதி - உலகநாதன்
10. நீதிநூல் - மாயூரம் வேதநாயகம்பிள்ளை

புதிய ஆத்திசூடிகள்

1. புதிய ஆத்திசூடி - பாரதியார்
2. இளையார் ஆத்திசூடி - பாரதிதாசன்
3. தமிழ்சூடி - வ.சுப.மாணிக்கம்
4. நெறிசூடி - நாரா. நாச்சியப்பன்
5. அறிவியல்சூடி - ச.மெய்யப்பன்
6. ஆய்வுகுடி - தமிழண்ணல்
7. நீதிசூடி - புலவர் சோம. இளவரசு

ஆ. பக்தி இலக்கியங்கள் அறிமுகம்

1. பன்னிரு திருமுறைகள்
2. சைவத் திருமடங்கள்
3. நாலாயிரத் திவ்வியப் பிரபந்தம்
4. கிறித்துவ சமயத் தமிழ் இலக்கிய வளர்ச்சி
5. இஸ்லாம் சமயத் தமிழ் இலக்கிய வளர்ச்சி

அலகு 2

நீதி இலக்கியங்கள் (செய்யுள்))

1. திருக்குறள் அறன் வலியுறுத்தல் (4 வது அதிகாரம்) 10 குறள்கள்
2. நாலடியார் - கல்வி (14 ஆவது அதிகாரம்) 10 பாடல்கள்
3. நான்மணிக்கடிகை நிலத்துக்கு அணிஎன்ப - 9ஆவது பாடல்
4. பழமொழி நானூறு தந் நடைநோக்கார் - 288 ஆவது பாடல்
5. இனியவை நாற்பது இளமையை மூப்பென்று -37ஆவது பாடல்
6. முதுமொழிக்காஞ்சி எளிய பத்து 10 பாடல்கள்
7. நல்வழி முதல் ஐந்து பாடல்கள்
8. நீதிநெறி விளக்கம் முதல் ஐந்து பாடல்கள்

அலகு -3

பக்தி இலக்கியங்கள்

1. முதல் 3 பாடல்கள் 1 திருநாவுக்கரசர் நின்ற திருத்தாண்டகம்
2. மாணிக்கவாசகர் - சிவபுராணம் முதல் 10 வரிகள்
3. பொய்கையாழ்வார் முதல் திருவந்தாதி - முதல் 2 பாடல்கள்
4. பூதத்தாழ்வார் இரண்டாம் திருவந்தாதி முதல் 3 பாடல்கள்
5. ஆண்டாள் - திருப்பாவை முதலாவது பாடல்
6. திரு.வி.க - கிறிஸ்து மொழிக்குறள் - 5 குறள்கள்
7. குணங்குடி மஸ்தான் சாகிபு பராபரக்கண்ணி 5 கண்ணிகள்

அலகு -4

உரைநடை

நூற்றாண்டு கண்ட ஆளுமைகள் த.அறம் (1-4)

1. இலக்கியப் பேரொளி தொ.மு.சி. ரகுநாதன்
2. திசைகாட்டி கு.அழகிரிசாமி
3. பொதுவுடைமைக் கவிஞர் தமிழ் ஒளி
4. கரிசல் இலக்கியத் தந்தை கி ராஜநாராயணன்
5. சங்க இலக்கியத்தில் குலக்குறியீடு பேராசிரியர் பா. ஆனந்தகுமார்.

அலகு -5

மொழிப்பயிற்சி ஒற்றுப்பிழைத் தவிர்த்தல்

1. வல்லினம் மிகும் இடங்கள்
2. வல்லினம் மிகா இடங்கள்
3. ஈர்ஒற்று வரும் இடங்கள்
4. ஒரு.ஒர் வரும் இடங்கள்
5. அதுஇ அஃது வரும் இடங்கள்
6. தான்இ தாம் வரும் இடங்கள்

MALAYALAM
PAPER I- PROSE, COMPOSITION AND TRANSLATION

Unit 1

This unit focus on the importance of Malayalam fiction, -the origin and development of Malayalam Short story –renaissance in short story—Thakazhi-Basheer-Karoor- -Navothana katha:

For detailed study:

1. Marappavakal- Karoor Neelakantappilla.
2. Uthuppante kinar.-Karoor Neelakantappilla.
3. Ezhunnallathuduty-Karoor Neelakantappilla.

Unit II

Kathayum adhunikathayum- To familiarize – Romanticism -Modernism, Plot and narration in modern short stories

For detailed study:

1. Neippayasam –Madhavikutty
2. Kadaltheerathu-.O.V.Vijayan
3. Radha radhamathram-M.Mukundan

Unit III

Samakala katha– Post modernism- Globalization-Women –Dalit- Cyber – Environmental issues in short stories- The theme, structure and narrative style of the authors -comparison-

For detailed study:

1. Viyarppadayalangal-Sara Joseph
2. Jwala - Priya .A.S
3. Vartha sareeram –Santhosh Echikkanam
4. Otta vaikkol viplavam –V.J.James

Unit IV

This unit briefs the history of Malayalm Novel- major works, romantic period- of M T Vasudevan Nair , narrative style of Nalukettu- craft and characterization in Nalukettu

Unit V

This unit focus on Translation, Word level and syntactic level and also discuss the writing style of Essay- introduce proverbs and paraphrasing in Malayalam

Recommened Texts

1. Marappavakalum mattu kathakalum – Karoor Neelakantapilla. (only 3 stories (a.)Marappavakal (b)Uthuppante kinar (c) Ezhunnallathuduty))
2. Nalukettu- .Novel -M.T.Vasudevan Nair

Reading list (print and online)

1. Adhunika Malayala Sahithya Charithram Prasthanangalilude – Dr. K.M.George (Ed.)
2. Cherukadha Innale Innu - M.Achuthan
3. Kadha Thedunna Kadha - N.Prabhakaran
4. M.T. Vakkinte Vismayam – V.R.Sudheesh
5. Kadhayum Kalavum –K.S.Ravikumar
6. Malayala Novalilee Desakaalangal- E. Ramkrishnan
7. Maranunna Malayala Noval- K.P. Appan
8. Andhanaya Daivam- P.K.Rajasekharan
9. Shyalee shilppam- Dr.K.M. Prabhakra Warier
10. Bhasha gadhyam- C.V. Vasudeva Bhattathiri
11. Karur Kadha patanam- M.M.Basheer

GENERAL HINDI – I

इकाई 1: बुनियादी हिन्दी (Unit 1: Basic Hindi)
दिन, दिशा, तरकारी, फल, रंग,
शरीर के अंग और रिश्तेदारों के नाम,
दिनों के नाम, महीनों के नाम,
लिंग, वचन । (change the gender & Singular plural)

इकाई 2: व्याकरण 1 (Unit 2: Grammar 1)
संज्ञा, सर्वनाम
विशेषण, क्रिया,
क्रिया विशेषण
काल

इकाई 3: कहानियाँ (Unit 3: Stories)
तकिया – चित्तरंजन भारती
उनका स्नेह – चंद्रशेखर दुबे
न्याय – कन्हैयालाल गौड़
बेटी का हिस्सा – श्यामसुंदर अग्रवाल

इकाई 4: हिंदी साहित्य का इतिहास – आदिकाल
(Unit 4: History of Hindi Literature – Adikal)
परिचय
प्रमुख विशेषताएँ
प्रमुख कवि एवं रचनाएँ
सामाजिक परिस्थितियाँ

इकाई 5: अपठित गद्यांश (answer the following questions according to the Comprehension Passages)
पाँच अपठित गद्यांश 1-5

Text Book:
Material prepared by the Course Teacher.

Reference Books:

1. Unit 1 - Hindi Vathyayan ,Dr.K.M.Chandra Mohan, Viswavidyalaya Prakashan, Chowk, Varanasi
2. Unit 2 – Madhyama Patya pustak, Dhakshin Bharath Hindi Prachar Sabha, Thyagarajanagar, Chennai, 2022
3. Unit 3 - Visharad poorvardh patya pusthak- pahala pathra - kahani Dhakshin Bharat Hindi Prachar Sabha, Chennai, 2025
4. Unit 4 - Hindi Sahithya ka Ithihas, Dr. Mohan Singh, Millind Prakashan, Hyderabad.
5. Unit 5 – Madhyama Patya pustak, Dhakshin Bharath Hindi Prachar Sabha, Thyagarajanagar, Chennai, 2022

PART - II GENERAL ENGLISH - I

UNIT – I
PROSE

1. The Power of Prayer - APJ Abdul Kalam
2. On the love of life - William Hazlitt
3. Nature (Chapter 1) - R. W. Emerson
4. Forgetting - Robert Lynd

UNIT – II
POETRY

1. The Flower-School - Rabindranath Tagore
2. Love After Love - Derek Walcott
3. Don't Quit - Edgar Albert Guest
4. Night - Wole Soyinka

UNIT – III
SHORT STORY

1. The Missing Mail - R K Narayan
2. Two Gentlemen of Verona - A.J. Cronin.
3. A Real Durban - Jhumpa Lahiri
4. Girls at War - Chinua Achebe

UNIT – IV
GRAMMAR PARTS OF SPEECH

1. Noun, Kinds of Nouns, Gender, Number, Case
2. Pronoun - Personal, Emphatic, Demonstrative, Indefinite, distributive, Relative and Interrogative
3. Adjective, kinds of Adjectives - Degrees of Comparison

UNIT – V
COMPOSITION

1. Paragraph Writing
2. Story Writing (Hints Developing)
3. Reproduction of a Story Poem
4. Letter Writing

TEXT BOOKS & WEB RESOURCES

1. Web Resources
   Extract from Dr. A.P.J. Abdul Kalam's autobiography, Wings of Fire Hazlitt, William. “On the love of life.” . Quotidiana. Ed. Patrick Madden. 29 Sep 2006. 14 Jun 2026 https://essays.quotidiana.org/hazlitt/love_of_life/
   Nature:https://www.gutenberg.org/files/29433/29433-h/29433-h.htm
   Forgetting:https://archive.org/stream/in.ernet.dli.2015.73174/2015.73174.English-Essays-Of-Today_djvu.txt
2. Wren & Martin High School English Grammar and Composition

MICROECONOMICS-I

Learning Objectives

- To equip the economic behaviours of individual units of the Society.
- To describe the Consumer behaviour and Utility analysis
- To impart knowledge on Demand and Supply concepts
- To identify the relevance of Production and returns to scale of Production.
- To know the costs and Profit maximisation.

UNIT I

Basic Concepts

Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making– Rationality: Self-Interest – Trade-offs –Fundamental Economic Problems -Market Mechanism and Resource Allocation.

UNIT II

Utility Analysis

Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves–Properties– Marginal Rate of Substitution- Budget Line – Price and Substitution Effects- Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks' Approach.

UNIT III

Demand and Supply Analysis

Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect. Elasticity of Demand: Types - Engel's Law. Supply – Law of Supply – Determinants –Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus

UNIT IV

Production Analysis

Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quants-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution (CES) Production Function –Economies and Diseconomies of Scale

UNIT V

Cost and Revenue Concepts

Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk, and Imputed Costs – Revenue – Total,

Average, and Marginal Revenue –Relationship between AR, MR, and Elasticity of Demand- Profit Maximization Rule.

Textbooks

1. Robert Pindyck and Daniel L.Rubinfield,(2001) Micro Economics, Macmillan
2. Hal R. Varian (2004), Intermediate Microeconomics (East-West Press: New Delhi)
3. Paul Krugman and Robin Wells, Microeconomics, Worth Publishers, 2020.
4. Ahuja H.L (2016). Principles of Microeconomics, S.Chand
5. Timothy Taylor, Steven A Greenlaw, and David Shapiro (2017). Principles of Economics, 12th Media Services.

Reference Books

1. Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2nd Edition.
2. Gregory Mankiw (2012), Principles of Microeconomics, Cengage India.
3. Dwivedi, D.N(2002), Microeconomics: Theory and Applications, 2nd ed., Pearson
4. Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)
5. Karl E.Case and Ray C Fair (2007), Principles of Economics, Pearson Prentice Hall Inc., Singapore, South Asia

Web Resources

1. http://www.econlib.org/library/enc/microeconomics.html
2. https://www.tutor2u.net/economics
3. https://www.economicsnetwork.ac.uk/
4. https://www.cliffsnotes.com/studyguides/economics/introduction/microeconomics
5. http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf

STATISTICS FOR ECONOMICS –I

Learning Objectives

- To know the nature and scope of Statistics and its applications
- To teach students Collection, Classification, Analysis, and Presentation of data.
- To apply the measures of Central Tendency
- To draw a measurement of Dispersion and its applications
- To analyse Correlation and Regression and their applications

UNIT I

Introduction and Collection of Data

Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for Collecting Primary Data – Requisites of a Good Questionnaire – Sources of Secondary Data.

UNIT II

Classification and Presentation of Data

Classification and Tabulation of Data– Types - Frequency Distribution — Cumulative Frequency Distribution- Class Interval. Diagrams – Types- Graphical Representation– Histogram – Frequency Polygon – Ogive Curve - Lorenz Curve.

UNIT III

Measures of Central Tendency

Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.

UNIT IV

Measures of Dispersion

Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation –Skewness and Kurtosis.

UNIT V

Correlation and Regression

Correlation – Types of Correlation – Methods: Karl Pearson's Coefficient of Correlation –Spearman's Rank Correlation. Regression Equations – Distinction between Correlation and Regression Analysis.

Textbooks

1. Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.
2. Sancheti. D.C and Kapoor V.K(2005). Statistical Theory, Method and Application, Sultan Chand and Sons, New Delhi.
3. Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi, S. Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.
4. Prof. S.G. Vekatachalapathy and Dr.H.Premraj (2018), Statistical Methods, Margham Publications.
5. Dominick Salvatore and Derrick Reagle, Theory and Problems of Statistics and Econometrics, McGraw-Hill, (2002)

Reference Books

1. Saxena H.C (2016). Elementary Statistics, S Chand and Company, New Delhi.
2. Elhance D.N (2004), Fundamentals of Statistics, Kitab Mahal, New Delhi
3. Manoharan M (2010), "Statistical Methods", Palani Paramount Publications, Palani.
4. R.S.N.Pillai and V. Bagavathi (2010), Statistics, Sultan Chand and Sons, New Delhi
5. Dr. S. S. Sachdeva (2014). Statistics - Lakshmi Narain Agarwal.

Web Resources

1. https://www.cuemath.com/data/statistics/
2. https://stattrek.com/statistics/resources
3. https://testbook.com/learn/maths-mean-median-mode/
4. https://www.statistics.com/
5. https://thisisstatistics.org/students/

FUNDAMENTALS OF MANAGEMENT

Learning Objectives

- To provide students with the basic concepts of Management.
- To probe the Planning concepts and their objectives
- To analyze the Organizational Levels in an Organization
- To describe the Motivation and Satisfaction and their elements
- To know the importance of Quality Checks.

UNIT I
Introduction
Management – Definition- Scope – Schools of Thought in Management- Levels of Management-Role and Functions of a Manager

UNIT II
Planning
Planning: Concept, Objectives, Nature, Limitations, Process of planning, Importance, Forms, Techniques, and Process of decision making.

UNIT III
Organisational Levels
Types of Business Organizations – Structure- Span of Control – Departmentalisation- Selection, Training and Development, Performance Management, Career Planning, and Management

UNIT IV
Directing
Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.

UNIT V
Controlling
Process of Controlling – Types of Control – Budgetary and nonbudgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control – Maintenance Control – Quality Control – Planning Operations.

Textbooks

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, (2011) "Fundamentals of Management" 7th Edition, Pearson Education
2. Tripathy PC & Reddy PN,(1999) "Principles of Management", Tata McGraw-Hill.
3. Pillai R.S.N and Kala, S. (2013). Principles and Practice of Management S.Chand & Co. and Company.
4. Ricky Griffin, "Fundamentals of Management", Cengage Learning, (2016)
5. Pardeep Kumar and Amanjot Sachdeva, "Fundamentals of Management", S. Chand Publishing, (2012)

Reference Books

1. Dr. C.B. Gupta and Dr. Shruti Mathur (2022), Management Principles and Applications, Scholar Tech Press
2. Neeru Vasisth and Vibhuti Vasishth (2019), Principles of Management Text & Cases, Taxman Publication
3. R.C Bhatiya, "Fundamentals of Management", S.K Kataria &Sons, 2013
4. L.M Prasad, "Principles and Practice of Management,2021
5. Dr.N.Mishra and Dr.O.P.Gupta, "Fundamentals of Management", SBPD Publishing House, 2022

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1. http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf
2. https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-ofmanagement-introduction-and-concepts/
3. https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf
4. https://in.sagepub.com/en-in/sas/journal-of-management/journal201724
5. https://www.managementstudyhq.com/evolution-management-thoughttheories.html

DEMOGRAPHY

Learning Objectives

- To understand the meaning and scope of Demography
- To discuss the basic concepts of demographic measurements.
- To describe the concepts of Urbanisation and Migration
- To evaluate the international aspects of Population growth and its environment
- To analyse the trends in Population policy in India

UNIT I

Introduction

Meaning - Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory, and Theory of Demographic Transition.

UNIT II

Vital Statistics

Census Data - Life Tables: Meaning and Uses - Temporal and Spatial Variation in Sex Ratios. Fertility Rate: Definition - Crude Birth Rate - Age Specific Fertility Rate - Standardised Birth Rate-Total Fertility Rate– Gross Reproduction Rate -Net Reproduction Rate. Mortality Rate: Definition - Crude Death Rate - Age Specific Mortality Rate – Infant Mortality Rate - Neonatal Mortality Rate - Post-neonatal Mortality Rate.

UNIT III

Migration and Urbanisation

Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population–Recent Trends in Migration.

UNIT IV

Population Trends

Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.

UNIT V

Population Policy in India

Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups – National Population Commission – Demographic Dividend – National Youth Policy-2025.

Textbooks

1. Jhingan, M. L, B.K. Bhatt, J.N. Desan (2003). Demography, Vrinda Publications, New Delhi
2. Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd.
3. Jennifer Hickes Lundquist, Douglas L. Anderton, and David Yaukey, "Demography: The Study of Human Population", Waveland Press Inc, 2015
4. Dudley L. Poston, Jr. and Leon F. Bouvier, "Population and Society: An Introduction to Demography", Cambridge University Press, 2015
5. Richard. K Thomas, "Concepts, Methods and Practical Applications in Applied Demography", Springer,2018

Reference Books

1. Agarwala S.N. (1985), India's Population Problem, Tata McGraw-Hill, Bombay.
2. Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies,

Himalaya Publishing House, Bombay.
3. Bogue, D.J. (1969), Principles of Demography, John Wiley, New York
4. Sarah Harper (2018), Demography: A Very Short Introduction, Oxford University Press, 2018.
5. Peter R. Cox, Demography- 5th Edition, Cambridge University Press.

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1. https://data.worldbank.org/indicator/SP.POP.TOTL
2. https://www.iom.int/
3. https://censusindia.gov.in
4. https://www.nationalgeographic.org/encyclopedia/demography/
5. https://www.nature.com/scitable/knowledge/library/introductiontopopulationdemographics-83032908/

BUSINESS COMMUNICATION

Learning Objectives

- To know the meaning, objectives, and role of Communication and Media.
- To understand the need and importance of Communication in Management
- To acquire knowledge of a business letter
- To study the business correspondence with Insurance and other organisations
- To understand the meaning and importance of Report Writing

UNIT I

Communication

Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics of Successful Communication

UNIT II

Communication in Management

Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization.

UNIT III

Business Letters

Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.

UNIT IV

Correspondence

Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence

UNIT V

Report Writing

Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by an Individual and Committees - Agenda and Minutes of Meeting.

Textbooks

1. Korlahalli, J. S., & Pal, R. (1979). Essentials of Business Communication. S. Chand, New Delhi.
2. Kaul A (2015), Effective Business Communication. Second Edition, Prentice Hall India Learning Private Limited.
3. Raymond Lesikar and John Pettit, Jr.(2016), Report Writing for Business, McGraw- Hill Education
4. Scott Mclean, "Business Communication for Success", Flat World Knowledge, 2010
5. Virander K. Jain, "Business Communication", S. Chand Limited, 2008

Reference Books

1. Kumar, R. (2010). Basic Business Communication. Excel Books India.
2. Bovee, C. L. (2008). Business Communication Today. Pearson Education India.
3. Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing.
4. Mary Ellen Guffy and Dana Loewy (2012), Essentials of Business Communication, Cengage Learning
5. C.B.Gupta (2019), Essentials of Business Communication, Cengage Learning India Pvt. Ltd

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2. https://studiousguy.com/business-communication/
3. https://www.indeed.com/career-advice/resumes-cover-letters/businesscommunication-skills
4. https://www.softskillsaha.com/what-is-meaning-of-business-communicationskills.php
5. https://www.mindtools.com/page8.html