

B.A. ECONOMICS

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	25UECVAC1	Value Added Course - I	30	-	-	100	100
Course Title		E-Commerce					

SYLLABUS		
Unit	Contents	Hours
I	Introduction Emergence of the Internet – Emergence of the WWW – Benefits of E-commerce – Traditional Marketing - E-Marketing – E-advertising – E-branding.	6
II	Payment Systems E-payment systems – Classification – Digital Payment: Internet Banking System, Mobile Banking System, UPI.	6
III	Security issues in E commerce Security Breaches, Phishing, Ransomware, Malware, e-skimming, Cross-site Scripting.	6
IV	E-Commerce Portals International, National and Regional level Portals –Product Specific Portals - Alibaba, Amazon, Ebay, Flipkart, Meesho, Olx, Shopsy, Bigbasket, Milkbasket.	6
V	Process of Running E-business Account Creation - Selection of Products - Listing of Products – Price Fixation – Promotion Strategies – Selling Process – Shipping Procedure –Product Returns - Payment Terms.	6

Text Book(s):
1. Dr. C.S. Rayudu, E-Commerce E-Business, Himalaya Publishing House, 1 st Edition, 2022 2. Dr. K. Riyaz Ahamed, E-commerce, Charulatha Publications, 1 th Edition, 2024
Reference Book(s):
1. kenneth C. Laudon & Carol Guercio Traver, E-Commerce 2023: Business, Technology, Society, Pearson, 18 th Edition, 2023 2. Joseph, P.T., S.J, E-Commerce : An Indian Perspective, PHI Learning, 7 th Edition, 2023
Web Resource(s):
1. Introduction to E-commerce https://elearning-adbi.org/courses/introduction-to-e-commerce/ 2. E-Business https://onlinecourses.nptel.ac.in/noc24_mg92/preview

Course Outcomes	
Upon successful completion of this course, the student will be able to:	
CO No.	CO Statement
CO1	State the emergence of E-Commerce
CO2	Summarize the features of various digital payment systems
CO3	Identify the dangers of E-Commerce
CO4	Analyse the functioning of reputed E-Commerce Portals
CO5	Explain the process of running E-Commerce business

Course Coordinator: Mr. A. M. Z. Mohamed Arsath ali

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	25UECVAC2	Value Added Course - II	30	-	-	100	100
Course Title		Methods of Measuring Inflation					

SYLLABUS		
Unit	Contents	Hours
I	Inflation Meaning – Causes: Demand Pull and Cost Push – Types of Inflation – Controlling Measures	6
II	Index Number Meaning – Uses – Classification: Price, Quantity, Value, and Special Purpose	6
III	Issues in Index Number Prerequisites for constructing Index Numbers - Problems in the Construction of Index Numbers – Methods: Weighted and Unweighted	6
IV	Methods of Calculating Index Number Laspeyre's – Paasche's – Fisher's and Bowley's	6
V	Measurement of inflation in India Wholesale Price Index – Consumer Price Index – Base year shifting – Basket of Goods.	6

Text Book(s):
1. M.L. Jhingan, B.K. Jhingan, Macro Economic Theory, 13 th Edition, Reprint 2022
2. Gupta SP, Statistical Methods, Sultan Chand & Sons, 46 th Revised Edition, 2021, Reprint 2024
Reference Book(s):
1. Dr. D.M. Mithani, Macro Economics, Himalaya Publishing House, 1 st Edition, 2021
2. R. S. N. Pillai, Bagavathi, Statistics: Theory and Practice, S Chand Publishing, 8th Edition 2016, Reprint 2018
Web Resource(s):
1. Basic Concepts of Inflation https://c4scourses.in/banking-finance/basic-concepts-of-inflation/
2. Inflation and Index Numbers https://unacademy.com/content/cbse-class-11/study-material/economics/inflation-and-index-numbers/

Course Outcomes	
Upon successful completion of this course, the student will be able to:	
CO No.	CO Statement
CO1	Define Inflation and its types.
CO2	Outline the meaning of Index Number and its classification.
CO3	Identify the problems in construction of Index Numbers
CO4	Analyse the various methods of calculating Index Numbers.
CO5	Appraise the methods of calculating Inflation in India

Course Coordinator: Dr. J. Mohamed Zeyavudheen

M.A. ECONOMICS

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	25PECVAC1	Value Added Course - I	30	-	-	100	100
Course Title		Report Writing Using MS Office - Word					

SYLLABUS		
Unit	Contents	Hours
I	Report Meaning and Importance – Need for effective documentation – types of reports: business, analytical, informational, research, marketing, internal and progress reports.	6
II	Research Report Meaning – Purpose, Characteristics of a Good Research Report- Steps. Structure of Research Report: Preliminary Section – Main Report - Foot Note and Bibliography	6
III	MS office – Word - I Tools for report writing: Home menu, Insert, Design & Layout	6
IV	MS office – Word - II References Menu: Table of Contents – Foot Note – Bibliography – Index	6
V	MS office – PowerPoint Practical: Presentation of Research Report using MS PowerPoint	6

Text Book(s):
1. Dr. Deepak Chawla & Dr. Neena Sondhi, Research Methodology, Vikas Publishing House Pvt Ltd, 2016
2. Ashwini Ravindra Bhogle, MS-Office, Himalaya Publishing House, First Edition, 2024
3. Joan Lambert, Microsoft Word 2019 Step by Step, Pearson Education; First Edition, 2022
Reference Book(s):
1. C R Kothari, Research Methodology, New Age International Publishers, 5 th Edition, 2023
2. B.N. Ghosh, Scientific Method and Social Research, Sterling Publications Private Limited, 4 th Edition, 2015
3. Leonard J Ledger, Microsoft Office 365 For Beginners, 2023
Web Resource(s):
1. Report writing https://www.anu.edu.au/students/academic-skills/writing-assessment/report-writing
2. Create a bibliography, citations, and references in MS Word https://support.microsoft.com/en-us/office/create-a-bibliography-citations-and-references-17686589-4824-4940-9c69-342c289fa2a5
3. Insert footnotes and endnotes in MS Word https://support.microsoft.com/en-us/office/insert-footnotes-and-endnotes-61f3fb1a-4717-414c-9a8f-015a5f3ff4cb

Course Outcomes	
Upon successful completion of this course, the student will be able to:	
CO No.	CO Statement
CO1	Define report and list the types of report.
CO2	Summarize the characteristics and structure of a research report.
CO3	Apply the home, insert, design and layout menus of MS-Word for writing a research report.
CO4	Examine the reference menu of MS-Word for making citations and bibliography in the research report.
CO5	Explain the steps in presentations of a research report.

Course Coordinator: Dr M.A. Raja Mohamed