



**After completing the course the students will be able to**

**CO1:** Apply the role of marketing in an economy.

**CO2:** Understand the performance of marketing in various sectors at the national and international levels.

**CO3:** Analyze the different channels of marketing.

**CO4:** Acquire the knowledge about the market advertising.

**CO5:** Evaluate the problems of market segmentation.

#### **18UECE52**

#### **TAMIL NADU ECONOMY**

**Course Outcomes:**

**On successful completion of the course, the student will be able to:**

**CO1:** Understand the process of growth in Tamil Nadu economy

**CO2:** Comprehend the resources of Tamil Nadu.

**CO3:** Figure out the quantum of Tamil Nadu State Income.

**CO4:** Acquire knowledge on the status of Tamil Nadu agricultural sector.

**CO5:** Expose them to specific economic issues pertaining to the region.

#### **18UECE53**

#### **RESEARCH METHODOLOGY**

**Course Outcomes:**

**After completing the course the students will be able to**

**CO1:** Understand basic concepts of research and its methodologies.

**CO2:** Analyze the significance of research.

**CO3:** Evaluate the importance of research design.

**CO4:** Figure out the different sampling methods.

**CO5:** Differentiate primary and secondary data and their sources.

#### **18UECE54**

#### **RURAL DEVELOPMENT**

**Course Outcomes:**

**After completion of the course, the student will be able to**

**CO1:** Remember the basic concepts of Rural Economy

**CO2:** Understand the dimensions of Rural and Urban Development.

**CO3:** Evaluate the major issues of Rural Problems.

**CO4:** Create the learners to know about the Policies and Programmes for Rural Development Sector.

**CO5:** Analyze the causes and consequences of Rural Development.

#### **18UECE55**

#### **AGRICULTURAL MARKETING**

**Course Outcomes:**

**After Completing the Course the students will be able to**

**CO1:** Understand the Various Components of Agricultural Marketing.

**CO2:** Remember the risk and Uncertainty in Agricultural Sector.

**CO3:** Analyze the Marketing Functions.

**CO4:** Evaluate the Co-operative Marketing.

**CO5:** Apply the out sources of Agricultural Marketing.

**18UECE56**

### **LABOUR ECONOMICS**

**Course Outcomes:**

**After Completing the Course the students will be able to:**

**CO1:** Understand the characteristics of labour problems.

**CO2:** Analyze the theories of labour welfare and their functions.

**CO3:** Remember the supply and growth of labour demand.

**CO4:** Evaluate the employment service organization in India.

**CO5:** Apply social insurance scheme and maturity.

**18UECS51**

### **HUMAN RESOURCES MANAGEMENT**

**Course Outcomes:**

**On successful completion of the course, the student will be able to:**

**CO1:** Understand, influence and manage people at work place.

**CO2:** Comprehend the basic concepts of Human Resource Management.

**CO3:** Acquire the leadership skills by planning the human resources.

**CO4:** Figure out the planning process of recruitment.

**CO5:** Design their own professional resume.

**18UECC61**

### **MACRO ECONOMICS – II**

**Course Outcomes:**

**After Completing the Course the students will be able to**

**CO1:** Understand the ideological basics of Macroeconomic System.

**CO2:** Create Knowledge on different functions of Investment.

**CO3:** Apply the Functionalities of Multiplier and Accelerator.

**CO4:** Analyze the different Instruments of Monetary Policy.

**CO5:** Remember the Post Keynesian Macro Analysis.

**18UECC62**

### **INDIAN ECONOMY**

**Course Outcomes:**

**After Completing the Course the students will be able to**

**CO1:** Evaluate the Mixed Economy and Parallel Economy.

**CO2 :** Understand the structure and the relative shares of the different sectors.

**CO3:** Students should know that India is an emerging economic power in the world Market.

**CO4:** Analyze the development strategy and appraise the current Indian economic policies.

**CO5:** Comprehend the current financial reforms and trade condition in India

**18UECPRI**

### **PROJECT WORK**

## **COURSE OUTCOMES**

**After completing this course the students will be able:**

**CO1:** Identify key reference documents to help guide the structure and style of the report

**CO2:** Describe the connection between proposals and reports

**CO3:** Possess practical exposure of collections of data and analysis for its results

**CO4:** Apply key elements of structure and style in drafting longer documents

**CO5:** Compare strategies for conveying information with text and visually

### **18UECE61**

### **ENTREPRENEURSHIP DEVELOPMENT**

**Course Outcomes:**

**After completing the course the students will be able to**

**CO1:** Remember the students to cognize the role of entrepreneurship in Economic Development.

**CO2:** Acquire basic knowledge about the entrepreneurship.

**CO3:** Create the awareness of women Entrepreneurship

**CO4:** Analyze the Entrepreneurship Development programmes.

**CO5:** Have awareness on Entrepreneurship Development Agencies

### **18UECE62**

### **POPULATION STUDIES**

**Course Outcomes:**

**On successful completion of the course, the student will be able to**

**CO1:** Analyze the optimum theory of population.

**CO2:** Understand the determinants of fertility and birth rate

**CO3:** Evaluate the internal and international migrations.

**CO4:** Remember the effect of population growth.

**CO5:** Apply age composition and expectations of life.

### **18UECE63**

### **INTRODUCTION TO ECONOMETRICS**

**Course Outcomes:**

**On successful completion of the course, the student will be able to**

**CO1:** Understand the nature and methods of Econometric Models

**CO2:** Acquire knowledge on different types of Economic Data.

**CO3:** Figure out the Simple Regression Model

**CO4:** Grab knowledge on different types of functional forms

CO5: Interpret the results of SLR Model

**18UECE64**

**ENVIRONMENTAL ECONOMICS**

**Course Outcomes:**

**On successful completion of the course, the student will be able to:**

CO1: Understand the basic theory and market system of environment economics

CO2: Remember of public goods values of land, water, air, and forest.

CO3: Evaluate the problem of urbanization

CO4: Create the design of environment function

CO5: Evaluate the pollution control board and performance

**18UECE65**

**DEVELOPMENT ECONOMICS**

**Course Outcomes:**

**After Completing the Course the students will be able to:**

CO1: Create the Different Dimensions of Economic Development.

CO2: Apply the Classical theories of Economic Development.

CO3: Evaluate the Classical and Modern Theories of Economic development.

CO4: Remember the different growth Models.

CO5: Analyse the measures of Economic Development.

**18UECE66**

**INDUSTRIAL ECONOMICS**

**Course Outcomes:**

**After Completing the Course the students will be able to**

CO1: Understand the separation of ownership and new empirical industrial organization.

CO2: Evaluate price and non price competitions.

CO3: Analysis product differentiation and market research

CO4: Remember of empirical studies of growth and productivity of industry.

CO5: Apply the importance of loans, FDI and shares.

**18UECS61**

**LOGISTICS MANAGEMENT**

**Course Outcomes:**

**On successful completion of the course, the student will be able to**

CO1: Grasp the important concepts of logistic management.

CO2: Realize the role of logistics in the economy.

CO3: Figure out the planning process of logistics.

CO4: Grab knowledge on the principles of logistics costing.

CO5: Comprehend the forward logistics and reverse logistics.