

## 12. BANKING AND FINANCIAL SERVICES

**Course Objective:** This course aims to enlighten the students with the fundamental concepts of banking and financial services and provide skills needed to work in banking and Financial Service sector.

### **Course Learning Outcomes:**

After completion of this course, students shall be able to achieve the following Outcomes:

**CO1:** Explain the concepts and principals of banking and financial services

**CO2:** Know different types of deposits and digital banking services

**CO3:** Understand functions of Banking Correspondents and Common Service Centres

**CO4:** Examine the functions and challenges of Non-Banking Financial Institutions

**CO5:** Identify and evaluate the role and performance of FSCs.

### **Unit1: Principles of Banking and Indian Banking System**

- Meaning, Principles, Functions of Banking
- Structure of Indian Banking System, Regulations of Banking in India, Role of RBI in Banking
- Problems and Challenges of Banking in India; Anti-money Laundering
- Basics of Financial literacy

### **Unit 2: Deposits, Loans and Digital Banking**

- Bank Account Types, Account Opening and Closing; KYC Norms
- Negotiable Instruments: Cheque, Bill of Exchange, Promissory Note, Endorsement,
- Principles of Lending, Different categories of Loans, Mortgaging
- E-Banking facilities: Debit Card, Credit Card, Net Banking, Mobile Banking, Micro ATMs, Core Banking Solutions

### **Unit 3: Banking Correspondents and Common Service Centers**

- Banking Correspondent Model
- Activities of Banking Correspondent: Deposit Mobilization, Identification of Borrowers, Collection and Recovery of Loan
- Other Banking Services: Common Services Centre (CSC), Provision of Services by CSC, Requirement for Registering CSC
- Case Study of Banking Correspondents with any Bank or CSC in Local Area

### **Unit 4: Financial Services of NBFIs**

- Non-Banking Financial Institutions (NBFIs): Types and Major Players in India
- Important Financial Services offered by NBFIs and their Features, Problems and Challenges of NBFIs in India
- Micro Finance: Concept and Operations; Chit Funds: Concept and Operations; Payment Bank; Concept of EMI
- Regulations of NBFIs in India

## Unit 5: Work with Finance Service Company (FSC)

- Types of loans by Finance Service Company (FSC)
- Customer of FSC: Types and Needs; Marketing of FSC's Loans
- Procedures and Requirements in FSC's Loan Sanction; Collection and Recovery of FSC Loans
- Case Study of a FSC's services in Local Area: loans, deposit collection, money transfer through payment banks

### References:

1. Indian Institute of Banking and Finance: *Principles and Practices of Banking*, Macmillan India Limited, 2021.  
<https://drive.google.com/file/d/1VU7aN4s5ikPQI7nX6mTBW-sVLQCNhfvK/view>
2. Indian Institute of Banking and Finance: *Retail Banking*, Macmillan India Limited, 2015.
3. Akhan Ali Jafor: *Non-Banking Financial Companies in India: Functioning and Practice*, New Century Publications, New Delhi, 2010.
4. RBI: "Non-Banking Financial Institutions" in *Report on Trend and Progress of Banking in India 2019-20*.
5. RBI: Discussion Paper on *Engaging Business Correspondents*.  
[https://www.rbi.org.in/scripts/bs\\_viewcontent.aspx?id=2234](https://www.rbi.org.in/scripts/bs_viewcontent.aspx?id=2234)
6. Govt. of India: Ministry of Electronic and Information Technology: *Digital Service Operational Manual for Common Service Centres*.  
<https://csc.gov.in/assets/cscmanual/digitalsevaoperationalmanual.pdf>

### Co-Curricular Activities:

a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like opening and closing bank account, explaining negotiable instruments, loan application process at banks, operation of digital banking, operating common service center, loan application and sanction in FSC, make use of important websites and apps etc. pertaining to banks and FSCs and make a field visit to any bank and FSC in local area. The expertise of practicing insurance agent or trainer can be utilized for this purposes.

2) For Student: Students shall visit and understand the functioning of bank and FSC of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

**Suggested Activities:**

Unit-1: Chart Preparation of Structure of Banking System in India

Unit-2: Quiz on types of loans and deposits

Unit-3: Visit to Local CSC and report on observation

Unit-4: Group Discussion on Importance of Micro- Finance

Unit-5: Assignment on topics of Services by Financial Service Companies

**Note: For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.**

## 13. INSURANCE SERVICES

**Course Objective:** This course aims to enlighten the students with the fundamental Concepts of insurance services and practical dynamics, skills needed to work in Insurance sector.

### **Course Learning Outcomes:**

Upon completion of this course, the students shall be able to achieve the following learning outcomes

- CO1:** Explain the concept and principles of insurance service and functioning of insurance service agencies.
- CO2:** Understand different life insurance products.
- CO3:** Identify the need for general Insurance and different general insurance products.
- CO4:** Demonstrate practical skills to enable them to start insurance service agency or earn wage employment in it.
- CO5:** Evaluate the performance of local case studies by understanding customer mindset and the role of various supporting institutions under the existing regulations

### **Unit 1: Insurance Concept and Principles**

- Concept of Risk and Uncertainty, Risk Classification
- Insurance: Concept, Importance and Types
- Principles of Insurance
- Insurance Regulations in India, Role of IRDA; Scope for Insurance Business in India

### **Unit 2: Life Insurance and Products**

- Life Insurance: Nature and Features
- Major Life Insurance Companies in India
- Important Life Insurance Products/policies and their Features: Conventional, Unit Linked, Annuities, Group Policies, Micro Insurance

### **Unit 3: General and Health Insurances and Products**

- General Insurance: Nature, Features and Types
- Major General Insurance Companies in India; Important General Insurance Products/Policies and their Features; Role of Surveyor
- Health Insurance: Nature and Features; Role of Medical Examiner in issuing Insurance policy
- Health Insurance Companies in India; Major Health Insurance Products/policies and their Features: Individual, Family, Group

### **Unit 4: Practicing as an Insurant Agent**

- Insurance Contract and Terms of Insurance Policy
- Registration of Insurance Agent/Agency with the Company
- Procedure to issue a Policy: Application and Acceptance; Policy Lapse and Revival; Premium Payment, Assignment, Nomination and Surrender of Policy, Policy Claim
- Important Websites and Apps of Insurance in India

### **Unit 5: Understanding the Customer and Case Studies**

- Insurance Customer and Categories
- Understanding Customer Mindset and Satisfaction
- Addressing the Grievances of the Customer, Ethical Behavior in Insurance, Moral Hazard
- Discussion of two different Case Studies related to Life or General or Health Insurance Services

**References:**

1. Insurance Institute of India: *Principles of Insurance (IC-01)*, Mumbai, 2011.
2. Insurance Institute of India: *Practice of Life Insurance (IC-02)*, Mumbai, 2011.
3. Insurance Institute of India: *Practice of General Insurance (IC-11)*, Mumbai, 2011
4. G. Dionne and S.E. Harrington (Eds.): *Foundations of Insurance Economics*, Kluwer Academic Publishers, Boston, 1997.
5. <https://www.irdai.gov.in>

**Co-Curricular Activities:**

a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like explaining the details of an insurance policy to a customer – life, health and general policy, filling up application for a policy, calculation of premium and claim, make use of important websites and apps etc. pertaining to insurance and make a field visit to any insurance organization in local area. The expertise of practicing insurance agent or trainer can be utilized for this purposes.

2) For Student: Students shall visit and understand the functioning of insurance agency of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

**Suggested Activities:**

Unit-1: Assignment on importance of insurance in India

Unit-2: Seminars on types of life insurance products

Unit-3: Quiz on concepts covered till unit 3

Unit-4: Role play on being an insurance agent

Unit-5: Case studies / Article reading activity on issues of insurance sector

**Note: For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.**

(Skill Enhancement Course)

## 14 A. URBAN ENTREPRENEURSHIP

**Course Objective:** To equip the students with the knowledge and understanding on Concepts/theories of urban entrepreneurship and provide needy skills through various appropriate concepts to establish and promote urban enterprises.

**Course Learning Outcomes:**

Upon completion of this course, students shall be able to achieve the following outcomes:

**CO1:** Explain the basic theories and essentials of entrepreneurship

**CO2:** Apply the theories of entrepreneurship to the conditions of local urban area and formulate appropriate business ideas.

**CO3:** Identify and analyze the entrepreneurship opportunities available in local urban area

**CO4:** Demonstrate practical skills that will enable them to identify various funding sources

**CO5:** Identify and evaluate the performance of local case studies by understanding the role of various supporting institutions under the existing regulations

**Unit-1: Entrepreneurship: Concept and Theories**

- Concept and Importance of Entrepreneurship
- Theories of Entrepreneurship: Innovations, X-Efficiency, Risk Bearing
- Women Entrepreneurship
- ECOPRENEURSHIP.

**Unit-2: Urban Entrepreneurship and Business Planning**

- Urban Entrepreneurial Ecosystem: Factors, Problems and Challenges
- Process of Identification of new Entrepreneurship Opportunities in Urban Areas
- Formulation of Business Planning for Urban Entrepreneurship.
- Case studies

**Unit 3: MSMEs and new Urban Entrepreneurship Opportunities**

- Features of Micro Small Medium Enterprises (MSMEs)
- Cluster Development Approach and Leveraging Technology for MSMEs
- Problems and Challenges of MSMEs
- New Entrepreneurial Opportunities in Urban Area: Food and Beverages, Sanitary and Health Products, Solid Waste and Scrap Disposal, Tourism and Hospitality Services, Consultancy Services and Event Management, Logistic services

**Unit- 4: Financing and Marketing of Urban Entrepreneurship**

- Financing the Urban Entrepreneurship and MSMEs: Procedures to obtain formal loans from Banks and other Institutions
- New avenues of Finance: Crowd Funding and Venture Capital; Preparing Detailed Project Report for Loan

- Marketing of Urban Entrepreneurship and MSMEs products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing
- Public Procurement Policy to purchase MSME Products

### **Unit 5: Institutional Support and Case Studies of Urban Entrepreneurship**

- Institutional support and skills for Urban Entrepreneurship and MSMEs
- Government Schemes for promotion of Urban Entrepreneurship and MSMEs: STARTUP INDIA, STANDUP INDIA, PMKVY, PLI etc.
- Rules and Procedures to start Urban Entrepreneurship Firm and MSME
- Discussion of two different types of Case Studies related to Urban Entrepreneurship/MSME with local relevance.

### **References:**

1. Gordona, E and N. Natarajan: *Entrepreneurship Development*, Himalaya Publishing House Pvt Ltd, Mumbai, 2017.
2. Sharma Sudhir, Singh Balraj, Singhal Sandeep, *Entrepreneurship Development*, Wisdom Publications, Delhi, 2005.
3. NITI Aayog: *Report of Expert Committee on Innovation and Entrepreneurship*, New Delhi, 2015. [https://niti.gov.in/writereaddata/files/new\\_initiatives/report-of-the-expert-committee.pdf](https://niti.gov.in/writereaddata/files/new_initiatives/report-of-the-expert-committee.pdf)
4. Reserve Bank of India: *Report of Expert Committee on Marginal, Small, Medium Enterprises*, Mumbai, 2019. <https://www.rbi.org.in/Scripts/PublicationReportDetails.aspx?UrlPage=&ID=924>
5. <https://nimsme.org>

### **Co-Curricular Activities:**

a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like identification business product, making business plan, preparing DPR for loan, application for bank loan, marketing survey, marketing a product etc pertaining to any type of urban entrepreneurship of local relevance and make a field visit to any one such unit. The expertise of practicing rural entrepreneurs can be utilized for this purposes.

2) For Student: Students shall visit and understand the functioning of urban entrepreneurship of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

**Suggested Activities:**

Unit-1: Invited Lecture on women entrepreneurship and note making deliberation made from the lecture

Unit-2: Field trip to local industry and report submission

Unit-3 Assignment on problems and challenges of MSMEs

Unit-4: Group discussion on crowd funding

Unit-5: Seminar on various government schemes for promotion of urban entrepreneurship

Note: For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.



(Skill Enhancement Course)

## 14 B. RETAIL AND DIGITAL MARKETING

**Course Objective:** This course is aimed to give a complete view of the retail marketing and a comprehensive examination of the retail environment in both physical and digital arena.

**Course Learning Outcomes:**

Upon completion of this course, the students shall be able to achieve the following outcomes:

**CO1:** Explain the concepts and principles about the retail and digital marketing

**CO2:** Identify and analyse the opportunities related to retail and digital marketing available in the local area

**CO3:** Examine the strategies in retail marketing

**CO4:** Demonstrate the practical skills in applying digital marketing strategies

**CO5:** Evaluate different marketing models

**Unit- 1: Concept Of Marketing**

- Marketing: Concept and Types; Marketing Mix; Marketing Strategies
- Marketing Segmentation; Marketing Organizations; Marketing Research
- Pricing Policies and Practices
- Major Players in Retail and Digital Market in India

**Unit- 2: Understanding Product and Consumer**

- Product Marketing Types; Product Decisions and Strategies
- Product Life Cycle; Factors of Consumer Behaviour
- Understanding Indian Consumer, Strategies of persuading the Consumer
- Sale Promotion: Advertisement, Branding and Packaging

**Unit- 3: Retail Marketing**

- Concept and Types of Retail Marketing  
Big and Small Retail Markets, Retail Marketing Mix
- Retail Marketing Strategies; Essentials of Successful Retail Marketing Multichannel Retailing
- Store Management
- Shopping Market Dynamics

**Unit -4: Digital Marketing**

- Digital Marketing: Concept and Types: Telemarketing, Online or e-tailing; Essentials of Digital Marketing
- Difference between Physical Retail and Digital Marketing; Digital Marketing Channels
- Major players in Digital Marketing and their Marketing Strategies; Customer Behaviour in Digital Marketing
- Tools and Apps of Digital Marketing.

## Unit- 5: Marketing Models and Case Studies

- Marketing Models of Retail and Digital Market Companies/Shops: Global, National and Local levels
- Discussion of two different types of Case Studies related to physical Retail Marketing.
- Discussion of two different types of Case Studies related to Digital Marketing

### References:

1. Venkatesh Ganapathy: *Modern Day Retail Marketing Management*, Bookboon Company, 2017. <https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf>
2. PrashantChaudary: *Retail Marketing in the Modern Age*, Sage Publication, 2019
3. Jermy Kagan and SiddarthShekar Singh: *Digital Marketing & Tactics*, Wiely Publishers, 2020.
4. Digitalmarketer: The Ultimate Guide to Digital Marketing. <https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
5. NITI Aayog: *Connected Commerce: Creating a Roadmap for Digitally Inclusive Bharat, 2021*. <https://niti.gov.in/writereaddata/files/Connected-Commerce-Full-Report.pdf>

### Co-Curricular Activities:

a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like marketing research, product life cycle analysis, preparing marketing model, behavior with customer, store management, use of important digital marketing websites and apps etc. pertaining to retail and digital marketing organization and make a field visit to any one such unit in local area. The expertise of practicing marketing persons can be utilized for this purposes.

2) For Student: Students shall visit and understand the functioning of retail and digital marketing organization in their local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

### Suggested Activities:

Unit-1: Invited Lectures with academic experts and practicing marketing persons

Unit-2: Hands on experience by field experts on digital marketing

Unit-3: Assignments on physical retail marketing

Unit-4: Debates on related topics ex. case studies of local relevance

Unit-5: Seminars, Group discussions, Quiz, etc. on related topics

(Skill Enhancement Course)

## 15 A. INFERENCE STATISTICS AND SOFTWARE PACKAGES

**Course Objective:** This course provides theoretical knowledge and practical skills about various inferential statistics such as probabilities, test of significance, multiple regression and also skill for using software like MS Excel and SPP for data analysis.

**Course Learning Outcomes:** Upon completion of this course, students shall be able to achieve the following outcomes:

**CO1:** Interpret the concept and theory of probability

**CO2:** Analyse and apply the different probability distributions

**CO3:** Learn and Demonstrate the skills on various tests of significance

**CO4:** Learn and use of multiple regression model in economics

**CO5:** Use Excel sheets and SPSS package to analyse the data and derive the results

### Unit 1: Concept and Theories of Probability

- Concept and Definitions of Probability: Classical or Mathematical and Empirical or Statistical Axiomatic Approach to Probability
- Theorems of Probability: Addition and Multiplication (without proofs).

### Unit 2: Theoretical Probability Distributions

- Binomial Distribution: Constants (without proof) and Properties and Applications
- Poisson Distribution: Constants (without proof) and Properties and Applications
- Normal Distribution: Constants (without proof) and Properties and Applications
- Standard Normal Distribution, Standard Normal Curve and their Applications

### Unit 3: Test of Significance - Large and Small Sample Tests

- Steps involved in Testing of Hypotheses; Testing the difference between Means and Proportions
- Large Sample or Z-Test, Small Sample Tests, Difference between them
- Applications of Student's t-test,  $\chi^2$  test, F-test
- One way and Two way ANOVA

### Unit 4: Linear Multiple Regression Model

- Three Variable Linear Multiple Regression Model: Notation, Assumptions
- Estimation of Partial Regression Coefficients – Interpretation of Regression coefficients
- Testing the coefficients: t-test, p- value
- Coefficient of Determination:  $R^2$  and adjusted  $R^2$

## Unit 5: Excel and SPSS for Data Analysis

- Excel: Worksheet, Creating Tables, Graphs and Charts
- Mathematical and Statistical Functions in Excel and Data Analysis Pack: Descriptive Statistics, Correlation and Regression
- SPSS: Introduction, Opening Excel files in SPSS, Analysis Tools: Descriptive Statistics
- Estimation of Regression Coefficients using SPSS and their interpretation.

### References:

1. S. C. Gupta: Fundamentals of Statistics, Himalaya Publishing House, Bombay, 1982.
2. S. P. Gupta: *Statistical Methods*, S. Chand & Company, New Delhi, 2000.
3. K. V. S. Sharma :*Statistics Made Simple: Do it yourself on PC, (Second edn.)* Prentice Hall of India, New Delhi, 2010.
4. తెలుగు అకాడమీ ప్రచురణ "పరిమాణాత్మక పద్ధతులు"
5. B. N. Gupta: *Statistics Theory and Practice*, Sahitya Bhavan, Agra, 1992.
6. Goon A.M., M. K. Gupta and B. Dasgupta: *Fundamentals of Statistics*, Vol.1, The World Press, Ltd, Calcutta, 1975.
7. Nagar, A.L. and R. K. Das: *Basic Statistics*, Oxford University Press, New Delhi, 1996.
8. D N Elhance, Veena Elhance & B M Aggarwal *Foundation of Statistics*, Kitab Mahal, New Delhi, 2018.
9. Relevant web resources suggested by the teacher and college librarian.

### Suggested Activities:

**Mandatory** (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like calculation and interpretation normal curve, Z-values, t-test,  $\chi^2$  test, F-test, ANOVA, regression results, t, p and  $R^2$  values using Excel and/or SPSS. The expertise of practicing persons can be utilized for this purposes.

2) **For Student:** Students shall take up a real time data of any economic organisation or firm and calculate the important statistical tests for the data and write the results with interpretations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) **Suggested Fieldwork Format** (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

### Suggested Activities

Unit-1: Assignment on concept and theory of probability

Unit-2: Group discussion on comparison of various probability distribution theories

Unit-3: Exercises on solving various tests of significance

Unit-4: Project on application of multiple regression model to given a data set

Unit-5: Practical sessions on use of Excel and SPSS for data analysis.

(Skill Enhancement Course)

## 15 B. PROJECT DESIGNING AND REPORT WRITING

**Course Objective:** This Course is to provide understanding on foundations of research and provide skills in implementing the research project and writing the report.

**Course Learning Outcomes:**

Upon completion of this course Student shall be able to achieve the following outcomes:

**CO1:** Demonstrate the knowledge relating to research, its role in enhancement of knowledge in social sciences in general and economics in particular

**CO2:** Analyse and apply different research methods

**CO3:** Formulate a good research design to undertake mini research projects

**CO4:** Undertake a field survey by himself/herself to collect relevant data and information

**CO5:** Develop capacity to write a simple project report with all relevant components

### Unit 1: Foundations of Research

- Meaning and Importance of Research
- Scientific and Social Science Research
- Methods of ensuring Objectivity in Social Science Research
- Limitations of Research in Social Science, Ethics in Research

### Unit 2: Methods of Research

- Exploratory and Descriptive Research
- Action Research, Analytical Research
- Evaluation Research, Experimental Research
- Case Study Research, Observational Research
- Participatory Research, Ethnography Research

### Unit 3: Planning of Research Project

- Research Problem: Process and Criteria for Selecting a Research Problem
- Review of Theoretical and Related Research Studies
- Choice of Data for Research: Secondary and Primary Data; Census and Sample Data
- Preparation of a Research Proposal; Components of a good Research Proposal.

### Unit 4: Implementation of a Research Project

- Choice of Schedules and Questionnaire, Pilot Study Field Work and Collection of Data;
- Methods of Qualitative Data collection: Interviews, Observation, Participation
- Group Discussions/Interviews, Projective Techniques
- Editing Data; Graphical and Statistical Analysis of Data using Appropriate Statistical Techniques.

### Unit 5: Report Writing

- Types of Research Report; Nature of Language used in Research Report
- Outlines of a good Research Report; Prefatory Items, Body of the Report, References, Bibliography, Appendices
- Ethical values in Research Report, Plagiarism Test
- Components of a good Research Paper

#### References:

1. C. T. Kurien: *A Guide to Research in Economics*, Sangam Publishers for Madras Institute of Development Studies, Chennai, 1973.
2. O. R. Krishnaswami and M. Ranganatham: *Methodology of Research in Social Sciences*, Himalaya Publishing House, Mumbai, 2018.
3. C. R. Kothari: *Research Methodology: Methods and Techniques*, New Age International (Pvt.) Ltd. Publishers, New Delhi, 2004.
4. K. V. S. Sharma :*Statistics Made Simple: Do it yourself on PC*, (Second edn.) Prentice Hall of India, New Delhi, 2010.
5. John W. Creswell and J. David Creswell :*Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, Sage Publications, New Delhi, 2018.
6. Shanti Bhushan Mishra and ShashiAlok,*Handbook of Research Methodology*, Educreation, Bilaspur, 2017.
7. Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams: *The Craft of Research*, University of Chicago Press, Chicago, 2016.
8. Relevant web resources suggested by the teacher and college librarian.

#### IV. Co-Curricular Activities:

**a) Mandatory** (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like evaluation of program, selection of research problem, doing literature survey, preparation of research proposal, data editing, graphs and statistics, writing research report and paper etc. and make field visit to study a simple research issue. The expertise of practicing researcher can be utilized for this purposes.

2) **For Student:** Students shall take up small research issue of their interest and visit a field area related to that problem. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) **Suggested Fieldwork Format** (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

#### Suggested Activities

Unit-1: Group discussion on importance and limitations on social research

Unit-2: Poster presentation or seminar on different types of research methods

Unit-3: Field work in neighborhood on a selected small research topic

Unit-4: Review of a reselected research thesis or report or paper

Unit-5: Arranging the words in sequence game on parts of report writing