B.A., ECONOMICS

Syllabus

Program Code: UEC



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)

Re-accredited with "A" Grade by NAAC PASUMALAI, MADURAI – 625 004

Eligibility for Admission

Candidates who have passed +2 Examination conducted by the board of Higher Secondary Education, (Academic / Vocational) conducted by the Government of Tamil Nadu or any other state or its equivalent qualification.

Duration of the course

The duration of the course shall be three academic years comprising six semesters with two semesters in each academic year.

Subjects of Study

The main subjects of study offered for B.A (Economics) Degree Course shall consist of following:

Part I : Tamil

Part II : English

Part III :

- 1. Core Subjects
- 2. Allied Subjects
- 3. Electives

Part IV :

- 1. Non Major Electives
- 2. Skill Based Subjects
- 3. Environmental Studies
- 4. Value Education

Part V

Extension activities

The scheme of Examination

The components for continuous internal assessment are:

Two tests and their average --15 marks
Seminar /Group discussion --5 marks
Assignment --5 marks

Total 25 Marks

Pattern of the questions paper for the continuous Internal Assessment

(For Part I, Part II, Part III, NME & Skilled Paper in Part IV)

The components for continuous internal assessment are:

Part -A

Four multiple choice questions (answer all) $4 \times 01 = 04$ Marks

Part -B

Three short answers questions (answer all) $3 \times 02 = 06$ Marks

Part -C

Two questions ('either or 'type) 2 x 05=10 Marks

Part -D

Two questions out of three $2 \times 10 = 20 \text{ Marks}$

Total 40 Marks

Pattern of the question paper for the Summative Examinations:

Note: Duration- 3 hours

Part -A

Ten multiple choice questions $10 \times 01 = 10$ Marks

No Unit shall be omitted: not more than two questions from each unit.)

Part –B

Short answer questions (one question from each unit) $5 \times 02 = 10$ Marks

Part -C

Five Paragraph questions ('either or 'type) $5 \times 05 = 25$ Marks

(One question from each Unit)

Part -D

Three Essay questions out of five 3 x 10 = 30 Marks (One question from each Unit)

Total 75 Marks

The Scheme of Examination (Environmental Studies and Value Education)

Two tests and their average --15 marks

Project Report --10 marks*

Total --25 marks

** The students as Individual or Group must visit a local area to document environmental assets – river / forest / grassland / hill / mountain – visit a local polluted site – urban / rural / industrial / agricultural – study of common plants, insects, birds – study of simple ecosystem – pond, river, hill slopes, etc.

Question Paper Pattern

(Internal Assessment)

Pattern of the Question Paper for Environmental Studies & Value Education only) (Internal) 45 MCQs will be asked for two internal assessment tests ($45 \times 1=45 \text{ Marks}$) and converted for 15 marks

Two tests and their average -- 15 marks*
Project -- 10 marks

Total 25 Marks

Summative Examination Pattern

Pattern of the Question Paper for Environmental Studies & Value Education only) (External)

75 Multiple choice questions will be asked from five units $(75 \times 1=75 \text{ Marks})$

(15MCQ's from each unit)

Minimum Marks for a Pass

40% of the aggregate (Internal +Summative Examinations).

No separate pass minimum for the Internal Examinations.

27 marks out of 75 is the pass minimum for the Summative Examinations.



VISION

To educate the students of economics to become professionally successful and socially responsible citizens

MISSION

The department envisions equipping the students to contribute positively to the economics and social well being of the region and nation

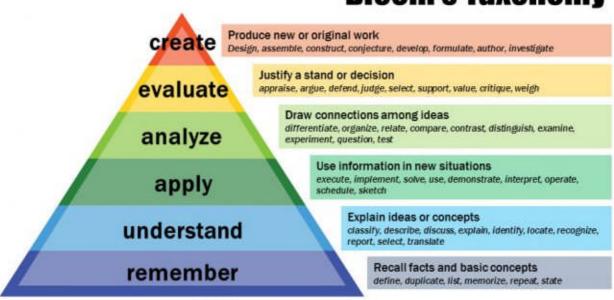
The 12 Graduate Attributes*:

- 1. (KB) A knowledge base for engineering: Demonstrated competence in university level mathematics, natural sciences, engineering fundamentals, and specialized engineering knowledge appropriate to the program.
- 2. (PA) Problem analysis: An ability to use appropriate knowledge and skills to identify, formulate, analyze, and solve complex engineering problems in order to reach substantiated conclusions
- 3. (Inv.) Investigation: An ability to conduct investigations of complex that include appropriate experiments, analysis and interpretation of information in order to reach valid conclusions.
- 4. (Des.) Design: An ability to design solutions for complex, open-ended engineering problems and to design systems, components or processes that meet specified needs with appropriate attention to health and safety risks, applicable standards, and economic, environmental, cultural and societal considerations.
- 5. (Tools) Use of engineering tools: An ability to create, select, apply, adapt, and extend appropriate techniques, resources, and modern engineering tools to a range of engineering activities, from simple to complex, with an understanding of the associated limitations.
- 6. (Team) Individual and teamwork: An ability to work effectively as a member and leader in teams, preferably in a multi-disciplinary setting.
- 7. (Comm.) Communication skills: An ability to communicate complex engineering concepts within the profession and with society at large. Such ability includes reading, writing, speaking and listening, and the ability to comprehend and write effective reports and design documentation, and to give and effectively respond to clear instructions.
- 8. (Prof.) Professionalism: An understanding of the roles and responsibilities of the professional engineer in society, especially the primary role of protection of the public and the public interest.
- 9. (Impacts) Impact of engineering on society and the environment: An ability to analyze social and environmental aspects of engineering activities. Such ability includes an understanding of the interactions that engineering has with the economic, social, health, safety, legal, and

- cultural aspects of society, the uncertainties in the prediction of such interactions; and the concepts of sustainable design and development and environmental stewardship.
- 10. (Ethics) Ethics and equity: An ability to apply professional ethics, accountability, and equity.
- 11. (Econ.) Economics and project management: An ability to appropriately incorporate economics and business practices including project, risk, and change management into the practice of engineering and to understand their limitations.
- 12. (LL) Life-long learning: An ability to identify and to address their own educational needs in a changing world in ways sufficient to maintain their competence and to allow them to contribute to the advancement of knowledge

WA	Graduate Attributes	Caption as
1	A knowledge base for engineering: Demonstrated competence in	Knowledge
	university level mathematics, natural sciences, engineering fundamentals, and specialized engineering knowledge appropriate to the program.	Base
2	Problem analysis: An ability to use appropriate knowledge and skills to	Problem
	identify, formulate, analyze, and solve complex engineering problems in order to reach substantiated conclusions	Analysis
5	Use of engineering tools: An ability to create, select, apply, adapt, and extend appropriate techniques, resources, and modern engineering tools to a range of engineering activities, from simple to complex, with an understanding of the associated limitations.	Tools
7	Communication skills: An ability to communicate complex engineering concepts within the profession and with society at large. Such ability includes reading, writing, speaking and listening, and the ability to comprehend and write effective reports and design documentation, and to give and effectively respond to clear instructions.	Communicati ons Skills
10	Ethics and equity: An ability to apply professional ethics, accountability, and equity.	Ethics and Equity
11	Understand the impact of the professional economics solutions in society, Environmental context and National planning.	Economics and Project Management

Bloom's Taxonomy



PROGI	RAMME ED <mark>UCATIONAL OBJECTIVES</mark> (PEOs)
PEO1:	Graduates will apply knowledge of economic theories and analytical skills to solve socio- economic problems of the society
	economic problems of the society
PEO2:	Pursue succes <mark>sful care</mark> er as Economists, Statistical Investigators and Economic Advisors.
PEO3:	Demonstrate lifelong learning in the field of economics by doing higher studies and
	updating of knowledge and skills.
PEO4:	Contribute to promoting environmental sustainability and social inclusivity.
PEO5:	Work towards achieving economic and social equity for women through application of
	relevant knowledge.

PROG	GRAMME OUTCOMES (POs)
PO1:	Acquire profound knowledge on the fundamentals of economics
PO2:	Review, identify and analyse the complex socio-economic problems using principles of Economics.
PO3:	Apply the knowledge of economics, statistics and mathematics to the solution of practical economic problems.
PO4:	Communicate effectively on interconnected economic activities with academicians and society at large such as comprehend and design reports on economic issues.
PO5:	Develop their ethical values, communicative, entrepreneurial and employability skills.

DDOG	DAM CDT CHTC OVER COME (BCO.)
PKOG	RAM SPECIFIC OUTCOME (PSOs)
PSO1:	Gain specialized knowledge of economic theories and methodologies in facing the diverse
	challenges of competitive business environment.
PSO2:	Identify the contributions of the notable economic thinkers and their relevance to current
	methodological developments.
PSO3:	Demonstrate knowledge on the determinants of macro economic conditions, interaction of
	monetary and fiscal operations, business policies and strategies in economic development.
PSO4:	Designed to meet the growing need for quantitative analytical skill to support decision
	making in the field of economics and business using statistics, mathematics, accounting
	and econometrics techniques.
PSO5:	Explain how the business organisation works by applying economic principles and
	thereby enhance entrepreneurial skills and acquire career opportunities.

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous), Pasumalai B.A., ECONOMICS., Curriculum

(For the student admitted during the academic year 2021-2022 onwards)

Course	Title of the Course	Hrs	Credi		imum I	
Code			ts	Int	Ext	Total
	FIRST SEMESTE	ER			ı	•
Part – I	Tamil / Alternative Course					
21UTAG11	இக்காலக் கவிதையும் நாடகமும்	6	3	25	75	100
Part – II	English					
21UENG11	Communicative English - I	6	3	25	75	100
Part - III	Core Courses	Par				
21UECC11	Micro Economics-I	5	5	25	75	100
21UECC12	Statistical Methods-I	4	4	25	75	100
Part III	Allied Course		3			
21UCOA11	Business Accounting-I	5	4	25	75	100
Part IV	Skill Based Course	3	1700			
21UECS11	Economics of Advertising	2	2	25	75	100
Part IV	Mandatory Course	200		100		
21UEVG11	Environmental Studies	2	2	25	75	100
	Total	30	23	175	525	700
	SECOND SEMEST	ER				I
Part – I	Tamil / Alternative Course			81		
21UTAG21	இ <mark>டைக்கால</mark> இலக்கியமும்	6	3	25	75	100
	சிறு <mark>கதைய</mark> ும்			11		
Part – II	English		13	1		
21UENG21	Communicative English - II	6	3	25	75	100
Part - III	Core Courses	DATE				
21UECC21	Micro Economics-II	5	5	25	75	100
21UECC22	Statistical Methods-II	4	4	25	75	100
Part III	Allied Course					
21UCOA21	Business Accounting-II	5	4	25	75	100
Part IV	Skill Based Course					
		2	2	25	75	100
21UECS21 21UVLG21	Personality Development Value Education	2	2	25	75	100
	Total	30	23	175	525	700
	THIRD SEMESTI	l		110		700
Part – I	Tamil / Alternative Course					
21UTAG31	காப்பிய இலக்கியமும் உரைநடையும்	6	3	25	75	100
Part – II	English					
		<u> </u>			1	

21UENG31	Communicative English - III	6	3	25	75	100
Part - III	Core Courses					
21UECC31	Monetary Economics	5	5	25	75	100
21UECC32	Mathematical Methods-I	4	4	25	75	100
Part III	Allied Course					
21UECA31	Economic Thinkers	5	4	25	75	100
Part IV	Skill Based Course					
21UECS31	Basics of Share Market	2	2	25	75	100
Part IV	Non Major Elective Course		_		,,,	100
21UECN31	Day-to-Day Economics-I	2	2	25	75	100
	Total	30	23	175	525	700
	FOURTH SEMEST	ER				
Part – I	Tamil / Al <mark>ternative Cou</mark> rse		2			
21UTAG41	பண்டை <mark>ய இலக்கிய</mark> மும் புதினமும்	6	3	25	75	100
Part – II	English	2	1200			
21UENG41	Communicative English - IV	6	3	25	75	100
Part - III	Core Courses		16	M.		
21UECC41	International Economics	5	4	25	75	100
21UECC42	Mathematical Methods-II	4	4	25	75	100
Part III	Allied Course	III		0		
21UECA41	Gender Economics	5	4	25	75	100
Part IV	Skill Based Course	0.0	ş N	3		
21UECS41	Economics for Competitive	2	2	25	75	100
	Examinations			1		
Part IV	Non Major Elective Course		73	1/2		
21UECN41	Day-to-Day Economics-II	2	2	25	75	100
Part V	Extension Activities	11.11				
21UEAG40	NSS, NCC, YRC		0/1	100	-	100
-	9	50				
21UEAG49	Total	30	23	275	525	800
	FIFTH SEMESTE		23	213	343	000
Part - III	Core Courses					
21UECC51	Macro Economics-I	6	4	25	75	100
21UECC52	Fiscal Economics	6	4	25	75	100
21UECC53	Research Methodology	6	4	25	75	100
Part III	Core Elective					
21UECE51	Agricultural Economics	5	5	25	75	100
21UECE54	Labour Economics	5	5	25	75	100
					,,,	100
Part IV	Skill Based Course					

21UECS51	Human Resource	2	2	25	75	100
	Development					
	Total	30	24	150	450	600
	SIXTH SEMESTI	ER		•		
Part - III	Core Courses					
21UECC61	Macro Economics-II	6	4	25	75	100
21UECC62	Indian Economy	6	4	25	75	100
21UECPR1	Project	6	4	40	60	100
Part III	Core Elective Courses					
21UECE61	Entrepreneurship	5	5	25	75	100
	Development					
21UECE64	Population Studies	5	5	25	75	100
Part IV	Skill Based Course					
21UECS61	Livestock Economics	2	2	25	75	100
	Total	30	24	165	435	600
	Grand Total	180	140	1115	2985	4100

Semester	Sub Code	List of Elective Courses
V	21UECE51	Agricultural Economics
	21UECE52	Tamil Nadu Economy
	21UECE53	Economics of Marketing
	21UECE54	Labour Economics Control Contr
	21UECE55	Rural Development
	21UECE56	Agricultural Marketing
VI	21UECE61	Entrepreneurship Development
	21UECE62	Environmental Economics
	21UECE63	Introduction to Econometrics
	21UECE64	Population Studies
	21UECE65	Development Economics
	21UECE66	Industrial Economics





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF ECONOMICS

(For those who joined in 2021-2022 and after)

Course Name	Micro Economics-I						
Course Code	21UECC11				L	P	C
Category	Core-I				5	-	5
Nature of cours	e: EMPLOYABILITY	SKILL ORIENTED	✓ E	NTREPREN	JRSI	HP	
Course Object	ives:	ப்ப க்	•				•
 To make fa To enable the To teach the To provide 	e definition and basic concerniliar the students about define students to understand the students about the cardinal knowledge about consumer FINITIONS AND BASIC	mand and supply conce e concept of elasticity of l, ordinal approaches. behavior in utility appr	of dem			15	5
Wealth – Welf	are – Scarcity – Growth D	Definitions – Scope– P	ositive	and Normat	tive S	Scien	ce –
	Inductive Methods – Static	7 11					
	ics – Basic concepts: Good	A STORY					
(Meaning only)							
Unit: II CA	RDIN <mark>AL UTILITY</mark> ANA	LYSIS		₽ E		15	5
Cardinal Utilit	y: Me <mark>aning - L</mark> aw of Dir	minishing Marginal U	Itility	Causes for	r Dir	ninis	hing
	7 – Law <mark>of Equ</mark> i-Marginal U	A US A STREET	100	60) ?			6
Unit: III OF	DINAL <mark>UTIL</mark> ITY ANAL	YSIS	2			15	5
Ordinal Utility	: Meaning - Indifference	Curve - Properties -N	Margin	al Rate of S	Substi	tutio	ns –
Consumer Equi	librium – Type <mark>s of Good</mark> s ((Superior, Inferior and	Giffer	n Goods only) – T	he Gi	ffen
Paradox – Price	, Income and Substitution E	Effects.					
Unit: IV DE	MAND AND SUPPLY TI	HEORY				15	5
Demand: Mear	ning – Demand Schedule –	Demand Curve – Typ	es of	Demand – D	etern	ninan	ts of
Demand – Law	of Demand – Causes of D	Downward Sloping Der	mand (Curve — Exc	eptic	ns to	the
Law of Deman	d – Supply: Meaning – Det	terminants of Supply -	Law	of Supply —	Exce	eption	is to
the Law of Sup	oly.						
Unit: V EL	ASTICITY OF DEMAND)				15	5
Meaning – Def	inition- Types – Degrees of	Price Elasticity of Der	nand -	- Factors Dete	ermin	ing	

Elasticity of demand – Methods of Measuring Elasticity of Demand – Uses of Elasticity of Demand.

Total Lecture Hours 75 Hrs

Books for Study:

- 1. M.L Seth, Micro Economics, Lakshmi Narain Agarwal Education Publishers, Agra, Seventeenth Revised Edition, 2001.
- 2. M.L.Jhingan, Micro Economic Theory, Brinda Publications (P) Ltd, Delhi 2007.
- 3. M. John Kennedy, Micro Economics, Himalaya Publishing House, Mumbai, 2010.

Books for References:

- 1. D. Salvatore, Micro Economics: Theory and Applications, Oxford University Press, Oxford, Fifth Edition, 2008.
- 2. A. Koutsoyiannis, Modern Micro Economics, Macmillan, 2015.
- 3. P.N.Chopra, Principles of Economics, Kalyani Publications, 2012.

Web Resources:

www.khanacademy.org

Course	e Outcomes Control Con	K Level
	6 (6)	
CO1:	Comprehend the basic concepts of Economics.	Up to K2
CO2:	Secure knowledge on cardinal approach of Economics.	Up to K3
CO3:	Familiarise on ordinal utilityanalysis.	Up to K3
CO4:	Acquire Knowledge on demand and supply.	Up to K4
CO5:	Analyse the concept of elasticity of demand and its practicality.	Up to K4

CO & PO Mapping:

1.1	O	All and the second seco	The same of the sa		
COS	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	2	3
CO 2	3	35111	5 5 2	1	2
CO 3	3	3	2	2	3
CO 4	3	2	3	3	2
CO 5	3	2	2	2	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	SUBJECT NAME Micro Economics I	Hrs	Pedagogy
I	DEFINITIONS AND BASIC CONCEPTS OF ECONOMICS		
•	Wealth – Welfare – Scarcity – Growth Definitions – Scope	5	
	Positive and Normative Science – Deductive and Inductive Methods –	6	Chalk
	Static and dynamic concepts – Difference between Micro and Macro		&talk,ppt
	Economics	4	
	Basic concepts: Goods – Utility – Wants- Income – Price – Market -		
	Value (Meaning only).		
II	CARDINAL UTILITY ANALYSIS		
	Cardinal Utility: Meaning - Law of Diminishing Marginal Utility	6	Chalk
	Causes for Diminishing Marginal Utility – Law of Equi-Marginal	5	&Talk,ppt,
	Utility –		Discussion
	Consumer's Surplus.	4	
III	ORDINAL UTILITY ANALYSIS		
	Ordinal Utility: Meaning - Indifference Curve - Properties - Marginal	6	
	Rate of Substitutions –		Assignment
	Consumer Equilibrium – Types of Goods (Superior, Inferior and	3	
	Giffen Goods only) – The Giffen Paradox –		
	Price, Income and Substitution Effects.	6	
IV	DEMAND AND SUPPLY THEORY		G1 11
	Demand: Meaning – Demand Schedule – Demand Curve – Types of	4	Chalk
	Demand – Determinants of Demand.	6	&Talk,ppt,
	Law of Demand – Causes of Downward Sloping Demand Curve —	0	
	Exceptions to the Law of Demand –	5	
	Supply: Meaning – Determinants of Supply – Law of Supply —	3	
	Exceptions to the Law of Supply.		
V	ELASTICITY OF DEMAND		
	Meaning – Definition- Types	4	Chalk
	Degrees of Price Elasticity of Demand – Factors Determining	7	&Talk,
	Elasticity of demand –		Exercise
	Methods of Measuring Elasticity of Demand – Uses of Elasticity of	4	
	Demand.		

Course Designed by: Dr. S. Vishnu Subha, Assistant Professor of Economics, MTNC.

X

Dr. R.Alagesan, Assistant Professor of Economics, MTNC.

Learning Outcome Based Education & Assessment (LOBE)
Formative Examination - Blue Print
Articulation Manning – K Levels with Course Outcomes (COs)

Inte	Cos	K Level	Section	A	Section	ı B	Section C	Section D
rnal			MCQ)s	Short An	swers	Either or Choice	Open Choice
			No. of.	K -	No. of.	К-		
			Questions	Level	Questions	Level		
CI	CO1	Up to K2	2		1		2	1
ΑI	CO2	Up to K2	2		2		2	2
CI	CO4	Up to K4	2		1		2	1
AII	CO5	Up to K4	2	D 33	2		2	2
Que	stion	No. of	4		3		4	3
Pat	tern	Questions to be	DO	MAA	1 2			
CIA	I & II	asked	1	J. La Byll		A		
		No. of	4	- Hall	3		2	2
		Questions to be	CELLUI	(\bigcirc)	WO -	511		
		answe <mark>red</mark>	CZERE	DAKT	THE STATE			
		Marks for each	1		2	NO.	2	10
		question		EN		1 (G)		
		Total Marks for	4	18	6	Med.	10	20
		each section		T W	E.B. B.	10-00		

		D	istribution of	f Mar <mark>ks w</mark> ith	K Level CI	A I & CI	A II	
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate
	Level	(Multiple	(Short	(Either /	(Open	Marks	(Marks	of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)		1 50	choice)	
	K1	2	2			4	6.67	
	K2	2	4-4-4	10	20	36	60	67
CIA	К3	- 10	None of	10	10	20	33.33	33
I	K4	- "	The second		2	7		
	Marks	4	6	20	30	60	100	100
	K1	2	2		- 80 /	4	6.67	
CIA	K2	2	4	10	10	26	43.33	50
II	К3			10	10	20	33.33	
	K4				10	10	16.67	50
	Marks	4				60	60	100

- **K1** Remembering and recalling facts with specific answers
- K2- Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO3 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summ	ative Ex	amination – l	Blue Print A	rticulation (COs)	Mapping -	– K Leve	el with Cours	se Outcomes
S.No	COs	K - Level	MCO	Qs	Short Ar	iswers	Section C	Section D
			No. of	K –	No. of	K –	(Either /	(Open
			Questions	Level	Questio	Level	or	Choice)
					n		Choice)	
1	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K2&K2)
2	CO2	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(K3&K3)
3	CO3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(K3&K3)
4	CO4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4&K4)
5	CO5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(K3&K3)
No. of	Question	is to be	10	7	5		10	5
Asked								
No.of	Questions	s to be	10	MAA	1 5	D.	5	3
answer	red		//3		1			
Marks	for each	question /	1 (3)		2	TEAN.	5	10
Total N	Aarks for	each section	10	$\Pi_{\Gamma}(\mathbb{C})$	10	Many	25	30

	Distribution of Marks with K Level													
K Level	Section A (Multiple Choice	Section B (Short Answer	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without	Consolidated %							
	Questions)	Questions)		7 /		choice)								
K1	5	2	10		17	14.16								
K2	5	88	10	10	33	27.5	41.66							
K3		100	20	30	50	41.66	41.66							
K4		100	10	10	20	16.66	16.66							
Marks	10	10	50	50	120	100	100							

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

${\bf Summative\ Examinations\ -\ Question\ Paper\ -\ Format}$

		Section A (Multiple Choice Questions)
		Questions
		2 81 2 8 600
CO5	K2	Joseph Cartiel School
A	answer All	Section B (Short Answers) Questions (5x2=10 marks)
CO	K Level	Questions
CO1	K1	
CO2	K1	
CO3	K2	
CO4	K2	
CO5	K2	
		Section C (Either/Or Type)
An	swer All Q	uestions (5 x 5 = 25 marks)
CO	K Level	Questions
CO1	K2	
CO1	K2	
CO2	K2	8
CO2	K2	J. Chia Lille has a les
CO3	K3	50 1 LA 11/4 P
CO3	K3	A Little A S
CO4	K3	
CO4	K3	90_1
CO4 CO5	K3 K3	The state of the s
CO4	К3	5TU 5.5
CO4 CO5 CO5	K3 K3 K3	formance of the students is to be assessed by attempting higher level
CO4 CO5 CO5	K3 K3 K3	of K levels
CO4 CO5 CO5	K3 K3 K3 evel of per	of K levels Section D (Open Choice)
CO4 CO5 CO5 ligher l	K3 K3 K3 evel of per	of K levels Section D (Open Choice) Three questions (3x10=30 marks)
CO4 CO5 CO5 ligher le	K3 K3 K3 evel of per	of K levels Section D (Open Choice)
CO4 CO5 CO5 Gigher le A CO CO1	K3 K3 K3 evel of per	of K levels Section D (Open Choice) Three questions (3x10=30 marks)
CO4 CO5 CO5 Gigher le A CO CO1 CO2	K3 K3 K3 evel of per nswer Any K Level K2 K3	of K levels Section D (Open Choice) Three questions (3x10=30 marks)
CO4 CO5 CO5 Gigher le A CO CO1	K3 K3 K3 evel of per	of K levels Section D (Open Choice) Three questions (3x10=30 marks)
	CO CO1 CO2 CO3 CO3 CO4 CO5 CO5 A CO1 CO2 CO3 CO1 CO2 CO3 CO4 CO1 CO2 CO3 CO4 CO5 CO1 CO2 CO3 CO4 CO5	CO1 K1 CO2 K1 CO3 K2 CO3 K1 CO3 K2 CO4 K1 CO4 K2 CO5 K1 CO5 K2 Answer All CO K Level CO1 K1 CO3 K2 CO4 K2 CO4 K1 CO5 K2 CO5 K1 CO5 K2 CO6 K Level CO1 K2 CO7 K Level CO1 K2 CO7 K2 CO7 K Level CO1 K2 CO7 K3 CO7 K3



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF ECONOMICS

(For those who joined in 2021-2022 and after)

Course Name	e Statistical Methods-I							
Course Code 21UECC12 L P								
Category	Category Core-II 4 -							
Nature of course: EMPLOYABILITY SKILL ORIENTED ✓ ENTREPRENURSHIE								
Course Object	ctives:							
 To make f To enable To motiva To provid Unit: I Statistics: Me 	the students to understand the scope of statistics. Samiliar with classification and tabulation of data. the students to work out mathematical and positional averages. It the students to exercise different measures of dispersion. The practical knowledge on the concept skewness. The practical knowledge on the concept skewness. The property of			Data				
using seconda	ry data.							
Unit: II C	lassific <mark>ation, Tabulation and diagram</mark>		12	2				
Meaning – Ty	petween Classification and Tabulation – Parts of Table – Types of Table pes of Diagram.	CS. 1						
Unit: III A	verages		12	2				
Average: Me	aning – Functions – Requisites of a Good Average – Types of Average	e: A	rithn	netic				
Mean, Median	n, Mode, Geometric mean, Harmonic mean – Comparison of Averages.							
Unit: IV M	Ieasures of Dispersion		12	2				
Dispersion: N	Meaning – Concept of variation -Significance of Measuring Variation -	- Me	thod	ls of				
Studying Vari	ation: Range, Quartile Deviation, Mean Deviation, Standard Deviation, I	Lore	nz C	urve				
- Coefficient	of variations							
Unit: V S	kewness		12	2				
Skewness: M	leaning –Difference between Dispersion and Skewness – Measures of	Asy	mme	etry:				
Absolute Mea	asure – Relative Measures - Karl Pearson's Co-efficient – Bowley's C	o-ef	ficie	nt –				
Kurtosis; Mea	aning and Types (Theory only)							

Total Lecture Hours | 60 Hrs

Books for Study:

- 1. S.P.Gupta, Statistical Methods, Sultan Chand and Sons, New Delhi, Reprinted, 2015.
- 2. R.S.N.Pillai and Bagawathi, Statistics, S.Chand and Co, New Delhi, 2015.

Books for References:

- 1. S.C.Gupta, Fundamentals of Statistics, Himalaya Publishing House, New Delhi, 2016.
- 2. D.P. Elhance, Statistical Methods, Kitab Mahal, Agra, 2012.

Web Resources:

www.real-statistics.com

Course	Course Outcomes					
CO1:	understand the scope of statistics and types of data.	Up to K2				
CO2:	classify and tabulate data.	Up to K3				
CO3:	work out the mathematical and positional averages.	Up to K4				
CO4:	exercise different measures of dispersion.	Up to K4				
CO5:	reckon the coefficient of skewness.	Up to K3				

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	2	3
CO 2	3	3	2	J 91	2
CO 3	3	144341	2	2	3
CO 4	3	2	3	3	2
CO 5	3	2	2	2	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	SUBJECT NAME - Statistical Analysis-I	Hrs	Pedagogy
I	Statistics: Meaning – Definition – Scope – Functions – Limitations	4	Chalk
	Primary and Secondary Data: Meaning – Methods of Collecting	4	&talk,ppt
	Primary Data	4	
	Sources of Secondary Data – Precautions in using secondary data.		
II	Classification	4	Chalk
	Tabulation	4	&Talk
	Diagram	4	
III	Average: Meaning-Functions-Requisites	1	Chalk
	AM, HM, GM	7	&Talk
	Median Mode	4	
IV	Dispersion: Meaning - Concept of variation -Significance of	3	Chalk
	Measuring Variation.		&Talk,ppt,
	Methods of Studying Variation: Range, Quartile Deviation, Mean	6	
	Deviation, Standard Deviation, Lorenz Curve.		
	Coefficient of variations	3	
V	Skewness: Meaning – Difference between Dispersion and Skewness	2	
	Skewness Measures	9	Assignment
	Kurtosis	1	

Course Designed by **Dr. S. Vigneswaran**, Assistant Professor of Economics, MTNC.

&

Dr. J.Devikarani, Assistant Professor of Economics, MTNC.

	Learning Outcome Based Education & Assessment (LOBE)													
	Formative Examination - Blue Print													
	Articulation Mapping – K Levels with Course Outcomes (COs)													
Inte	Cos	K Level	Section	A	Section	B	Section C	Section D						
rnal		160	MCQ	s	Short Ans	swers	Either or	Open						
			No. of.	K -	No. of.	K -	Choice	Choice						
		7	Questions	Level	Questions	Level								
CI	CO1	Up to K2	2		1		2	1						
ΑI	CO ₂	Up to K3	2		2		2	2						
CI	CO3	Up to K4	2	IIII	1		2	1						
AII	CO4	Up to K4	2		2		2	2						
Que	estion	No. of	4		3		4	3						
Pat	tern	Questions to be												
CIA	I & II	asked												
		No. of	4		3		2	2						
		Questions to be												
		answered												
		Marks for each	1		2		2	10						
		question												
		Total Marks for	4		6		10	20						
		each section												

Academic Council Meeting Held on 29.04.2021

	Distribution of Marks with K Level CIA I & CIA II										
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate			
	Level	(Multiple	(Short	(Either /	(Open	Marks	(Marks	of %			
		Choice	Answer	Or	Choice)		without				
		Questions)	Questions)	Choice)			choice)				
	K1	2	2	-	-	4	6.67				
QT.	K2	2	4	10	20	36	60	67			
CIA	К3	-	-	10	10	20	33.33	33			
1	K4	-	-	-	-						
	Marks	4	6	20	30	60	100	100			
	K1	2	2		000	4	6.67				
CIA	K2	2	4	10	10	26	43.33	50			
II	К3		10/1	10	10	20	33.33				
	K4	7	9/ ()	1/// 1426	10	10	16.67	50			
	Marks	4	5			60	60	100			

- **K1** Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summ	native Ex	amination – l	Blue Print A	rticulation (COs)	Mapping	- K Leve	el with Cours	se Outcomes
S.No	COs	K - Level	MCOs		Short A	swers	Section C	Section D
		1	No. of	K –	No. of	K –	(Either /	(Open
			Questions	Level	Questio	Level	or	Choice)
		N/	3 die		n	2007	Choice)	
1	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K2&K2)
2	CO2	Up to K3	2	K1&K2	100	K2	2(K2&K2)	1(K3&K3)
3	CO3	Up to K4	2	K1&K2	<i>5</i> 5 ¹ 1.	K2	2(K3&K3)	1(K4&K4)
4	CO4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4&K4)
5	CO5	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(K3&K3)
No. of	Question	is to be	10		5		10	5
Asked								
No.of	Question	s to be	10		5		5	3
answered								
Marks	Marks for each question		1		2		5	10
Total I	Total Marks for each section		10		10		25	30
	(Figures	in parenthes	is denotes, q	uestions sl	ould be as	ked with	the given K	level)

	Distribution of Marks with K Level										
K	Section A	Section B	Section C	Section D	Total	% of	Consolidated				
Level	(Multiple	(Short	(Either/ or	(Open	Marks	(Marks	%				
	Choice	Answer	Choice)	Choice)		without					
	Questions)	Questions)				choice)					
K1	5	2	10		17	14.16					
K2	5	8	10	10	33	27.5	41.66				
K3			30	20	50	41.66	41.66				
K4				20	20	16.66	16.66				
Marks	10	10	50	50	120	100	100				

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper – Format

		1	Section A (Multiple Choice Questions)
	A	nswer Al <mark>l (</mark>	Questions (10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
			Section B (Short Answers)
		nswer All	
Q.No	α	T7 T 1	
_	CO	K Level	Questions
11	CO1	K1	Questions
11 12	CO1 CO2	K1 K1	Questions
11 12 13	CO1 CO2 CO3	K1 K1 K2	Questions
11 12 13 14	CO1 CO2 CO3 CO4	K1 K1 K2 K2	Questions
11 12 13	CO1 CO2 CO3	K1 K1 K2	15 Tu Lás Brita de la companya de la
11 12 13 14	CO1 CO2 CO3 CO4 CO5	K1 K1 K2 K2 K2	Section C (Either/Or Type)
11 12 13 14 15	CO1 CO2 CO3 CO4 CO5	K1 K1 K2 K2 K2 K2	Section C (Either/Or Type) Suestions (5 x 5 = 25 marks)
11 12 13 14 15 Q.No	CO1 CO2 CO3 CO4 CO5	K1 K2 K2 K2 K2 K2 Swer All Q	Section C (Either/Or Type)
11 12 13 14 15 Q.No 16) a	CO1 CO2 CO3 CO4 CO5 An	K1 K2 K2 K2 K2 K2 KE KE KE KE KE KE K	Section C (Either/Or Type) Suestions (5 x 5 = 25 marks)
11 12 13 14 15 Q.No 16) a 16) b	CO1 CO2 CO3 CO4 CO5 An	K1 K2 K2 K2 K2 K2 KE	Section C (Either/Or Type) Suestions (5 x 5 = 25 marks)
11 12 13 14 15 Q.No 16) a 16) b 17) a	CO1 CO2 CO3 CO4 CO5 An CO CO1 CO1	K1 K2 K2 K2 K2 Swer All Q K Level K2 K2	Section C (Either/Or Type) Suestions (5 x 5 = 25 marks)
11 12 13 14 15 Q.No 16) a 16) b 17) a 17) b	CO1 CO2 CO3 CO4 CO5 An CO CO1 CO1 CO2 CO2	K1 K2 K2 K2 K2 K2 K2 K2 K2 K3 K3	Section C (Either/Or Type) Suestions (5 x 5 = 25 marks)
11 12 13 14 15 Q.No 16) a 16) b 17) a	CO1 CO2 CO3 CO4 CO5 An CO CO1 CO1	K1 K2 K2 K2 K2 Swer All Q K Level K2 K2	Section C (Either/Or Type) Suestions (5 x 5 = 25 marks)

19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K3	
20) b	CO5	К3	

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

				(- I'
	A	nswer Any	Three questions	(3x10=30 marks)
Q.No	CO	K Level		Questions
21	CO1	K2		
22	CO2	К3		
23	CO3	K4	CELL ST	0 # 6
24	CO4	K4	608	0007
25	CO5	К3	ALL D	





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF ECONOMICS

(For those who joined in 2021-2022 and after)

Course Na	Course Name BUSINESS ACCOUNTING - I										
Course Co	ode 2	1UE	ECA11				L	P	C		
Category	P	art I	III - Allied				5	-	4		
Nature of			EMPLOYBILITY	✓	SKILL ORIENTED	ENTREP	REN	URSI	HIP		
Course Ob				51	ம கண்						
1. To	know th	ne pi	rinciples of account	ing o	concepts and convention	ns					
2. To	prepare	jou	rnal, ledger and sub	sidia	ary books						
3. To	prepare	tria	al balance of a tradin	ng co	oncern						
4. To	understa	nd tl	he accounting proced	ure ii	n the preparation of final	accounts of trad	ing co	onceri	1		
5. To	manage	acc	counts for non-profi	t org	ganization						
Unit: I	Accou	ınti	n <mark>g Introduction</mark>	7,		E		-	15		
Definition	of Boo	k-ke	e <mark>eping</mark> – Objectives	– D	<mark>ouble Entry System of l</mark>	Book Keeping	– Ad	vanta	iges -		
Limitations	s – Type	es of	f Accounts – Rules	– Ba	ns <mark>ic Acc</mark> ounting Conce <mark>p</mark>	ots and Conver	ntions				
Unit: II	Journ	al &	& Ledger			ь			15		
Journal – I	Ledger -	– Po	o <mark>sting from Journal</mark>	to Le	edger – Balancing of Le	edger Account	s - D	istinc	tion		
between Jo	urnal ar	nd L	_e <mark>dger </mark>	Boo	ks – Benefit of Subs <mark>idi</mark>	<mark>ary Bo</mark> ok Syst	em.–	Purcl	nase		
Book – Sal	es Bool	k – I	Pu <mark>rchase</mark> Return Bo	ok –	Sales Return Book – C	ash Book					
Unit: III	Trial	Bala	ance	77.5	The state of the s	37		-	15		
Trial Balar	nce - Mo	eani	ing – <mark>Definitio</mark> n – C	bjec	ctives – Preparatio <mark>n of T</mark>	rial Balance –	Erro	rs no	t		
Disclosed l	oy Trial	Bal	lance – E <mark>rrors Disc</mark> l	osed	l by Trial Balan <mark>ce – G</mark> u	idelines to Loc	cate E	Errors			
Unit: IV	Final	acc	ounts of trading co	once	rns & &				15		
Trading A	ccount,	Pro	ofit and Loss Account	nt &	Balance Sheet –Adjust	ments Regardi	ng C	losing	3		
Stock Prep	aid Exp	ense	es, Outstanding Exp	ense	es, Income Receivable a	and Income Re	ceive	ed in			
Advance, I	Bad deb	ts ar	nd Reserve for doub	otful	debts, Depreciation.						
Unit: V	Accou	ınta	of Non-profit org	aniza	ation			-	15		
Introduction	1	ші									
muoductio	on – Dif		ence between Recei	pts a	nd Payment Account ar	nd Income and	Expe	enditu	ıre		
		ffere	•		nd Payment Account ar nditure Account and ba		-				
Account –	Step to	ffere prep	pare a Income and I	Expe	•	lance Sheet –F	-				

Total Lecture Hours 75

Books for Study:

1. T.S. Reddy, and A. Murthy, Financial Accounting, Margham Publications, Chennai, 2016.

Books for References:

- 1. S.P. Jain & K.L. Narang, Financial Accounting, Kalyani Publishers, New Dehli, 2014.
- 2. R.L Gupta and M. Radhasamy, *Advanced Accounting* Volume-I, Sultan Chand and Sons, Delhi, Eleventh Revised Edition, 2009.

Web Resources:

- 1. https://youtu.be/UxfPGWlxgHQ Introduction of Accounting
- 2. https://youtu.be/AQvxKosUBf4 Accounting Standards and Principles
- 3. https://youtu.be/wzz31xEZ1Ml Recording of financial transactions
- 4. https://youtu.be/WS_YYSdTEMw Profit and Loss account
- 5. https://youtu.be/8-mF3B3Lbr4 Balance Sheet
- 6. https://nptel.ac.in/courses/110/101/110101131/ Financial Accounting Course

e Outcomes Control of the Control of	K Level
Gain knowledge on accounting basic concepts and conventions	Up to K2
Prepare Journal and Ledger of Accounting	Up to K3
Able to prepare trial balance and locate errors	Up to K3
Prepare a final accounts of trading concerns	Up to K4
Prepare a final accounts of non trading concerns	Up to K4
	Prepare Journal and Ledger of Accounting Able to prepare trial balance and locate errors Prepare a final accounts of trading concerns

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	5 m 1 s s	3	3	3
CO 2	2	2	3	2	2	2
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3
CO 5	3	3	2	2	3	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	BUSINESS ACCOUNTING I	Hrs	Mode
I	Accounting Introduction: Double Entry System of Book Keeping – Types of Accounts – Rules – Accounting Concepts and Conventions	15	Chalk & talk
II	Journal & Ledger: Introduction—Subsidiary Books –Purchase Book – Sales Book – Purchase Return Book –Sales Return Book – Cash Book	15	Chalk & talk
III	Trial Balance : Errors not Disclosed by Trial Balance – Errors Disclosed by Trial Balance – Guidelines to Locate Errors.	15	Chalk & talk
IV	Final accounts of trading concerns: Trading Account, Profit and Loss Account & Balance Sheet –Adjustments	15	Chalk & talk
V	Accounts of Non-profit organization: Introduction —Income and Expenditure Account - balance Sheet –Receipts and Payments Account.	15	Chalk & talk

Course Designed by:

Dr. R. Kajapr<mark>iya, Assistant Professor & Dr. R. Ratheka, Assistant</mark> Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)									
Internal	COs	K Level	Section	ı A	Section	n B	Section C Either or	Section D		
		6	MCC	Qs	Short An	swers	Choice	Open Choice		
			No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice		
CIAI	CO1	Up to K2	2//	K1,K2	21111	K2	2(K2&K2)	1(K2)		
	CO2	Up to K3	2	K1,K2	2	K2	2(K3&K3)	2 (K2&K3)		
CT A TT	CO3	Up to K3	2	K1,K2	1	K2	2(K2&K2)	1 (K3)		
CIAII	CO4	Up to K4	2	K1,K2	2	K2	2(K3&K3)	2(K3&K4)		
Quest Patte CIA I	rn	No. of Questions to be asked	4	யக்	3		4	3		
		No. of Questions to be answered	4		3		2	2		
		Marks for each question	1		2		5	10		
		Total Marks for each section	4		6		10	20		

		D	istribution of	f Marks with	K Level CI	A I & CI	A II	
	K Level	Section A (Multiple Choice	Section B (Short Answer	Section C (Either / Or	Section D (Open Choice)	Total Marks	% of (Marks without	Consolidate of %
	K1	Questions)	Questions)	Choice)		2	choice) 3.33	
	V1	2	-	-	-		3.33	67
~~·	K2	2	3	2	2	38	63.33	07
CIA	K3	-	-	2	1	20	33.33	33
I	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
	K1	2	-	-	-	2	3.33	33
CIA	K2	2	3	2	63-	18	30	33
II	К3	-	-62	2	2	30	50	50
	K4	-		~ ~ A A A	10	10	16.67	17
	Marks	4	6	20	30	60	100	100

- **K1** Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

	Summativ	ve Exa <mark>mina</mark> ti	0	utcomes	All the second s	ping – K	Level with (Course
S.No	COs	K - Level	MCQs		Short An	swers	Section C	Section D
		3	No. of	K –	No. of K-		(Either /	(Open
		130	Questions	Level	Question	Level	or	Choice)
		1	3/444	ALL L	المالم منا		Choice)	Í
1	CO1	Up to K2	_2	K1,K2	221VIII	K1	2(K2&K2)	1(K2)
2	CO2	Up to K3	2	K1,K2	111	K2	2(K3&K3)	1 (K3)
3	CO3	Up to K3	2	K1,K2	1	K2	2(K2&K2)	1 (K3)
4	CO4	Up to K4	2	K1,K2	1 20	K2	2(K3&K3)	1(K4)
5	CO5	Up to K4	2	K1,K2	E 1	K2	2(K3&K3)	1(K4)
No. of	Question	s to be	10	William.	5		10	5
Asked								
No. of	Question	s to be	10		5		5	3
answe	red							
Marks	for each	question	1		2		5	10
Total I	Marks for	each section	10		10		25	30
Total I	Marks for			lestions s	10	ked with	25	3

	Summative Examinations - Distribution of Marks with K Level									
K	Section A	Section B	Section C	Section D	Total	% of	Consolidated			
Level	(Multiple	(Short	(Either/ or	(Open	Marks	(Marks	%			
	Choice	Answer	Choice)	Choice)		without				
	Questions)	Questions)				choice)				
K1	5	1	-	-	7	5.83	42			
K2	5	4	4	1	43	35.83	72			
K3	-	-	6	3	60	50	50			
K4	-	-	-	1	10	8.33	8			
Marks	10	10	50	50	120	100	100			

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper - Format

Section A (Multiple Choice Questions)							
	\mathbf{A}	nswer All (Questions	(10x1=10 marks)			
Q. No	CO	K Level		Questions			
1	CO1	K1					
2	CO1	K2					
3	CO2	K1					
4	CO2	K2					
5	CO3	K1					
6	CO3	K2					
7	CO4	K1					
8	CO4	K2					
9	CO5	K1	" will be lift				
10	CO5	K2	CO COUNTY				
			Section B (Short Answers)			
		nswer All	Questions	(5x2=10 marks)			
Q. No	CO	K Level		Questions			
11	CO1	K1	(0)	Later Control of the			
12	CO2	K2	<i>1</i> 5 m	ILI 5 b L			
13	CO3	K2					
14	CO4	K2					
15	CO5	K2					
			-	Either/Or Type)			
		swer All Q	uestions	$(5 \times 5 = 25 \text{ marks})$			
Q. No	CO	K Level		Questions			
16) a	CO1	K2					
16) b	CO1	K2					
17) a	CO2	K3					
17) b	CO2	K3					
18) a	CO3	K2					

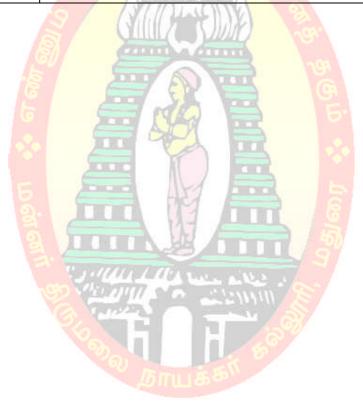
18) b	CO3	K2	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K3	
20) b	CO5	K3	

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

Answer Any Three questions (3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	К3	ALD SO
23	CO3	К3	(B) S (O) (C)
24	CO4	K4	200000
25	CO5	K4	



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MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF ECONOMICS

(For those who joined in 2021-2022 and after)

Course Na	me	ECONOMICS OF ADVERTISING						
Course Co	de	21UECS11	L	P	C			
Category		Skill	2	-	2			
Nature of course: EMPLOYABILITY ✓ SKILL ORIENTED ENTREPRENURSHIP								
Course Ob	jecti	ves:						
2. To learn3. To under4. To under	abou estance estance le the	If the concepts of Advertising management. In the marketing process for different types of Creativity. If the different strategies of Advertising. If and analyse about the Budget of Advertising. It is students know about the Advertising Agencies. If it is a student of Advertisement is a student of Advertisement.		6				
Introductory	aspe	cts of A <mark>dvertisement : Meaning of advertising – Purpose and fun</mark> ctions – Ob	jecti [,]	ves an	ıd			
role -Govern	nment	t Regul <mark>ations – Restri</mark> ctions.						
Unit: II	Cre	eativity ————————————————————————————————————		6				
Creativity.		eaning - Sources – Role – Development of Creative Strategies –Factor						
Unit: III	Adv	ertising <mark>Strategies </mark>		6				
Advertisin	g Str	ategy, P <mark>lannin</mark> g and Organization – Contribution of <mark>advert</mark> ising - Strate	egy ·	– Lev	el			
of decision	maki	ing – Fact <mark>ors in</mark> fluencing Organizational Features						
Unit: IV	Adv	vertising Budget		6				
Advertisin	g Bu	dget: Meaning – Nature- Objectives and Process – Factors Determinin	g					
Advertising	g Bud	lget – Methods of Advertising (Percentage of Sales Method, Competit	ive I	Parity				
Method, Ol	ojecti	ves Task Method Only)						
Unit: V	Adv	vertising Agencies		6				
Future tren	d in	advertisement - Advertising Agency: Meaning - Role of Advertising	g Ag	ents -	_			
Competitio	n am	ong Agencies – Ethics and Morale of Advertisement .						
		Total Lecture Hou	ırs	30 H	Irs			
Books for	Stud	y:						
	-	Suthenayak, Girija and Meenakshi, Managerial Economics, S.Chand w Delhi, Ist revised, 2010.	1 &	Comp	oany			

Academic Council Meeting Held on 29.04.2021

- 2. M.John Kennedy, Micro Economics, Himalaya Publishing House, Mumbai, Reprint, 2010.
- 3. T.Aryamala, Business Economics, Vijay Nicole Imprints private limited, Chennai, 2013.

Books for References:

- **1.** P.N.Reddy and H.R.Appannaiah, Essentials of Managerial Economics, Himalaya Publishing House, Mumbai,1996.
- 2. P.N.Chopra, Managerial Economics, Kalyani Publications, New Delhi, 2009.
- **3.** G.S.Gupta, Managerial Economics, Tata McGraw-Hill Publishing House Limited, New Delhi, 24thReprint, 2005.

Web Resources:

Course	Course Outcomes					
	281 W 55 m					
CO1:	Understanding the purpose of advertisement and Government regulations.	Up to K2				
CO2:	Realize the role of Creativity in Advertising.	Up to K2				
CO3:	Acquire knowledge about the Advertising Strategies.	Up to K2				
CO4:	Understand the Budget Process of advertising.	Up to K2				
CO5:	Comprehend the role of Advertising agencies and the future trend in Advertisement.	Up to K2				

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	-3	3	3	_2	3
CO 2	3	3	2	<u>[81]</u>	2
CO 3	3	3	2	2	3
CO 4	3	2	3	9 3	2
CO 5	3	2	2	2	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	ECONOMICS OF ADVERTISING	Hrs	Pedagogy
I	Introduction Introductory Aspects of Advertisement -Meaning of advertising—	2	Chalk and Talk, PPT
	Purpose and Functions – Objectives and role -Government Regulations – Restrictions.	4	
II	Creativity Creativity – Sources –	2	Chalk and Talk, PPT
	Development of Creative Strategies – Factors affecting Creativity.	4	
III	Advertising Strategies Advertising Strategy, Planning and Organization – Contribution of advertising Strategy – Level of Decision Making – Factors Influencing Organizational Features	3 3	Chalk and Talk, PPT
IV	Advertising Budget Meaning – Nature- Objectives and Process – Factors Determining Advertising Budget – Methods of Advertising (Percentage of Sales Method, Competitive Parity Method, Objectives Task Method Only)	2	Chalk and Talk, PPT
V	Advertising Agencies Future Trend in Advertisement - Advertising Agency: - Role of Advertising Agents Advertising Agents - Competition Among Agencies - Ethics and Morale of Advertisement.	3	Assignment

Course Designed by **Dr. R. Alagesan**, Assistant Professor of Economics, MTNC.



Dr. S.Palani, Associate Professor of Economics, MTNC.

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print

Articulation Mapping – K Levels with Course Outcomes (COs)

Inte	Cos	K Level	Section		Section		Section C	Section D
rnal			MCQ	S	Short Ans	swers	Either or	Open
			No. of.	K –	No. of.	K -	Choice	Choice
			Questions	Level	Questions	Level		
CI	CO1	Up to K2	20					
ΑI	CO2	Up to K2	20					
CI	CO3	Up to K2	20					
AII	CO4	Up to K2	20					
Que	stion	No. of	40					
Pat	tern	Questions to be	(2)					
CIA	I & II	asked						
		No. of	40					
		Questions to be	/ /3/77					
		answered	(MIIII					
		Marks for each	1					
		question						
		Total Marks for	40					
		each section						

		D	istribution of	f <mark>Marks w</mark> ith	ı K Lev <mark>el C</mark> l	A I & CI	A II	
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate
	Level	(Mult <mark>iple</mark>	(Short	(Either /	(Open	Marks	(Marks	of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	20		W7 /		20	50	
OT A	K2	20	VIII.	- 25		20	50	100
CIA	К3	-	"J=/(())	All the		/		
1	K4	- 7	300	// s 🖨 🔞	1114 (1)	-		
	Marks	40	(3) Letter	4	- C	40	100	100
	K1	20	+	-	6	20	50	
CIA	K2	20	~a)		<u> </u>	20	50	100
II	К3			தா ய க				
	K4							
	Marks	40				40	100	100

- **K1** Remembering and recalling facts with specific answers
- K2- Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes	S
(COs)	

S.No COs K - Level		MCO	Qs	Short Answers		Section C	Section D	
			No. of	K –	No. of	K –	(Either /	(Open
			Questions	Level	Question	Level	or	Choice)
							Choice)	
1	CO1	Up to K2	15	K1&K2				
2	CO2	Up to K2	15	K1&K2				
3	CO3	Up to K2	15	K1&K2				
4	CO4	Up to K2	15	K1&K2				
5	CO5	Up to K2	15	K1&K2				
No. of	Question	is to be	75	1/144				
Asked			Y					
No.of Questions to be			75	mad				
answei	red			10				
Marks for each question			1/	1 EB				
Total I	Marks for	each section	75	200				

(Figures in parenthesis denotes, questions should be asked with the given K level)

Distribution of Marks with K Level							
K Level	Section A (Multiple Choice	Section B (Short Answer	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without	Consolidated %
	Questions)	Questions)			3	choice)	
K1	40	27/4	THE BUTTON	44.4	40	53.33	
K2	35		Shitte &		35	46.66	100
К3		15.	757.34				
K4		1 O_			200		
Marks	75	100		1 8	75	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF ECONOMICS

(For those who joined in 2021-2022 and after)

Course Name	Micro Economics-II								
Course Code	21UECC21	L	P	C					
Category Core –III 5 -									
Nature of course: EMPLOYABILITY SKILL ORIENTED ✓ ENTREPRENURSHIP									
Course Objec	tives:								
 To enable To underst To develop To teach th Unit: I To 	a sound basis on production analysis related aspects. the students to understand the cost and revenue concepts. and the basic idea about market. the understanding skill on economic behavior of the business firms. the students about the factor pricing. HEORY OF PRODUCTION duction —Land, Labour, Capital and Organization — Meaning and Feature 1.			sion					
	oduction Function: Meaning – Short run and Long run Production Func		–Law	s of					
	ortions—Law of Returns to Scale —Economies and Diseconomies of Sca	ale.							
Unit: II C	OST AND REVENUE CONCEPTS		12	2					
Concept of Co	ost: Fix <mark>ed cost – Variable cost – Average and Marginal cos</mark> t– Oppo	rtunit	у Со	st –					
Incremental C	ost – Su <mark>nk Cost – Imputed Cost – Implicit Cost and Explic</mark> it Cost -	Long	g-run	and					
Short-run Cost	t Curves - Relationship between Average and Marginal Cost – Concep	ots of	Reve	enue					
– Total Reven	ue – Avera <mark>ge and</mark> Marginal Revenue – Relationship b <mark>etwee</mark> n AR and M	ſR.							
Unit: III Pl	RICE- OUTP <mark>UT D</mark> ETERMINATION UNDER PERFECT		13	3					
C	OMPETITION								
Perfect Comp	petition: Meaning – Characteristics – Difference between Pure	and	l Pei	fect					
Competition -	Price and Output Determination under Perfect Competition in the S	Short	Run	and					
Long Run.									
Unit: IV Pl	RICE- OUTPUT DETERMINATION UNDER IMPERFECT		15	5					
C	OMPETITION								
Monopoly : M	eaning - Characteristics - Kinds - Price and Output Determination un	der N	Iono _]	poly					
in the Short Run and Long Run – Control of Monopoly – Monopolistic Competition: Meaning –									
Characteristics – Price and Output determination – Oligopoly: Meaning, Features and Types Only.									

Unit: V THEORIES OF DISTRIBUTION

20

Distribution: Meaning – Functional Vs Personal Distribution – Marginal Productivity Theory of Wage (Clark and Marshall) – Ricardian Theory of Rent – Difference between Rent and Quasi Rent – Modern Theory of Rent – Loanable Fund Theory of Interest – Liquidity Preference Theory - Innovation Theory of Profit – Risk and Uncertainty Theory of Profit.

Total Lecture Hours	75Hrs
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Books for Study:

Text Books:

- 1. M.L Seth, Micro Economics, Lakshmi NarainAgarwal Education Publishers, Agra, Seventeenth Revised Edition, 2001.
- 2. M.L.Jhingan, Micro Economic Theory, Brinda Publications (P) Ltd, Delhi 2007.
- 3. John Kennedy, Micro Economics, Himalaya Publishing House, Mumbai, 2010.

Books for References:

- 1. D. Salvatore, Micro Economics: Theory and Applications, Oxford University Press, Oxford, Fifth Edition, 2008.
- 2. A.Koutsoyiannis, Modern Micro Economics, Macmillan, 2015.
- 3. P.N.Chopra, **Principles of Economics**, Kalyani Publications, 2012.

Web Resources:

Related Online Contents (MOOC, SWAYAM, NPTEL, Websites etc.)

Course	e Outcomes	K Level
		1
CO1:	Grasp a thorough an idea on factors of production	Up to K3
CO2:	Relate the cost and revenue concepts.	Up to K3
CO3:	Distinguish pure and perfect market.	Up to K4
CO4:	Analyze the imperfect market structure.	Up to K4
CO5 :	Classify the factor pricing theories.	Up to K3

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	1	2
CO 3	3	2	2	3	2
CO 4	3	2	2	3	2
CO 5	3	3	2	1	1

^{*3} – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	SUBJECT NAME - Micro Economics-II	Hrs	Pedagogy
I	THEORIES OF PRODUCTION		
	Factors of Production –Land, Labour, Capital and Organization –	5	Chalk &
	Meaning and Features – Division of Labour: Production Function:	5	talk, ppt,
	Meaning – Short run and Long run Production Function –	5	Discussion
	Laws of Variable Proportions- Law of Returns to Scale -Economies		
	and Diseconomies of Scale.		
II	COST AND REVENUE CONCEPTS		
	Concept of Cost: Fixed cost – Variable Cost – Average and Marginal	4	
	cost- Opportunity Cost - Incremental Cost - Sunk Cost - Imputed		
	Cost – Implicit Cost and Explicit Cost –	3	Chalk &
	Long-run and Short-run Cost Curves - Relationship between Average		talk, ppt,
	and Marginal Cost –	5	Discussion
	Concepts of Revenue – Total Revenue – Average and Marginal		
	Revenue – Relationship between AR and MR.		
III	PRICE- OUTPUT DETERMINATION UNDER PERFECT		
	COMPETITION		
	Perfect Competition: Meaning – Characteristics	4	Chalk &
	Difference between Pure and Perfect Competition	3	talk, ppt
	Price and Output Determination under Perfect Competition in the Short	6	
	Run and Long Run.		
IV	PRICE- OUTPUT DETERMINATION UNDER IMPERFECT		
	COMPETITION	_	
	Monopoly: Meaning – Characteristics – Kinds – Price and Output	5	CI 11 0
	Determination under Monopoly in the Short Run and Long Run –		Chalk &
	Control of Monopoly – Monopolistic Competition Maning Characteristics and	6	talk, ppt,
	Monopolistic Competition: Meaning – Characteristics – Price and	4	
	Output Determination – OligoPoly: Meaning, Features and Types Only.	4	
V	THEORIES OF DISTRIBUTION		
V	Distribution: Meaning – Functional Vs Personal Distribution –	5	
	Marginal Productivity Theory of Wage (Clark and Marshall) –	3	Assignment
	Ricardian Theory of Rent – Difference between Rent and Quasi Rent –	5	Assignment
	Modern Theory of Rent – Loanable Fund Theory of Interest –)	
	Liquidity Preference Theory –	5	
	Innovation Theory of Profit – Risk and Uncertainty Theory of	5	
	Profit.		
	1 total.		

Course Designed by: Dr. S. Vishnu Subha, Assistant Professor of Economics, MTNC

œ

Dr. S. Vigneswaran, Assistant Professor of Economics, MTNC

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print

Articulation Mapping – K Levels with Course Outcomes (COs)

Inte	Cos	K Level	Section	ı A	Section	Section B		Section D
rnal			MCQs		Short Ans	Short Answers		Open
			No. of.	K –	No. of.	K -	Choice	Choice
			Questions	Level	Questions	Level		
CI	CO1	Up to K3	2		1		2	1
ΑI	CO2	Up to K3	2		2		2	2
CI	CO3	Up to K4	2		1		2	1
AII	CO4	Up to K4	2		2		2	2
Que	stion	No. of	4	0 45	3		4	3
Pat	tern	Questions to be	15 EN		000			
CIA	I & II	asked			0			
		No. of	4/	0000	3		2	2
		Questions to be answered		PTT 3	7. E	A		
		Marks for each question	1 Zini		2	103	2	10
		Total Marks for each section	4	B.	6	(G)	10	20

	Distribution of Marks with K Level CIA I & CIA II											
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate				
	Level	(Mult <mark>iple</mark>	(Short	(Either /	(Open	Marks	(Marks	of %				
		Choice	Answer	Or	Choice)		without					
		Questions)	Questions)	Choice)		1 6	choice)					
	K1	2	2			4	6.67					
OT A	K2	2	4	10	20	36	60	67				
CIA	К3	-	"J-144	4./10 L.	10	20	33.33	33				
1	K4	- 1	30 100		1211411							
	Marks	4	6	20	30	60	100	100				
	K1	2	2			4	6.67					
CIA	K2	2	4	10	10	26	43.33	50				
II	К3			10 5	10	20	33.33					
	K4				10	10	16.67	50				
	Marks	4				60	60	100				

- **K1** Remembering and recalling facts with specific answers
- K2- Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

5

25

10

30

Summ	ative Ex	amination – l	Blue Print A	rticulation (COs)	Mapping -	– K Leve	el with Cours	se Outcomes
S.No	COs	K - Level	MC	Qs	Short Aı	iswers	Section C	Section D
			No. of	K –	No. of	K –	(Either /	(Open
			Questions	Level	Questio	Level	or	Choice)
					n		Choice)	
1	CO1	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K3&K3)
2	CO2	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(K3&K3)
3	CO3	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4&K4)
4	CO4	Up to K4	2	K1&K2	6601	K2	2(K3&K3)	1(K4&K4)
5	CO5	Up to K3	2	K1&K2	01	K2	2(K3&K3)	1(K3&K3)
No. of Asked	Question	is to be	10		5	31	10	5
	Question	s to be	10	DIDA Z	5	1	5	3

(Figures in parenthesis denotes, questions should be asked with the given K level)

10

1

10

	Distribution of Marks with K Level												
K Level	Section A (Multiple Choice Questions)	Section B Section C (Short (Either/ or Answer Choice) Questions)		Section C Section D Total % of (Either/or Choice) Choice) Total % of (Marks without without Choice) Choice) Choice Ch		Consolidated %							
K1	5	2	11/14 °		17	5.83							
K2	5	8	20	H	33	27.5	33.33						
K3			30	30	60	50	50						
K4				20	20	16.66	16.66						
Marks	10	10	50	50	120	100	100						

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

answered

Marks for each question

Total Marks for each section

${\bf Summative\ Examinations\ -\ Question\ Paper\ -\ Format}$

			Section A (Multiple Choice Questions)
	\mathbf{A}	nswer All (
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	51 D & 65
9	CO5	K1	000
10	CO5	K2	- 20.000
	I.	<u> </u>	Section B (Short Answers)
	A	nswer All	
Q.No	CO	K Level	Questions
11	CO1	K1	THE PARTY OF THE P
12	CO2	K1	TUI
13	CO3	K2	G G
14	CO4	K2	
15	CO5	K2	
		15%	Section C (Either/Or Type)
	An	swer All Q	$\frac{\text{uestions}}{\text{(5 x 5 = 25 marks)}}$
Q.No	CO	K Level	Questions
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K3	
17) b	CO2	K3	9
18) a	CO3	K3	2 Jelle Lille Live and a
18) b	CO3	K3	SO VILLE OF THE PARTY OF THE PA
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K3	60°
20) b	CO5	K3	(a)
NB: H	ligher l	evel of per	formance of the students is to be assessed by attempting higher level
			of K levels
			Section D (Open Choice)
			Three questions (3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	К3	
22	i	172	
	CO2	К3	
23	CO3	K4	



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF ECONOMICS

(For those who joined in 2021-2022 and after)

Course Na	me	Statistical Methods	·II							
Course Co	de	21UECC22						L	P	C
Category		Core –IV						4	-	4
Nature of co	ours	EMPLOYABILIT	Y	SKILL ORI	ENTED	✓	ENTREPREN	URSI	HIP	
Course Ob	jecti	es:	1	ND Se						
 To Equit To Enal To Guid 	ip the ble the de the character the the character than character the character the character than character the character the character than character the character than character the character the character than character than character the character than character the character than	students to quantify students to compute students to work or students to assess the students to gauge the elation Analysis	regre it diff e tend	ession coeffic ferent index n dency of vari	ients. umbers. ables.				12	2
Correlation	: Me	ning – Correlation	nd C	Causation – T	ypes – M	letho	ods of Studying	g Cor	relati	on –
		: Scatter Diagran		1 J. J. J.	-					
Correlation-	- Spe	rma <mark>n's Rank Corre</mark> l	ation	– Concurrent	Deviatio	n –	Uses – L	imita	tions	of
Correlation	Ana	vsis.								
Unit: II	Reg	essi <mark>on An</mark> alysis		AST			Dig.		12	2
Regression:	De	nition – Difference	betw	veen Correlat	ion and	Reg	ression – Regi	essio	n Lin	ies -
Regression	Equ	tions <mark>–Y on</mark> X and	X o	n Y – Prop	erties of	Reg	<mark>ressi</mark> on Coeffi	cient	– Us	es –
Limitations	of R	gressio <mark>n Anal</mark> ysis.	14	44	we.					
Unit: III	Ind	x Numbers	2	T 🍙 🖺	الادات		7		12	2
Meaning –	Use	- Problems in con	struc	tion of Inde	x Numbe	rs -	Methods of C	Constr	uctio	n: –
Laspeyre's,	Paa	che's, Fisher's Ind	ces o	only. Tests of	of Validit	y:]	Γime Reversal	Test	- Fa	actor
Reversal Te	est –	ost of Living Index								
Unit: IV	Ana	ysis of Time Series							12	2
Time Series	s: Me	ning – Uses – Com	onen	nts – Measure	ment of S	Secu	larTrend: Free	hand	 Meth	od –
		ethod – Moving A								
	_	gular variations.	J				•			
Unit: V		ability							12	2
		ning – Usefulness –	Moth	amatical Dral	mineries	Do	rmutations and	Com	hinot:	one
rrobability:	vie	inig – Oseiuiness –	viatne		mmaries	- re _	imutations and	Com)111at1	OHS

(Simple Problems). Probability Key concepts - Theorem of Probability – Addition Theorem – Multiplication Theorem – Bayes' Theorem.

Total Lecture Hours | 60

Books for Study:

- 1. S.P.Gupta, Statistical Methods, Sultan Chand and Sons, New Delhi, Reprinted, 2015.
- 2. R.S.N.Pilla and Bagawathi, **Statistics**, S.Chand and Co, New Delhi, 2015.

Books for References:

- 1. S.C.Gupta, Fundamentals of Statistics, Himalaya Publishing House, New Delhi, 2016.
- 2. D.P. Elhance, Statistical Methods, Kitab Mahal, Agra, 2012.

Web Resources:

Related Online Contents (MOOC, SWAYAM, NPTEL, Websites etc.)

1. www.real-statistics.com

Course	Course Outcomes							
CO1:	quantify the relationship between the variables.	Up to K3						
CO2:	compute regression coefficients.	Up to K4						
CO3:	calculate different index numbers.	Up to K3						
CO4:	assess the tendency of variables.	Up to K4						
CO5:	gauge the probability of events using theorem.	Up to K3						

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	0. 3	3	2	2
CO 2	3	3	2	1	2
CO 3	3	3	2	2	2
CO 4	3	2	3	3	2
CO5	3	2 6 11 11	15.2	2	2

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	SUBJECT NAME	Hrs	Mode
	Statistical Analysis-II		
I	Correlation- Concepts	2	Chalk &Talk, ppt
	Methods of Measuring Correlation	9	
	Limitations	1	
II	Regression- Concepts – Difference between Correlation	2	
	and Regression	9	Chalk &Talk
	Regression Equations and their properties	1	
	Limitations		
III	Index Numbers: Concepts	2	Chalk &Talk
	Methods of Construction	6	
	Tests of Validity	4	
IV	Time Series: Concepts	2	
	Methods of Measuring Trend	10	Chalk &Talk, ppt,
V	Probability- Concepts	2	
	Permutation and Combinations	4	Assignment
	Probability Theorem	6	

Course Designed by: Dr. S. Vigneswaran, Assistant Professor of Economics, MTNC

Dr.S.Palani, Head and Associate Professor of Economics, MTNC

	Learning Outcome Based Education & Assessment (LOBE)												
	Formative Examination - Blue Print												
Artic <mark>ulation Mapping – K Level</mark> s with Cours <mark>e Outcome</mark> s (COs)													
Inte	Cos	K L <mark>evel</mark>	Section	A	Section	n B	Section C	Section D					
rnal			MCQ	S	Short Ans	swers	Either or	Open					
			No. of.	K -	No. of.	K -	Choice	Choice					
		100	Questions	Level	Questions	Level							
CI	CO1	Up to K3	2		1 5	7	2	1					
ΑI	CO2	Up to K4	2		2		2	2					
CI	CO3	Up to K3	2		1		2	1					
AII	CO4	Up to K4	2		2		2	2					
Que	estion	No. of	4	IMTO	3		4	3					
Pat	tern	Questions to be											
CIA	I & II	asked											
		No. of	4		3		2	2					
		Questions to be											
		answered											
		Marks for each	1		2		2	10					
		question											
		Total Marks for	4		6		10	20					
		each section											

		D	Distribution of	f Marks with	K Level CI	A I & Cl	IA II	
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate
	Level	(Multiple	(Short	(Either /	(Open	Marks	(Marks	of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	2	-	-	4	6.67	
QT.	K2	2	4	10	20	36	60	67
CIA	К3	-	-	10	10	20	33.33	33
1	K4	-	-	-	-			
	Marks	4	6	20	30	60	100	100
	K1	2	2		000	4	6.67	
CIA	K2	2	4	10	10	26	43.33	50
II	К3		10/1	10	10	20	33.33	
	K4	12	9/ (1/// 1/4	10	10	16.67	50
	Marks	4	37			60	60	100

- **K1** Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summ	ative Ex	amination – l	Blue Print A	rticulation (COs)	Mapping	– K Leve	el with Cours	se Outcomes
S.No	COs	K - Level	MCC	Qs	Short Ar	iswers	Section C	Section D
		ag.	No. of Questions	K – Level	No. of Questio	K – Level	(Either / or	(Open Choice)
1	GO1	TI 4 T/2		TZ1 0 TZ0	n	774	Choice)	4 (170 0 170)
1	CO1	Up to K3	_2	K1&K2	22/1/11	K1	2(K2&K2)	1(K3&K3)
2	CO2	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4&K4)
3	CO3	Up to K3	2	K1&K2	1 0	K2	2(K2&K2)	1(K3&K3)
4	CO4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4&K4)
5	CO5	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(K3&K3)
No. of Asked	Question	is to be	10		5		10	5
No.of Questions to be answered			10		5		5	3
Marks for each question		1		2		5	10	
Total Marks for each section			10		10		25	30
	(Figures	in parenthes	is denotes, qu	uestions sl	ould be as	ked with	the given K	level)

	Distribution of Marks with K Level												
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %						
K1	5	2			7	5.83							
K2	5	8	20		33	27.5	33.31						
К3			30	30	60	50	50						
K4				20	20	16.66	16.66						
Marks	10	10	50	50	120	100	100						

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper - Format

		6	Section A (Multiple Choice Questions)
	\mathbf{A}_{1}	nswer <mark>All (</mark>	
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	WO III
9	CO5	K1	
10	CO5	K2	
			Section B (Short Answers)
		nswer All	
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
			Section C (Either/Or Type)
		swer All Q	
Q.No	CO	K Level	Questions
16) a	CO1	K3	
16) b	CO1	K3	
17) a	CO2	K4	

17) b	CO2	K4	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K4	
19) b	CO4	K4	
20) a	CO5	K3	
20) b	CO5	K3	

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

	Α	answer Any	Three questions (3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	К3	(8) 3 - WOT .
22	CO2	K4	20.000
23	CO3	К3	6 D 00000 A 3
24	CO4	K4	A NAME TRUE S
25	CO5	K3	



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MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF ECONOMICS

(For those who joined in 2021-2022 and after)

Course Name	e BUSINESS ACCOUNTING - II								
Course Code	21UECA21 L P								
Category	ategory Part III - Allied 5 -								
Nature of Cour	Nature of Course: EMPLOYABILITY ✓ SKILL ORIENTED ENTREPRENURSH								
Course Objecti	ves:								
 To know th To prepare To get know To calculate 	and the Single Entry System of accounting e self balancing system Bank Reconciliation statement wledge on the methods of depreciation. e average due date and account current								
Unit: I Sing	gle Entry System		1	15					
double entry and	stem: Meaning – definition – salient features – Limitations – Difference I single entry system – Ascertainment of profit – Net worth method – C Problems Only).								
	Balan <mark>cing system</mark>			15					
	system: meaning – Advantages of Self balancing system – Debtor ledge I ledge <mark>r – Procedure</mark> of Self Balancing.	er – (Credi	itor					
Unit: III Ban	ık Rec <mark>onciliation</mark> Statement		1	15					
	ation Statement – Meaning – Need – Causes for differences between Ca hods of preparation of Bank reconciliation Statement.	ash t	oook	and					
Unit: IV Dep	preciation		1	15					
	Meaning – Causes – Objectives – Methods of providing depreciation – S shing Balance Method – Annuity Method – Sinking Fund Method (Sim								
Unit: V Ave	erage Due Date – <mark>Account</mark> Current		1	15					
_	ate – Basics and Calculation– Account Current – Methods of calculatio – Red Ink Interest Method.								
D 1 6 G4 1	Total Lecture I	Hou	rs 7	75					
Books for Stud	y:								
T.S. Reddy, and	A. Murthy, Financial Accounting, Margham Publications, Chennai, 20	16.							
Books for Refer	rences:								
	nd M Radhasamy, Advanced Accounting Volume-I, Sultan Chand an rised Edition, 2009.	d So	ons,]	Delhi,					
	,								

Academic Council Meeting Held on 29.04.2021

Web Resources:

- 1. https://nptel.ac.in/courses/110/101/110101131/ Financial Accounting Course NPTEL
- 2. https://youtu.be/a5sFUXkxyGc Depreciation accounting
- 3. http://ndl.iitkgp.ac.in/document/Z2RWUHoyS0JXTUdZczNJeE9zVU9OejN0ZUJHNk5CejhrTTJZYnpU1dZST0 Single Entry System

Course	e Outcomes	K level
		T
CO1:	Obtain knowledge on Single Entry System	Up to K2
CO2:	Know the self balancing system of accounting	Up to K3
CO3:	Have understanding on Bank Reconciliation Statement	Up to K4
CO4:	Acquire knowledge on the methods of depreciation	Up to K3
CO5:	Calculate Average Due and Account Current.	Up to K3

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	3	3	2	3
CO 2	3	2	3	3	2	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	2	3
CO 5	3	3	3	2	3	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	BUSINESS ACCOUNTING II	Hrs	Mode
I	Difference between double entry and single entry system – Ascertainment of profit – Net worth method – Conversion method (Simple Problems Only).	15	Chalk & Talk
II	Self Balancing system: meaning – Advantages of Self balancing system – Debtor ledger – Creditor ledger – General ledger – Procedure of Self Balancing.	15	Chalk & Talk
III	Bank Reconciliation Statement – Meaning – Need – Causes for differences between Cash book and pass book – Methods of preparation of Bank	15	Chalk & Talk

	reconciliation Statement.		
IV	Depreciation: Meaning – Causes – Objectives – Methods of providing depreciation – Straight Line Method- Diminishing Balance Method – Annuity Method – Sinking Fund Method (Simple Problems Only).	15	Chalk & Talk
V	Average Due Date – Basics and Calculation– Account Current – Methods of calculation of Interest – Product Method – Red Ink Interest Method.	15	Chalk & Talk

Course Designed by

Dr. R. Kajapriya, Assistant Professor & Dr. R. Ratheka, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)												
Internal	Cos	K Level	Section		Section	200	Section C Either or	Section D Open					
			MCQ	Qs T	Short An	swers	Choice	Choice					
		6	No. of. Questions	K - Level	No. of. Questions	K - Level							
CI	CO1	Up to K2	2	K1,K2	lool	K2	2(K2&K2)	1(K2)					
AI	CO2	Up to K3	2	K1,K2	2	K2	2(K3&K3)	2(K2&K3)					
CI	CO3	Up to K4	2	K1,K2	1	K2	2(K3&K3)	2(K3&K4)					
AII	CO4	Up to K3	2	K1,K2	2	K2	2(K2&K2)	1(K3)					
Quest Patte CIA I	rn	No. of Questions to be asked	4		3	9	4	3					
		No. of Questions to be answered	100411		3		2	2					
		Marks for each question			2		5	10					
		Total Marks for each section	4	யக்ச	6		10	20					

		D	istribution of	f Marks with	K Level CI	A I & Cl	AII	
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate
	Level	(Multiple	(Short	(Either /	(Open	Marks	(Marks	of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	1	-	-	4	6.67	67
	K2	2	2	2	2	36	60	07
CIA	К3	ı	ı	2	1	20	33.33	33
I	K4	=	=	=	-	-	ı	ı
	Marks	4	6	20	30	60	100	100
	K1	2	-	-	-	2	3.33	33
CIA	K2	2	3	2	6 ·	18	30	33
II	К3	ı	-63	2	2	30	50	50
	K4	-	1	~ ^ ^ ^	1 5	10	16.67	17
	Marks	4	6	20	30	60	100	100

- **K1** Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented-Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)											
S.No	COs	K - Level	MCC)s	Short An	swers	Section C	Section D				
		昌	No. of	K –	No. of	K –	(Either /	(Open				
		19	Questions	Level	Question	Level	or	Choice)				
		1=				Y 9	Choice)					
1	CO1	Up to K2	2	K1,K2	Lalle.	K1	2(K2&K2)	1(K2)				
2	CO2	Up to K3	_2	K1,K2	111111 C	K2	2(K3&K3)	1 (K3)				
3	CO3	Up to K4	2	K1,K2		K2	2(K3&K3)	1 (K4)				
4	CO4	Up to K3	2	K1,K2	1	K2	2(K2&K2)	1(K3)				
5	CO5	Up to K3	2	K1,K2	1 20	K2	2(K3&K3)	1(K3)				
No. of	Question	s to be	10	3 7 1	5		10	5				
Asked				عليااالع								
No. of	Question	s to be	10		5		5	3				
answered												
Marks	for each	question	1		2		5	10				
Total N	Marks for	each section	10		10		25	30				
	(Figures	in parenthesi	is denotes, aı	iestions s	hould be asl	ked with	the given K	level)				

	Summative Examinations - Distribution of Marks with K Level											
K	Section A	Section B	Section C	Section D	Total	% of	Consolidated					
Level	(Multiple	(Short	(Either/ or	(Open	Marks	(Marks	%					
	Choice	Answer	Choice)	Choice)		without						
	Questions)	Questions)				choice)						
K1	5	1	-	-	7	5.83	42					
K2	5	4	4	1	43	35.83	72					
K3	-	-	6	3	60	50	50					
K4	-	-	-	1	10	8.33	8					
Marks	10	10	50	50	120	100	100					

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper - Format

Section A (Multiple Choice Questions)								
	\mathbf{A}	nswer All ((10x1=10 marks)				
Q. No	CO	K Level		Questions				
1	CO1	K1						
2	CO1	K2						
3	CO2	K1						
4	CO2	K2						
5	CO3	K1						
6	CO3	K2						
7	CO4	K1	(27)					
8	CO4	K2	111111111111111111111111111111111111111					
9	CO5	K1	The state of the same					
10	CO5	K2	CO VIOLIU					
			Section B (Short A	nswers)				
		nswer All	Qu <mark>estions</mark>	(5x2=10 marks)				
Q. No	CO	K Level		Questions				
11	CO1	K1	6)	Cr. Comments				
12	CO2	K2	<i>ந</i> ராபக்					
13	CO3	K2						
14	CO4	K2						
15	CO5	K2						
			Section C (Either/C	7 = 1				
		swer All Q	uestions	$(5 \times 5 = 25 \text{ marks})$				
Q. No	CO	K Level		Questions				
16) a	CO1	K2						
16) b	CO1	K2						
17) a	CO2	K3						
17) b	CO2	K3						
18) a	CO3	K3						

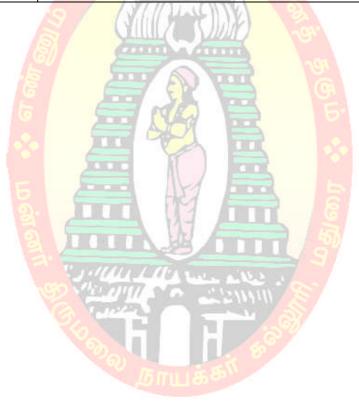
18) b	CO3	К3	
19) a	CO4	K2	
19) b	CO4	K2	
20) a	CO5	K3	
20) b	CO5	K3	

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

Answer Any Three questions (3x10=30 marks)

		·	1
Q. No	CO	K Level	Questions
21	CO1	K2	
22	CO2	К3	MID SO
23	CO3	K4	S Town
24	CO4	К3	200000
25	CO5	К3	



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MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF ECONOMICS

(For those who joined in 2021-2022 and after)

Course Na	me	PERSONALITY DEVELOPMENT					
Course Co	de	21UECS21	L	P	C		
Category	Category Skill						
Nature of c	ours	e: EMPLOYABILITY SKILL ORIENTED ✓ ENTREPRENU	JRSF	HP			
Course Ob	jecti	ves:			1.		
2. To es 3. To es 4. To m 5. To fa	xplor xplica nake t acilita	y the determinants of personality and the significance of interpersonal e the factors of personality at the personality traits. the students aware on leadership quality. the the students to set life goals.	skill				
Unit: I		ics of Pe <mark>rsonality</mark>		6			
		eterminants: Biological – Heredity – Brain – Physical Characteristics-S	Signif	fican	ce		
of Interpers	•			ı			
Unit: II	Fac	tors of Personality		6			
Personality	and	Cultu <mark>ral factors </mark>	f-aw	arene	SS		
component	s.						
Unit: III	Per	sonalit <mark>y Traits </mark>		6			
Personality	Trai	ts – Kinds of personality Traits – Personality Theories.					
Unit: IV	Lea	dership		6			
Leadership	Cha	racters - Fu <mark>nction</mark> s – Types of Leadership <mark>– Perce</mark> ption – Value	s - 1	Belie	fs –		
Attitudes-S	Styles	theories of leadership— Emotional Intelligence: Meaning —	Con	npone	ents-		
Significanc	e.						
Unit: V	Goa	al Setting		6			
Goal Settin	$\frac{1}{g-N}$	Ieaning – Importance- Effective Goal Setting – Principle Goal Setting-	- Tim	e and	l		
Crisis Man	agem	ent – Participation in Group Discussion – Facing Interviews.					
		Total Lecture Ho	urs	30			
Books for	Stud	y:					
1. S.P.Sha	arma.	, Personality Development, MC Graw Hill Education, Noida, 2018.					
Books for	Refe	rences:					

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- 1. L.M.Prasad, Business Management, Sultan Chand and Sons, New Delhi, 2009.
- 2. Stephen P. Robbins, OrganisationalBehaviour, Prentice Hall of India, New Delhi, 2011.

Web Resources:

Course	Course Outcomes			
CO1:	K1,K2			
CO2:	generalize the factors which influence the Personality.	K2,K3		
CO3:	develop communication skills and personality traits.	K2.K3		
CO4:	applying the assessment of leadership quality	K2,K3		
CO5:	focus on Goal setting and stress confiscation techniques.	K2,K3		
	5 MAM 4			

CO & PO Mapping:

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2	2	2	3	3
CO2	3	2	2	2	3	3
CO3	3	3	2	2	3	2
CO4	2	2	3	2	3	3
CO5	3	3	2	2	3	3
Total	14	12	11	10	15	14
Average	2.8	2.4	2.2	2	3	2.8

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	PERSONALITY DEVELOPMENT	Hrs	Mode
Ι	Basics of Personality		Chalk and Talk, PPT
	Personality – Determinants – Biological – Heredity –Brain	4	
	Physical Characteristics-Significance of Interpersonal	2	
	skills.		
II	Factors of Personality		Chalk and Talk, PPT
	Personality and Cultural factors – Family Factors	2	Seminar
	Social and Situational Factors-Self-awareness	4	
	components.		
III	Personality Traits		Chalk and Talk, PPT
	Personality Traits – Kinds of personality Trait–	6	Assignment
	Personality Theories.		
IV	Leadership		
	Leadership Characters - Functions - Leadership -	3	
	Perception – Values – Beliefs – Attitudes		Chalk and Talk, PPT
	Styles theories of leadership— Emotional Intelligence:	3	

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	Meaning – Components- Significance.		
V	Goal Setting Goal Setting – Meaning – Importance- Effective Goal Setting – Principle Goal Setting-Time and Crisis Management – Participation in Group Discussion – Facing Interviews.	2	Chalk and Talk, PPT

Course Designed by: **Dr.R.Alagesan**, Assistant Professor of Economics, MTNC & **Dr.S.Vigneswaran**, Assistant Professor of Economics, MTNC.

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)										
Inte Cos		K Level	Section A		Section B		Section C Either or	Section D Open			
			MCQ	S	Short Answers		Choice	Choice			
			No. of. Questions	K – Level	No. of. Questions	K - Level					
CI	CO1	Up to K2	20			1000					
AI	CO2	Up to K2	20								
CI	CO3	Up to K2	20								
AII	CO4	Up to K2	20								
Que	stion	No. <mark>of</mark>	40								
	tern	Questions to be									
CIA	I & II	asked									
		No. of	40								
		Questions to be	1.114111								
		answered	A STATE OF								
		Marks for each	1 TO 100 1								
		question									
		Total Marks for	40								
		each section	200								

	Distribution of Marks with K Level CIA I & CIA II									
	K Section A		Section B Section C		Section D	Total	% of	Consolidate		
	Level	(Multiple	(Short	(Either /	(Open	Marks	(Marks	of %		
		Choice	Answer	Or	Choice)		without			
		Questions)	Questions)	Choice)			choice)			
	K1	20				20	50			
	K2	20				20	50	100		
CIA	К3	-								
I	K4	-			-					
	Marks	40		8 3 5	000-	40	100	100		
	K1	20	-106	-	- F	20	50			
CIA	K2	20	1	MAAA	1 1	20	50	100		
II	К3			Jack Strate Stra	C	<u> </u>				
	K4	7	9 / (1)	4	MX-	2				
	Marks	40	57 >		WILL.	40	100	100		

- **K1** Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summ	native Ex	amination – l	Blue Print A	rticulation (COs)	Mapping	- K Leve	el with Cours	se Outcomes
S.No	COs	K - Level	MCQs		Short Answers		Section C	Section D
		1/4	No. of Questions	K – Level	No. of Questio n	K – Level	(Either / or Choice)	(Open Choice)
1	CO1	Up to K2	15	K1&K2				
2	CO2	Up to K2	15	K1&K2				
3	CO3	Up to K2	15	K1&K2				
4	CO4	Up to K2	15	K1&K2				
5	CO5	Up to K2	15	K1&K2				
No. of Asked	Question	is to be	75					
No.of Questions to be answered			75					
Marks	for each	question	1					
Total I	Marks for	each section	75					
·	(Figures	in parenthes	is denotes, qu	uestions sl	nould be as	ked with	the given K	level)

	Distribution of Marks with K Level										
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %				
77.1	/	Questions)			40						
K1	40				40	53.33					
K2	35				35	46.66	100				
K3											
K4											
Marks	75	- /	4.5 EN 110	65 6m	75	100	100				

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

