

B.A., ECONOMICS

Syllabus

Program Code: UEC

2021-2022 onwards



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 x 01= 04 Marks

Part –B

Three short answers questions (answer all) 3 x 02= 06 Marks

Part –C

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

Part –D

Two questions out of three 2 x 10 =20 Marks

Total 40 Marks

Pattern of the question paper for the Summative Examinations:

Note: Duration- 3 hours**Part –A**

Ten multiple choice questions 10 x 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 x 02 = 10 Marks

Part –C

Five Paragraph questions ('either or 'type) 5 x 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 x 1=45 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 x 1=75 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*:

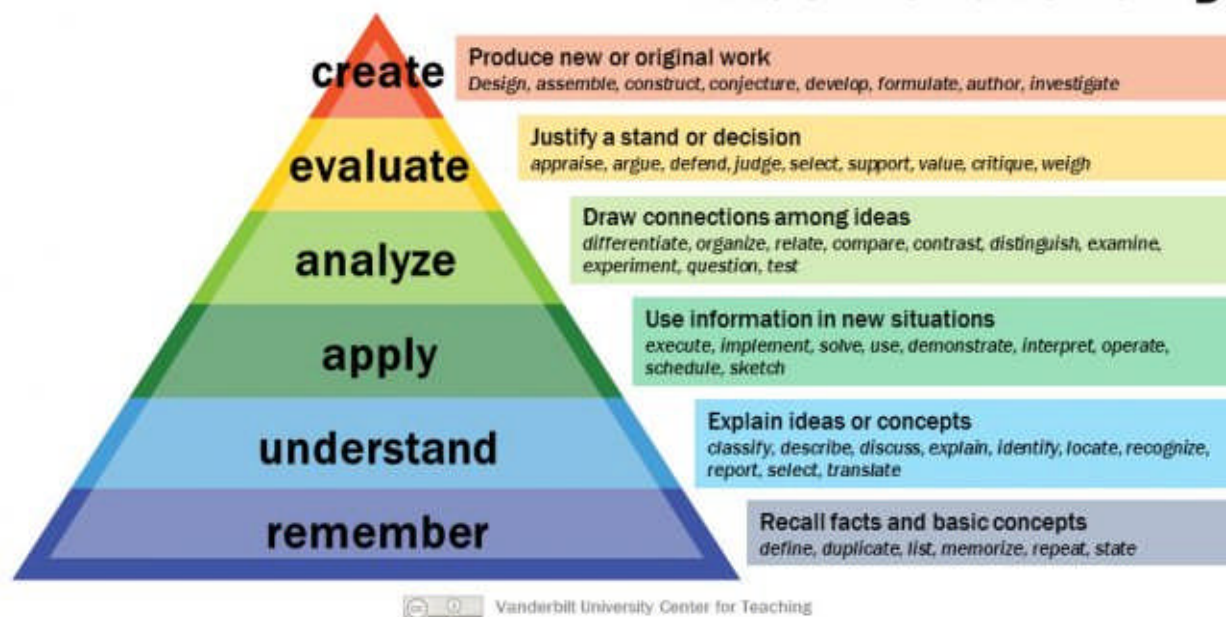
1. (KB) A knowledge base for engineering: Demonstrated competence in university level mathematics, natural sciences, engineering fundamentals, and specialized engineering knowledge appropriate to the program.
2. (PA) Problem analysis: An ability to use appropriate knowledge and skills to identify, formulate, analyze, and solve complex engineering problems in order to reach substantiated conclusions
3. (Inv.) Investigation: An ability to conduct investigations of complex problems by methods that include appropriate experiments, analysis and interpretation of data and synthesis 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 university level mathematics, natural sciences, engineering fundamentals, and specialized engineering knowledge appropriate to the program.	Knowledge Base
2	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	Problem 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.	Communications 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



PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1:	Graduates will apply knowledge of economic theories and analytical skills to solve socio-economic problems of the society
PEO2:	Pursue successful career 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.

PROGRAMME 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.

PROGRAM 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 Code	Title of the Course	Hrs	Credits	Maximum Marks		
				Int	Ext	Total
FIRST SEMESTER						
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					
21UECC11	Micro Economics-I	5	5	25	75	100
21UECC12	Statistical Methods-I	4	4	25	75	100
Part III	Allied Course					
21UCOA11	Business Accounting-I	5	4	25	75	100
Part IV	Skill Based Course					
21UECS11	Economics of Advertising	2	2	25	75	100
Part IV	Mandatory Course					
21UEVG11	Environmental Studies	2	2	25	75	100
	Total	30	23	175	525	700
SECOND SEMESTER						
Part – I	Tamil / Alternative Course					
21UTAG21	இடைக்கால இலக்கியமும் சிறுகதையும்	6	3	25	75	100
Part – II	English					
21UENG21	Communicative English - II	6	3	25	75	100
Part - III	Core Courses					
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					
21UECS21	Personality Development	2	2	25	75	100
21UVLG21	Value Education	2	2	25	75	100
	Total	30	23	175	525	700
THIRD SEMESTER						
Part – I	Tamil / Alternative Course					
21UTAG31	காப்பிய இலக்கியமும் உரைநடையும்	6	3	25	75	100
Part – II	English					

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					
21UECN31	Day-to-Day Economics-I	2	2	25	75	100
	Total	30	23	175	525	700
FOURTH SEMESTER						
Part – I	Tamil / Alternative Course					
21UTAG41	பண்டைய இலக்கியமும் புதினமும்	6	3	25	75	100
Part – II	English					
21UENG41	Communicative English - IV	6	3	25	75	100
Part - III	Core Courses					
21UECC41	International Economics	5	4	25	75	100
21UECC42	Mathematical Methods-II	4	4	25	75	100
Part III	Allied Course					
21UECA41	Gender Economics	5	4	25	75	100
Part IV	Skill Based Course					
21UECS41	Economics for Competitive Examinations	2	2	25	75	100
Part IV	Non Major Elective Course					
21UECN41	Day-to-Day Economics-II	2	2	25	75	100
Part V	Extension Activities					
21UEAG40 - 21UEAG49	NSS, NCC, YRC	-	1	100	-	100
	Total	30	23	275	525	800
FIFTH SEMESTER						
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
Part IV	Skill Based Course					

21UECS51	Human Resource Development	2	2	25	75	100
	Total	30	24	150	450	600
SIXTH SEMESTER						
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 Development	5	5	25	75	100
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
	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 course:	EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRENURSHIP
Course Objectives:				
<ol style="list-style-type: none"> 1. To introduce definition and basic concepts of economics. 2. To make familiar the students about demand and supply concepts. 3. To enable the students to understand the concept of elasticity of demand. 4. To teach the students about the cardinal, ordinal approaches. 5. To provide knowledge about consumer behavior in utility approach. 				
Unit: I	DEFINITIONS AND BASIC CONCEPTS OF ECONOMICS			15
Wealth – Welfare – Scarcity – Growth Definitions – Scope– Positive and Normative Science – Deductive and Inductive Methods – Static and dynamic concepts – Difference between Micro and Macro Economics – Basic concepts: Goods – Utility – Wants- Income – Price – Market - Value (Meaning only).				
Unit: II	CARDINAL UTILITY ANALYSIS			15
Cardinal Utility: Meaning - Law of Diminishing Marginal Utility – Causes for Diminishing Marginal Utility – Law of Equi-Marginal Utility – Consumer’s Surplus.				
Unit: III	ORDINAL UTILITY ANALYSIS			15
Ordinal Utility: Meaning - Indifference Curve - Properties –Marginal Rate of Substitutions – Consumer Equilibrium – Types of Goods (Superior, Inferior and Giffen Goods only) – The Giffen Paradox – Price, Income and Substitution Effects.				
Unit: IV	DEMAND AND SUPPLY THEORY			15
Demand: Meaning – Demand Schedule – Demand Curve – Types of Demand – Determinants of Demand – Law of Demand – Causes of Downward Sloping Demand Curve — Exceptions to the Law of Demand – Supply: Meaning – Determinants of Supply – Law of Supply — Exceptions to the Law of Supply.				
Unit: V	ELASTICITY OF DEMAND			15
Meaning – Definition- Types – Degrees of Price Elasticity of Demand – Factors Determining				

Elasticity of demand – Methods of Measuring Elasticity of Demand – Uses of Elasticity of Demand.	
	Total Lecture Hours 75 Hrs
Books for Study:	
<ol style="list-style-type: none"> 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:	
<ol style="list-style-type: none"> 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 Outcomes	K Level
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 utility analysis. 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:

COS	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	2	3
CO 2	3	3	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 Positive and Normative Science – Deductive and Inductive Methods – Static and dynamic concepts – Difference between Micro and Macro Economics Basic concepts: Goods – Utility – Wants- Income – Price – Market - Value (Meaning only).	5 6 4	Chalk &talk,ppt
II	CARDINAL UTILITY ANALYSIS Cardinal Utility: Meaning - Law of Diminishing Marginal Utility Causes for Diminishing Marginal Utility – Law of Equi-Marginal Utility – Consumer’s Surplus.	6 5 4	Chalk &Talk,ppt, Discussion
III	ORDINAL UTILITY ANALYSIS Ordinal Utility: Meaning - Indifference Curve - Properties –Marginal Rate of Substitutions – Consumer Equilibrium – Types of Goods (Superior, Inferior and Giffen Goods only) – The Giffen Paradox – Price, Income and Substitution Effects.	6 3 6	Assignment
IV	DEMAND AND SUPPLY THEORY Demand: Meaning – Demand Schedule – Demand Curve – Types of Demand – Determinants of Demand. Law of Demand – Causes of Downward Sloping Demand Curve — Exceptions to the Law of Demand – Supply: Meaning – Determinants of Supply – Law of Supply — Exceptions to the Law of Supply.	4 6 5	Chalk &Talk,ppt,
V	ELASTICITY OF DEMAND Meaning – Definition- Types Degrees of Price Elasticity of Demand – Factors Determining Elasticity of demand – Methods of Measuring Elasticity of Demand – Uses of Elasticity of Demand.	4 7 4	Chalk &Talk, Exercise

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

&

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

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CI	CO1	Up to K2	2		1		2	1
AI	CO2	Up to K2	2		2		2	2
CI	CO4	Up to K4	2		1		2	1
AII	CO5	Up to K4	2		2		2	2
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each question		1		2		2	10
	Total Marks for each section		4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	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)	Consolidate of %
CIA I	K1	2	2	-	-	4	6.67	
	K2	2	4	10	20	36	60	67
	K3	-	-	10	10	20	33.33	33
	K4	-	-	-	-			
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	2			4	6.67	
	K2	2	4	10	10	26	43.33	50
	K3			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.

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

S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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 Questions to be Asked			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 parenthesis denotes, questions should be asked 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	10		17	14.16	
K2	5	8	10	10	33	27.5	41.66
K3			20	30	50	41.66	41.66
K4			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.

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer 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	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions			(5x2=10 marks)
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)			
Answer All Questions			(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
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	K3	
23	CO3	K3	
24	CO4	K4	
25	CO5	K4	



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)
DEPARTMENT OF ECONOMICS
 (For those who joined in 2021-2022 and after)

Course Name	Statistical Methods-I			
Course Code	21UECC12	L	P	C
Category	Core-II	4	-	4
Nature of course:	EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRENURSHIP
Course Objectives:				
1. To make the students to understand the scope of statistics. 2. To make familiar with classification and tabulation of data. 3. To enable the students to work out mathematical and positional averages. 4. To motivate the students to exercise different measures of dispersion. 5. To provide practical knowledge on the concept skewness.				
Unit: I	Nature and Scope of Statistics			12
Statistics: Meaning – Definition – Scope – Functions – Limitations – Primary and Secondary Data : Meaning – Methods of Collecting Primary Data – Sources of Secondary Data – Precautions in using secondary data.				
Unit: II	Classification, Tabulation and diagram			12
Classification: Meaning – Objectives – Rules - Types – Tabulation of Data: Meaning – Objectives - Difference between Classification and Tabulation – Parts of Table – Types of Tables. Diagram: Meaning – Types of Diagram.				
Unit: III	Averages			12
Average: Meaning – Functions – Requisites of a Good Average – Types of Average: Arithmetic Mean, Median, Mode, Geometric mean, Harmonic mean – Comparison of Averages.				
Unit: IV	Measures of Dispersion			12
Dispersion: Meaning – Concept of variation -Significance of Measuring Variation – Methods of Studying Variation: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Lorenz Curve – Coefficient of variations				
Unit: V	Skewness			12
Skewness: Meaning –Difference between Dispersion and Skewness – Measures of Asymmetry: Absolute Measure – Relative Measures - Karl Pearson’s Co-efficient – Bowley’s Co-efficient – Kurtosis; Meaning and Types (Theory only)				

	Total Lecture Hours	60 Hrs
Books for Study:		
<ol style="list-style-type: none"> 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:		
<ol style="list-style-type: none"> 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 Outcomes		K Level
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	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 - Statistical Analysis-I	Hrs	Pedagogy
I	Statistics: Meaning – Definition – Scope – Functions – Limitations	4	Chalk &talk,ppt
	Primary and Secondary Data : Meaning – Methods of Collecting	4	
	Primary Data	4	
	Sources of Secondary Data – Precautions in using secondary data.		
II	Classification	4	Chalk &Talk
	Tabulation	4	
	Diagram	4	
III	Average: Meaning-Functions-Requisites	1	Chalk &Talk
	AM, HM, GM	7	
	Median Mode	4	
IV	Dispersion: Meaning – Concept of variation -Significance of Measuring Variation.	3	Chalk &Talk,ppt,
	Methods of Studying Variation: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Lorenz Curve.	6	
	Coefficient of variations	3	
V	Skewness: Meaning – Difference between Dispersion and Skewness	2	Assignment
	Skewness Measures	9	
	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)

Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
CI	CO1	Up to K2	2		1		2	1
AI	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
Question Pattern CIA I & II		No. of Questions to be asked	4		3		4	3
		No. of Questions to be answered	4		3		2	2
		Marks for each question	1		2		2	10
		Total Marks for each section	4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	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)	Consolidate of %
CIA I	K1	2	2	-	-	4	6.67	
	K2	2	4	10	20	36	60	67
	K3	-	-	10	10	20	33.33	33
	K4	-	-	-	-			
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	2			4	6.67	
	K2	2	4	10	10	26	43.33	50
	K3			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

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 (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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 K4	2	K1&K2	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 Questions to be Asked			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 parenthesis denotes, questions should be asked 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	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

Section A (Multiple Choice Questions)			
Answer 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	
10	CO5	K2	

Section B (Short Answers)			
Answer All Questions (5x2=10 marks)			
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)			
Answer All Questions (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	
18) a	CO3	K4	
18) b	CO3	K4	

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

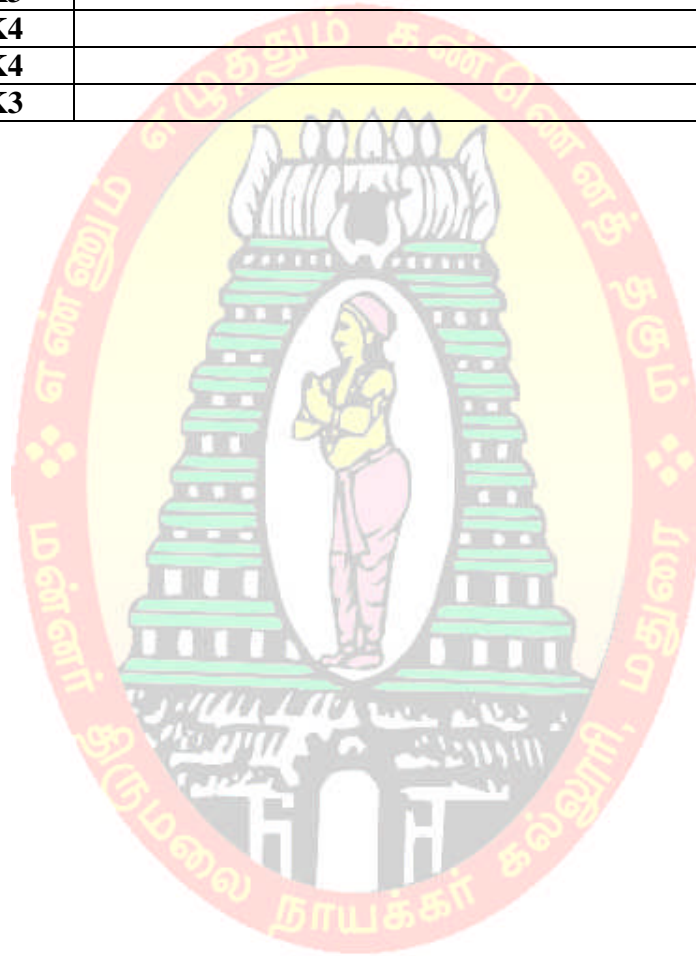
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	K4	
24	CO4	K4	
25	CO5	K3	





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)
DEPARTMENT OF ECONOMICS
 (For those who joined in 2021-2022 and after)

Course Name	BUSINESS ACCOUNTING - I			
Course Code	21UECA11	L	P	C
Category	Part III - Allied	5	-	4
Nature of Course:	EMPLOYBILITY ✓	SKILL ORIENTED	ENTREPRENURSHIP	
Course Objectives:				
<ol style="list-style-type: none"> 1. To know the principles of accounting concepts and conventions 2. To prepare journal, ledger and subsidiary books 3. To prepare trial balance of a trading concern 4. To understand the accounting procedure in the preparation of final accounts of trading concern 5. To manage accounts for non-profit organization 				
Unit: I	Accounting Introduction			15
Definition of Book-keeping – Objectives – Double Entry System of Book Keeping – Advantages - Limitations – Types of Accounts – Rules – Basic Accounting Concepts and Conventions.				
Unit: II	Journal & Ledger			15
Journal – Ledger – Posting from Journal to Ledger – Balancing of Ledger Accounts – Distinction between Journal and Ledger – Subsidiary Books – Benefit of Subsidiary Book System.– Purchase Book – Sales Book – Purchase Return Book –Sales Return Book – Cash Book				
Unit: III	Trial Balance			15
Trial Balance - Meaning – Definition – Objectives – Preparation of Trial Balance – Errors not Disclosed by Trial Balance – Errors Disclosed by Trial Balance – Guidelines to Locate Errors.				
Unit: IV	Final accounts of trading concerns			15
Trading Account, Profit and Loss Account & Balance Sheet –Adjustments Regarding Closing Stock Prepaid Expenses, Outstanding Expenses, Income Receivable and Income Received in Advance, Bad debts and Reserve for doubtful debts, Depreciation.				
Unit: V	Accounts of Non-profit organization			15
Introduction – Difference between Receipts and Payment Account and Income and Expenditure Account – Step to prepare a Income and Expenditure Account and balance Sheet –Preparation of Income and Expenditure Account from Receipts and Payments Account.				

		Total Lecture Hours	75
Books for Study:			
1. T.S. Reddy, and A. Murthy, <i>Financial Accounting</i> , Margham Publications, Chennai, 2016.			
Books for References:			
1. S.P. Jain & K.L. Narang, <i>Financial Accounting</i> , Kalyani Publishers, New Dehli, 2014.			
2. R.L Gupta and M. Radhasamy, <i>Advanced Accounting Volume-I</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/wzz31xEZ1MI - 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			
Course Outcomes			K Level
CO1:	Gain knowledge on accounting basic concepts and conventions		Up to K2
CO2:	Prepare Journal and Ledger of Accounting		Up to K3
CO3:	Able to prepare trial balance and locate errors		Up to K3
CO4:	Prepare a final accounts of trading concerns		Up to K4
CO5:	Prepare a final accounts of non trading concerns		Up to K4

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	1	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. 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 A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CIAI	CO1	Up to K2	2	K1,K2	1	K2	2(K2&K2)	1(K2)
	CO2	Up to K3	2	K1,K2	2	K2	2(K3&K3)	2 (K2&K3)
CIAII	CO3	Up to K3	2	K1,K2	1	K2	2(K2&K2)	1 (K3)
	CO4	Up to K4	2	K1,K2	2	K2	2(K3&K3)	2(K3&K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		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

Distribution of Marks with K Level CIA I & CIA II								
	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)	Consolidate of %
CIA I	K1	2	-	-	-	2	3.33	67
	K2	2	3	2	2	38	63.33	
	K3	-	-	2	1	20	33.33	33
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3.33	33
	K2	2	3	2	-	18	30	
	K3	-	-	2	2	30	50	50
	K4	-	-	-	1	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO1	Up to K2	2	K1,K2	1	K1	2(K2&K2)	1(K2)
2	CO2	Up to K3	2	K1,K2	1	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	K2	2(K3&K3)	1(K4)
5	CO5	Up to K4	2	K1,K2	1	K2	2(K3&K3)	1(K4)
No. of Questions to be Asked			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 parenthesis denotes, questions should be asked with the given K level)								

Summative Examinations - 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	1	-	-	7	5.83	42
K2	5	4	4	1	43	35.83	
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)			
Answer 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	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions		(5x2=10 marks)	
Q. No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K2	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions		(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	
18) a	CO3	K2	

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

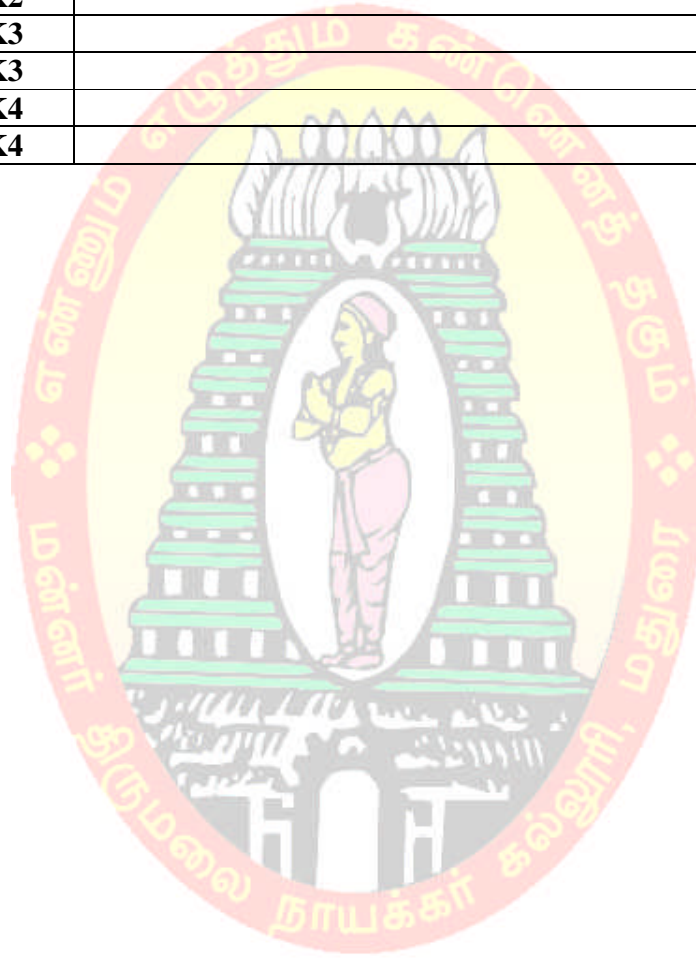
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	K3	
24	CO4	K4	
25	CO5	K4	





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)
DEPARTMENT OF ECONOMICS
 (For those who joined in 2021-2022 and after)

Course Name	ECONOMICS OF ADVERTISING			
Course Code	21UECS11	L	P	C
Category	Skill	2	-	2
Nature of course:	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENURSHIP
Course Objectives:				
1. To understand the concepts of Advertising management. 2. To learn about marketing process for different types of Creativity. 3. To understand the different strategies of Advertising. 4. To understand and analyse about the Budget of Advertising. 5. To Enable the students know about the Advertising Agencies.				
Unit: I	Introductory aspects of Advertisement			6
Introductory aspects of Advertisement : Meaning of advertising – Purpose and functions – Objectives and role -Government Regulations – Restrictions.				
Unit: II	Creativity			6
Creativity – Meaning - Sources – Role – Development of Creative Strategies –Factors affecting Creativity.				
Unit: III	Advertising Strategies			6
Advertising Strategy, Planning and Organization – Contribution of advertising - Strategy – Level of decision making – Factors influencing Organizational Features				
Unit: IV	Advertising Budget			6
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)				
Unit: V	Advertising Agencies			6
Future trend in advertisement - Advertising Agency: Meaning - Role of Advertising Agents – Competition among Agencies – Ethics and Morale of Advertisement .				
Total Lecture Hours				30 Hrs
Books for Study:				
1. R.Cauvery, Suthenayak, Girija and Meenakshi, Managerial Economics, S.Chand & Company Limited, New Delhi, 1st revised, 2010.				

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, 24th Reprint, 2005.

Web Resources:

Course Outcomes		K Level
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	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	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	3	Chalk and Talk, PPT
	Strategy – Level of Decision Making – Factors Influencing Organizational Features	3	
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
		4	
V	Advertising Agencies Future Trend in Advertisement - Advertising Agency: - Role of Advertising Agents	3	Assignment
	Advertising Agents – Competition Among Agencies – Ethics and Morale of Advertisement.	3	

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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K – Level	No. of Questions	K - Level		
CI	CO1	Up to K2	20					
AI	CO2	Up to K2	20					
CI	CO3	Up to K2	20					
AII	CO4	Up to K2	20					
Question Pattern CIA I & II		No. of Questions to be asked	40					
		No. of Questions to be answered	40					
		Marks for each question	1					
		Total Marks for each section	40					

Distribution of Marks with K Level CIA I & CIA II								
	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)	Consolidate of %
CIA I	K1	20	--	--	--	20	50	--
	K2	20	--	--	--	20	50	100
	K3	-	--	--	--	--	--	--
	K4	-	--	--	--	--	--	--
	Marks	40	--	--	--	40	100	100
CIA II	K1	20	--	--	--	20	50	--
	K2	20	--	--	--	20	50	100
	K3	--	--	--	--	--	--	--
	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 (COs)

S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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 Questions to be Asked			75					
No. of Questions to be answered			75					
Marks for each question			1					
Total Marks for each section			75					

(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 Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40				40	53.33	
K2	35				35	46.66	100
K3							
K4							
Marks	75				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	-	5
Nature of course:	EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRENURSHIP
Course Objectives:				
<ol style="list-style-type: none"> 1. To impart a sound basis on production analysis related aspects. 2. To enable the students to understand the cost and revenue concepts. 3. To understand the basic idea about market. 4. To develop the understanding skill on economic behavior of the business firms. 5. To teach the students about the factor pricing. 				
Unit: I	THEORY OF PRODUCTION			15
Factors of Production –Land, Labour, Capital and Organization – Meaning and Features – Division of Labour: Production Function: Meaning – Short run and Long run Production Function –Laws of Variable Proportions– Law of Returns to Scale –Economies and Diseconomies of Scale.				
Unit: II	COST AND REVENUE CONCEPTS			12
Concept of Cost: Fixed cost – Variable cost – Average and Marginal cost– Opportunity Cost – Incremental Cost – Sunk Cost – Imputed Cost – Implicit Cost and Explicit Cost - Long-run and Short-run Cost Curves - Relationship between Average and Marginal Cost – Concepts of Revenue – Total Revenue – Average and Marginal Revenue – Relationship between AR and MR.				
Unit: III	PRICE- OUTPUT DETERMINATION UNDER PERFECT COMPETITION			13
Perfect Competition : Meaning – Characteristics – Difference between Pure and Perfect Competition - Price and Output Determination under Perfect Competition in the Short Run and Long Run.				
Unit: IV	PRICE- OUTPUT DETERMINATION UNDER IMPERFECT COMPETITION			15
Monopoly : Meaning – Characteristics – Kinds – Price and Output Determination under Monopoly 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
Books for Study:		
Text Books:		
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. 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 MicroEconomics , Macmillan, 2015.		
3. P.N.Chopra, Principles of Economics , Kalyani Publications, 2012.		
Web Resources:		
Related Online Contents (MOOC, SWAYAM, NPTEL, Websites etc.)		
Course Outcomes		K Level
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 – Meaning and Features – Division of Labour: Production Function: Meaning – Short run and Long run Production Function – Laws of Variable Proportions– Law of Returns to Scale –Economies and Diseconomies of Scale.	5 5 5	Chalk & talk, ppt, Discussion
II	COST AND REVENUE CONCEPTS Concept of Cost: Fixed cost – Variable Cost – Average and Marginal cost– Opportunity Cost – Incremental Cost – Sunk Cost – Imputed Cost – Implicit Cost and Explicit Cost – Long-run and Short-run Cost Curves - Relationship between Average and Marginal Cost – Concepts of Revenue – Total Revenue – Average and Marginal Revenue – Relationship between AR and MR.	4 3 5	Chalk & talk, ppt, Discussion
III	PRICE- OUTPUT DETERMINATION UNDER PERFECT COMPETITION Perfect Competition : Meaning – Characteristics Difference between Pure and Perfect Competition Price and Output Determination under Perfect Competition in the Short Run and Long Run.	4 3 6	Chalk & talk, ppt
IV	PRICE- OUTPUT DETERMINATION UNDER IMPERFECT COMPETITION Monopoly : Meaning – Characteristics – Kinds – Price and Output Determination under Monopoly in the Short Run and Long Run – Control of Monopoly – Monopolistic Competition: Meaning – Characteristics – Price and Output Determination – OligoPoly: Meaning, Features and Types Only.	5 6 4	Chalk & talk, ppt,
V	THEORIES OF DISTRIBUTION 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.	5 5 5 5	Assignment

Course Designed by: **Dr. S. Vishnu Subha**, 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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K – Level	No. of Questions	K - Level		
CI	CO1	Up to K3	2		1		2	1
AI	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
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each question		1		2		2	10
	Total Marks for each section		4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	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)	Consolidate of %
CIA I	K1	2	2	-	-	4	6.67	
	K2	2	4	10	20	36	60	67
	K3	-	-	10	10	20	33.33	33
	K4	-	-	-	-			
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	2			4	6.67	
	K2	2	4	10	10	26	43.33	50
	K3			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

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 (COs)

S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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	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 Questions to be Asked			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 parenthesis denotes, questions should be asked 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	--		17	5.83	
K2	5	8	20		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.

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer 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	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions			(5x2=10 marks)
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)			
Answer All Questions			(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	
18) a	CO3	K3	
18) b	CO3	K3	
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	K3	
22	CO2	K3	
23	CO3	K4	
24	CO4	K4	
25	CO5	K3	



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)
DEPARTMENT OF ECONOMICS
 (For those who joined in 2021-2022 and after)

Course Name	Statistical Methods-II			
Course Code	21UECC22	L	P	C
Category	Core –IV	4	-	4
Nature of course:	EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRENURSHIP
Course Objectives:				
<ol style="list-style-type: none"> 1. To Train the students to quantify the relationship between the variables. 2. To Equip the students to compute regression coefficients. 3. To Enable the students to work out different index numbers. 4. To Guide the students to assess the tendency of variables. 5. To Coach the students to gauge the probability of events using theorem. 				
Unit: I	Correlation Analysis			12
Correlation: Meaning – Correlation and Causation – Types – Methods of Studying Correlation – Graphic Method: Scatter Diagram –Mathematical Method:Karl Pearson’s Coefficient of Correlation- Spearman’s Rank Correlation – Concurrent Deviation – Uses – Limitations of Correlation Analysis.				
Unit: II	Regression Analysis			12
Regression: Definition – Difference between Correlation and Regression – Regression Lines - Regression Equations –Y on X and X on Y – Properties of Regression Coefficient – Uses – Limitations of Regression Analysis.				
Unit: III	Index Numbers			12
Meaning – Uses – Problems in construction of Index Numbers - Methods of Construction: – Laspeyre’s, Paasche’s, Fisher’s Indices only. Tests of Validity: Time Reversal Test – Factor Reversal Test – Cost of Living Index				
Unit: IV	Analysis of Time Series			12
Time Series: Meaning – Uses – Components – Measurement of SecularTrend: Free hand Method – Semi–Average Method – Moving Average Method –Method of Least Squares – Measurement of Cyclical and Irregular variations.				
Unit: V	Probability			12
Probability: Meaning – Usefulness – Mathematical Preliminaries - Permutations and Combinations				

(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 Outcomes

K Level

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	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	2	2	2

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

LESSON PLAN

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

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 Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K – Level	No. of Questions	K - Level		
CI	CO1	Up to K3	2		1		2	1
AI	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
Question Pattern CIA I & II		No. of Questions to be asked	4		3		4	3
		No. of Questions to be answered	4		3		2	2
		Marks for each question	1		2		2	10
		Total Marks for each section	4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	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)	Consolidate of %
CIA I	K1	2	2	-	-	4	6.67	
	K2	2	4	10	20	36	60	67
	K3	-	-	10	10	20	33.33	33
	K4	-	-	-	-			
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	2			4	6.67	
	K2	2	4	10	10	26	43.33	50
	K3			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

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 (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO1	Up to K3	2	K1&K2	1	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	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 Questions to be Asked			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 parenthesis denotes, questions should be asked 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
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.

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer 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	
10	CO5	K2	

Section B (Short Answers)			
Answer All Questions			(5x2=10 marks)
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)			
Answer All Questions			(5 x 5 = 25 marks)
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	

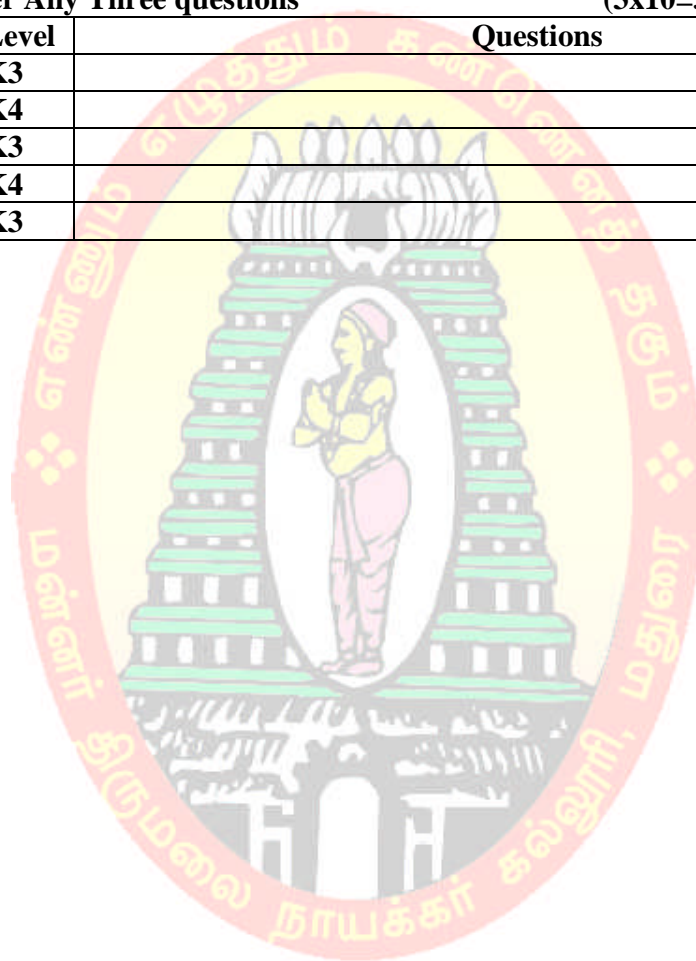
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	K3	
22	CO2	K4	
23	CO3	K3	
24	CO4	K4	
25	CO5	K3	





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)
DEPARTMENT OF ECONOMICS
 (For those who joined in 2021-2022 and after)

Course Name	BUSINESS ACCOUNTING - II				
Course Code	21UECA21	L	P	C	
Category	Part III - Allied	5	-	4	
Nature of Course:	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENURSHIP	
Course Objectives:					
1. To understand the Single Entry System of accounting 2. To know the self balancing system 3. To prepare Bank Reconciliation statement 4. To get knowledge on the methods of depreciation. 5. To calculate average due date and account current					
Unit: I	Single Entry System				15
Single Entry System: Meaning – definition – salient features – Limitations – Difference between double entry and single entry system – Ascertainment of profit – Net worth method – Conversion method (Simple Problems Only).					
Unit: II	Self Balancing system				15
Self Balancing system: meaning – Advantages of Self balancing system – Debtor ledger – Creditor ledger – General ledger – Procedure of Self Balancing.					
Unit: III	Bank Reconciliation Statement				15
Bank Reconciliation Statement – Meaning – Need – Causes for differences between Cash book and pass book – Methods of preparation of Bank reconciliation Statement.					
Unit: IV	Depreciation				15
Depreciation: Meaning – Causes – Objectives – Methods of providing depreciation – Straight Line Method- Diminishing Balance Method – Annuity Method – Sinking Fund Method (Simple Problems Only).					
Unit: V	Average Due Date – Account Current				15
Average Due Date – Basics and Calculation– Account Current – Methods of calculation of Interest – Product Method – Red Ink Interest Method.					
Total Lecture Hours					75
Books for Study:					
T.S. Reddy, and A. Murthy, Financial Accounting, Margham Publications, Chennai, 2016.					
Books for References:					
1. R.L Gupta and M Radhasamy, Advanced Accounting Volume-I, Sultan Chand and Sons, Delhi, Eleventh Revised Edition, 2009.					
2. S.P. Jain & K.L. Narang, Financial Accounting, Kalyani Publishers, New Dehli, 2014.					

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/Z2RWUHoyS0JXTUdZczNJeE9zVU9OejN0ZUJHNk5CejhrTTJZYnpUU1dZST0> - Single Entry System

Course Outcomes		K level
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 A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
CI	CO1	Up to K2	2	K1,K2	1	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)
Question Pattern CIA I & II		No. of Questions to be asked	4		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

Distribution of Marks with K Level CIA I & CIA II								
	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)	Consolidate of %
CIA I	K1	2	1	-	-	4	6.67	67
	K2	2	2	2	2	36	60	
	K3	-	-	2	1	20	33.33	33
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3.33	33
	K2	2	3	2	-	18	30	
	K3	-	-	2	2	30	50	50
	K4	-	-	-	1	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO1	Up to K2	2	K1,K2	1	K1	2(K2&K2)	1(K2)
2	CO2	Up to K3	2	K1,K2	1	K2	2(K3&K3)	1 (K3)
3	CO3	Up to K4	2	K1,K2	1	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	K2	2(K3&K3)	1(K3)
No. of Questions to be Asked			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 parenthesis denotes, questions should be asked with the given K level)								

Summative Examinations - 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	1	-	-	7	5.83	42
K2	5	4	4	1	43	35.83	
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)			
Answer 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	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions (5x2=10 marks)			
Q. No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K2	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions (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	
18) a	CO3	K3	

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

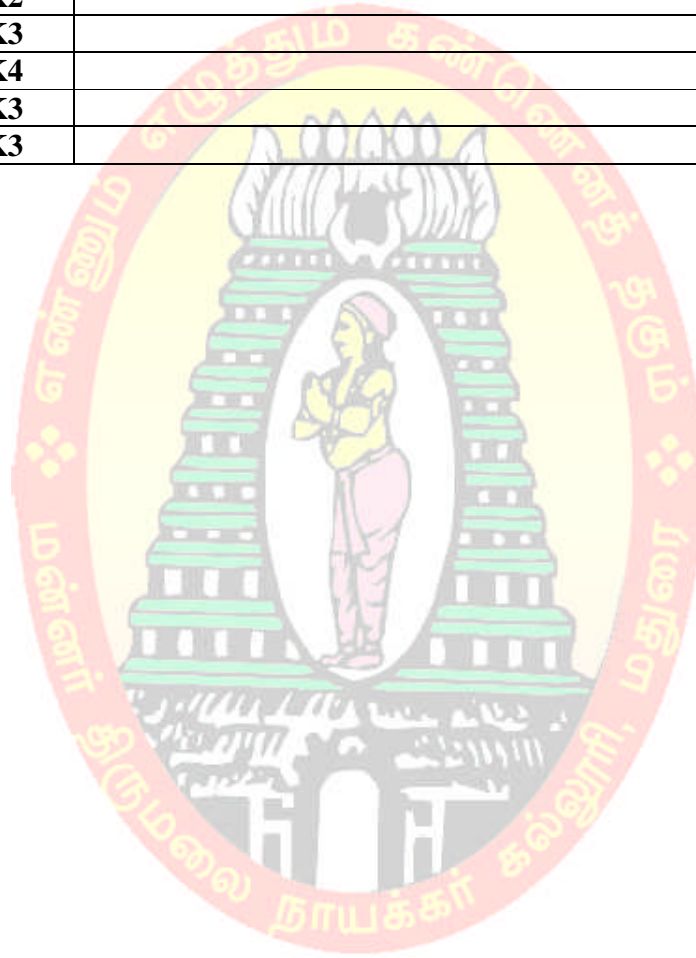
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

Q. No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	K4	
24	CO4	K3	
25	CO5	K3	





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)
DEPARTMENT OF ECONOMICS
 (For those who joined in 2021-2022 and after)

Course Name	PERSONALITY DEVELOPMENT			
Course Code	21UECS21	L	P	C
Category	Skill	2	-	2
Nature of course:	EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRENURSHIP
Course Objectives:				
1. To portray the determinants of personality and the significance of interpersonal skills 2. To explore the factors of personality 3. To explicate the personality traits. 4. To make the students aware on leadership quality. 5. To facilitate the students to set life goals.				
Unit: I	Basics of Personality			6
Personality – Determinants: Biological – Heredity – Brain –Physical Characteristics-Significance of Interpersonal skills.				
Unit: II	Factors of Personality			6
Personality and Cultural factors – Family Factors – Social and Situational Factors-Self-awareness components.				
Unit: III	Personality Traits			6
Personality Traits – Kinds of personality Traits – Personality Theories.				
Unit: IV	Leadership			6
Leadership Characters - Functions – Types of Leadership – Perception – Values – Beliefs – Attitudes–Styles theories of leadership– Emotional Intelligence: Meaning – Components-Significance.				
Unit: V	Goal Setting			6
Goal Setting –Meaning – Importance- Effective Goal Setting –Principle Goal Setting- Time and Crisis Management – Participation in Group Discussion – Facing Interviews.				
Total Lecture Hours				30
Books for Study:				
1. S.P.Sharma., Personality Development, MC Graw Hill Education, Noida, 2018.				
Books for References:				

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

Web Resources:

Course Outcomes		K Level
CO1:	understand the basics of personality.	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

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

	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 4	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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K – Level	No. of Questions	K - Level		
CI	CO1	Up to K2	20					
AI	CO2	Up to K2	20					
CI	CO3	Up to K2	20					
AII	CO4	Up to K2	20					
Question Pattern CIA I & II		No. of Questions to be asked	40					
		No. of Questions to be answered	40					
		Marks for each question	1					
		Total Marks for each section	40					

Distribution of Marks with K Level CIA I & CIA II								
	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)	Consolidate of %
CIA I	K1	20	--	--	--	20	50	--
	K2	20	--	--	--	20	50	100
	K3	-	--	--	--	--	--	--
	K4	-	--	--	--	--	--	--
	Marks	40	--	--	--	40	100	100
CIA II	K1	20	--	--	--	20	50	--
	K2	20	--	--	--	20	50	100
	K3	--	--	--	--	--	--	--
	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 (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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 Questions to be Asked			75					
No. of Questions to be answered			75					
Marks for each question			1					
Total Marks for each section			75					
(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 Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40				40	53.33	
K2	35				35	46.66	100
K3							
K4							
Marks	75				75	100	100

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

