B.A., ECONOMICS

Syllabus

Program Code: UEC

2023 - Onwards

MANNAR THIRUMALAI NAICKER COLLEGE

(AUTONOMOUS)

Re-accredited with "A" Grade by NAAC

PASUMALAI, MADURAI – 625 004

GUIDLINESS FOR OUTCOME BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM

(FOR UG PROGRAM FROM 2023 -2024 ONWARDS)

ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the UG Degree program must have passed the Higher Secondary Education (respective groups – Arts / Science) of 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
Part I   : Tamil / Hindi /
Part II : English
Part III :
      1.Core Subjects
      2.Allied Subjects
      3.Electives
 Part IV:
      1.Non Major Electives (I Year)
      2.Skill Based Subjects
      3.Environmental Studies - Mandatory Subject
      4.Value Education - Mandatory Subject
Part V :
      Extension Activities

ARTS & SCIENCE

CBCS COURSE STRUCTURE FOR UG PROGRAMS

Sem I	Credit	Sem II	Credit	Sem III	Credit	Sem IV	Credit	Sem V	Credit	Sem VI	Credit
1.1. Language - Tamil	3	2.1. Language - Tamil	3	3.1. Language - Tamil	3	4.1. Language - Tamil	3	5.1 Core Course – \CC IX	4	6.1 Core Course – CC XIII	4
1.2 English	3	2.2 English	3	3.2 English	3	4.2 English	3	5.2 Core Course – CC X	4	6.2 Core Course – CC XIV	4
1.3 Core Course – CC I	4	2.3 Core Course – CC III	4	3.3 Core Course – CC V	4	4.3 Core Course – CC VII Core Industry Module	4	5.3.Core Course CC -XI	4	6.3 Core Course – CC XV	4
1.4 Core Course – CC II	4	2.4 Core Course – CC IV	4	3.4 Core Course – CC VI	4	4.4 Core Course – CC VIII	4	5.3.Core Course –/ Project with viva-voce CC - XII	4	6.4 Elective -VII Generic/ Discipline Specific	3
1.5 Elective I Generic/ Discipline Specific	3	2.5 Elective II Generic/ Discipline Specific	3	3.5 Elective III Generic/ Discipline Specific	3	4.5 Elective IV Generic/ Discipline Specific	3	5.4 Elective V Generic/ Discipline Specific	3	6.5 Elective VIII Generic/ Discipline Specific	3
1.6 Skill Enhancement Course SEC-1 (NME)	2	2.6 Skill Enhancement Course SEC-2 (NME)	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	4.6 Skill Enhancement Course SEC-6	2	5.5 Elective VI Generic/ Discipline Specific	3	6.6 Extension Activity	1
1.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-1	2	2.7 Skill Enhancement Course – SEC-3(NME)	2	3.7 Skill Enhancement Course SEC-5	2	4.7 Skill Enhancement Course SEC-7	2	5.6 Value Education	2	6.7 Professional Competency Skill	2
1.8 Skill Enhancement - (Foundation Course)	2	2.8 Ability Enhancement Compulsory Course (AECC) Soft Skill-2	2	3.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-3	2	4.7 7 Ability Enhancement Compulsory Course (AECC) Soft Skill-4	2	5.5 Summer Internship /Industrial Training	2		
				3.8 E.V.S	-	4.8 E.V.S	2				
	23		23		22		25		26		21
Total Credit Points											140

QUESTION PAPER PATTERN FOR THE CONTINUOUS INTERNAL ASSESSMENT

Note: Duration – 1 hour

 (FOR PART I, PART II & PART III)

The components for continuous internal assessment are:

Part –A

Four multiple choice questions (answer all)   4 x01= 04 Marks

Part –B

Two questions ('either …. or 'type)   2 x05= 10 Marks

Part –C

Two questions ('either …. or 'type)   2 x 08=16 Marks

                                    Total   30 Marks

THE COMPONENTS FOR CONTINUOUS INTERNAL ASSESSMENT ARE:

(60 Marks of two continuous internal assessments will be converted to 15 marks)

Two   tests and their average   --15 marks

Seminar /Group discussion / Quiz Test   --5 marks

Assignment   --5 marks

             Total   25 Marks

QUESTION PAPER PATTERN FOR THE SUMMATIVE EXAMINATIONS:

Note: Duration- 3 hours

Part –A

Ten multiple choice questions   10 x01   = 10 Marks

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

Part –B

Five Paragraph questions ('either …. or 'type)   5 x 05   = 25 Marks

(One question from each Unit)

Part –C

Five Paragraph questions ('either …. or 'type)   5 x 08   = 40 Marks

(One question from each Unit)

                       Total   75 Marks

PART-IV- SKILL BASED PAPERS / NME:

The Scheme of Examination for Skill Based Papers: (Except Practical Lab Subjects)

QUESTION PAPER PATTERN FOR THE CONTINUOUS INTERNAL ASSESSMENT (SKILL BASED AND NME COURSES) DURATION – 1 HOUR

❖ 50 MCQs will be asked for each internal assessment tests (50 x 1=50 Marks) and converted for 15 marks

THE COMPONENTS FOR CONTINUOUS INTERNAL ASSESSMENT ARE:

Two   tests and their average   --15 marks

Seminar /Group discussion / Quiz Test   -- 5 marks

Assignment   -- 5 marks

                  Total   25 Marks

SUMMATIVE EXAMINATION PATTERN (SKILL BASED AND NME COURSES) DURATION – 3 HOURS

Pattern of the Question Paper for Skill Based and Non-Major Elective courses (External)

75 Multiple choice questions will be asked from five units (75 x 1=75 Marks)

(15MCQ's from each unit)

PART-IV- ENVIRONMENTAL STUDIES AND VALUE EDUCATION

QUESTION PAPER PATTERN (INTERNAL ASSESSMENT)

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

50 MCQs will be asked for each internal assessment tests (50 x 1=50 Marks) and converted for 15 marks

Two tests and their average	--	15 marks
Project	--	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.

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)

PART V EXTENSION ACTIVITIES: (MAXIMUM MARKS: 100)

1. NCC
2. NSS
3. Physical Education
4. YRC
5. RRC
6. Health & Fitness Club
7. Eco Club
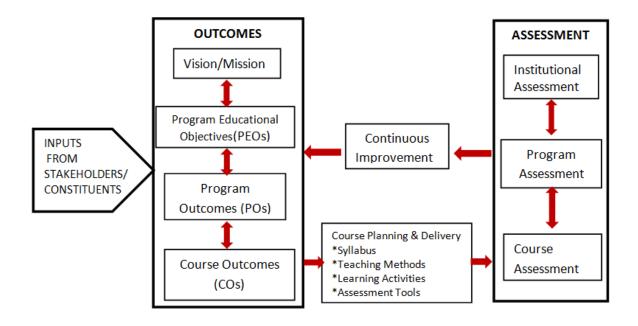8. Human Rights Club

Internal Examinations   - - 25 Marks

Summative Examinations   - - 75 Marks

_____

100

_____

OUTCOME BASED EDUCATION:

OBE starts with the identification and articulation of clear and measurable learning outcomes for each course or program. These outcomes describe the skills, knowledge, and abilities that students are expected to acquire. The curriculum, instructional methods, and assessments are aligned with the defined learning outcomes. This ensures that everything taught and evaluated is directly related to what students are expected to learn.

The Learning Outcomes-Based Approach to curriculum planning and transaction in our institution ensures whether the teaching-learning processes are oriented towards enabling students to attain the defined learning outcomes relating to the courses within a programme. The outcome based approach, particularly in the context of undergraduate studies, requires a significant shift from teacher-centric to learner-centric pedagogies and from passive to active/participatory pedagogies.

Assessment Method: The students are assessed with 2 internal examination and the summative examination which includes problem based assignments; practical assignment laboratory reports; observation of practical skills; individual project reports ,case-study reports; team project reports; oral presentations, including seminar presentation; viva voce interviews; computerized adaptive testing; etc. and any other pedagogic approaches as per the context.

INSTITUTIONAL VISION

To Mould the learners into accomplished individuals by providing them with a stimulus for social change through character, confidence and competence.

INSTITUTIONAL MISSION

1. Enlightening the learners on the ethical and environmental issues.

2. Extending holistic training to shape the learners in to committed and competent citizens.

3. Equipping them with soft skills for facing the competitive world.

4. Enriching their employability through career oriented courses.

5. Ensuring accessibility and opportunity to make education affordable to the underprivileged.

HIGHLIGHTS OF THE REVAMPED CURRICULUM:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising statistical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced statistical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Statistics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.

- The Statistical Quality Control course is included to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.

- The Internship during the second year vacation will help the students gain valuable work experience that connects classroom knowledge to real world experience and to narrow down and focus on the career path.

- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.

- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest DBMS and Computer software for Analytics.

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B.A ECONOMICS CURRICULUM
(For the student admitted during the academic year 2023-2024 onwards)

Course Code	Title of the Course	Hrs	Credits	Maximum Marks		
				Int	Ext	Total
FIRST SEMESTER						
Part – I	**Tamil / Alternative Course**					
23UTAGT11	தமிழ் இலக்கிய வரலாறு - I	6	3	25	75	100
Part – II	**English**					
23UENGE11	GENERAL ENGLISH - I	6	3	25	75	100
Part - III	**Core Courses**					
23UECCC11	MICRO ECONOMICS - I	5	5	25	75	100
23UECCC12	STATISTICS FOR ECONOMICS - I	5	5	25	75	100
Part - III	**Elective Course**					
23UECEC11	FUNDAMENTALS OF MANAGEMENT	4	3	25	75	100
23UECEC12	INTRODUCTION TO SOCIOLOGY					
Part IV	**Non Major Elective**					
23UECNM11	DEMOGRAPHY	2	2	25	75	100
Part IV	**Foundation Course**					
23UECFC11	BUSINESS COMMUNICATION	2	2	25	75	100
	Total	**30**	**23**	**175**	**525**	**700**
SECOND SEMESTER						
Part – I	**Tamil / Alternative Course**					
23UTAGT21	தமிழ் இலக்கிய வரலாறு – II	6	3	25	75	100
Part – II	**English**					
23UENGE21	GENERAL ENGLISH - II	6	3	25	75	100
Part - III	**Core Courses**					
23UECCC21	MICRO ECONOMICS - II	5	5	25	75	100
23UECCC22	STATISTICS FOR ECONOMICS - II	5	5	25	75	100
Part - III	**Elective Course**					
23UECEC21	HISTORY OF ECONOMIC THOUGHT	4	3	25	75	100
23UECEC22	INTRODUCTION TO E - COMMERCE					
Part IV	**Non Major Elective**					
23UECNM21	ECONOMICS FOR INVESTORS	2	2	25	75	100
Part IV	**Skill Enhancement course**					
23UECSC21	COMPUTER APPLICATIONS IN ECONOMICS	2	2	25	75	100
	Total	**30**	**23**	**175**	**525**	**700**

FIRST SEMESTER

Course Name	MICRO ECONOMICS - I			
Course Code	23UECCC11	L	P	C
Category	CORE	5	-	5

COURSE OBJECTIVES:

➢ To Equip the economic behaviors of individual units of the society.
➢ To describes the consumer behavior and utility analysis
➢ To impart knowledge on demand and supply concepts
➢ To identify the relevance of Production and returns to scale of Production
➢ To know the costs and profit maximization

UNIT - I Basic Concepts	15

Definitions of Economics– Nature and Scope of Microeconomics –Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making–Rationality: Self-Interest – Tradeoffs –Fundamental Economic Problems -Market Mechanism and Resource Allocation.

UNIT - II Utility Analysis	18

Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility- Indifference Curves–Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects-Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks' Approach.

UNIT - III Demand and Supply Analysis	15

Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types - Engel's Law -Supply – Law of Supply –Determinants –Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus.

UNIT - IV Production Analysis	15

Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso-quant's-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution(CES) Production Function – Economies and Diseconomies of Scale.

UNIT - V Cost and Revenue Concepts	12

Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue – Relationship between AR, MR and Elasticity of Demand- Profit Maximization Rule.

Total Lecture Hours	75

BOOKS FOR STUDY:

- Robert Pindyck and Daniel L.Rubinfield,(2001) Micro Economics, Macmillan
- Hal R. Varian (2004), Intermediate Micro Economics (East-West Press: New Delhi)
- Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
- Ahuja H.L (2016) Principles of Microeconomics, S.Chand
- Timothy Taylor,Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services.

BOOKS FOR REFERENCES:

- Koutsoyiannis (2003), Modern Microeconomics Palgrave Macmillan (UK) 2nd Edition.
- Gregory Mankiw (2012), Principlesof Microeconomics Cengage India.
- Dwivedi, D.N(2002), Microeconomics: Theory and Applications, 2nd ed., Pearson
- Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A)
- Karl E.Case and Ray C Fair (2007), Principles of Economics, Pearson Prentice Hall Inc Singapore South Asia

WEB RESOURCES:

- http://www.econlib.org/library/enc/microeconomics.html
- https://www.tutor2u.net/economics
- https://www.economicsnetwork.ac.uk/
- https://www.cliffsnotes.com/studyguides/economics/introduction/microeconomics
- http://neconomides.stern.nyu.edu/networks/micnotes/micnotes.pdf

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL		REGIONAL	NATIONAL	GLOBAL	✔
Changes Made in the Course	Percentage of Change		No Changes Made	✔	New Course	

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	To Equip the economic behaviours of individual units of the society.	K1 to K4
CO2	To describes the consumer behaviour and utility analysis	K1 to K4
CO3	To impart knowledge on demand and supply concepts	K1 to K4
CO4	To identify the relevance of Production and returns to scale of Production	K1 to K4
CO5	To know the costs and profit maximization	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	2	3		
CO5	2	2	2	2	2	3	2	3		

S- STRONG	M – MEDIUM	L - LOW

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	2	2
CO 2	3	3	2	2	2
CO 3	3	3	3	3	3
CO 4	3	3	3	2	2
CO 5	3	3	3	2	2
WEITAGE	15	15	14	11	11
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	3	2.8	2.2	2.2

LESSON PLAN:

UNIT	MICRO ECONOMICS-I	HRS	PEDAGOGY
I	Definitions of Economics– Nature and Scope of Microeconomics – Positive and Normative Approaches- Inductive and Deductive Approaches - Consumers and Firms –Decision Making–Rationality: Self-Interest – Tradeoffs –Fundamental Economic Problems -Market Mechanism and Resource Allocation.	15	Chalk &talk, PPT
II	Utility–Ordinal and Cardinal Utility–Total and Marginal Utility – Law of Diminishing Marginal Utility - Law of Equi-Marginal Utility-	18	Chalk &Talk, PPT,

	Indifference Curves–Properties–Marginal Rate of Substitution- Budget Line – Price and Substitution Effects-Optimal Consumer Choice – Revealed Preference Theory – Samuelson and Hicks' Approach.		**Discussion**
III	Demand – Types of Goods -Law of Demand – Determinants – Exceptions – Giffen Paradox – Veblen Effect- Elasticity of Demand: Types - Engel's Law -Supply – Law of Supply –Determinants – Elasticity of Supply and its Types- Market Equilibrium - Consumer Surplus and Producer Surplus.	**15**	**Chalk &Talk, Exercise**
IV	Production Function– Law of Variable Proportions- Laws of Returns to Scale-Iso- quant's-Types of Production Function – Cobb -Douglas and Constant Elasticity of Substitution (CES) Production Function – Economies and Diseconomies of Scale.	**15**	**Chalk &Talk, PPT,**
V	Costs – Fixed and Variable Costs - Average, Marginal, and Total Costs – Short Run and Long Run Costs – Implicit, Explicit, Sunk and Imputed Cost – Revenue – Total, Average and Marginal Revenue –Relationship between AR, MR and Elasticity of Demand- Profit Maximization Rule.	**12**	**Assignment**

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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of. Questions	K - Level		
CI AI	**CO1**	**K1 – K4**	2	K1,K1	2 (K2, K2)	2 (K3,K3)
	CO2	**K1 – K4**	2	K2,K2	2 (K3,K3)	2 (K4,K4)
CI AII	**CO3**	**K1 – K4**	2	K1,K1	2 (K2,K2)	2 (K3,K3)
	CO4	**K1 – K4**	2	K2,K2	2 (K3,K3)	2 (K4,K4)
Question Pattern CIA I & II		**No. of Questions to be asked**	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	**3.57**	**25**
	K2	2	10		12	**21.43**	
	K3		10	16	26	**46**	46
	K4			16	16	**29**	29
	Marks	**4**	**20**	**32**	**56**	**100**	**100**
CIA II	K1	2			2	**3.57**	**25**
	K2	2	10		2	**21.43**	
	K3		10	16	26	**46**	46
	K4			16	16	**29**	29
	Marks	**4**	**20**	**32**	**56**	**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.

			Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
S. No	**COs**	**K - Level**	**No. of Questions**	**K – Level**		
1	**CO1**	**K1 – K4**	2	K1,K2	2 (K2,K2)	2 (K3,K3)
2	**CO2**	**K1 – K4**	2	K1,K2	2 (K2,K2)	2 (K2,K2)
3	**CO3**	**K1 – K4**	2	K1,K2	2 (K.3,K3)	2 (K.4,K4)
4	**CO4**	**K1 – K4**	2	K1,K2	2 (K2,K2)	2 (K2,K2)
5	**CO5**	**K1 – K4**	2	K1,K2	2 (K3,K3)	2 (K3,K3)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	8
Marks for each question			1		5	5
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

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

Distribution of Marks with K Level

K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	2			2	2	48
K2	2	30	32	64	46	
K3	2	20	32	54	39	39
K4	2		16	18	13	13
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions			**PART – A**		**(10 x 1 = 10 Marks)**
1.	Unit - I	CO1	K-1		
				a)	b)
				c)	d)
2.	Unit - I	CO1	K-2		
				a)	b)
				c)	d)
3.	Unit - II	CO2	K-1		
				a)	b)
				c)	d)
4.	Unit - II	CO2	K-2		
				a)	b)
				c)	d)
5.	Unit - III	CO3	K-1		
				a)	b)
				c)	d)
6.	Unit - III	CO3	K-2		
				a)	b)
				c)	d)
7.	Unit - IV	CO4	K-1		
				a)	b)
				c)	d)
8.	Unit - IV	CO4	K-2		
				a)	b)
				c)	d)
9.	Unit - V	CO5	K-1		
				a)	b)
				c)	d)
10.	Unit - V	CO5	K-2		
				a)	b)
				c)	d)

Answer **ALL** the questions		**PART – B**		**(5 x 5 = 25 Marks)**	
11. a)	**Unit - I**	**CO1**	**K-2**		
			OR		
11. b)	**Unit - I**	**CO1**	**K-2**		
12. a)	**Unit - II**	**CO2**	**K-2**		
			OR		
12. b)	**Unit - II**	**CO2**	**K-2**		
13. a)	**Unit - III**	**CO3**	**K-3**		
			OR		
13. b)	**Unit - III**	**CO3**	**K-3**		
14. a)	**Unit - IV**	**CO4**	**K-2**		
			OR		
14. b)	**Unit - IV**	**CO4**	**K-2**		
15. a)	**Unit - V**	**CO5**	**K-3**		
			OR		
15. b)	**Unit - V**	**CO5**	**K-3**		

Answer **ALL** the questions		**PART – C**		**(5 x 8 = 40 Marks)**	
16. a)	**Unit - I**	**CO1**	**K-3**		
			OR		
16. b)	**Unit - I**	**CO1**	**K-3**		
17. a)	**Unit - II**	**CO2**	**K-2**		
			OR		
17. b)	**Unit - II**	**CO2**	**K-2**		
18. a)	**Unit - III**	**CO3**	**K-4**		
			OR		
18. b)	**Unit - III**	**CO3**	**K-4**		
19. a)	**Unit - IV**	**CO4**	**K-2**		
			OR		
19. b)	**Unit - IV**	**CO4**	**K-2**		
20. a)	**Unit - V**	**CO5**	**K-3**		
			OR		
20. b)	**Unit - V**	**CO5**	**K-3**		

Course Name	STATISTICS FOR ECONOMICS – I			
Course Code	23UECCC12	L	P	C
Category	CORE	5	-	5

COURSE OBJECTIVES:

➢ To know the nature and scope of statistics and its applications.
➢ To teach students Collection, Classification, Analyzing and Presentation of data.
➢ To apply the measures of central tendency.
➢ To draw measurement of dispersion and its applications.
➢ To analyse correlation and regression and its applications.

UNIT - I	Introduction and Collection of Data	15

Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data.

UNIT - II	Classification and Presentation of Data	15

Classification and Tabulation of Data– Types - Frequency Distribution — Cumulative Frequency Distribution- Class Interval – Diagrams – Types- Graphical Representation– Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve.

UNIT - III	Measures of Central Tendency	15

Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.

UNIT - IV	Measures of Dispersion	15

Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation – Skewness and Kurtosis.

UNIT - V	Correlation and Regression	15

Correlation – Types of Correlation – Methods -Karl Pearson's Coefficient of Correlation –- Spearman's Rank Correlation – Regression Equations – Distinction between Correlation and Regression Analysis.

	Total Lecture Hours	75

BOOKS FOR STUDY:

➢ Gupta. S.P (2005) Statistical Methods, Sultan Chand and Sons, New Delhi.

➢ Sancheti. D.C and Kapoor V.K(2005) Statistical Theory Method and Application, Sultan Chand and Sons, New Delhi.

➢ Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.

➢ Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.

➢ Dominick Salvatore and Derrick Reagle, theory and problems of statistics and econometrics, Mc Graw Hill, (2002).

BOOKS FOR REFERENCES:

➢ Saxena H.C, (2016) Elementary Statistics, S Chand and Company New Delhi.

➢ Elhance D.N, (2004), Fundamentals of Statistics Kitab Mahal, New Delhi

➢ Manoharan M (2010), "Statistical Methods", Palani Paramount Publications, Palani

➢ R.S.N.Pillai and V. Bagavathi(2010), Statistics, Sultan Chand and Sons, New Delhi

➢ Dr.S.Sachdeva (2014) Statistics -Lakshmi Narain Agarwal.

WEB RESOURCES:

❖ **https://www.cuemath.com/data/statistics/**

❖ **https://stattrek.com/statistics/resources**

❖ **https://testbook.com/learn/maths-mean-median-mode/**

❖ **https://www.statistics.com/**

❖ **https://thisisstatistics.org/students**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✔
Changes Made in the Course	Percentage of Change		No Changes Made	✔	New Course	
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.						

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand the overview of statistics and basic knowledge of statistical tools.	K1 to K4
CO2	Differentiate Types of Data and its Classification	K1 to K4
CO3	Explain the concept of Averages and its application	K1 to K4
CO4	Know the concept of Dispersion and its application	K1 to K4
CO5	Calculate Correlation and estimate values using Regression	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	2	3		
CO5	3	2	2	2	3	3	3	3		

S- STRONG	M – MEDIUM	L - LOW

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
WEITAGE	15	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	3	2.8	2.2	2.2

LESSON PLAN:

UNIT	STATISTICS FOR ECONOMICS –I	HRS	PEDAGOGY
I	Introduction – Nature and Scope of Statistics – Uses and Limitations of Statistics – Data Collection – Primary and Secondary Data –Tools for collecting Primary Data – Requisites of Good Questionnaire – Sources of Secondary Data.	15	Chalk & talk, PPT
II	Classification and Tabulation of Data– Types - Frequency Distribution — Cumulative Frequency Distribution- Class Interval – Diagrams – Types-Graphical Representation– Histogram – Frequency Polygon - Ogive Curve - Lorenz Curve.	15	Chalk &Talk

III	Measures of Central Tendency- Requisites of a Good Average – Arithmetic Mean, Median, and Mode – Relative Merits and Demerits.	**15**	**Chalk &Talk**
IV	Absolute and Relative Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Variance - Coefficient of Variation –- Skewness and Kurtosis.	**15**	**Chalk &Talk, PPT,**
V	Correlation – Types of Correlation – Methods -Karl Pearson's Coefficient of Correlation –- Spearman's Rank Correlation – Regression Equations – Distinction between Correlation and Regression Analysis.	**15**	**Assignment**

<table>
<tr><td colspan="8" align="center">Learning Outcome Based Education & Assessment (LOBE)
Formative Examination - Blue Print
Articulation Mapping – K Levels with Course Outcomes (COs)</td></tr>
<tr><td rowspan="2">Internal</td><td rowspan="2">Cos</td><td rowspan="2">K Level</td><td colspan="2" align="center">Section A
MCQs</td><td rowspan="2">Section B
Either or
Choice</td><td rowspan="2">Section C
Either or Choice</td></tr>
<tr><td>No. of.
Questions</td><td>K -
Level</td></tr>
<tr><td>CI
AI</td><td>CO1</td><td>K1 – K4</td><td>2</td><td>K1,K2</td><td>2 (K2,K2)</td><td>2 (K3,K3)</td></tr>
<tr><td>CO2</td><td>K1 – K4</td><td>2</td><td>K1,K2</td><td>2 (K2,K2)</td><td>2 (K2,K2)</td></tr>
<tr><td>CI
AII</td><td>CO3</td><td>K1 – K4</td><td>2</td><td>K1,K2</td><td>2 (K.3,K3)</td><td>2 (K.4,K3)</td></tr>
<tr><td>CO4</td><td>K1 – K4</td><td>2</td><td>K1,K2</td><td>2 (K2,K2)</td><td>2 (K2,K4)</td></tr>
<tr><td rowspan="4">Question
Pattern
CIA I & II</td><td colspan="2">No. of Questions to
be asked</td><td>4</td><td></td><td>4</td><td>4</td></tr>
<tr><td colspan="2">No. of Questions to
be answered</td><td>4</td><td></td><td>2</td><td>2</td></tr>
<tr><td colspan="2">Marks for each
question</td><td>1</td><td></td><td>5</td><td>8</td></tr>
<tr><td colspan="2">Total Marks for
each section</td><td>4</td><td></td><td>10</td><td>16</td></tr>
</table>

<table>
<tr><td colspan="8" align="center">Distribution of Marks with K Level CIA I & CIA II</td></tr>
<tr><td></td><td>K
Level</td><td>Section A
(Multiple
Choice
Questions)</td><td>Section B
(Either /
Or Choice)</td><td>Section C
(Either /
Or Choice)</td><td>Total
Marks</td><td>% of (Marks
without choice)</td><td>Consolidate of %</td></tr>
<tr><td rowspan="5">CIA
I</td><td>K1</td><td>2</td><td></td><td></td><td>2</td><td>3.57</td><td rowspan="2">25</td></tr>
<tr><td>K2</td><td>2</td><td>10</td><td></td><td>12</td><td>21.43</td></tr>
<tr><td>K3</td><td></td><td>10</td><td>16</td><td>26</td><td>46</td><td>46</td></tr>
<tr><td>K4</td><td></td><td></td><td>16</td><td>16</td><td>29</td><td>29</td></tr>
<tr><td>Marks</td><td>4</td><td>20</td><td>32</td><td>56</td><td>100</td><td>100</td></tr>
<tr><td rowspan="5">CIA
II</td><td>K1</td><td>2</td><td></td><td></td><td>2</td><td>3.57</td><td rowspan="2">25</td></tr>
<tr><td>K2</td><td>2</td><td>10</td><td></td><td>2</td><td>21.43</td></tr>
<tr><td>K3</td><td></td><td>10</td><td>16</td><td>26</td><td>46</td><td>46</td></tr>
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</table>

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**	**Section A (MCQs)**		**Section B (Either / or Choice) With K - LEVEL**	**Section C (Either / or Choice) With K - LEVEL**
			No. of Questions	**K – Level**		
1	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
3	CO3	K1 – K4	2	K1,K2	2 (K.3,K3)	2 (K.4,K4)
4	CO4	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
5	CO5	K1 – K4	2	K1,K2	2 (K3,K3)	2 (K3,K3)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	8
Marks for each question			1		5	5
Total Marks for each section			10		25	40
(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 (Either or Choice**	**Section C (Either/ or Choice)**	**Total Marks**	**% of (Marks without choice)**	**Consolidated %**
K1	2			2	**2**	**48**
K2	2	30	32	64	**46**	
K3	2	20	32	54	**39**	39
K4	2		16	18	**13**	13
Marks	**10**	**50**	**80**	**140**	**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

Q. No.	Unit	CO	K-level			
Answer **ALL** the questions				**PART – A**		**(10 x 1 = 10 Marks)**
1.	**Unit - I**	**CO1**	**K-1**			
					a)	b)
					c)	d)
2.	**Unit - I**	**CO1**	**K-2**			
					a)	b)
					c)	d)
3.	**Unit - II**	**CO2**	**K-1**			
					a)	b)
					c)	d)
4.	**Unit - II**	**CO2**	**K-2**			
					a)	b)
					c)	d)
5.	**Unit - III**	**CO3**	**K-1**			
					a)	b)
					c)	d)
6.	**Unit - III**	**CO3**	**K-2**			
					a)	b)
					c)	d)
7.	**Unit - IV**	**CO4**	**K-1**			
					a)	b)
					c)	d)
8.	**Unit - IV**	**CO4**	**K-2**			
					a)	b)
					c)	d)
9.	**Unit - V**	**CO5**	**K-1**			
					a)	b)
					c)	d)
10.	**Unit - V**	**CO5**	**K-2**			
					a)	b)
					c)	d)

Answer **ALL** the questions			**PART – B**	**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K-2**	
		OR		
11. b)	**Unit - I**	**CO1**	**K-2**	
12. a)	**Unit - II**	**CO2**	**K-2**	
		OR		
12. b)	**Unit - II**	**CO2**	**K-2**	
13. a)	**Unit - III**	**CO3**	**K-3**	
		OR		
13. b)	**Unit - III**	**CO3**	**K-3**	
14. a)	**Unit - IV**	**CO4**	**K-2**	
		OR		
14. b)	**Unit - IV**	**CO4**	**K-2**	
15. a)	**Unit - V**	**CO5**	**K-3**	
		OR		
15. b)	**Unit - V**	**CO5**	**K-3**	

Answer **ALL** the questions			**PART – C**	**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K-3**	
		OR		
16. b)	**Unit - I**	**CO1**	**K-3**	
17. a)	**Unit - II**	**CO2**	**K-2**	
		OR		
17. b)	**Unit - II**	**CO2**	**K-2**	
18. a)	**Unit - III**	**CO3**	**K-4**	
		OR		
18. b)	**Unit - III**	**CO3**	**K-4**	
19. a)	**Unit - IV**	**CO4**	**K-2**	
		OR		
19. b)	**Unit - IV**	**CO4**	**K-2**	
20. a)	**Unit - V**	**CO5**	**K-3**	
		OR		
20. b)	**Unit - V**	**CO5**	**K-3**	

Course Name	FUNDAMENTALS OF MANAGEMENT			
Course Code	23UECEC11	**L**	**P**	**C**
Category	ELECTIVE	4	-	3

COURSE OBJECTIVES:

➢ To provide students with the basic concepts of Management.
➢ To probe the planning concepts and its objectives
➢ To analyze the Organizational Levels in an Organization
➢ To describes the motivation and satisfaction and its elements
➢ To know the importance of Quality Checks.

UNIT - I	Introduction	15

Management – Definition-scope – Schools of Thought in Management-Levels of Management-Role and Functions of a Manager.

UNIT - II	Planning	15

Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

UNIT - III	Organizational Levels	15

Types of Business Organizations – Structure- Span of Control – Departmentalisation-Selection, Training and Development, Performance Management, Career Planning ,and Management.

UNIT - IV	Directing	15

Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.

UNIT - V	Controlling	15

Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations.

	Total Lecture Hours	75

BOOKS FOR STUDY:

➢ Stephen A. Robbins & David A. Decenzo & Mary Coulter,(2011) "Fundamentals of Management" 7th Edition, Pearson Education.
➢ Tripathy PC & Reddy PN,(1999) "Principles of Management", Tata McGraw Hill.
➢ Pillai R.S.N and Kala .S (2013) Principles And Practice Of Management S.Chand& Co andCompany.
➢ Ricky Griffin, "Fundamentals of Management", Cengage Learning, (2016).
➢ Pardeep Kumar and Amanjot Sachdeva, "Fundamentals of Management",S. Chand Publishing, (2012)

BOOKS FOR REFERENCES:

➢ Dr. C.B. Gupta and Dr. Shruti Mathur (2022) Management Principles and Applications, Scholar Tech Press.
➢ Neeru Vasisth and Vibhuti Vasishth(2019)Principles of Management Text & Cases ,Taxman Publication.
➢ R.C Bhatiya, "Fundamentals of Management", S.K Kataria &Sons, 2013
➢ L.M Prasad, "Principles and Practice of Management,2021
➢ Dr.N.Mishra and Dr.O.P.Gupta, "Fundamentals of Management", SBPD Publishing House, 2022.

WEB RESOURCES:

❖ **http://www.mim.ac.mw/books/Fundamentals%20of%20Management.pdf**
❖ **https://theintactone.com/2019/09/18/fom-u1-topic-1-fundamentals-of-management-introduction-and-concepts/**
❖ **https://rccmindore.com/wp-content/uploads/2015/06/Fundamentals-of-Management.pdf**
❖ **https://in.sagepub.com/en-in/sas/journal-of-management/journal201724**
❖ **https://www.managementstudyhq.com/evolution-management-thought-theories.html**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED		ENTREPRENEURSHIP		✓
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	GLOBAL	✓
Changes Made in the Course	Percentage of Change		No Changes Made		New Course		✓
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.							

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand the foundations and importance of Management.	K1 to K4
CO2	Demonstrate an understanding of Planning	K1 to K4
CO3	Analyze the organizational levels and Process of selection	K1 to K4
CO4	Discuss the relevance of Organizational Culture	K1 to K4
CO5	Examine the importance of quality control	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3
CO5	3	2	3	2	3	2	3	3
Weightage	15	14	15	14	14	14	15	15
Weighted percentage of course	3.0	2.8	3.0	2.8	2.8	2.8	3.0	3.00

S- STRONG - 3   M – MEDIUM - 2   L – LOW - 1

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	2	2
CO 2	3	3	3	2	3
CO 3	3	3	3	2	3
CO 4	3	3	2	2	2
CO 5	3	3	3	3	3
WEITAGE	15	15	14	11	13
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	3	2.8	2.2	2.6

LESSON PLAN:

UNIT	COURSE NAME	HRS	PEDAGOGY
I	Management – Definition-scope – Schools of Thought in Management-Levels of Management-Role and Functions of a Manager	15	Chak & Talk, Lecture Method, PPT

II	Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.	15	Chak & Talk, Lecture Method,PPT,Group Discussion, Debate
III	Types of Business Organizations – Structure- Span of Control – Departmentalization-Selection, Training and Development, Performance Management, Career Planning, and Management.	15	Chak & Talk, Lecture Method, PPT,Group Discussion, Debate
IV	Creativity and Innovation – Motivation and Satisfaction – Organization Culture – Elements and Types of Culture – Managing Cultural Diversity.	15	Chak & Talk, Lecture Method, PPT, Group Discussion, Brain Stroming, Lectures
V	Process of Controlling – Types of Control – Budgetary and non-budgetary, Control Techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control – Planning Operations.	15	Assignment

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

Internal	Cos	K Level	Section A MCQs — No. of. Questions	Section A MCQs — K - Level	Section B Either or Choice	Section C Either or Choice
CI AI	CO1	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
	CO2	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
CI AII	CO3	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
	CO4	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
Question Pattern CIA I & II	No. of Questions to be asked		4		4	4
	No. of Questions to be answered		4		2	2
	Marks for each question		1		5	8
	Total Marks for each section		4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		2	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
3	CO3	K1 – K4	2	K1,K2	2 (K.3,K3)	2 (K.4,K4)
4	CO4	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
5	CO5	K1 – K4	2	K1,K2	2 (K3,K3)	2 (K3,K3)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	8
Marks for each question			1		5	5
Total Marks for each section			10		25	40
(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 (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	2			2	2	48
K2	2	30	32	64	46	
K3	2	20	32	54	39	39
K4	2		16	18	13	13
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions				**PART – A**	**(10 x 1 = 10 Marks)**
1.	Unit - I	CO1	K-1		
				a)	b)
				c)	d)
2.	Unit - I	CO1	K-2		
				a)	b)
				c)	d)
3.	Unit - II	CO2	K-1		
				a)	b)
				c)	d)
4.	Unit - II	CO2	K-2		
				a)	b)
				c)	d)
5.	Unit - III	CO3	K-1		
				a)	b)
				c)	d)
6.	Unit - III	CO3	K-2		
				a)	b)
				c)	d)
7.	Unit - IV	CO4	K-1		
				a)	b)
				c)	d)
8.	Unit - IV	CO4	K-2		
				a)	b)
				c)	d)
9.	Unit - V	CO5	K-1		
				a)	b)
				c)	d)
10.	Unit - V	CO5	K-2		
				a)	b)
				c)	d)

Answer **ALL** the questions			**PART – B**	**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K-2**	
		OR		
11. b)	**Unit - I**	**CO1**	**K-2**	
12. a)	**Unit - II**	**CO2**	**K-2**	
		OR		
12. b)	**Unit - II**	**CO2**	**K-2**	
13. a)	**Unit - III**	**CO3**	**K-3**	
		OR		
13. b)	**Unit - III**	**CO3**	**K-3**	
14. a)	**Unit - IV**	**CO4**	**K-2**	
		OR		
14. b)	**Unit - IV**	**CO4**	**K-2**	
15. a)	**Unit - V**	**CO5**	**K-3**	
		OR		
15. b)	**Unit - V**	**CO5**	**K-3**	

Answer **ALL** the questions			**PART – C**	**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K-3**	
		OR		
16. b)	**Unit - I**	**CO1**	**K-3**	
17. a)	**Unit - II**	**CO2**	**K-2**	
		OR		
17. b)	**Unit - II**	**CO2**	**K-2**	
18. a)	**Unit - III**	**CO3**	**K-4**	
		OR		
18. b)	**Unit - III**	**CO3**	**K-4**	
19. a)	**Unit - IV**	**CO4**	**K-2**	
		OR		
19. b)	**Unit - IV**	**CO4**	**K-2**	
20. a)	**Unit - V**	**CO5**	**K-3**	
		OR		
20. b)	**Unit - V**	**CO5**	**K-3**	

Course Name	INTRODUCTION TO SOCIOLOGY			
Course Code	23UECEC12	**L**	**P**	**C**
Category	ELECTIVE	4	-	3

COURSE OBJECTIVES:

➢ To understand the nature and scope of sociology and its development.
➢ To identify the origin and development of sociology and its basic concepts.
➢ To evaluate stages and agencies of socialization.
➢ To understand social stratification and its determinants.
➢ To know the social change, evolution and revolution.

UNIT - I	Introduction	15

Definition – Nature and Scope of Sociology –Origins and development of Sociology – Founding fathers and their contributions: Auguste Comte, Herbert Spencer, Karl Marx, Emile Durkheim and Max Weber – Sociology and other social sciences

UNIT - II	Basic Concepts of Sociology	15

Society, Community, Institutions, Association, Social Structure, Status – Role, Norms, and Values; Folkways and Mores, Associative and Dissociative processes – Cooperation- Assimilation-Accommodation-Competition and Conflict.

UNIT - III	Individual and Society	15

Individual and Society- Socialization- Stages and Agencies of Socialization- Types of Groups – Primary and Secondary Groups, In-Group and Out-group, Reference Group.

UNIT - IV	Social Stratification	15

Social Stratification: Meaning, Definition and Dimensions –Social mobility and its determinants.

UNIT - V	Social Change	15

Meaning and Types: Evolution and Revolution, Progress and Development — Factors of Social Change-Culture and Civilization

	Total Lecture Hours	75

BOOKS FOR STUDY:
- Bottomore, T.B. (1972). Sociology: A guide to problems and literature. Bombay.
- Jayaram, N. (1988). Introductory sociology. Madras: Macmillan India.
- Sachdeva Vidya Bhushan D.R(2020) An Introduction to Sociology, Kitab Mahal
- John.J.Macionis, "Sociology", Pearson, 17th edition, 2018
- C.N Shankar Rao, "Sociology: Principles of Sociology with an Introduction to Sociology Thought", S.Chand Publication, 2019

BOOKS FOR REFERENCES:
- George Allen and Unwin (India). Harlambos, M. (1998). Sociology: Themes and perspectives. New Delhi: Oxford University Press.
- Inkeles, Alex. (1987). What is sociology? New Delhi: Prentice-Hall of India.
- Johnson, Harry M. (1995). Sociology: A systematic introduction. New Delhi: Allied Publishers.
- Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
- Bogue, D.J. (1969), Principles of Demography, John Wiley, New York

WEB RESOURCES:
- ❖ **https://data.worldbank.org/indicator/SP.POP.TOTL**
- ❖ **https://www.iom.int/**
- ❖ **https:/libguides.humdolt.edu**
- ❖ **https://openstax.org/books/introduction-sociology-3e/**
- ❖ **https://www.sociologygroup.com/important-books-free-notes-sociology-optional/**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED		ENTREPRENEURSHIP	✔
Curriculum Relevance	LOCAL	REGIONAL		NATIONAL	GLOBAL	✔
Changes Made in the Course	Percentage of Change		No Changes Made		New Course	✔
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.						

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand the contributions of sociologists in the field of sociology	K1 to K2
CO2	Understand the basic aspects of Sociology	K1 to K2
CO3	Examine the impact of individuals, groups and society	K1 to K2
CO4	Understand the dimensions of social stratification	K1 to K2
CO5	Analyze and design Policy for social change	K1 to K2

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	2	3	3	2	3	2	3	3
Weightage	14	14	14	14	14	15	14	15
Weighted percentage of course	2.8	3	3	2.8	2.8	2.8	2.8	3

S- STRONG - 3   M – MEDIUM - 2   L – LOW - 1

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	2
CO 2	3	3	3	3	2
CO 3	2	3	3	3	2
CO 4	3	3	2	3	3
CO 5	3	3	3	3	2
WEITAGE	14	15	14	15	11
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2.8	3	2.8	3	2.2

LESSON PLAN:

UNIT	INTRODUCTION TO SOCIOLOGY	HRS	PEDAGOGY
I	Definition – Nature and Scope of Sociology –Origins and development of Sociology –	7	Chak & Talk, Lecture Method, PPT
	Founding fathers and their contributions: Auguste Comte, Herbert	8	

	Spencer, Karl Marx, Emile Durkheim and Max Weber –Sociology and other social sciences			
II	Society, Community, Institutions, Association, Social Structure, Status	5		**Chak & Talk, Lecture Method, PPT, Group Discussion**
	– Role, Norms, and Values; Folkways and Mores, Associative and Dissociative processes –	5		
	Cooperation- Assimilation-Accommodation- Competition and Conflict	5		
III	Individual and Society- Socialization- Stages and Agencies of Socialization-	6		**Chak & Talk, Lecture Method, PPT, Group Discussion, Debate**
	Types of Groups – Primary and Secondary Groups,	5		
	In-Group and Out-group, Reference Group.	4		
IV	Social Stratification: Meaning, Definition and Dimensions –	8		**Chak & Talk, Lecture Method, PPT, Brain Stroming, Lectures**
	Social mobility and its determinants.	7		
V	Meaning and Types: Evolution and Revolution,	5		**Assignment**
	Progress and Development —	3		
	Factors of Social Change-Culture and Civilization	7		

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 Either or Choice**	**Section C Either or Choice**
			MCQs			
			No. of. Questions	**K - Level**		
CI	CO1	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
AI	CO2	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
CI	CO3	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
AII	CO4	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		2	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	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

CO_ 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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
3	CO3	K1 – K4	2	K1,K2	2 (K.3,K3)	2 (K.4,K4)
4	CO4	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
5	CO5	K1 – K4	2	K1,K2	2 (K3,K3)	2 (K3,K3)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	8
Marks for each question			1		5	5
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
Distribution of Marks with K Level						
K1	2			2	2	48
K2	2	30	32	64	46	
K3	2	20	32	54	39	39
K4	2		16	18	13	13
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions			**PART – A**		**(10 x 1 = 10 Marks)**
1.	Unit - I	**CO1**	**K-1**		
				a)	b)
				c)	d)
2.	Unit - I	**CO1**	**K-2**		
				a)	b)
				c)	d)
3.	Unit - II	**CO2**	**K-1**		
				a)	b)
				c)	d)
4.	Unit - II	**CO2**	**K-2**		
				a)	b)
				c)	d)
5.	Unit - III	**CO3**	**K-1**		
				a)	b)
				c)	d)
6.	Unit - III	**CO3**	**K-2**		
				a)	b)
				c)	d)
7.	Unit - IV	**CO4**	**K-1**		
				a)	b)
				c)	d)
8.	Unit - IV	**CO4**	**K-2**		
				a)	b)
				c)	d)
9.	Unit - V	**CO5**	**K-1**		
				a)	b)
				c)	d)
10.	Unit - V	**CO5**	**K-2**		
				a)	b)
				c)	d)

Answer **ALL** the questions			**PART – B**	**(5 x 5 = 25 Marks)**
11. a)	Unit - I	**CO1**	**K-2**	
			OR	
11. b)	Unit - I	**CO1**	**K-2**	
12. a)	Unit - II	**CO2**	**K-2**	
			OR	
12. b)	Unit - II	**CO2**	**K-2**	
13. a)	Unit - III	**CO3**	**K-3**	
			OR	
13. b)	Unit - III	**CO3**	**K-3**	
14. a)	Unit - IV	**CO4**	**K-2**	
			OR	
14. b)	Unit - IV	**CO4**	**K-2**	
15. a)	Unit - V	**CO5**	**K-3**	
			OR	
15. b)	Unit - V	**CO5**	**K-3**	

Answer **ALL** the questions			**PART – C**	**(5 x 8 = 40 Marks)**
16. a)	Unit - I	**CO1**	**K-3**	
			OR	
16. b)	Unit - I	**CO1**	**K-3**	
17. a)	Unit - II	**CO2**	**K-2**	
			OR	
17. b)	Unit - II	**CO2**	**K-2**	
18. a)	Unit - III	**CO3**	**K-4**	
			OR	
18. b)	Unit - III	**CO3**	**K-4**	
19. a)	Unit - IV	**CO4**	**K-2**	
			OR	
19. b)	Unit - IV	**CO4**	**K-2**	
20. a)	Unit - V	**CO5**	**K-3**	
			OR	
20. b)	Unit - V	**CO5**	**K-3**	

Course Name	DEMOGRAPHY			
Course Code	23UECNM11	**L**	**P**	**C**
Category	NON MAJOR ELECTIVE	2	-	2

COURSE OBJECTIVES:

➢ To understand the meaning and scope of demography
➢ To discuss the basic concepts of demographic measurements.
➢ To describes the concepts of urbanization and migration
➢ To evaluate the international aspects of population growth and its environment
➢ To analyze the trends in population policy in India

UNIT - I Introduction	12

Meaning Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.

UNIT - II Birth Rate, Death Rate and Fertility	12

Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate- Age Specific Birth and Death Rates - Standardized Birth and Death Rates –Fertility – Total Fertility Rate – Gross Reproduction Rate – Net Reproduction Rate.

UNIT - III Migration and Urbanization	12

Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration.

UNIT - IV Population Trends	12

Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.

UNIT - V Population Policy in India	12

Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups –National Population Commission – Demographic Dividend – National Youth Policy.

	Total Lecture Hours	60

BOOKS FOR STUDY:

- ➢ Jhingan, M. L, B.K. Bhatt, J.N. Desan (2003) Demography, Vrinda Publications, New Delhi
- ➢ Rajendra K. Sharma (2007), Demography and Population Problems, Atlantic Publishers and Distributors Pvt. Ltd
- ➢ Jennifer Hickes Lundquist, Douglas L. Anderton and David Yaukey, "Demography: The Study of Human Population", Waveland Press Inc, 2015
- ➢ Dudley L. Poston, Jr. and Leon F. Bouvier, "Population and Society: An Introduction to Demography", Cambridge University Press, 2015
- ➢ Richard. K Thomas, "Concepts, Methods and Practical Applications in Applied Demography", Springer, 2018.

BOOKS FOR REFERENCES:

- ➢ Agarwala S.N. (1985), India's Population Problem, Tata McGraw-Hill, Bombay.
- ➢ Bhende, A. and T.R. Kanitkar (1982), Principles of Population Studies, Himalaya Publishing House, Bombay.
- ➢ Bogue, D.J. (1969), Principles of Demography, John Wiley, New York
- ➢ Sarah Harper (2018), Demography: A Very Short Introduction, Oxford Press 2018.
- ➢ Peter R. Cox, Demography- 5th Edition, Cambridge University Press.

WEB RESOURCES:

- ❖ https://data.worldbank.org/indicator/SP.POP.TOTL
- ❖ https://www.iom.int/
- ❖ https://censusindia.gov.in
- ❖ https://www.nationalgeographic.org/encyclopedia/demography/
- ❖ https://www.nature.com/scitable/knowledge/library/introduction-to-population-demographics-83032908/

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	✔	GLOBAL	
Changes Made in the Course	Percentage of Change		No Changes Made		New Course	✔

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Describe the various theories of Population Growth	K1 to K2
CO2	Understand Demographic Indicators	K1 to K2
CO3	Assess the causes and impact of Migration on rural-urban population distribution	K1 to K2
CO4	Analyse the major demographic trends and their determinants	K1 to K2
CO5	Evaluate Population Policy of India and analyse recent trends.	K1 to K2

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	2	3
CO5	3	3	3	2	3	2	3	3
Weightage	15	14	15	14	14	15	14	15
Weighted percentage of course	3.00	3.00	2.8	2.8	2.8	2.8	2.8	3.00

S- STRONG - 3   M – MEDIUM - 2   L – LOW - 1

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	2	2
CO 2	3	3	3	2	2
CO 3	3	3	3	3	3
CO 4	3	2	2	3	3
CO 5	3	3	3	3	3
WEITAGE	15	14	14	13	13
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	2.8	2.8	2.6	2.6

LESSON PLAN:

UNIT	COURSE NAME	HRS	PEDAGOGY
I	Meaning Scope of Demography – Components of Population Growth – Theories of Population: Malthusian Theory, Optimum Theory and Theory of Demographic Transition.	12	Chak & Talk, Lecture Method, PPT

II	Census Data - Life Tables: Meaning and Uses – Reproductive and Child Health in India – Temporal and Spatial Variation in Sex Ratios – Crude Birth and Death Rate- Age Specific Birth and Death Rates – Standardized Birth and Death Rates –Fertility – Total Fertility Rate – Gross Reproduction Rate – Net Reproduction Rate	**12**	**Chak & Talk, Lecture Method,PPT,Group Discussion, Debate**
III	Migration and Urbanisation – Concept - Types of Migration- Effects of Migration and Urbanisation on Population— Recent Trends in Migration.	**12**	**Chak & Talk, Lecture Method, PPT,Group Discussion, Debate**
IV	Population Trends– International Aspects of Population Growth and Distribution – Population and Environment Pattern of Age and Sex Structure in Developed and Developing Countries – Age Pyramids and Projections.	**12**	**Chak & Talk, Lecture Method, PPT, Group Discussion, Brain Stroming, Lectures**
V	Population Policy in India and its Evaluation – Population and Strategies for Human Development of Different Social Groups – National Population Commission – Demographic Dividend – National Youth Policy.	**12**	**Assignment**

Learning Outcome Based Education & Assessment (LOBE) **Formative Examination - Blue Print** **Articulation Mapping – K Levels with Course Outcomes (COs)**				
			Section A	
			MCQs	
Internal	**Cos**	**K Level**	**No. of. Questions**	**K - Level**
CI **AI**	**CO1**	**K1 – K2**	**25**	**K1,K2**
	CO2	**K1 – K2**	**25**	**K1,K2**
CI **AII**	**CO3**	**K1 – K2**	**25**	**K1,K2**
	CO4	**K1 – K2**	**25**	**K1,K2**
Question Pattern **CIA I & II**		**No. of Questions to be asked**	**50**	
		No. of Questions to be answered	**50**	
		Marks for each question	**1**	
		Total Marks for each section	**50**	

* Two Formative examinations will be conducted as a part of Continuous Internal

Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I[st]

Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	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	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-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)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

Distribution of Marks with K Level				
K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100

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

Course Name	BUSINESS COMMUNICATION			
Course Code	23UECFC11	**L**	**P**	**C**
Category	SKILL	2	-	2

COURSE OBJECTIVES:

➢ To know the meaning objectives and role of communication and media
➢ To understand the need and importance of communication in management
➢ To apply the need and function of business letter
➢ To study the business correspondents with insurance and other organisation
➢ To understand the meaning and importance of report writing

UNIT - I Communication	12

Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics for Successful Communication.

UNIT - II Communication in Management	12

Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization

UNIT - III Business Letters	12

Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment.

UNIT - IV Correspondence	12

Correspondence: Bank Correspondence - Insurance Correspondence – Agency Correspondence - Import-Export Correspondence.

UNIT - V Report Writing	12

Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting.

	Total Lecture Hours	**60**

BOOKS FOR STUDY:

- ➢ Korlahalli, J. S., & Pal, R. (1979) Essentials of Business Communication. S. Chand, New Delhi.
- ➢ Kaul A, (2015) Effective Business Communication. Second Edition Prentice Hall India Learning Private Limited.
- ➢ Raymond Lesikar and John Pettit, Jr.(2016) Report Writing for Business Mc Graw Hill Education.
- ➢ . Scott Mclean,"Business Communication for Success", Flat World Knowlegde, 2010
- ➢ Virander K. Jain, "Business Communication", S. Chand Limited, 2008

BOOKS FOR REFERENCES:

- ➢ Kumar, R. (2010). Basic Business Communication. Excel Books India.
- ➢ Bovee, C. L. (2008). Business Communication today. Pearson Education India.
- ➢ Lesikar, R. V., & Pettit, J. D. (1989). Business communication: Theory and application. Irwin Professional Publishing.
- ➢ Mary Ellen Guffy and Dana Loewy (2012) Essentials of Business Communication Cengage Learning.
- ➢ C.B.Gupta (2019) Essentials of Business Communication Cengage Learning India Pvt. Ltd.

WEB RESOURCES:

- ❖ **https://www.managementstudyguide.com/business_communication.htm**
- ❖ **https://studiousguy.com/business-communication/**
- ❖ **https://www.indeed.com/career-advice/resumes-cover-letters/businesscommunication-skills**
- ❖ **https://www.softskillsaha.com/what-is-meaning-of-business-communicationskills.php**
- ❖ **https://www.mindtools.com/page8.htm**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✓	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	✓	GLOBAL	
Changes Made in the Course	Percentage of Change		No Changes Made		New Course	✓

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand the basics of communication and its Process, Elements, and its importance.	**K1 to K2**
CO2	Acquire communication skills.	**K1 to K2**
CO3	Employ the art of report preparation and writing Business Letters	**K1 to K2**
CO4	Use appropriate technology for business presentations and digital communication and write E-mails in a structured pattern.	**K1 to K2**
CO5	Employ the art of report preparation	**K1 to K2**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	2	3		
CO5	3	3	3	2	3	2	3	3		

S- STRONG　　　　　**M – MEDIUM**　　　　　**L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	2	3	2	3	3
CO 2	2	2	3	3	3
CO 3	3	2	2	3	3
CO 4	2	2	3	2	2
CO 5	2	2	3	3	3
WEITAGE	11	11	13	14	14
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2.2	2.2	2.6	2.8	2.8

LESSON PLAN:

UNIT	BUSINESS COMMUNICATION	HRS	PEDAGOGY
I	Communication: Meaning and Definition - Objectives - Role of Communication – Process and Elements of Communication - Communication Networks - Types and Media of Communication – Barriers to Communication - Characteristics for Successful Communication.	12	Chak & Talk, Lecture Method, PPT
II	Management and Communication: Need and Importance of Communication in Management – Corporate Communication - Communication Training for Managers - Communication Structure in an Organization	12	Chak & Talk, Lecture Method, PPT, Group Discussion, Debate
III	Business Letter: Need – Functions – Kinds – Essentials of effective Business Letter - Language and Layout – Planning, Enquiries and Replies - Sales Letter - Orders, Tender and Notice - Complaints - Letter of Appointment	12	Chak & Talk, Lecture,Debate
IV	Correspondence: Bank Correspondence - Insurance Correspondence –	12	Chak &

	Agency Correspondence - Import-Export Correspondenc			**Talk, Lecture Method, PPT,**
V	Report Writing: Meaning and Importance - Purpose - Types of Business Reports - Characteristics of a Good Report - Report Preparation - Report by Individual and Committees - Agenda and Minutes of Meeting	**12**		**Assignment**

<table>
<tr><td colspan="6">Learning Outcome Based Education & Assessment (LOBE)
Formative Examination - Blue Print
Articulation Mapping – K Levels with Course Outcomes (COs)</td></tr>
<tr><td rowspan="3">Internal</td><td rowspan="3">Cos</td><td rowspan="3">K Level</td><td colspan="2">Section A</td></tr>
<tr><td colspan="2">MCQs</td></tr>
<tr><td>No. of. Questions</td><td>K - Level</td></tr>
<tr><td>CI</td><td>CO1</td><td>K1 – K2</td><td>25</td><td>K1,K2</td></tr>
<tr><td>AI</td><td>CO2</td><td>K1 – K2</td><td>25</td><td>K1,K2</td></tr>
<tr><td>CI</td><td>CO3</td><td>K1 – K2</td><td>25</td><td>K1,K2</td></tr>
<tr><td>AII</td><td>CO4</td><td>K1 – K2</td><td>25</td><td>K1,K2</td></tr>
<tr><td rowspan="4" colspan="2">Question Pattern
CIA I & II</td><td colspan="2">No. of Questions to be asked</td><td colspan="2">50</td></tr>
<tr><td colspan="2">No. of Questions to be answered</td><td colspan="2">50</td></tr>
<tr><td colspan="2">Marks for each question</td><td colspan="2">1</td></tr>
<tr><td colspan="2">Total Marks for each section</td><td colspan="2">50</td></tr>
</table>

* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (Ist Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	**Section A (Multiple Choice Questions)**	**Total Marks**	**% of (Marks without choice)**	**Consolidate of %**
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	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**	**Section A (MCQs)**	
			No. of Questions	**K – Level**
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-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)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100

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

SECOND SEMESTER

Course Name	MICRO ECONOMICS - II			
Course Code	23UECCC21	**L**	**P**	**C**
Category	CORE	5	-	5

COURSE OBJECTIVES:

➢ To equip the students to gain knowledge on the market structures
➢ To analyse the monopoly and price discrimination in the market
➢ To probe the monopolistic and oligopoly competitions and its operation
➢ To enrich the students about the Theories of Distribution
➢ To understand the concepts of Welfare Economics

UNIT - I	Perfect Competition	14

Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis

UNIT - II	MONOPOLY AND PRICE DISCRIMINATION	15

Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– Dead Weight Loss -Policies to Control Monopoly – Price Discrimination–First Degree, Second Degree and Third-Degree Price Discrimination – Dumping.

UNIT - III	Monopolistic and Oligopoly Competition	16

Monopolistic Competition–Features– Product Differentiation–Market Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity -Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership –Game Theory – Minimax – Maximin – Nash Equilibrium.

UNIT - IV	Distribution Theory	14

Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.

UNIT - V		16

Welfare Economics and General Equilibrium Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution.

	Total Lecture Hours	**75**

BOOKS FOR STUDY:

- Robert Pindyck and Daniel L.Rubinfield,(2001) Micro Economics,Macmillan.
- Hal R. Varian (2004), Intermediate Micro Economics East-West Press: New Delhi.
- Walter Nicholson and Christopher Snyder, Micro Economic Theory - Basic Principles and Extensions, Cengage Learning India Pvt, Ltd, 12th Edition, 2016.
- Paul Krugman and Robin Wells, Micro Economics, Worth Publishers, 2020.
- Timothy Taylor,Steven A Greenlaw and David Shapiro (2017) Principles of Economics, 12th Media Services

BOOKS FOR REFERENCES:

- Koutsoyiannis (2003), Modern Microeconomics, Palgrave Macmillan (UK) 2nd Edition.
- Gregory Mankiw (2012), Principles of Microeconomics Cengage India.
- Case & Fair, Principles of Economics Myeconlab series 8thEdn.
- Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition
- Ferguson C.E. (1970), Micro Economic Theory, (Homewood, U.S.A.

WEB RESOURCES:

- ❖ **https://open.umn.edu/opentextbooks/subjects/economics**
- ❖ **https://global.oup.com**
- ❖ **https://www.economicsnetwork.ac.uk**
- ❖ **https://edge.sagepub.com/sextonmicro8e**
- ❖ **https://www.aeaweb.org/resources/students**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✔
Changes Made in the Course	Percentage of Change		No Changes Made	✔	New Course	

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand the equilibrium conditions in Perfect Competition.	**K1 to K4**
CO2	Analyze the equilibrium conditions under Monopoly Market Structure.	**K1 to K4**
CO3	Describe the Market Equilibrium under Monopolistic and Oligopoly Market.	**K1 to K4**
CO4	Know the importance of theories of Distribution	**K1 to K4**
CO5	Evaluate the aspects of Welfare Economics and General Equilibrium	**K1 to K4**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	2	3		
CO5	2	3	2	3	3	2	3	3		

S- STRONG　　　　　　**M – MEDIUM**　　　　　　**L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	2
CO 2	3	3	3	2	2
CO 3	3	3	3	2	3
CO 4	3	3	3	2	2
CO 5	3	3	3	3	3
WEITAGE	15	15	15	12	12
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	3	3	2.4	2.4

LESSON PLAN:

UNIT	MICRO ECONOMICS-II	HRS	PEDAGOGY
I	Features of Perfect Competition – Equilibrium of the firm and the industry in the Short Run - Long-Run Equilibrium in Perfect Competition- Time Element Analysis.	14	Chalk &talk,ppt
II	Definition of Monopoly–Demand and Marginal Revenue - Equilibrium under Monopoly– Dead Weight Loss -Policies to Control Monopoly – Price Discrimination–First Degree, Second Degree and Third-Degree Price Discrimination – Dumping.	15	Chalk &Talk,ppt, Discussion
III	Monopolistic Competition–Features– Product Differentiation–Market	16	Chalk

		Equilibrium and Short Run and Long Run- Barriers to Entry – Group and Industry Equilibrium– Excess Capacity -Oligopoly – Kinked Demand Curve – Collusion – Cartels and Price Leadership –Game Theory – Minimax – Maximin – Nash Equilibrium		&Talk, Exercise
IV		Functional and Personal Distribution – Marginal Productivity Theory of Distribution – Product Exhaustion Theorem - Concepts of VMP and MRP.	**14**	**Chalk &Talk,ppt,**
V		Welfare Criteria – Adam Smith – Edgeworth – Pareto - Kaldor – Market Failure – Externalities – Walrasian General Equilibrium – Static Properties for Consumption, Production, and Distribution.	**16**	**Assignment**

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

Internal	**Cos**	**K Level**	**Section A** MCQs		**Section B Either or Choice**	**Section C Either or Choice**
			No. of. Questions	**K - Level**		
CI **AI**	**CO1**	**K1 – K4**	2	K1	2 (K2, K2)	2 (K3,K3)
	CO2	**K1 – K4**	2	K2	2 (K3,K3)	2 (K4,K4)
CI **AII**	**CO3**	**K1 – K4**	2	K1	2 (K2,K2)	2 (K3,K3)
	CO4	**K1 – K4**	2	K2	2 (K3,K3)	2 (K4,K4)
Question Pattern CIA I & II		**No. of Questions to be asked**	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		2	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
3	CO3	K1 – K4	2	K1,K2	2 (K.3,K3)	2 (K.4,K4)
4	CO4	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
5	CO5	K1 – K4	2	K1,K2	2 (K3,K3)	2 (K3,K3)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	8
Marks for each question			1		5	5
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
Distribution of Marks with K Level						
K1	2			2	**2**	48
K2	2	30	32	64	**46**	
K3	2	20	32	54	**39**	39
K4	2		16	18	**13**	13
Marks	**10**	**50**	**80**	**140**	**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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions			**PART – A**		**(10 x 1 = 10 Marks)**
	Unit - I	CO1	K-1		
1.				a)	b)
				c)	d)
	Unit - I	CO1	K-2		
2.				a)	b)
				c)	d)
	Unit - II	CO2	K-1		
3.				a)	b)
				c)	d)
	Unit - II	CO2	K-2		
4.				a)	b)
				c)	d)
	Unit - III	CO3	K-1		
5.				a)	b)
				c)	d)
	Unit - III	CO3	K-2		
6.				a)	b)
				c)	d)
	Unit - IV	CO4	K-1		
7.				a)	b)
				c)	d)
	Unit - IV	CO4	K-2		
8.				a)	b)
				c)	d)
	Unit - V	CO5	K-1		
9.				a)	b)
				c)	d)
	Unit - V	CO5	K-2		
10.				a)	b)
				c)	d)

Answer **ALL** the questions			PART – B	(5 x 5 = 25 Marks)	
11. a)	**Unit - I**	**CO1**	**K-2**		
			OR		
11. b)	**Unit - I**	**CO1**	**K-2**		
12. a)	**Unit - II**	**CO2**	**K-2**		
			OR		
12. b)	**Unit - II**	**CO2**	**K-2**		
13. a)	**Unit - III**	**CO3**	**K-3**		
			OR		
13. b)	**Unit - III**	**CO3**	**K-3**		
14. a)	**Unit - IV**	**CO4**	**K-2**		
			OR		
14. b)	**Unit - IV**	**CO4**	**K-2**		
15. a)	**Unit - V**	**CO5**	**K-3**		
			OR		
15. b)	**Unit - V**	**CO5**	**K-3**		

Answer **ALL** the questions			PART – C	(5 x 8 = 40 Marks)	
16. a)	**Unit - I**	**CO1**	**K-3**		
			OR		
16. b)	**Unit - I**	**CO1**	**K-3**		
17. a)	**Unit - II**	**CO2**	**K-2**		
			OR		
17. b)	**Unit - II**	**CO2**	**K-2**		
18. a)	**Unit - III**	**CO3**	**K-4**		
			OR		
18. b)	**Unit - III**	**CO3**	**K-4**		
19. a)	**Unit - IV**	**CO4**	**K-2**		
			OR		
19. b)	**Unit - IV**	**CO4**	**K-2**		
20. a)	**Unit - V**	**CO5**	**K-3**		
			OR		
20. b)	**Unit - V**	**CO5**	**K-3**		

Course Name	STATISTICS FOR ECONOMICS - II			
Course Code	23UECCC22	L	P	C
Category	CORE	5	-	5

COURSE OBJECTIVES:

➢ To understand the various methods of index numbers and its applications
➢ To analyse the components and measurement of time series data
➢ To know the theories of probability and its applications
➢ To probe the research design and sampling methods
➢ To acquire knowledge on the application of test of Hypotheses in Research

UNIT - I Index Numbers	15

Index Numbers – Methods – Unweighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed based Index Numbers – Test of Adequacy of Index Numbers – Wholesale Price Index – Consumer Price Index – Cost of Living Index.

UNIT - II TIME SERIES ANALYSIS	15

Definition– Components and Measurement– Graphic Method - Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis.

UNIT - III Theory of Probability	15

key Concepts of Probability – Importance – Theorems of Probability: Addition, Multiplication and Bayes' Theorem - Discrete and Continuous Random Variables – Theoretical Distributions – Binomial, Poisson and Normal – Properties- Uses and Applications.

UNIT - IV Sampling	15

Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non –Random Sampling - Size of Sample – Merits and Limitations of Sampling – Sampling and NonSampling Errors.

UNIT - V Testing of Hypothesis	15

Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis – Test: Null and Alternative Hypothesis – Type – I and Type – II Errors– 't' Test – Paired 't'-test – Chi –Square test, 'F' test –Analysis of Variance - One way and Two-way ANOVA

	Total Lecture Hours	75

BOOKS FOR STUDY:

➢ S.P Gupta, (2017) "Statistical Methods", Sultan Chand & Sons.
➢ Anderson, Sweeney and Williams(2012), "Statistics for Business and Economics Cengage,2012.
➢ Pillai R.S.N. &BagavathiV (2012) "Statistics :Theory and Practice" S.Chand&CompanyLtd. New Delhi.
➢ Dr.T.K.V.Iyengar, Dr.B.Krishna Gandhi S.Ranganantham, Dr.M.V.S.S.N Prasad, Probability and Statistics, S.Chand and Co, 2020.
➢ Prof S.G.Vekatachalapathy and Dr.H.Premraj (2018) Statistical Methods Margham Publications.

BOOKS FOR REFERENCES:

➢ Anderson, David Ray, "Statistics for Business and Economics", South-Western Pub,2001.
➢ Sancheti and Kapoor, Statistics, (2015) Sultan & Sons New Delhi.
➢ Gupta S.C. Statistical Methods (2015) Sultan & sons New Delhi.
➢ Monga G.S. "Mathematics and Statistics for Economics" (2001), Vikas Publishing House Pvt.Ltd New Delhi.
➢ Dominick Salvatore and Derrick Reagle,theory and problems of statistics andeconometrics, Mc Graw Hill, (2002).

WEB RESOURCES:

❖ **https://stattrek.com/statistics/resources**
❖ **https://www.cuemath.com/data/f-test/**
❖ **https://www.statistics.com/**
❖ **https://thisisstatistics.org/students/**
❖ **https://oli.cmu.edu/courses/probability-statistics-open-free/**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL	REGIONAL	NATIONAL		GLOBAL	✔
Changes Made in the Course	Percentage of Change		No Changes Made	✔	New Course	
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.						

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Gain Knowledge on the Index Numbers	**K1 to K4**
CO2	Analyze the importance of Time Series Data and its measurement	**K1 to K4**
CO3	Analyze the importance of Time Series Data and its measurement	**K1 to K4**
CO4	Identify the various Sampling Methods	**K1 to K4**
CO5	Acquire Knowledge on Hypothesis Testing	**K1 to K4**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	2	3		
CO5	3	2	2	2	3	2	3	3		

S- STRONG **M – MEDIUM** **L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
WEITAGE	15	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	3	3	3	3

LESSON PLAN:

UNIT	STATISTICS FOR ECONOMICS-II	HRS	PEDAGOGY
I	Index Numbers Index Numbers – Methods – Unweighted and Weighted Index Numbers – Aggregate and Relative Index Numbers – Chain and Fixed based Index Numbers – Test of Adequacy of Index Numbers – Wholesale Price Index – Consumer Price Index – Cost of Living Index.	**15**	**Chalk &talk, PPT**
II	Time Series Analysis Definition– Components and Measurement– Graphic Method - Methods of Semi Average, Moving Averages and Method of Least Squares – Uses of Time Series Analysis.	**15**	**Chalk &Talk**
III	Theory of Probability key Concepts of Probability – Importance –	**15**	**Chalk &Talk**

			Theorems of Probability: Addition, Multiplication and Bayes' Theorem - Discrete and Continuous Random Variables – Theoretical Distributions – Binomial, Poisson and Normal – Properties- Uses and Applications.		
IV			Sampling Sampling – Census and Sample Method – Theoretical Basis of Sampling – Methods of sampling – Random and Non –Random Sampling - Size of Sample – Merits and Limitations of Sampling – Sampling and Non-Sampling Errors	**15**	**Chalk & Talk, PPT,**
V			Testing of Hypothesis Hypothesis Testing – Meaning, Types, Sources and Functions of Hypothesis – Test: Null and Alternative Hypothesis – Type – I and Type – II Errors– 't' Test – Paired 't'-test – Chi –Square test, 'F' test –Analysis of Variance - One way and Two-way ANOVA	**15**	**Assignment**

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

Internal	Cos	K Level	Section A MCQs		Section B Either or Choice	Section C Either or Choice
			No. of. Questions	K - Level		
CI	**CO1**	**K1 – K4**	2	K1,K2	2 (K2,K2)	2 (K3,K3)
AI	**CO2**	**K1 – K4**	2	K1,K2	2 (K2,K2)	2 (K2,K2)
CI	**CO3**	**K1 – K4**	2	K1,K2	2 (K.3,K3)	2 (K.4,K4)
AII	**CO4**	**K1 – K4**	2	K1,K2	2 (K2,K2)	2 (K2,K2)
Question Pattern CIA I & II		**No. of Questions to be asked**	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	**3.57**	25
	K2	2	10		12	**21.43**	
	K3		10	16	26	**46**	46
	K4			16	16	**29**	29
	Marks	**4**	**20**	**32**	**56**	**100**	**100**
CIA II	K1	2			2	**3.57**	25
	K2	2	10		2	**21.43**	
	K3		10	16	26	**46**	46
	K4			16	16	**29**	29
	Marks	**4**	**20**	**32**	**56**	**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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
3	CO3	K1 – K4	2	K1,K2	2 (K.3,K3)	2 (K.4,K4)
4	CO4	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
5	CO5	K1 – K4	2	K1,K2	2 (K3,K3)	2 (K3,K3)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	8
Marks for each question			1		5	5
Total Marks for each section			10		25	40
(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 (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	2			2	2	48
K2	2	30	32	64	46	
K3	2	20	32	54	39	39
K4	2		16	18	13	13
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level			
Answer **ALL** the questions				PART – A		(10 x 1 = 10 Marks)
1.	Unit - I	CO1	K-1			
				a)	b)	
				c)	d)	
2.	Unit - I	CO1	K-2			
				a)	b)	
				c)	d)	
3.	Unit - II	CO2	K-1			
				a)	b)	
				c)	d)	
4.	Unit - II	CO2	K-2			
				a)	b)	
				c)	d)	
5.	Unit - III	CO3	K-1			
				a)	b)	
				c)	d)	
6.	Unit - III	CO3	K-2			
				a)	b)	
				c)	d)	
7.	Unit - IV	CO4	K-1			
				a)	b)	
				c)	d)	
8.	Unit - IV	CO4	K-2			
				a)	b)	
				c)	d)	
9.	Unit - V	CO5	K-1			
				a)	b)	
				c)	d)	
10.	Unit - V	CO5	K-2			
				a)	b)	
				c)	d)	

Answer **ALL** the questions			**PART – B**	**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K-2**	
			OR	
11. b)	**Unit - I**	**CO1**	**K-2**	
12. a)	**Unit - II**	**CO2**	**K-2**	
			OR	
12. b)	**Unit - II**	**CO2**	**K-2**	
13. a)	**Unit - III**	**CO3**	**K-3**	
			OR	
13. b)	**Unit - III**	**CO3**	**K-3**	
14. a)	**Unit - IV**	**CO4**	**K-2**	
			OR	
14. b)	**Unit - IV**	**CO4**	**K-2**	
15. a)	**Unit - V**	**CO5**	**K-3**	
			OR	
15. b)	**Unit - V**	**CO5**	**K-3**	

Answer **ALL** the questions			**PART – C**	**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K-3**	
			OR	
16. b)	**Unit - I**	**CO1**	**K-3**	
17. a)	**Unit - II**	**CO2**	**K-2**	
			OR	
17. b)	**Unit - II**	**CO2**	**K-2**	
18. a)	**Unit - III**	**CO3**	**K-4**	
			OR	
18. b)	**Unit - III**	**CO3**	**K-4**	
19. a)	**Unit - IV**	**CO4**	**K-2**	
			OR	
19. b)	**Unit - IV**	**CO4**	**K-2**	
20. a)	**Unit - V**	**CO5**	**K-3**	
			OR	
20. b)	**Unit - V**	**CO5**	**K-3**	

Course Name	HISTORY OF ECONOMIC THOUGHT			
Course Code	23UECEC21	**L**	**P**	**C**
Category	ELECTIVE	4	-	3

COURSE OBJECTIVES:

➢ To explain the nature and scope of economic thought and its principles
➢ To understand the classical economists ideology and theory of Marx
➢ To know the Kenesian revolution and its analysis
➢ To build the Marginalism Revolution and its operations
➢ To describes the thoughts of various Nobel laureates in economics

UNIT - I Pre-Classical Thought	18

Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism- Main Principles – Important Mercantilists, Physiocracy - Main concepts - Important Physiocrats.

UNIT - II Classical Economists and Karl Marx	15

Adam Smith- Division of Labour- Theory of Value- Laissez FaireCanons of Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of Trade- Malthus-Theory of Population –Theory of Gluts –Karl Marx-Theory of Surplus Value -Breakdown of the Capitalist System.

UNIT - III Neo-Classical and Institutionalist Thought	15

The Marginalist Revolution- Marshall: Value and Role of Time – Marginal Utility and Consumer's Surplus – Distribution – Marshallian Concepts – Representative Firm, Economies of Scale, Quasi-Rent- Institutional Economics – Veblen – Mitchell –J.R.Commons.

UNIT - IV Keynesian Revolution and Modern Thought	12

Keynes – Psychological law of Consumption- Effective Demand Theory of Employment-- Schumpeter's Theory of Innovation - Hicks theory of Trade Cycle- New Keynesian Economics- New classical Economics –Rational Expectation Hypothesis.

UNIT - V Nobel Laureates in Economics and Indian Economic Thought	15

Nobel Laureates in Economics – Paul A Samuelson – Kuznets – Hicks – Myrdal – Milton Friedman – Recent Nobel Laureates (Last Three Years)- Indian Economic Thought – DadabhaiNaorojiMahatma Gandhi-B.R. Ambedkar – Amartya Sen – Sen's Capability Approach –Poverty and Inequality

	Total Lecture Hours	**75**

BOOKS FOR STUDY:

➢ Lokanathan, V, History of Economic Thought, S Chand & Co Ltd.
➢ Bhatia, H.L. (2018), History of Economic Thought, S Chand & Co Ltd.
➢ SrivastavaS.K (2002) History of Economic Thought, S.Chand Publication.
➢ M.L Jhingan ,M.Girija , L.Sasikala "History of Economic Thought" 3rd Edition, Virnda Publication 2014.
➢ R.R.Paul "History of Economic Thought" ,Kalyani Publisher,2018

BOOKS FOR REFERENCES:

➢ Amartya Sen (1982), Welfare and Measurement, Oxford University Press, New Delhi.
➢ Gandhi, M.K. (1938), Economics of Village Industries, Navjivan Publishers, New Delhi.
➢ T.N.Hajela, (2015), History of Economic Thought Ane Students Edition 18th Edition.
➢ Gide and Rist,(2014) , A History of Economic Doctrines, Nabu Press.
➢ V.Lokanathan (2009) "A History of Economic Thought: S.Chand& Co Limited.

WEB RESOURCES:

❖ https://www.hetwebsite.net/het/
❖ https://thoughteconomics.com/
❖ https://www.nobelprize/economic-sciences/
❖ https://www.aeaweb.org/resources/students
❖ https://sites.google.com/site/maeconomicsku/home

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✓	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL	REGIONAL	NATIONAL		GLOBAL	✓
Changes Made in the Course	Percentage of Change		No Changes Made	✓	New Course	

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Acquire knowledge on the subject matter of History of Economic Thought.	K1 to K4
CO2	Understand the contributions of the Classical Ideas of Economics	K1 to K4
CO3	Describe Neo Classical and Institutional Economic Ideas	K1 to K4
CO4	Examine the Keynesian School and Modern Economic Ideas	K1 to K4
CO5	Understand the contribution of Nobel Laureates and Indian Economic Ideas	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		

CO4	3	3	3	3	2	3	3	3	
CO5	2	2	2	2	3	2	3	3	

S- STRONG		**M – MEDIUM**		**L - LOW**

CO / PO MAPPING: (TANSCHE)

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	2	2
CO 2	3	3	3	2	2
CO 3	3	3	3	3	3
CO 4	3	3	2	2	2
CO 5	3	3	3	3	3
WEITAGE	15	15	14	12	12
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	3	2.8	2.6	2.6

LESSON PLAN:

UNIT	HISTORY OF ECONOMIC THOUGHT	HRS	PEDAGOGY
I	Nature and Scope of Economic Thought-Mercantilism: Growth of Mercantilism- Main Principles – Important MercantilistsPhysiocracy - Main concepts - Important Physiocrats	**18**	**Chak & Talk, Lecture Method, PPT**
II	Adam Smith- Division of Labour- Theory of Value- Laissez FaireCanons of Taxation - Ricardo: Theory of Rent - Comparative Advantage Theory of Trade- Malthus-Theory of Population –Theory of Gluts –Karl Marx-Theory of Surplus Value -Breakdown of the Capitalist System	**15**	**Chak & Talk, Lecture Method,PPT, Group Discussion, Debate**
III	The Marginalist Revolution- Marshall: Value and Role of Time – Marginal Utility and Consumer's Surplus – Distribution – Marshallian Concepts – Representative Firm, Economies of Scale, Quasi-Rent-Institutional Economics – Veblen – Mitchell –J.R.Commons	**15**	**Chak & Talk, Lecture Method, PPT,Group Discussion, Debate**
IV	Keynes – Psychological law of Consumption- Effective DemandTheory of Employment-- Schumpeter's Theory of Innovation - Hicks theory of Trade Cycle- New Keynesian Economics- New classical Economics – Rational Expectation Hypothesis	**12**	**Chak & Talk, Lecture Method, PPT, Group Discussion, Brain Stroming, Lectures**
V	Nobel Laureates in Economics – Paul A Samuelson – Kuznets – Hicks – Myrdal – Milton Friedman – Recent Nobel Laureates (Last Three	**15**	**Assignment**

Years)- Indian Economic Thought – DadabhaiNaorojiMahatma Gandhi-
B.R. Ambedkar – Amartya Sen – Sen's Capability Approach –Poverty
and Inequality

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** **Either or** **Choice**	**Section C** **Either or Choice**
			MCQs			
			No. of. **Questions**	**K -** **Level**		
CI **AI**	**CO1**	**K1 – K4**	2	K1	2 (K2,K2)	2 (K3,K3)
	CO2	**K1 – K4**	2	K2	2 (K3,K3)	2 (K4,K4)
CI **AII**	**CO3**	**K1 – K4**	2	K1	2 (K2,K2)	2 (K3,K3)
	CO4	**K1 – K4**	2	K2	2 (K3,K3)	2 (K4,K4)
Question **Pattern** **CIA I & II**		**No. of Questions to** **be asked**	4		4	4
		No. of Questions to **be answered**	4		2	2
		Marks for each **question**	1		5	8
		Total Marks for **each section**	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K **Level**	**Section A** **(Multiple** **Choice** **Questions)**	**Section B** **(Either /** **Or Choice)**	**Section C** **(Either /** **Or Choice)**	**Total** **Marks**	**% of (Marks** **without choice)**	**Consolidate of %**
CIA **I**	**K1**	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA **II**	**K1**	2			2	3.57	25
	K2	2	10		2	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	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.

			Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	**COs**	**K - Level**	**No. of Questions**	**K – Level**		
1	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
3	CO3	K1 – K4	2	K1,K2	2 (K.3,K3)	2 (K.4,K4)
4	CO4	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
5	CO5	K1 – K4	2	K1,K2	2 (K3,K3)	2 (K3,K3)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	8
Marks for each question			1		5	5
Total Marks for each section			10		25	40
(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 (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	2			2	2	48
K2	2	30	32	64	46	
K3	2	20	32	54	39	39
K4	2		16	18	13	13
Marks	**10**	**50**	**80**	**140**	**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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions			**PART – A**		**(10 x 1 = 10 Marks)**
1.	**Unit - I**	**CO1**	**K-1**		
				a)	b)
				c)	d)
2.	**Unit - I**	**CO1**	**K-2**		
				a)	b)
				c)	d)
3.	**Unit - II**	**CO2**	**K-1**		
				a)	b)
				c)	d)
4.	**Unit - II**	**CO2**	**K-2**		
				a)	b)
				c)	d)
5.	**Unit - III**	**CO3**	**K-1**		
				a)	b)
				c)	d)
6.	**Unit - III**	**CO3**	**K-2**		
				a)	b)
				c)	d)
7.	**Unit - IV**	**CO4**	**K-1**		
				a)	b)
				c)	d)
8.	**Unit - IV**	**CO4**	**K-2**		
				a)	b)
				c)	d)
9.	**Unit - V**	**CO5**	**K-1**		
				a)	b)
				c)	d)
10.	**Unit - V**	**CO5**	**K-2**		
				a)	b)
				c)	d)

Answer **ALL** the questions			**PART – B**	**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K-2**	
			OR	
11. b)	**Unit - I**	**CO1**	**K-2**	
12. a)	**Unit - II**	**CO2**	**K-2**	
			OR	
12. b)	**Unit - II**	**CO2**	**K-2**	
13. a)	**Unit - III**	**CO3**	**K-3**	
			OR	
13. b)	**Unit - III**	**CO3**	**K-3**	
14. a)	**Unit - IV**	**CO4**	**K-2**	
			OR	
14. b)	**Unit - IV**	**CO4**	**K-2**	
15. a)	**Unit - V**	**CO5**	**K-3**	
			OR	
15. b)	**Unit - V**	**CO5**	**K-3**	

Answer **ALL** the questions			**PART – C**	**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K-3**	
			OR	
16. b)	**Unit - I**	**CO1**	**K-3**	
17. a)	**Unit - II**	**CO2**	**K-2**	
			OR	
17. b)	**Unit - II**	**CO2**	**K-2**	
18. a)	**Unit - III**	**CO3**	**K-4**	
			OR	
18. b)	**Unit - III**	**CO3**	**K-4**	
19. a)	**Unit - IV**	**CO4**	**K-2**	
			OR	
19. b)	**Unit - IV**	**CO4**	**K-2**	
20. a)	**Unit - V**	**CO5**	**K-3**	
			OR	
20. b)	**Unit - V**	**CO5**	**K-3**	

Course Name	INTRODUCTION TO E - COMMERCE			
Course Code	23UECEC22	**L**	**P**	**C**
Category	ELECTIVE	4	-	3

COURSE OBJECTIVES:
- To learn the nature and concepts of E-commerce in India.
- To understand the various business models for E-Commerce and its uses.
- To analyse the various on line business transactions and its applications.
- To explain the E-Promotion and consumer protection and its latest amendments.
- To update the students on various methods of E-payment systems and tis risks.

UNIT - I Introduction	12

Meaning – Nature – Concepts – advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E-Commerce in India.

UNIT - II Business Models for E-commerce	15

E-commerce Models - Business-to-Business (B2B) – Business– to- Consumer (B2C) - Consumer-to-Consumer (C2C) - Consumer-to-Business (C2B) - Direct to Customer (D2C) – Peer-to-Peer (P2P) - Brokerage Model - Aggregator Model.

UNIT - III Online Business Transactions	15

E-Commerce Applications in Various Industries- Banking, Insurance, Payment Of Utility Bills - Online Marketing /E-Tailing (Popularity, Benefits, Problems and Features) -Online Services (Financial, Travel and Career) /Auctions, Online Portal, Online Learning - Publishing and Entertainment - Online Shopping

UNIT - IV E-Promotion and Consumer Protection	18

E-Advertising techniques: Banners, Sponsorships, Portals, and online coupons-Role of Influencers in social media- Marketing-Porters Value Chain Model-E- Commerce and consumers-Consumer Protection (E-Commerce) Rules 2020 and Latest Amendments

UNIT - V E- Payment System	15

Models and Methods of e–Payments (Debit Card, Credit Card, Smart Cards, e-money) - Digital Signatures (procedure, working and legal position) - Payment Gateways - Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer - Automated Clearing House - Automated Ledger posting - Risks involved in e-payments.

Total Lecture Hours	**75**

BOOKS FOR STUDY:

➢ Bajaj K.K and Debjani Nag (2017), E-commerce, McGraw Hill Education
➢ Chhabra T.N , Suri and Sanjiv Varma (2005) E-Commerce, Dhanpat Rai & Co
➢ Dr.K. Abirami Devi and Dr.M. Alagammal, "E- Commerce", Margaham Publication,
➢ Amir Manzoor, "E- Commerce: An Introduction", Lambert Academic Pubishing,2010
➢ Dr. Shivani Arora, "E-Commerce", Taxmann Publishing, 2017

BOOKS FOR REFERENCES:

➢ Pandey (2013) Ecommerce and its Applications , S.K. Kataria& Sons
➢ Kenneth C. Laudon and Carlo Guercio Traver(2020) , E-Commerce, Pearson Education.
➢ Pralok Gupta (2020) E-commerce in India: Economic and Legal Perspectives, SAGE Publications India Pvt Ltd
➢ David Whitley (2017) E - Commerce: Strategy, Technologies and Applications,
➢ Joseph P.T ., S.J (2019) "E-Commerce : An Indian Perspective" PHI Learning Pvt. Ltd.

WEB RESOURCES:

❖ **https://ecommerce-platforms.com/resources**
❖ **https://ecommerceguide.com**
❖ **https://www.bigcommerce.com/resources/**
❖ **https://www.cloudways.com/blog/top-ecommerce-websites/**
❖ **https://www.indiafilings.com/learn/how-to-start-an-ecommerce-business-in-india/**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED		✔ ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	GLOBAL	✔
Changes Made in the Course	Percentage of Change		No Changes Made		New Course	✔

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand the pros & cons of E-commerce.	**K1 to K2**
CO2	Analyze the various models of E-commerce.	**K1 to K2**
CO3	Understand the online business transaction and their impact on related service providers.	**K1 to K2**
CO4	Understand the e-marketing mix and be familiar with consumer protection.	**K1 to K2**
CO5	Know the mechanism of E- payment and its operations.	**K1 to K2**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	3	3		
CO5	2	2	2	2	3	2	3	3		

S- STRONG	**M – MEDIUM**	**L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	2	2
CO 2	3	3	3	3	3
CO 3	3	2	2	3	3
CO 4	3	2	2	3	3
CO 5	3	2	2	3	3
WEITAGE	15	1 2	12	14	14
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	2.6	2.6	2.8	2.8

LESSON PLAN:

UNIT	INTRODUCTION TO E - COMMERCE	HRS	PEDAGOGY
I	Meaning – Nature – Concepts – advantages and disadvantages – online Transaction - Types of E-Commerce - Growth of E-Commerce in India.	**12**	**Chak & Talk, Lecture Method, PPT**
II	E-commerce Models - Business-to-Business (B2B) – Business– to-Consumer (B2C) - Consumer-to-Consumer (C2C) - Consumer-to-Business (C2B) - Direct to Customer (D2C) – Peer-to-Peer (P2P) -	**15**	**Lecture Method, Group**

		Brokerage Model - Aggregator Model.		**Discussion**
III		E-Commerce Applications in Various Industries- Banking, Insurance, Payment Of Utility Bills - Online Marketing /E-Tailing (Popularity, Benefits, Problems and Features) -Online Services (Financial, Travel and Career) /Auctions, Online Portal, Online Learning - Publishing and Entertainment - Online Shopping	**15**	**Chak & Talk, Lecture Method, PPT, Debate**
IV		E-Advertising techniques: Banners, Sponsorships, Portals, and online coupons-Role of Influencers in Social Media- Marketing-Porters Value Chain Model-E- Commerce and consumers-Consumer Protection (E-Commerce) Rules 2020 and Latest Amendments	**18**	**Group Discussion, Brain Stroming, Lectures**
V		Models and Methods of e–Payments (Debit Card, Credit Card, Smart Cards, e-money) - Digital Signatures (procedure, working and legal position) - Payment Gateways - Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer - Automated Clearing House - Automated Ledger posting - Risks involved in e-payments.	**15**	**Assignment**

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 Either or Choice**	**Section C Either or Choice**
			MCQs			
			No. of. Questions	**K - Level**		
CI AI	CO1	**K1 – K4**	2	**K1**	**2 (K2,K2)**	**2 (K3,K3)**
	CO2	**K1 – K4**	2	**K2**	**2 (K3,K3)**	**2 (K4,K4)**
CI AII	CO3	**K1 – K4**	2	**K1**	**2 (K2,K2)**	**2 (K3,K3)**
	CO4	**K1 – K4**	2	**K2**	**2 (K3,K3)**	**2 (K4,K4)**
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
			Distribution of Marks with K Level CIA I & CIA II				
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	**4**	**20**	**32**	**56**	**100**	**100**
CIA II	K1	2			2	3.57	25
	K2	2	10		2	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	**4**	**20**	**32**	**56**	**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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
3	CO3	K1 – K4	2	K1,K2	2 (K.3,K3)	2 (K.4,K4)
4	CO4	K1 – K4	2	K1,K2	2 (K2,K2)	2 (K2,K2)
5	CO5	K1 – K4	2	K1,K2	2 (K3,K3)	2 (K3,K3)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	8
Marks for each question			1		5	5
Total Marks for each section			10		25	40
(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 (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	2			2	2	48
K2	2	30	32	64	46	
K3	2	20	32	54	39	39
K4	2		16	18	13	13
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions				**PART – A** (10 x 1 = 10 Marks)	
1.	Unit - I	CO1	K-1		
				a)	b)
				c)	d)
2.	Unit - I	CO1	K-2		
				a)	b)
				c)	d)
3.	Unit - II	CO2	K-1		
				a)	b)
				c)	d)
4.	Unit - II	CO2	K-2		
				a)	b)
				c)	d)
5.	Unit - III	CO3	K-1		
				a)	b)
				c)	d)
6.	Unit - III	CO3	K-2		
				a)	b)
				c)	d)
7.	Unit - IV	CO4	K-1		
				a)	b)
				c)	d)
8.	Unit - IV	CO4	K-2		
				a)	b)
				c)	d)
9.	Unit - V	CO5	K-1		
				a)	b)
				c)	d)
10.	Unit - V	CO5	K-2		
				a)	b)
				c)	d)

Answer **ALL** the questions			**PART – B**	**(5 x 5 = 25 Marks)**
11. a)	Unit - I	**CO1**	**K-2**	
			OR	
11. b)	Unit - I	**CO1**	**K-2**	
12. a)	Unit - II	**CO2**	**K-2**	
			OR	
12. b)	Unit - II	**CO2**	**K-2**	
13. a)	Unit - III	**CO3**	**K-3**	
			OR	
13. b)	Unit - III	**CO3**	**K-3**	
14. a)	Unit - IV	**CO4**	**K-2**	
			OR	
14. b)	Unit - IV	**CO4**	**K-2**	
15. a)	Unit - V	**CO5**	**K-3**	
			OR	
15. b)	Unit - V	**CO5**	**K-3**	

Answer **ALL** the questions			**PART – C**	**(5 x 8 = 40 Marks)**
16. a)	Unit - I	**CO1**	**K-3**	
			OR	
16. b)	Unit - I	**CO1**	**K-3**	
17. a)	Unit - II	**CO2**	**K-2**	
			OR	
17. b)	Unit - II	**CO2**	**K-2**	
18. a)	Unit - III	**CO3**	**K-4**	
			OR	
18. b)	Unit - III	**CO3**	**K-4**	
19. a)	Unit - IV	**CO4**	**K-2**	
			OR	
19. b)	Unit - IV	**CO4**	**K-2**	
20. a)	Unit - V	**CO5**	**K-3**	
			OR	
20. b)	Unit - V	**CO5**	**K-3**	

Course Name	ECONOMICS FOR INVESTORS			
Course Code	23UECNM21	L	P	C
Category	NON - MAJOR ELECTIVE	2	-	2

COURSE OBJECTIVES:

- To understand concepts of saving and investments
- To probe the various investment avenue and its practice applications
- To enables various investment markers and its features
- To Know the economic fundamentals and the Business Environment
- To understand various investment methods and its strategies

UNIT - I Introduction	12

Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role.

UNIT - II Investment Avenues	12

Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment - Insurance -Mutual Funds -Traded Funds.

UNIT - III Investment Markets	12

Capital Market – Share Market – Primary and Secondary – Bond MarketsMoney Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options

UNIT - IV Economic fundamentals for Investors	14

Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle – Infrastructure – Physical and Economic. Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries

UNIT - V Investment Methods and Strategies	10

Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management

	Total Lecture Hours	60

BOOKS FOR STUDY:

➢ Ken McElroy, (2004) The ABCs of Real Estate Investing, Hachette Book Group USA
➢ Esme Faerber (2013), All about Stocks ,TataMGraw Hill, New Delhi
➢ Christopher D. Piros, Jerald E. Pinto(2013), "Economics for Investment Decision Makers:Micro, Macro, and International Economics, Workbook", Wiley, 2013
➢ John Calverley, "The Investor's Guide to Economic Fundamentals", Wiley, 2003
➢ Howards Marks, Mastering The Market Cycle:Getting the Odds on Your Side", John Murray Press, 2018

BOOKS FOR REFERENCES:

➢ Robert T. Kyosaki,(2014) Guide To Investing Business Plus ISBN: 9780446589161
➢ BenjamineGraham(1949), The Intelligent Investor, Harper&Brothers
➢ Mary Buffett and David Clark(2002), The New Buffettology (Simon and Schuster)
➢ John C Bogle(2017) The Little Book of Common Sense Investing:The Only Way to Guarantee Your Fair Share of Stock Market Returns, Wiley Publications
➢ William J. O' Neil (2009) How to Make Money in Stocks: A Winning System in Good Times and Bad, Fourth Edition McGraw Hill Education

WEB RESOURCES:

❖ https://www.capitalmarket.com/
❖ https://www.icmagroup.org/
❖ https://www.nseindia.com
❖ https://www.stockbrokers.com/guides/beginner-investors
❖ https://www.nasdaq.com/articles/10-best-stock-trading-websites-for-beginners

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED			ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL		✓
Changes Made in the Course	Percentage of Change			No Changes Made			New Course		✓

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Describe the types and importance of savings and investments.	K1 to K2
CO2	Explain the available for investment avenues	K1 to K2
CO3	Understand the operations of different types of investment markets.	K1 to K2
CO4	Evaluate the economic fundamentals and information	K1 to K2
CO5	Construct objective enabling investment plans, strategy, evaluate and restructure if required	K1 to K2
MAPPING WITH PROGRAM OUTCOMES:		

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		

CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	3	3		
CO5	2	2	3	3	3	2	3	3		

<div align="center">S- STRONG   M – MEDIUM   L - LOW</div>

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	2
CO 2	3	3	3	2	2
CO 3	2	2	3	3	3
CO 4	3	3	2	2	2
CO 5	2	2	3	3	3
WEITAGE	13	13	14	13	12
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2.6	2.6	2.8	2.6	2.4

LESSON PLAN:

UNIT	ECONOMICS FOR INVESTORS	HRS	PEDAGOGY
I	Saving and Investments – Meaning – Types - Importance – Role of Savings and Investment on the development of Individuals- Distributional Role of Investment – Income and Wealth – Equitable Distributional Role	12	Chak & Talk, Lecture Method, PPT
II	Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment – Direct Investment – Portfolio Investment - Insurance -Mutual Funds -Traded Funds	12	Chak & Talk, Lecture Method,PPT ,Group Discussion, Debate
III	Capital Market – Share Market – Primary and Secondary – Bond MarketsMoney Market – Metal Market - Commodities Markets – Foreign Exchange Market - Hedging - Futures and Options	12	Chak & Talk, Lecture Method, PPT,Group Discussion, Debate
IV	Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income, Unemployment – Taxes, Trade Cycle –	14	Chak & Talk,

	Infrastructure – Physical and Economic. Political and Social Environment-International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries				**Lecture Method, PPT, Group Discussion, Brain Stroming, Lectures**
V	Cash Flow – Capital Gain – Risk Rewarding – Asset Accumulation - Risk Distribution – Asset Management		**10**		**Assignment**

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

Internal	Cos	K Level	Section A	
			MCQs	
			No. of. Questions	**K - Level**
CI **AI**	**CO1**	**K1 – K2**	**25**	**K1,K2**
	CO2	**K1 – K2**	**25**	**K1,K2**
CI **AII**	**CO3**	**K1 – K2**	**25**	**K1,K2**
	CO4	**K1 – K2**	**25**	**K1,K2**
Question Pattern **CIA I & II**	**No. of Questions to be asked**		**50**	
	No. of Questions to be answered		**50**	
	Marks for each question		**1**	
	Total Marks for each section		**50**	

* Two Formative examinations will be conducted as a part of Continuous Internal

Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (Ist

Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	**Section A (Multiple Choice Questions)**	**Total Marks**	**% of (Marks without choice)**	**Consolidate of %**
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	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**	**Section A (MCQs)**	
			No. of Questions	**K – Level**
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-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)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100

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

Course Name	COMPUTER APPLICATIONS IN ECONOMICS			
Course Code	23UECSC21	**L**	**P**	**C**
Category	SKILL	2	-	2

COURSE OBJECTIVES:

➢ To know the basic concepts of Computer Applications
➢ To apply the MS office and its basic operations
➢ To describes the data processing techniques using various MS office operations
➢ To gain knowledge on application of MS Excel
➢ To know mathematical and statistical functions for Economic Analysis

UNIT - I Introduction to Computers	12

Computer and Peripherals: Meaning, Types, Features and Limitations– Basic Components – Input and Output Devices – Primary Memory and Secondary Storage – Computer Software– Types – Malicious Software –Operating Systems: Functions and Types.

UNIT - II MS Office	12

MS Office Windows Explorer - MS Word: Basic Operations in Word – Editing– Formatting – Text Creation of Tables and Volumes - MS Power Point Presentation- Creating, Opening and Saving Slideshow and Animations - MS Excel: Work Sheet and Work Book- Opening and Formatting

UNIT - III Data Processing	12

Data Processing Techniques using MS Excel: Concept of Data – Record and File – Types of Data – Data Entry – File Handling and Operations–Opening, Appending and Cascading – Closing and Attribute Controls – Data Storage and Retrieval.

UNIT - IV Introduction to MS Excel	12

Calculation Operators: Arithmetic Operators – Comparison Operators – Logical Operations- Excel Tool Bars- Formatting of Text, Tables and Graphs

UNIT - V Application of MS Excel in Statistics and Economics	12

Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance- Index Numbers and Growth Rates - Demand Function - Supply Function, Production Function and Consumption Function - Demand for and Supply of Money- Correlation – Regression

	Total Lecture Hours	**60**

BOOKS FOR STUDY:

➢ Hem Chand Jain and H.N.Tiwari (2019) Computer Applications In Business ,5thEdition Taxmann Publication.
➢ Dhanasekaran.K(2010) Computer Applications In Economics Vrinda Publications.
➢ Asthana and Braj Bhushan (2007):Statistics for Social Sciences (with SPSS Applications).
➢ Dan Kookin, "Word for Dummies", Wiley, 2021
➢ Joseph Muller, "Statistical Analysis with Excel For Dummies", Wiley, 2008

BOOKS FOR REFERENCES:

➢ Oscar Afonso , Paulo B. Vasconcelos, Computational Economics: A Concise Introduction, Routledge 1stEdition
➢ Alexis Leon and Mathews Leon; (2001), Introduction to Computers with Ms-Office 2000.McGraw Hill Education
➢ Greg Harvey, PhD, (2007) Microsoft Office Excel 2007 For Dummies, Wiley Publishing.
➢ Kerns (1992) Essentials of Microsoft Windows, Word and Excel, Prentice Hall
➢ Kavindra Kumar Singh (2014) Computer Applications in ManagementDreamTech

WEB RESOURCES:

❖ **https://www.excel-easy.com/basics.html**
❖ **https://excelchamps.com/excel-basics/**
❖ **https://edu.gcfglobal.or/en/topics/excel/**
❖ **https://trumpexcel.com/learn-excel/**
❖ **https://www.simplilearn.com/learn-ms-excel-free-training-course-skillup**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✓	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL	REGIONAL	NATIONAL		GLOBAL	✓
Changes Made in the Course	Percentage of Change		No Changes Made		New Course	✓
*** Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.**						

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand basic components of Computer and its functions	**K1 to K2**
CO2	Gain Knowledge of MS Office	**K1 to K2**
CO3	Outline data processing techniques of MS Excel	**K1 to K2**
CO4	Understand basic Operation in MS Excel.	**K1 to K2**
CO5	Apply MS Excel in Statistics and Economics.	**K1 to K2**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	3	3		
CO5	3	2	2	3	3	3	3	3		

S- STRONG	**M – MEDIUM**	**L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	2	2	2	3	3
CO 2	2	2	2	3	3
CO 3	2	2	2	3	3
CO 4	2	2	2	3	
CO 5	3	3	3	3	3
WEITAGE	11	11	11	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2.2	2.2	2.2	3	3

LESSON PLAN:

UNIT	COMPUTER APPLICATIONS IN ECONOMICS	HRS	PEDAGOGY
I	Computer and Peripherals: Meaning, Types, Features and Limitations– Basic Components – Input and Output Devices – Primary Memory and Secondary Storage – Computer Software– Types – Malicious Software –Operating Systems: Functions and Types.	12	**Chak & Talk, Lecture Method, PPT**
II	Windows Explorer - MS Word: Basic Operations in Word – Editing– Formatting – Text Creation of Tables and Volumes - MS Power Point Presentation- Creating, Opening and Saving Slideshow and Animations - MS Excel: Work Sheet and Work Book- Opening and Formatting.	12	**Chak & Talk, Lecture**

				Method,PPT ,Group Discussion, Debate
III	Data Processing Techniques using MS Excel: Concept of Data – Record and File – Types of Data – Data Entry – File Handling and Operations–Opening, Appending and Cascading – Closing and Attribute Controls – Data Storage and Retrieval.	12		Chak & Talk, Lecture Method, PPT,Group Discussion, Debate
IV	Calculation Operators: Arithmetic Operators – Comparison Operators – Logical Operations- Excel Tool Bars- Formatting of Text, Tables and Graphs.	12		Chak & Talk, Lecture Method, PPT, Brain Stroming,
V	Descriptive Statistics: Mean, Median, Mode and Standard Deviation Variance- Index Numbers and Growth Rates - Demand Function - Supply Function, Production Function and Consumption Function - Demand for and Supply of Money- Correlation – Regression	12		Assignment

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

Internal	Cos	K Level	Section A	
			MCQs	
			No. of. Questions	K - Level
CI AI	CO1	K1 – K2	25	K1,K2
	CO2	K1 – K2	25	K1,K2
CI AII	CO3	K1 – K2	25	K1,K2
	CO4	K1 – K2	25	K1,K2
Question Pattern CIA I & II	No. of Questions to be asked		50	
	No. of Questions to be answered		50	
	Marks for each question		1	
	Total Marks for each section		50	

* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (Ist Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	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	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
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3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-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)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.				

B.A., ECONOMICS

Syllabus

Program Code: UEC

2023 - Onwards

MANNAR THIRUMALAI NAICKER COLLEGE

(AUTONOMOUS)

Re-accredited with "A" Grade by NAAC

PASUMALAI, MADURAI – 625 004

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004
B.A ECONOMICS CURRICULUM
(For the students admitted from the academic year 2023-2024 onwards)

Course Code	Title of the Course	Hrs	Credits	Maximum Marks		
				Int	Ext	Total
THIRD SEMESTER						
Part – I	**Tamil / Alternative course**					
23UTAGT31	தமிழக வரலாறும் பண்பாடும்	6	3	25	75	100
Part – II	**English**					
23UENGE31	GENERAL ENGLISH - III	6	3	25	75	100
Part - III	**Core courses**					
23UECCC31	MACRO ECONOMICS - I	5	5	25	75	100
23UECCC32	MATHEMATICS FOR ECONOMICS	5	5	25	75	100
Part - III	**Elective courses**					
23UECEC31	PRINCIPLES OF MARKETING	4	3	25	75	100
23UECEC32	ECONOMICS OF TOURISM					
Part - IV	**Skill Based courses**					
23UECSC31	ENTREPRENEURIAL ECONOMICS	1	1	25	75	100
23UECSC32	EVENT MANAGEMENT	2	2	25	75	100
Part - IV	**Mandatory course**					
23UEVSG41	ENVIRONMENTAL STUDIES	1	-	-	-	-
	Total	**30**	**22**	**175**	**525**	**700**
FOURTH SEMESTER						
Part – I	**Tamil / Alternative course**					
23UTAGT41	தமிழும் அறிவியலும்	6	3	25	75	100
Part – II	**English**					
23UENGE41	GENERAL ENGLISH - IV	6	3	25	75	100
Part - III	**Core courses**					
23UECCC41	MACRO ECONOMICS - II	5	5	25	75	100
23UECCC42	INDIAN ECONOMY	5	5	25	75	100
Part - III	**Elective courses**					
23UECEC41	RESEARCH METHODS FOR ECONOMICS	4	4	25	75	100
23UECEC42	HEALTH ECONOMICS					
Part - IV	**Skill Based courses**					
23UECSC41	BASIC ACCOUNTANCY	1	1	25	75	100
23UECSC42	MODERN BANKING AND INSURANCE	2	2	25	75	100
Part - IV	**Mandatory course**					
23UEVSG41	ENVIRONMENTAL STUDIES	1	2	25	75	100
	Total	**30**	**25**	**200**	**600**	**800**

THIRD SEMESTER

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)

DEPARTMENT OF ECONOMICS

FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	MACRO ECONOMICS - I			
Course Code	23UECCC31	**L**	**P**	**C**
Category	CORE -V	5	-	5

COURSE OBJECTIVES:

➢ To understand the national income and its related concepts
➢ To analyse the classical theory of full employment and its advantages
➢ To illustrate the Keynesian under employment theory and its applications
➢ To evaluate the theories of Consumption and its types
➢ To impart students to understand types of inflation and deflation.

UNIT - I National Income	15

Introduction: Definitions –Concepts: GDP, GNP and Per Capita Income- National Income Measurement: Expenditure, Income and Value-Added Approaches- Real and Nominal GDP – National Income Accounting - Green GDP – Happiness Index - Circular Flow of Income: Two Sector-Three Sector and Four Sector Model.

UNIT - II Full Employment: Classical Theory	15

Introduction - Aggregate Demand and Aggregate Supply-Effective Demand - Components – Assumptions of Classical Theory – Say's Law of Market –Wage and Price Flexibility - Employment and Output determination in Classical Model.

UNIT - III Under Employment: Keynesian Theory	18

Keynes's Critique of Classical Theory – Involuntary Unemployment – Underemployment Equilibrium- Wage Rigidity – Liquidity Preference - Consumption Function: Meaning and Attributes-APC -MPC-APS-MPS – Investment Function – Marginal Efficiency of Capital.

UNIT - IV Theories of Consumption	15

Keynesian Absolute Income Hypothesis – Dusenbery's Relative Income Hypothesis – Friedman's Permanent Income Hypothesis – Modigliani's Life Cycle Hypothesis.

UNIT - V Inflation and Deflation	12

Inflation: Definitions and Types -Causes – Effects – Measures – Deflation: Definitions and Types -Causes – Effects – Measures- Phillips Curve.

	Total Lecture Hours	75

BOOKS FOR STUDY:

➢ M.L.Jhingan (2016), Macro Economic Theory, Vrinda Publications, New Delhi.

➢ Mankiw. N Gregory (2000), Macroeconomics, Worth Publishers, New York

➢ VaishM.C.(2003) Macro Economic Theory, S.Chand & Company Ltd New Delhi

➢ Paul Krugman and Robin Wells (2015) Macroeconomics Worth Publisher

➢ H.L. Ahuja, Macro Economics: Theory and Policy S.Chand, 2016

➢ Andrew B. Abel and Ben S.Bernanke, Macro Econmics, Pearson Education, Inc.7th Edition, 2011.

BOOKS FOR REFERENCES:

➢ Rudiger Dornbusch, Stanley Fischer, and Richard Startz (2000), Macroeconomics, Tata McGraw-Hill Publishing Company, New Delhi.

➢ Parkin, M., 2014. Macro Economics. 11th Edition. Essex: Pearson.

➢ Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson.

➢ Mueller, M.G. (Ed.) (1978), Readingsin Macroeconomics, Surjeet Publications, New Delhi.

➢ Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt Ltd., Singapore.

WEB RESOURCES:

❖ http://www2.econ.iastate.edu/tesfatsi/sources.htm

❖ **https://www.khanacademy.org/economics-finance-domain/macroeconomics**

❖ **https://www.econlib.org**

❖ **https://economics.mit.edu/**

❖ **https://hbswk.hbs.edu**/

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✓	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL	REGIONAL		NATIONAL	GLOBAL	✓
Changes Made in the Course	Percentage of Change		No Changes Made	✓	New Course	
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.						

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand the structure of Macroeconomics and the Concept of GDP	**K1 to K4**
CO2	Outline the concepts in Classical Theory of Employment	**K1 to K4**
CO3	Analyse the Keynesian Underemployment Theory	**K1 to K4**
CO4	Examine the theories of Consumption Function	**K1 to K4**
CO5	impart students to understand types of inflation and deflation.	**K1 to K4**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	3	3		
CO5	2	3	2	3	3	3	3	3		

S- STRONG	**M – MEDIUM**	**L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	2
CO 2	3	3	3	2	2
CO 3	3	3	3	2	2
CO 4	3	3	2	2	2
CO 5	3	3	3	3	3
WEIGHTAGE	**15**	**15**	**14**	**12**	**11**
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	3	2.8	2.4	2.2

LESSON PLAN:

UNIT		HRS	PEDAGOGY
I	Introduction: Definitions –Concepts: GDP, GNP and Per Capita Income-	5	Chak & Talk, Lecture Method, PPT
	National Income Measurement: Expenditure, Income and Value-Added Approaches- Real and Nominal GDP – National Income Accounting -	5	
	Green GDP – Happiness Index - Circular Flow of Income: Two Sector-Three Sector and Four Sector Model.	5	
II	Introduction - Aggregate Demand and Aggregate Supply-Effective	5	Chak & Talk,

	Demand - Components.		Lecture Method,PPT, Group Discussion
	Assumptions of Classical Theory – Say's Law of Market –Wage and Price Flexibility.	6	
	Employment and Output determination in Classical Model.	4	
III	Keynes's Critique of Classical Theory – Involuntary Unemployment – Underemployment Equilibrium.	6	Chak & Talk, Lecture Method,PPT, Group Discussion, Debate
	Wage Rigidity – Liquidity Preference - Consumption Function:	6	
	Meaning and Attributes-APC -MPC-APS-MPS – Investment Function – Marginal Efficiency of Capital.	6	
IV	Keynesian Absolute Income Hypothesis – Dusenbery's Relative Income Hypothesis.	7	Chak & Talk, Lecture Method,PPT, Group Discussion, Stroming Lectures
	Friedman's Permanent Income Hypothesis.	4	
	Modigliani's Life Cycle Hypothesis.	3	
V	Inflation: Definitions and Types -Causes – Effects – Measures –	6	Chak & Talk, Lecture Method Assignment
	Deflation: Definitions and Types -Causes – Effects – Measures- Phillips Curve.	6	

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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of. Questions	K - Level		
CI AI	CO1	K1 – K4	2	K1	2(K2,K2)	2(K3,K3)
	CO2	K1 – K4	2	K2	2(K3,K3)	2(K4,K4)
CI AII	CO3	K1 – K4	2	K1	2(K2,K2)	2(K3,K3)
	CO4	K1 – K4	2	K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II	No. of Questions to be asked		4		4	4
	No. of Questions to be answered		4		2	2
	Marks for each question		1		5	8
	Total Marks for each section		4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
3	CO3	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
4	CO4	K1 – K4	2	K2	2(K3,K3)	2 (K4,K4)
5	CO5	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(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 (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	6			6	8	8
K2	4	10		14	12	12
K3		40	16	56	37.33	37.33
K4			64	64	42.66	42.66
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions				PART – A	(10 x 1 = 10 Marks)
	Unit - I	CO1	K1		
1.				a)	b)
				c)	d)
	Unit - I	CO1	K1		
2.				a)	b)
				c)	d)
	Unit - II	CO2	K2		
3.				a)	b)
				c)	d)
	Unit - II	CO2	K2		
4.				a)	b)
				c)	d)
	Unit - III	CO3	K1		
5.				a)	b)
				c)	d)
	Unit - III	CO3	K1		
6.				a)	b)
				c)	d)
	Unit - IV	CO4	K2		
7.				a)	b)
				c)	d)
	Unit - IV	CO4	K2		
8.				a)	b)
				c)	d)
	Unit - V	CO5	K1		
9.				a)	b)
				c)	d)
	Unit - V	CO5	K1		
10.				a)	b)
				c)	d)

Answer **ALL** the questions		**PART – B**		**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K2**	
		OR		
11. b)	**Unit - I**	**CO1**	**K2**	
12. a)	**Unit - II**	**CO2**	**K3**	
		OR		
12. b)	**Unit - II**	**CO2**	**K3**	
13. a)	**Unit - III**	**CO3**	**K3**	
		OR		
13. b)	**Unit - III**	**CO3**	**K3**	
14. a)	**Unit - IV**	**CO4**	**K3**	
		OR		
14. b)	**Unit - IV**	**CO4**	**K3**	
15. a)	**Unit - V**	**CO5**	**K3**	
		OR		
15. b)	**Unit - V**	**CO5**	**K3**	

Answer **ALL** the questions		**PART – C**		**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K3**	
		OR		
16. b)	**Unit - I**	**CO1**	**K3**	
17. a)	**Unit - II**	**CO2**	**K4**	
		OR		
17. b)	**Unit - II**	**CO2**	**K4**	
18. a)	**Unit - III**	**CO3**	**K4**	
		OR		
18. b)	**Unit - III**	**CO3**	**K4**	
19. a)	**Unit - IV**	**CO4**	**K4**	
		OR		
19. b)	**Unit - IV**	**CO4**	**K4**	
20. a)	**Unit - V**	**CO5**	**K4**	
		OR		
20. b)	**Unit - V**	**CO5**	**K4**	

Course Name	MATHEMATICS FOR ECONOMICS			
Course Code	23UECCC32	**L**	**P**	**C**
Category	CORE - VI	5	-	5

COURSE OBJECTIVES:

- ➢ To integrate the concepts of Economics with Mathematical tools.
- ➢ To use Matrices to find solutions in Economics.
- ➢ To apply the applications of Matrix algebra and its uses.
- ➢ To know the differentiation and its function
- ➢ To understand the second order derivatives and its maxi mini function.

UNIT - I Introduction	12

Variables, Constants, Equations and its types – Uses and limitations of Mathematics in Economics- Functions of one or more variables – Linear function, Parabola, Rectangular Hyperbola- Exponential, Logarithmic, Power function and Homogenous Function – Applications in Economics

UNIT - II Matrix Algebra and Determinants	15

Types of Matrices- Matrix Operations – Addition – Subtraction - Matrix Multiplication – Transpose – Determinants, Inverse and Properties (Problems).

UNIT - III Applications of Matrix Algebra	18

Solving a system of Linear Equations – Cramer's Rule and Matrix Inverse Method - Gauss Elimination Method – Input Output Analysis (Theory only): Introduction – Basic Concepts – Types – Importance – Limitations.

UNIT - IV Differentiation	15

Limits and Continuity –Differentiability of a Function – Slope of a Curve – Increasing and Decreasing Functions – Rules Exponential and Logarithmic Functions -Implicit Differentiation– Economic Applications: Marginal and Elasticity Concepts – Relationship between AR, MR, and Price Elasticity of Demand – Relationship Between Average and Marginal Cost.

UNIT - V Optimization (Single Variable)	15

Second Order Derivatives–Maximization and Minimization of a Function– Economic Applications – Output and Revenue Maximization -Cost Minimization – Profit Maximization under Perfect Competition, Monopoly, Discriminating Monopoly (Problems).

Total Lecture Hours	75

BOOKS FOR STUDY:

➢ 1 Mehta and Madnani (2019) Mathematics for Economists Sultan Chand and Sons.

➢ 2 Edward T. Dowling,(2002) "Mathematical Methods for Business and Economics", Schaum's Outline Series, 3rd Edition, Mc Graw Hill

➢ 3 Renshaw Geoff, (2005) Maths for Economics, 3rd Edition Oxford University Press, Oxford

➢ 4 Carl P Simon & Lawrence E. Blume,"Mathematics for Economists", Published by W. W. Norton & Company,2010

➢ 5 Ian Jacques, "Mathematics for Economics and Business", Pearson, 2018

BOOKS FOR REFERENCES:

➢ Chiang, A. C., Fundamental Methods of Mathematical Economics, McGraw-Hill, 1984

➢ G. Hadley, Linear Algebra Addison – Wesley Publishing Company, 1977.

➢ K. Sydsaeter and P Hammond, Mathematics for Economic Analysis, Pearson Educational Asia, Delhi 2002.

➢ Mabett. Alan J Workout for Mathematics for Economist McMillan 1986.

➢ R.G.D. Allen, Mathematical Analysis for Economists Macmillan and Co.Ltd.,2008

WEB RESOURCES:

❖ **https://www.coursera.org/learn/mathematics-for-economists**
❖ https://mitpress.mit.edu/9780262294805/mathematics-for-economics/
❖ **https://hummedia.manchester.ac.uk/school/soss/economics/pg/psmaths/ presessionmathbook.pdf**
❖ **https://mitpress.mit.edu/9780262046626/mathematics-for-economics**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL	REGIONAL	NATIONAL		GLOBAL	✔
Changes Made in the Course	Percentage of Change	**15**	No Changes Made		New Course	

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
On completion of this course, students will		
CO1	Understand Basic Concepts of Mathematics and its application in Economics.	**K1 to K4**
CO2	Analyze the relevance of the Types of Matrices.	**K1 to K4**
CO3	Calculate optimal values in the system of Equations and the importance of Input-Output Analysis.	**K1 to K4**
CO4	Gain knowledge of the rules of Differentiation and its Economic Applications.	**K1 to K4**
CO5	To optimize single variable functions in Economics.	**K1 to K4**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	3	3		
CO5	3	2	3	3	3	3	3	3		

S- STRONG **M – MEDIUM** **L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	2	2	2
CO 2	3	3	2	2	2
CO 3	3	3	2	2	2
CO 4	3	3	3	2	3
CO 5	2	2	3	3	3
WEIGHTAGE	**14**	**14**	**12**	**11**	**12**
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2.8	2.8	2.4	2.2	2.4

LESSON PLAN:

UNIT		HRS	PEDAGOGY
I	Variables, Constants, Equations and its types – Uses and limitations of Mathematics in Economics-	**4**	**Chalk and Talk, PPT**
	Functions of one or more variables – Linear function, Parabola, Rectangular Hyperbola-	**4**	
	Exponential, Logarithmic, Power function and Homogenous Function – Applications in Economics	**4**	
II	Types of Matrices- Matrix Operations – Addition – Subtraction - Matrix Multiplication – Transpose	**8**	**Chalk and Talk, PPT**

	–Determinants, Inverse and Properties (Problems).	**7**	
III	Solving a system of Linear Equations – Cramer's Rule and Matrix Inverse Method - Gauss Elimination Method – Input Output Analysis (Theory only): Introduction – Basic Concepts – Types – Importance – Limitations.	**6** **7** **5**	**Chalk and Talk, PPT**
IV	Limits and Continuity –Differentiability of a Function – Slope of a Curve – Increasing and Decreasing Functions. Rules Exponential and Logarithmic Functions -Implicit Differentiation– Economic Applications: Marginal and Elasticity Concepts. Relationship between AR, MR, and Price Elasticity of Demand – Relationship Between Average and Marginal Cost.	**5** **5** **5**	**Chalk and Talk, PPT**
V	Second Order Derivatives–Maximization and Minimization of a Function– Economic Applications – Output and Revenue Maximization. -Cost Minimization – Profit Maximization under Perfect Competition, Monopoly, Discriminating Monopoly (Problems).	**8** **7**	**Talk, PPT and Quiz, Assignment**

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

Internal	Cos	K Level	Section A MCQs		Section B Either or Choice	Section C Either or Choice
			No. of. Questions	**K - Level**		
CI	**CO1**	**K1 – K4**	2	K1	2(K2,K2)	2(K3,K3)
AI	**CO2**	**K1 – K4**	2	K2	2(K3,K3)	2(K4,K4)
CI	**CO3**	**K1 – K4**	2	K1	2(K2,K2)	2(K3,K3)
AII	**CO4**	**K1 – K4**	2	K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II		**No. of Questions to be asked**	4	4		4
		No. of Questions to be answered	4	4		2
		Marks for each question	1	1		5
		Total Marks for each section	4	4		10

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
3	CO3	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
4	CO4	K1 – K4	2	K2	2(K3,K3)	2 (K4,K4)
5	CO5	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	6			6	8	8
K2	4	10		14	12	12
K3		40	16	56	37.33	37.33
K4			64	64	42.66	42.66
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions				**PART – A** (10 x 1 = 10 Marks)	
	Unit - I	CO1	K1		
1.				a)	b)
				c)	d)
	Unit - I	CO1	K1		
2.				a)	b)
				c)	d)
	Unit - II	CO2	K2		
3.				a)	b)
				c)	d)
	Unit - II	CO2	K2		
4.				a)	b)
				c)	d)
	Unit - III	CO3	K1		
5.				a)	b)
				c)	d)
	Unit - III	CO3	K1		
6.				a)	b)
				c)	d)
	Unit - IV	CO4	K2		
7.				a)	b)
				c)	d)
	Unit - IV	CO4	K2		
8.				a)	b)
				c)	d)
	Unit - V	CO5	K1		
9.				a)	b)
				c)	d)
	Unit - V	CO5	K1		
10.				a)	b)
				c)	d)

Answer **ALL** the questions			**PART – B**		**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K2**		
			OR		
11. b)	**Unit - I**	**CO1**	**K2**		
12. a)	**Unit - II**	**CO2**	**K3**		
			OR		
12. b)	**Unit - II**	**CO2**	**K3**		
13. a)	**Unit - III**	**CO3**	**K3**		
			OR		
13. b)	**Unit - III**	**CO3**	**K3**		
14. a)	**Unit - IV**	**CO4**	**K3**		
			OR		
14. b)	**Unit - IV**	**CO4**	**K3**		
15. a)	**Unit - V**	**CO5**	**K3**		
			OR		
15. b)	**Unit - V**	**CO5**	**K3**		

Answer **ALL** the questions			**PART – C**		**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K3**		
			OR		
16. b)	**Unit - I**	**CO1**	**K3**		
17. a)	**Unit - II**	**CO2**	**K4**		
			OR		
17. b)	**Unit - II**	**CO2**	**K4**		
18. a)	**Unit - III**	**CO3**	**K4**		
			OR		
18. b)	**Unit - III**	**CO3**	**K4**		
19. a)	**Unit - IV**	**CO4**	**K4**		
			OR		
19. b)	**Unit - IV**	**CO4**	**K4**		
20. a)	**Unit - V**	**CO5**	**K4**		
			OR		
20. b)	**Unit - V**	**CO5**	**K4**		

Course Name	PRINCIPLES OF MARKETING			
Course Code	23UECEC31	**L**	**P**	**C**
Category	Elective - III	4	-	3

COURSE OBJECTIVES:

➢ To assess the nature and scope of marketing and its functions
➢ To understand the buying behavior and market segmentation with consumer protection act
➢ To know the product, pricing decisions and pricing of new products
➢ To reveals the distribution and promotions decisions its types and methods
➢ To analyse the marketing technique and marketing services

UNIT - I	Introduction	12

Marketing: Definition, Nature and Scope – Marketing Functions– Modern Concept of Marketing– Classification of Markets – Buying – Transportation – Warehousing – Standardization – Grading.

UNIT - II	Buying Behaviour and Market Segmentation	12

Buying Behaviour– Classification - Buying Decision Process– Buying Motives – Consumer Protection Act 1986 and Latest Amendments- Market Segmentation: Concept and Methods - Product Differentiation Vs. Market Segmentation - Marketing Mix.

UNIT - III	Product and Pricing Decisions	12

Product: Meaning and Classification - Product Mix –Branding- Brand Decisions – Packaging and Labelling – Product Support - Product Life Cycle - New Product Development -Pricing Objectives - Pricing Policies and Strategies – Pricing of New Products.

UNIT - IV	Distribution and Promotion Decisions	12

Channels of Distribution: Meaning and Importance - Wholesaling and Retailing – Promotional Methods – Promotion Mix – Advertising: Objectives, Characteristics and Types of Advertising Mediums - Publicity – Personal Selling: Importance and Process - Sales Promotion and Distinctive Characteristics – Super Market - Mall.

UNIT - V	Modern Marketing Techniques	12

Modern Marketing-– Direct Marketing– Social Marketing- Relationship Marketing– E- Marketing - Green Marketing – Marketing of Industrial and Consumer Products –Marketing of Services – Marketing of Agricultural Products – Market Information System (MIS).

Total Lecture Hours	60

BOOKS FOR STUDY:

- Dr.Rajan Nair.(2020) ,Marketing, Sultan Chand and Sons.
- Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited.
- Karunakaran K (2011) Marketing Management (Text and Cases in Indian Context), Himalaya Publishing House Mumbai.
- Seema Gupta (2022) Digital Marketing 3rd Edition McGraw Hill.
- Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, "Principle of Marketing", Pearson, 2017

BOOKS FOR REFERENCES:

- Pillai, R.S.N and Bhagvathi (2010), Modern Marketing Principles and Practices. S Chand &CoLtd.,
- Dr.C. B.Gupta ,Dr.N.Rajan Nair(2020), Marketing Management ,Sultan Chand &Sons.
- Varshney,R.Land B. Bhattacharyya(2022), International Marketing Management, Sultan Chand and Sons.
- Dr.C.B.Mamoria, Pradeep Jain, Priti Mitra,(2013)Theory and Practice of Marketing,KitabMahal
- Sheena Iyengar(2011) The Art of Choosing ,Little Brown Book Group

WEB RESOURCES:

- https://marketingland.com
- https://www.worldsupporter.org/en/chapter/41634-summary-principles-marketingkotler
- https://mailchimp.com/marketing-glossary/marketing-mix-7ps/
- https://www.linkedin.com/learning/paths/become-an-online-marketing-manager
- https://www.wordstream.com/learn

Nature of Course	EMPLOYABILITY		✔	SKILL ORIENTED			ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✔
Changes Made in the Course	Percentage of Change			No Changes Made			New Course	✔
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.								

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand the Classification of Markets and Marketing Functions.	K1 to K4
CO2	Analyze the buying behaviour, Buying Decision Process and Understand Basic Theories, Consumer Protection Act, Product Differentiation and Marketing Mix.	K1 to K4
CO3	Understand the concept of Product Mix, Product life cycle, Pricing Policies and Pricing of New Products.	K1 to K4
CO4	Describe the Channel of Distribution, Wholesaling, Retailing, Sales promotion and their distinctive characteristics.	K1 to K4
CO5	Evaluate the concepts of Modern Marketing and Elements.	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	2	3	3	3	3	3		
CO3	3	3	3	3	3	3	3	3		
CO4	2	3	3	3	2	2	3	3		
CO5	3	3	3	3	3	3	2	3		

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S- STRONG   **M – MEDIUM**   **L - LOW**

</div>

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	2	3	2	2
CO 2	3	2	3	3	2
CO 3	3	3	3	2	3
CO 4	3	2	3	2	3
CO 5	3	3	2	2	2
WEIGHTAGE	15	12	14	11	12
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	2.4	2.8	2.2	2.4

LESSON PLAN:

UNIT		HRS	PEDAGOGY
I	Marketing: Definition, Nature and Scope – Marketing Functions.	4	Chalk &Talk, PPT, Discussion
	Modern Concept of Marketing– Classification of Markets.	4	
	Buying – Transportation – Warehousing – Standardization – Grading.	4	

II	Buying Behaviour– Classification - Buying Decision Process– Buying Motives	**5**	**Chalk &Talk, PPT, Discussion**
	Consumer Protection Act 1986 and Latest Amendments- Market Segmentation: Concept and Methods	**4**	
	Product Differentiation Vs. Market Segmentation - Marketing Mix	**3**	
III	Product: Meaning and Classification - Product Mix –Branding- Brand Decisions – Packaging and Labelling – Product Support	**6**	**Chalk &Talk ,PPT, Discussion**
	Product Life Cycle - New Product Development -Pricing Objectives Pricing Policies and Strategies – Pricing of New Products.	**6**	
IV	Channels of Distribution: Meaning and Importance - Wholesaling and Retailing	**4**	**Chalk &Talk, PPT, Discussion, Team Exercise**
	Promotional Methods – Promotion Mix – Advertising: Objectives, Characteristics and Types of Advertising Mediums – Publicity.	**4**	
	Personal Selling: Importance and Process - Sales Promotion and Distinctive Characteristics- Super Market – Mall.	**4**	
V	Modern Marketing-– Direct Marketing– Social Marketing- Relationship Marketing	**4**	**Chalk &Talk, PPT, Discussion, Assignment**
	E- Marketing - Green Marketing – Marketing of Industrial and Consumer Products –Marketing of Services	**5**	
	Marketing of Agricultural Products –Market Information System (MIS).	**3**	

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A MCQs		Section B Either or Choice	Section C Either or Choice
			No. of. Questions	K - Level		
CI AI	CO1	K1 – K4	2	K1	2(K2,K2)	2(K3,K3)
	CO2	K1 – K4	2	K2	2(K3,K3)	2(K4,K4)
CI AII	CO3	K1 – K4	2	K1	2(K2,K2)	2(K3,K3)
	CO4	K1 – K4	2	K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II	No. of Questions to be asked	4		4	4
	No. of Questions to be answered	4		2	2
	Marks for each question	1		5	8
	Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		2	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	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.

			Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	**Cos**	**K - Level**	**No. of Questions**	**K – Level**		
1	CO1	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
3	CO3	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
4	CO4	K1 – K4	2	K2	2(K3,K3)	2 (K4,K4)
5	CO5	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(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 (Either or Choice**	**Section C (Either/ or Choice)**	**Total Marks**	**% of (Marks without choice)**	**Consolidated %**
K1	6			6	8	8
K2	4	10		14	12	12
K3		40	16	56	37.33	37.33
K4			64	64	42.66	42.66
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions				**PART – A**	**(10 x 1 = 10 Marks)**
1.	**Unit - I**	**CO1**	**K1**		
				a)	b)
				c)	d)
2.	**Unit - I**	**CO1**	**K1**		
				a)	b)
				c)	d)
3.	**Unit - II**	**CO2**	**K2**		
				a)	b)
				c)	d)
4.	**Unit - II**	**CO2**	**K2**		
				a)	b)
				c)	d)
5.	**Unit - III**	**CO3**	**K1**		
				a)	b)
				c)	d)
6.	**Unit - III**	**CO3**	**K1**		
				a)	b)
				c)	d)
7.	**Unit - IV**	**CO4**	**K2**		
				a)	b)
				c)	d)
8.	**Unit - IV**	**CO4**	**K2**		
				a)	b)
				c)	d)
9.	**Unit - V**	**CO5**	**K1**		
				a)	b)
				c)	d)
10.	**Unit - V**	**CO5**	**K1**		
				a)	b)
				c)	d)

Answer **ALL** the questions		**PART – B**		**(5 x 5 = 25 Marks)**	
11. a)	**Unit - I**	**CO1**	**K2**		
			OR		
11. b)	**Unit - I**	**CO1**	**K2**		
12. a)	**Unit - II**	**CO2**	**K3**		
			OR		
12. b)	**Unit - II**	**CO2**	**K3**		
13. a)	**Unit - III**	**CO3**	**K3**		
			OR		
13. b)	**Unit - III**	**CO3**	**K3**		
14. a)	**Unit - IV**	**CO4**	**K3**		
			OR		
14. b)	**Unit - IV**	**CO4**	**K3**		
15. a)	**Unit - V**	**CO5**	**K3**		
			OR		
15. b)	**Unit - V**	**CO5**	**K3**		

Answer **ALL** the questions		**PART – C**		**(5 x 8 = 40 Marks)**	
16. a)	**Unit - I**	**CO1**	**K3**		
			OR		
16. b)	**Unit - I**	**CO1**	**K3**		
17. a)	**Unit - II**	**CO2**	**K4**		
			OR		
17. b)	**Unit - II**	**CO2**	**K4**		
18. a)	**Unit - III**	**CO3**	**K4**		
			OR		
18. b)	**Unit - III**	**CO3**	**K4**		
19. a)	**Unit - IV**	**CO4**	**K4**		
			OR		
19. b)	**Unit - IV**	**CO4**	**K4**		
20. a)	**Unit - V**	**CO5**	**K4**		
			OR		
20. b)	**Unit - V**	**CO5**	**K4**		

Course Name	ECONOMICS OF TOURISM			
Course Code	23UECEC32	**L**	**P**	**C**
Category	Generic Elective-III	4	-	3

COURSE OBJECTIVES:

➢ To familiarise students with the basic concepts of Tourism.

➢ To probe the tourism demand forecasting and its methods

➢ To analyse the impact of tourism and its related aspects

➢ To understand the contribution of the Tourism Industry

➢ To examine the various international organisations in Tourism.

UNIT - I	Introduction	12

Introduction – Economics, and Tourism - Tourism Demand - Theoretical background - Types of Tourism Demand - Determinants of Tourism Demand

UNIT - II	Tourism Demand	12

Tourism Demand Forecasting - Methods of Forecasting – Public and Private Sectors in Tourism - the Need for Public and Private Sector Co-operation in Tourism – Growth of Tourism Demand in India.

UNIT - III	Tourism Impact	12

Impact of Tourism - Economic Aspects - the Multiplier Effect - Displacement Effect and Tourism - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Aspects – Contingency Valuation Method

UNIT - IV	Tourism in India	12

Major tourism circuits of India: Inter-State and Intra-State – Heritage Tourism – Wild life Tourism and Eco Tourism – Tourism in Tamil Nadu.

UNIT - V	Tourism Organizations	12

Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Government of Tamil Nadu TTDC – IHA-IATA- TAAI- IATO.

	Total Lecture Hours	60

BOOKS FOR STUDY:

➢ Stephen Ball (2007), Encyclopaedia of Tourism Resources in India,B/H.

➢ Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow

➢ Vanhove and Norber, "The Economics of Tourism Destinations", T & F India, 2010

➢ Mike J. Stabler, Andreas Papatheodorou, M. Thea Sinclair, " Economics of Tourism", Talyor & Francis, 2009

➢ Yong Chen, "Economics of Tourism and Hospitality: A Micro Approach", Talyor & Francis, 2021

BOOKS FOR REFERENCES:

➢ Bhatia A.K (2020)Tourism Development : Principles and Practices Sterling Publishers Private Limited

➢ Mishra P.K (2018) Tourism in India: Potential, Problems and Prospects(2018) New Century Publications

➢ Prasanna Kumar (2017) Marketing for Hospitality and Tourism Mc Graw Hill Education

➢ Sneha Pathak and RiteshMishra(2019) Medical Tourism in India 93-88797-49-8

➢ Geetanjali (2010) Tourism Management ABD Publishers.

WEB RESOURCES:

❖ https://www.unwto.org/
❖ https://itdc.co.in/
❖ https://tourism.gov.in/
❖ https://www.traveldailymedia.com/importance-of-travel-website-for-the-travel-company/
❖ https://www.oecd.org/cfe/tourism/

Nature of Course	EMPLOYABILITY		✔	SKILL ORIENTED			ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✔
Changes Made in the Course	Percentage of Change			No Changes Made			New Course	✔
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.								

COURSE OUTCOMES:		K LEVEL
	On completion of this course, students will	
CO1	Describe the importance of Tourism	**K1 to K4**
CO2	Understand various methods to calculate demand for tourism	**K1 to K4**
CO3	Analyse the impact of Tourism	**K1 to K4**
CO4	Know the various Tourist circuits in India	**K1 to K4**
CO5	Learn the role of Organisations in tourism development	**K1 to K4**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	2	3	3	3	3	3		
CO3	3	3	3	2	2	3	3	3		
CO4	3	3	3	3	3	2	3	3		
CO5	3	3	3	3	3	3	2	3		

S- STRONG   **M – MEDIUM**   **L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	2
CO 2	3	3	3	2	2
CO 3	2	2	3	3	2
CO 4	3	3	3	3	3
CO 5	3	3	3	2	2
WEIGHTAGE	14	14	15	13	11
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2.8	2.8	3	2.6	2.2

LESSON PLAN:

UNIT	Economics of Tourism	HRS	PEDAGOGY
I	Introduction – Economics, and Tourism - Tourism Demand	4	Chalk &talk, ppt
	Theoretical background - Types of Tourism Demand	4	
	Determinants of Tourism Demand	4	
II	Tourism Demand Forecasting - Methods of Forecasting	4	Chalk &talk, ppt

	Public and Private Sectors in Tourism - the Need for Public and Private Sector Co-operation in Tourism Growth of Tourism Demand in India.	**5** **3**	
III	Impact of Tourism - Economic Aspects - the Multiplier Effect – Displacement Effect and Tourism – Tourist Spending - Costs and Benefits of Tourism to Community Environmental Aspects – Contingency Valuation Method.	**5** **4** **3**	Chalk &talk, ppt
IV	Major tourism circuits of India: Inter-State and Intra-State – Heritage Tourism – Wild life Tourism and Eco Tourism – Tourism in Tamil Nadu.	**4** **4** **4**	Chalk &talk, ppt
V	Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism &Travel Council (WTTC) – Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Government of Tamil Nadu TTDC – IHA-IATA- TAAI- IATO.	**3** **4** **5**	Chalk &talk, ppt, Assignment

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

Internal	Cos	K Level	Section A MCQs		Section B Either or Choice	Section C Either or Choice
			No. of. Questions	K - Level		
CI **AI**	**CO1**	**K1 – K4**	2	K1	2(K2,K2)	2(K3,K3)
	CO2	**K1 – K4**	2	K2	2(K3,K3)	2(K4,K4)
CI **AII**	**CO3**	**K1 – K4**	2	K1	2(K2,K2)	2(K3,K3)
	CO4	**K1 – K4**	2	K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II		**No. of Questions to be asked**	4	4		4
		No. of Questions to be answered	4	4		2
		Marks for each question	1	1		5
		Total Marks for each section	4	4		10

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
3	CO3	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
4	CO4	K1 – K4	2	K2	2(K3,K3)	2 (K4,K4)
5	CO5	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(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 (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	6			6	8	8
K2	4	10		14	12	12
K3		40	16	56	37.33	37.33
K4			64	64	42.66	42.66
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions				PART – A	(10 x 1 = 10 Marks)
	Unit - I	CO1	K1		
1.				a)	b)
				c)	d)
	Unit - I	CO1	K1		
2.				a)	b)
				c)	d)
	Unit - II	CO2	K2		
3.				a)	b)
				c)	d)
	Unit - II	CO2	K2		
4.				a)	b)
				c)	d)
	Unit - III	CO3	K1		
5.				a)	b)
				c)	d)
	Unit - III	CO3	K1		
6.				a)	b)
				c)	d)
	Unit - IV	CO4	K2		
7.				a)	b)
				c)	d)
	Unit - IV	CO4	K2		
8.				a)	b)
				c)	d)
	Unit - V	CO5	K1		
9.				a)	b)
				c)	d)
	Unit - V	CO5	K1		
10.				a)	b)
				c)	d)

Answer **ALL** the questions			**PART – B**	**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K2**	
			OR	
11. b)	**Unit - I**	**CO1**	**K2**	
12. a)	**Unit - II**	**CO2**	**K3**	
			OR	
12. b)	**Unit - II**	**CO2**	**K3**	
13. a)	**Unit - III**	**CO3**	**K3**	
			OR	
13. b)	**Unit - III**	**CO3**	**K3**	
14. a)	**Unit - IV**	**CO4**	**K3**	
			OR	
14. b)	**Unit - IV**	**CO4**	**K3**	
15. a)	**Unit - V**	**CO5**	**K3**	
			OR	
15. b)	**Unit - V**	**CO5**	**K3**	

Answer **ALL** the questions			**PART – C**	**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K3**	
			OR	
16. b)	**Unit - I**	**CO1**	**K3**	
17. a)	**Unit - II**	**CO2**	**K4**	
			OR	
17. b)	**Unit - II**	**CO2**	**K4**	
18. a)	**Unit - III**	**CO3**	**K4**	
			OR	
18. b)	**Unit - III**	**CO3**	**K4**	
19. a)	**Unit - IV**	**CO4**	**K4**	
			OR	
19. b)	**Unit - IV**	**CO4**	**K4**	
20. a)	**Unit - V**	**CO5**	**K4**	
			OR	
20. b)	**Unit - V**	**CO5**	**K4**	

Course Name	ENTREPRENEURIAL ECONOMICS			
Course Code	23UECSC31	**L**	**P**	**C**
Category	SEC -IV	1	-	1

COURSE OBJECTIVES:

➢ To describes the factors influencing entrepreneurship
➢ To know the various theories of motivation and its advantages
➢ To identify the opportunities to create value for others
➢ To evaluate the creativity and entrepreneurship.
➢ To analyse the sources of finance for business.

UNIT - I Introduction	3

Entrepreneurship: Meaning and Importance - Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental - Characteristics of an Entrepreneur - Types of Entrepreneurs- New Generations of entrepreneurship - Barriers to entrepreneurship

UNIT - II Entrepreneurial Motivation	3

Motivation: meaning and Definition – Theories of Motivation: Maslow's, Herzberg's Theory - Culture & Society - Values / Ethics.

UNIT - III Creativity and Entrepreneurship	3

Creativity and Entrepreneurship - Steps in Creativity - Innovation and Inventions - Legal Protection of innovation - Skills of an Entrepreneur - Decision making and Problem Solving (Steps in Decision Making)

UNIT - IV Sources of Finance	3

Sources of Finance: Long term Sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements IPO-SEBI- FDI- Institutional Finance - Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFCs in India - Merchant Banks in India - NBFCs in India – SIPPO – SIDCO – DIC – NSIC – Angel Investors.

UNIT - V Rules and Legislation	3

Industries Development (Regulations) Act, 1951 - Factories Act 1948 - The Industrial Employment (Standing Orders) Act - Environment (Protection) Act, 1986 - The Sale of Goods Act, 1950 - Industrial Disputes Act 1947

Total Lecture Hours	15

BOOKS FOR STUDY:

- Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House
- Srinivasan, N. P., & Gupta, G. P. (2001). Entrepreneurial Development". Sultan Chand and Sons, New Delhi
- Simon. C Parker, "The Economics of Entrepreneurship", Cambridge University Press, 2009
- K. Glancey, R. McQuaidand Jo Campling,"Entrepreneurial economics", PalgraveMacmillan UK, 2000
- Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University Press, 2002

BOOKS FOR REFERENCES:

- Glancey, K., McQuaid, R., &Campling, J. (2000), Entrepreneurial Economics. London: Macmillan
- Casson, M., & Buckley, P. J. (2010). Entrepreneurship, Edward Elgar Publishing
- Parker, S. C. (2018). The Economics of Entrepreneurship. Cambridge University Press
- Harper, D. A. (2003). Foundations of Entrepreneurship and Economic Development. Routledge
- Khanka, S. S. (2006). Entrepreneurial Development. S. Chand Publishing

WEB RESOURCES:

- ❖ https://www.startupindia.gov.in/
- ❖ https://www.ediindia.org/
- ❖ https://skillindia.gov.in/
- ❖ https://www.startupindia.gov.in/
- ❖ https://indianstartups.com/

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	✔	GLOBAL	
Changes Made in the Course	Percentage of Change		No Changes Made		New Course	✔
*** Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.**						

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Explain the importance and factors influencing entrepreneurship	**K1 & K2**
CO2	Understand and apply entrepreneurial theory using lean start-up principles.	**K1 & K2**
CO3	Recognize and evaluate Creativity and entrepreneurship	**K1 & K2**
CO4	Understand the Various sources of Finance available for entrepreneur	**K1 & K2**
CO5	Know the Applicability of Legislation and Rules	**K1 & K2**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	2	3	3	3	3	3		
CO3	3	2	3	3	3	3	3	3		
CO4	3	3	3	3	3	2	3	3		
CO5	3	3	3	3	3	3	2	3		

S- STRONG   **M – MEDIUM**   **L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	2	2	3	2	2
CO 2	2	2	3	3	2
CO 3	3	3	3	3	2
CO 4	2	2	2	2	2
CO 5	2	2	3	2	3
WEIGHTAGE	**11**	**11**	**14**	**12**	**11**
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	**2.2**	**2.2**	**2.8**	**2.4**	**2.2**

LESSON PLAN:

UNIT		HRS	PEDAGOGY
I	Entrepreneurship: Meaning and Importance –	**1**	**Chalk &talk, ppt**
	Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental - Characteristics of an Entrepreneur - Types of Entrepreneurs- New Generations of entrepreneurship - Barriers to entrepreneurship.	**2**	
II	Motivation: meaning and Definition –	**1**	**Chalk &Talk, ppt,**

	Theories of Motivation: Maslow's, Herzberg's Theory - Culture & Society - Values / Ethics.	**2**		**Discussion**
III	Creativity and entrepreneurship - Steps in Creativity - Innovation and inventions - Legal Protection of innovation – Skills of an Entrepreneur - Decision making and Problem Solving (Steps in Decision Making).	**2** **1**		**Chalk &talk, ppt**
IV	Sources of Finance: Long term Sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements IPO-SEBI- FDI-Institutional Finance - Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFCs in India - Merchant Banks in India - NBFCs in India - SIPPO – SIDCO – DIC – NSIC – Angel Investors.	**3**		**Chalk &Talk, ppt,IV**
V	Industries Development (Regulations) Act, 1951 - Factories Act 1948 - The Industrial Employment (Standing Orders) Act – Environment (Protection) Act, 1986 - The Sale of Goods Ac, 1950 - Industrial Disputes Act 1947.	**2** **1**		**Chalk &Talk, Assignment**

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)				
Internal	**Cos**	**K Level**	**Section A**	
			MCQs	
			No. of. Questions	**K - Level**
CI **AI**	**CO1**	**K1 – K2**	25	**K1,K2**
	CO2	**K1 – K2**	25	**K1,K2**
CI **AII**	**CO3**	**K1 – K2**	25	**K1,K2**
	CO4	**K1 – K2**	25	**K1,K2**
Question Pattern **CIA I & II**		**No. of Questions to be asked**	50	
		No. of Questions to be answered	50	
		Marks for each question	1	
		Total Marks for each section	50	

* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I[st] Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II

	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	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	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-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)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

Distribution of Marks with K Level				
K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100

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

Course Name	EVENT MANAGEMENT			
Course Code	23UECSC32	**L**	**P**	**C**
Category	SEC-V	2	-	2

COURSE OBJECTIVES:

➢ To equip students on the various facets of Event Management.

➢ To provide students event management as a career option.

➢ To understand the committees in managing events and its safety.

➢ To learn about celebrity management.

➢ To know the event management in India and its operations.

UNIT - I	Introduction	6

Event Management – Definition –objectives –Classification and Types of Events- Career Options.

UNIT - II	Event Management Strategy	7

Process -Target Audience –Creativity - Purpose – Costs -Event Budget-Network with Suppliers- Creation of Social Media Accounts – Dress Code.

UNIT - III	Committees in Managing Events	7

Organizing Committee- Event Scheduling -Venue Selection - Recruitment of Event Staff-Event Safety- Emergency Planning and Checklist.

UNIT - IV	Celebrity Management	6

Issues and Challenges -Cost Management and Budget – Confidentiality- Crowd Management.

UNIT - V	Event Management Industry in India	4

Event Management Industry in India- Leading Event Management Companies.

	Total Lecture Hours	30

BOOKS FOR STUDY:

➢ Lynn Van Der Wagen & Brenda R Carlos Event Management

➢ Bhavana Chaudhari Dr. Hoshi Bhiwandiwalla(2019) A book of Event Management Kindle Edition,Nirali Prakashan Publishers

➢ Alex Genadinik Event planning -management & marketing for successful events, Alex Genadinik publisher 2015

➢ Charles Bladen, James Kennell, Emma Abson and Nick Wilde, "Events Management: An Introduction",Talyor and Francis, 2017

➢ Bernadette Quinn, " Key Concepts in Event Management", Sage Publication, 2013.

BOOKS FOR REFERENCES:

➢ Abhijeeth Bhattacharje(2020) Event Management :A zero Investment Startup Business Kindle Edition .

➢ William O'Toole(2021)Events Feasibility and Development From Strategy to Operations Routledge.

➢ Julia Rutherford Silvers, William O'Toole(2020)Risk Management for Events, Routledge .

➢ Anukrati Sharma, Shruti Arora(2018)Event Management and Marketing: Theory, Practical Approaches and Planning ,.Bharti Publications.

➢ Allen, J. et al., 2011. Festival & Special event management. 5th edition. John Wiley & Sons: Brisbane.

WEB RESOURCES:

❖ **https://www.careerlauncher.com/rbi-grade-b/wto/**
❖ https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf
❖ https://www.bizzabo.com/blog/event-planning-websites/
❖ https://www.tantraa.net/
❖ **https://eventplanningblueprint.com**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED		ENTREPRENEURSHIP		✔
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	✔	GLOBAL	
Changes Made in the Course	Percentage of Change		No Changes Made		New Course		✔
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.							

COURSE OUTCOMES:		K LEVEL
On Completion of the course, students will		
CO1	Understand the growing importance of event industry	K1 & K2
CO2	Analyse the process involved in the event management industry and career Options	K1 & K2
CO3	Gain Knowledge on the various Committees involved	K1 & K2
CO4	Review how to manage celebrities	K1 & K2
CO5	Examine the Growth process of event Management industry in India	K1 & K2

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	3	3	3	3	3	3		
CO3	3	2	3	3	3	3	3	3		
CO4	3	3	3	3	2	3	2	3		
CO5	2	2	3	3	3	2	3	3		

S- STRONG	M – MEDIUM	L - LOW

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	2	2	2	2	2
CO 2	2	2	2	2	2
CO 3	2	2	2	2	2
CO 4	1	1	1	1	2
CO 5	2	2	2	2	2
WEIGHTAGE	9	9	9	9	10
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	1.8	1.8	1.8	1.8	2

LESSON PLAN:

UNIT	EVENT MANAGEMENT	HRS	PEDAGOGY
I	Event Management – Definition –objectives –	3	Chalk &talk, ppt
	Classification and Types of Events- Career Options	3	
II	Process -Target Audience –Creativity - Purpose – Costs -Event Budget-	4	Chalk &talk, ppt
	Network with Suppliers- Creation of Social Media Accounts – Dress Code.	3	
III	Organizing Committee- Event Scheduling -Venue Selection	3	Chalk

	Recruitment of Event Staff-Event Safety-Emergency Planning and Checklist	3	&talk, ppt
IV	Issues and Challenges -Cost Management and Budget –	3	**Chalk &talk, ppt**
	Confidentiality- Crowd Management	3	
V	Event Management Industry in India-	3	**Chalk &talk, Assignment**
	Leading Event Management Companies	2	

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)				
Internal	**Cos**	**K Level**	**Section A**	
			MCQs	
			No. of. Questions	**K - Level**
CI AI	**CO1**	**K1 – K2**	**25**	**K1,K2**
	CO2	**K1 – K2**	**25**	**K1,K2**
CI AII	**CO3**	**K1 – K2**	**25**	**K1,K2**
	CO4	**K1 – K2**	**25**	**K1,K2**
Question Pattern CIA I & II		**No. of Questions to be asked**	**50**	
		No. of Questions to be answered	**50**	
		Marks for each question	**1**	
		Total Marks for each section	**50**	

* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I[st] Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	**Section A (Multiple Choice Questions)**	**Total Marks**	**% of (Marks without choice)**	**Consolidate of %**
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	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**	**Section A (MCQs)**	
			No. of Questions	**K – Level**
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-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)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

Distribution of Marks with K Level				
K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100

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

FOURTH SEMESTER

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)

DEPARTMENT OF ECONOMICS

FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	MACRO ECONOMICS –II			
Course Code	23UECCC41	**L**	**P**	**C**
Category	CORE -VII	5	-	5

COURSE OBJECTIVES:

➢ To analyse the concept Multiplier and Accelerator.
➢ To understand the concept IS – LM Model.
➢ To trace the essence of Supply Side Economics.
➢ To understand the monetary policy and fiscal policy instruments.
➢ To probe the macro-economic variables and business cycle .

UNIT - I Multiplier and Accelerator	15

Multiplier – Working of Multiplier - Accelerator – Working of Accelerator – Super Multiplier.

UNIT - II IS-LM Model	15

Investment and Interest Rate – Money Demand, Money Supply and the interest rate – Derivation of IS and LM Curve – Shifts in IS Curve and Shifts in LM Curve.

UNIT - III Supply Side Economics	15

Rational Expectation Hypothesis – New Classical School – Contribution of Robert Lucas – New Keynesian School.

UNIT - IV Macro-Economic Policy	15

Monetary Policy -Meaning-Objectives-Instruments-Fiscal Policy – Meaning-Objectives-Instruments – Role of Monetary and Fiscal Policy in Economic Development.

UNIT - V Business Cycles	15

Phases of Business Cycles – Macroeconomic Variables and Business Cycles – Classical Theory and Business Cycles – Hawtrey, Von Hayek, Schumpeter Hicks, Kaldor and Samuelson Models – Keynesian theory of Business Cycles.

Total Lecture Hours	75

BOOKS FOR STUDY:

➢ Mankiw Gregory (2017) Principles of Macroeconomics with coursemate, Books Express Publications

➢ Rudiger Dornbusch, FischerStanely, and Richard Startz (2000), Macro Economics, tata McGraw-Hill publishing company, New Delhi

➢ Andrew B. Abel and Ben S.Bernanke, Macro Econmics, Pearson Education, Inc., 7th Edition, 2011.

➢ Vaish M.C.(2003) Macro Economic Theory , S.Chand & Company Ltd New Delhi.

➢ Paul Krugman and Robin Wells(2015) Macroeconomics Worth Publisher.

BOOKS FOR REFERENCES:

➢ Ahuja H.L, (2016) Macroeconomics: Theory and Policy. S. Chand.

➢ Mueller, M.G. (Ed.)(1978), Readings in Macro Economics, Surjeet Publications, New Delhi

➢ Roger E.A. Farmer (2002), Macro Economics, Thompson Asia Pvt. Ltd., Singapore

➢ Parkin, M., 2014. Macroeconomics 11th Edition Essex: Pearson

➢ Blanchard, Olivier and David R. Johnson (2013) Macroeconomics, Pearson.

➢ Soumen Sikdar,"Principles of Macroeconomics", OUP India, 2020

WEB RESOURCES:

❖ **https://tradingeconomics.com**

❖ **https://www.bu.edu/econ/files/2014/08/DLS1.pdf**

❖ **https://www.imf.org**

❖ **https://www.aeaweb.org/resources/students**

❖ **https://www.worldbank.org/en/topic/macroeconomics**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL	REGIONAL		NATIONAL	GLOBAL	✔
Changes Made in the Course	Percentage of Change	**30**	No Changes Made		New Course	
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.						

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	analyse the concept Multiplier and Accelerator.	**K1 to K4**
CO2	understand the concept IS – LM Model.	**K1 to K4**
CO3	trace the essence of Supply Side Economics.	**K1 to K4**
CO4	understand the monetary policy and fiscal policy instruments.	**K1 to K4**
CO5	probe the macro-economic variables and business cycle .	**K1 to K4**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	2	3	3	3	3	3		
CO3	3	3	3	3	2	3	3	3		
CO4	3	3	3	3	3	3	3	3		
CO5	3	3	3	3	3	3	2	3		

S- STRONG   M – MEDIUM   L - LOW

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	2	2	2
CO 2	3	3	3	2	2
CO 3	3	3	3	2	3
CO 4	3	2	3	2	3
CO 5	3	3	2	3	3
WEIGHTAGE	**15**	**14**	**13**	**12**	**12**
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	2.8	2.6	2.4	2.4

LESSON PLAN:

UNIT	MACRO ECONIMICS-II	HRS	PEDAGOGY
I	Multiplier – Working of Multiplier - Accelerator – Working of Accelerator Super Multiplier.	6 6 3	Chak & Talk, Lecture Method, PPT
II	Investment and Interest Rate – Money Demand, Money Supply and the interest rate	8	Chak & Talk,

	Derivation of IS and LM Curve – Shifts in IS Curve and Shifts in LM Curve.	**7**	**Lecture Method, PPT, Group Discussion**
III	Rational Expectation Hypothesis – New Classical School Contribution of Robert Lucas – New Keynesian School.	**8** **7**	**Chak & Talk, Lecture Method, PPT, Group Discussion, Debate**
IV	Monetary Policy -Meaning-Objectives-Instruments- Fiscal Policy – Meaning-Objectives-Instruments – Role of Monetary and Fiscal Policy in Economic Development.	**5** **5** **5**	**Chak & Talk, Lecture Method, PPT, Group Discussion, Stroming Lectures**
V	Phases of Business Cycles – Macroeconomic Variables and Business Cycles – Classical Theory and Business Cycles – Hawtrey, Von Hayek, Schumpeter Hicks, Kaldor and Samuelson Models – Keynesian theory of Business Cycles.	**4** **6** **5**	**Assignment**

			Section A		Section B	Section C
			MCQs		Either or	Either or Choice
Internal	Cos	K Level	No. of. Questions	K - Level	Choice	
CI	CO1	K1 – K4	2	K1	2(K2,K2)	2(K3,K3)
AI	CO2	K1 – K4	2	K2	2(K3,K3)	2(K4,K4)
CI	CO3	K1 – K4	2	K1	2(K2,K2)	2(K3,K3)
AII	CO4	K1 – K4	2	K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II	No. of Questions to be asked		4		4	4
	No. of Questions to be answered		4		2	2
	Marks for each question		1		5	8
	Total Marks for each section		4		10	16

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

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100

Distribution of Marks with K Level CIA I & CIA II

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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
3	CO3	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
4	CO4	K1 – K4	2	K2	2(K3,K3)	2 (K4,K4)
5	CO5	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(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 (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	6			6	8	8
K2	4	10		14	12	12
K3		40	16	56	37.33	37.33
K4			64	64	42.66	42.66
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions			**PART – A**		**(10 x 1 = 10 Marks)**
	Unit - I	CO1	K1		
1.				a)	b)
				c)	d)
	Unit - I	CO1	K1		
2.				a)	b)
				c)	d)
	Unit - II	CO2	K2		
3.				a)	b)
				c)	d)
	Unit - II	CO2	K2		
4.				a)	b)
				c)	d)
	Unit - III	CO3	K1		
5.				a)	b)
				c)	d)
	Unit - III	CO3	K1		
6.				a)	b)
				c)	d)
	Unit - IV	CO4	K2		
7.				a)	b)
				c)	d)
	Unit - IV	CO4	K2		
8.				a)	b)
				c)	d)
	Unit - V	CO5	K1		
9.				a)	b)
				c)	d)
	Unit - V	CO5	K1		
10.				a)	b)
				c)	d)

Answer **ALL** the questions		**PART – B**		**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K2**	
		OR		
11. b)	**Unit - I**	**CO1**	**K2**	
12. a)	**Unit - II**	**CO2**	**K3**	
		OR		
12. b)	**Unit - II**	**CO2**	**K3**	
13. a)	**Unit - III**	**CO3**	**K3**	
		OR		
13. b)	**Unit - III**	**CO3**	**K3**	
14. a)	**Unit - IV**	**CO4**	**K3**	
		OR		
14. b)	**Unit - IV**	**CO4**	**K3**	
15. a)	**Unit - V**	**CO5**	**K3**	
		OR		
15. b)	**Unit - V**	**CO5**	**K3**	

Answer **ALL** the questions		**PART – C**		**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K3**	
		OR		
16. b)	**Unit - I**	**CO1**	**K3**	
17. a)	**Unit - II**	**CO2**	**K4**	
		OR		
17. b)	**Unit - II**	**CO2**	**K4**	
18. a)	**Unit - III**	**CO3**	**K4**	
		OR		
18. b)	**Unit - III**	**CO3**	**K4**	
19. a)	**Unit - IV**	**CO4**	**K4**	
		OR		
19. b)	**Unit - IV**	**CO4**	**K4**	
20. a)	**Unit - V**	**CO5**	**K4**	
		OR		
20. b)	**Unit - V**	**CO5**	**K4**	

Course Name	INDIAN ECONOMY			
Course Code	23UECCC42	**L**	**P**	**C**
Category	CORE - VIII	5	-	5

COURSE OBJECTIVES:

➢ To acquire sufficient knowledge about Indian Economy.
➢ To develop an orientation on recent agricultural developments in India.
➢ To give the basic knowledge about the industrial developments in India.
➢ To know the role of financial sector in India.
➢ To enable the students to analyze various problems pertaining to Indian Economy

UNIT - I Introduction	15

Economic Systems - Characteristics of Indian Economy– Economic Growth and Development: Meaning - Factors Determining Economic Development – Difference between Economic Development and Economic Growth- Mixed Economy - Parallel Economy: Causes-Measures.

UNIT - II Agriculture Sector	15

Role of Agricultural in Economic Development - Relationship between Agriculture and Industry - Contribution of Agriculture in Indian Economy - Share in National Income - Agricultural Productivity - Cropping Pattern - Green Revolution –Food Security in India – Indian Agriculture towards 2030.

UNIT - III Industrial Sector	14

Role of Public Sector in Indian Economy – Growth - Performance - Industrial Policy of 1991, 2009, 2014 and 2019 - Small Scale Industries in India :Role - Problems –Industrial Finance – Industrial Development under Five-Year plans – Industrial Sickness.

UNIT - IV Financial Sector	16

Financial Sector Reforms in India – Types – Role of Financial Sector in Indian Economy – Importance of Foreign Trade for Indian Economy- Development of Indian Capital Market and Money Market-SEBI – Financial crisis – Causes – Controls.

UNIT - V Problems and Policies in Indian Economy	15

Poverty, Inequality and Unemployment in India –Causes and Consequences -Regional Disparities in India- Broad achievements and failures of India's Five-Year Plans – NITI Aayog – New Logistic Policy 2022- Population Policies in India.

	Total Lecture Hours	75

BOOKS FOR STUDY:

- ➢ Gaurav Datt and Ashwani Mahajan "Datt and Sundaram's Indian Economy" S.Chand 72nd Edition.
- ➢ Kaushik Basu (Ed.) (2012), Oxford Companion to Indian Economy, 3rd Edition, OUP, New Delhi.
- ➢ Ramesh Singh, "Indian Economy", Mc Graw Hill, 2022
- ➢ Sanjiv Verma, "The Indian Economy", Unique Publication, 2022
- ➢ Dr. V.C Sinha,"Indian Economy Performance and Policies", SBPD Publications,2021

BOOKS FOR REFERENCES:

- ➢ Puri. V.K & S.K. Misra (2022) Indian Economy
- ➢ Uma Kapila (Ed.) (2018) Indian Economy Since Independence
- ➢ Byres, T.J. (Ed.) (1997), The State, Development Planning and Liberalization in India, Oxford University Press, New Delhi
- ➢ Ashima Goyal(Ed.) The Oxford Handbook of the Indian Economy in the 21st Century: Understanding the Inherent Dynamism, Oxford University Press
- ➢ K. R. Gupta, J. R. Gupta, " Indian Economy", Altanic, 2008

WEB RESOURCES:

- ❖ http://www.niti.gov.in/
- ❖ https://www.rbi.org.in/
- ❖ https://hdr.undp.org/
- ❖ https://hdr.undp.org/
- ❖ https://www.cmie.com/

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL	REGIONAL		NATIONAL	✔	GLOBAL	
Changes Made in the Course	Percentage of Change	60	No Changes Made		New Course	

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
On Completion of the course, students will		
CO1	acquire sufficient knowledge about Indian Economy.	**K1 & K2**
CO2	develop an orientation on recent agricultural developments in India.	**K1 & K2**
CO3	give the basic knowledge about the industrial developments in India.	**K1 & K2**
CO4	know the role of financial sector in India.	**K1 & K2**
CO5	enable the students to analyze various problems pertaining to Indian Economy	**K1 & K2**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	2	3	3	3	3	3		
CO3	3	3	3	3	2	3	3	3		
CO4	3	2	3	3	3	2	3	3		
CO5	3	3	3	3	3	3	2	3		

S- STRONG	**M – MEDIUM**	**L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	2	3	2	3	1
CO 2	3	3	2	3	2
CO 3	2	3	2	3	3
CO 4	2	3	3	3	3
CO 5	1	3	3	3	2
WEIGHTAGE	**10**	**15**	**12**	**15**	**11**
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2	3	2.4	3	2.2

LESSON PLAN:

UNIT		HRS	PEDAGOGY
I	Economic Systems - Characteristics of Indian Economy–	3	**Chalk & Talk, PPT, Discussion**
	Economic Growth and Development: Meaning - Factors Determining Economic Development – Difference between Economic Development and Economic Growth-	5	
	Mixed Economy - Parallel Economy: Causes-Measures.	2	

		5	
II	Role of Agricultural in Economic Development - Relationship between Agriculture and Industry – Contribution of Agriculture in Indian Economy - Share in National Income – Agricultural Productivity - Cropping Pattern - Green Revolution –Food Security in India – Indian Agriculture towards 2030.	4 5 6	**Chalk &Talk, PPT, Discussion**
III	Role of Public Sector in Indian Economy – Growth - Performance – Industrial Policy of 1991, 2009, 2014 and 2019 - Small Scale Industries in India :Role - Problems – Industrial Finance – Industrial Development under Five-Year plans – Industrial Sickness.	4 5 5	**Chalk &Talk, PPT, Discussion**
IV	Financial Sector Reforms in India – Types – Role of Financial Sector in Indian Economy – Importance of Foreign Trade for Indian Economy- Development of Indian Capital Market and Money Market- SEBI – Financial crisis – Causes – Controls.	6 5 5	**Chalk &Talk, PPT, Discussion, Team Exercise**
V	Poverty, Inequality and Unemployment in India – Causes and Consequences -Regional Disparities in India- Broad achievements and failures of India's Five Year Plans – NITI Aayog – New Logistic Policy 2022- Population Policies in India	5 6 4	**Chalk & Talk, PPT, Discussion, Assignment**

			Section A		Section B	Section C
			MCQs		**Either or Choice**	**Either or Choice**
Internal	**Cos**	**K Level**	**No. of. Questions**	**K - Level**		
CI AI	CO1	K1 – K4	2	K1	2(K2,K2)	2(K3,K3)
	CO2	K1 – K4	2	K2	2(K3,K3)	2(K4,K4)
CI AII	CO3	K1 – K4	2	K1	2(K2,K2)	2(K3,K3)
	CO4	K1 – K4	2	K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II		**No. of Questions to be asked**	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

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

	K Level	**Section A (Multiple Choice Questions)**	**Section B (Either / Or Choice)**	**Section C (Either / Or Choice)**	**Total Marks**	**% of (Marks without choice)**	**Consolidate of %**
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		2	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100

Distribution of Marks with K Level CIA I & CIA II

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**	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	**K – Level**		
1	CO1	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
3	CO3	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
4	CO4	K1 – K4	2	K2	2(K3,K3)	2 (K4,K4)
5	CO5	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(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 (Either or Choice**	**Section C (Either/ or Choice)**	**Total Marks**	**% of (Marks without choice)**	**Consolidated %**
K1	6			6	8	8
K2	4	10		14	12	12
K3		40	16	56	37.33	37.33
K4			64	64	42.66	42.66
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions				**PART – A**	**(10 x 1 = 10 Marks)**
1.	**Unit - I**	**CO1**	**K1**		
				a)	b)
				c)	d)
2.	**Unit - I**	**CO1**	**K1**		
				a)	b)
				c)	d)
3.	**Unit - II**	**CO2**	**K2**		
				a)	b)
				c)	d)
4.	**Unit - II**	**CO2**	**K2**		
				a)	b)
				c)	d)
5.	**Unit - III**	**CO3**	**K1**		
				a)	b)
				c)	d)
6.	**Unit - III**	**CO3**	**K1**		
				a)	b)
				c)	d)
7.	**Unit - IV**	**CO4**	**K2**		
				a)	b)
				c)	d)
8.	**Unit - IV**	**CO4**	**K2**		
				a)	b)
				c)	d)
9.	**Unit - V**	**CO5**	**K1**		
				a)	b)
				c)	d)
10.	**Unit - V**	**CO5**	**K1**		
				a)	b)
				c)	d)

Answer **ALL** the questions		**PART – B**		**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K2**	
		OR		
11. b)	**Unit - I**	**CO1**	**K2**	
12. a)	**Unit - II**	**CO2**	**K3**	
		OR		
12. b)	**Unit - II**	**CO2**	**K3**	
13. a)	**Unit - III**	**CO3**	**K3**	
		OR		
13. b)	**Unit - III**	**CO3**	**K3**	
14. a)	**Unit - IV**	**CO4**	**K3**	
		OR		
14. b)	**Unit - IV**	**CO4**	**K3**	
15. a)	**Unit - V**	**CO5**	**K3**	
		OR		
15. b)	**Unit - V**	**CO5**	**K3**	

Answer **ALL** the questions		**PART – C**		**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K3**	
		OR		
16. b)	**Unit - I**	**CO1**	**K3**	
17. a)	**Unit - II**	**CO2**	**K4**	
		OR		
17. b)	**Unit - II**	**CO2**	**K4**	
18. a)	**Unit - III**	**CO3**	**K4**	
		OR		
18. b)	**Unit - III**	**CO3**	**K4**	
19. a)	**Unit - IV**	**CO4**	**K4**	
		OR		
19. b)	**Unit - IV**	**CO4**	**K4**	
20. a)	**Unit - V**	**CO5**	**K4**	
		OR		
20. b)	**Unit - V**	**CO5**	**K4**	

Course Name	RESEARCH METHODS FOR ECONOMICS			
Course Code	23UECEC41	**L**	**P**	**C**
Category	ELECTIVE - IV	4	-	4

COURSE OBJECTIVES:

➢ To understand the meaning and significance characteristics of scientific research
➢ To know the formulation, selection of research problem and collection of reviews
➢ To apply the various research design in the social science research
➢ To enumerate the data and sampling methods
➢ To discuss the report writing techniques and its procedures

UNIT - I	12

Introduction
Research: meaning and significance Characteristics of Scientific Research - Type of Research: Pure, Applied, Analytical, Exploratory, Descriptive, Surveys, Case-Study - Role of Computer Technology in Research.

UNIT - II	12

Research Problem and Review of Literature
Research Problem: formulation and selection - necessity of defining the problem – Review of literature: Primary and Secondary Sources - importance of literature review in defining a problem - identifying gap areas from literature and research database

UNIT - III	12

Research Design
Research Design: Concept and Importance in Research – Features of a Good Research Design – Exploratory Research Design – Descriptive Research Design – Experimental Design: Concept of Independent & Dependent variables.

UNIT - IV	12

Data and Sampling Methods
Data types: Qualitative and Quantitative - Sources of Primary and secondary data - Census - Sampling Methods: Probability and Non-Probability Sampling Methods - Sampling and Non Sampling Errors

UNIT - V	12

Hypothesis and Report Writing
Hypothesis: Types of Hypothesis - Null and Alternative Hypothesis - Report Writing - Types and Principles of writing the Research Report – Data Science: Meaning - Importance.

	Total Lecture Hours	60

BOOKS FOR STUDY:

➢ Krishnaswamy, O.R. (1993) Methodology of Research In Social Sciences, Himalaya publishing House.
➢ Kothari, C. R. (2004). Research Methodology: Methods and techniques. New Age International.
➢ Vinod Chandra, Anand Hareendran, "Research methodology", Pearson, 2017.
➢ R.Pannerselvam, "Research Methodology", PHI learning,2014.
➢ Ranjit Kumar, "Research Methodology", Sage Publication, 2010.

BOOKS FOR REFERENCES:

➢ Taylor, B., Sinha, G., &Ghoshal, T. (2006). Research methodology: A guide to for researchers in management and social sciences. PHI Learning Pvt. Ltd..

➢ Bhandarkar, P. L., Wilkinson, T. S., &Laldas, D. K. (2010). Methodology & Techniques of Social Research. Himalaya Publishing House.

➢ Kumar, A. (2002). Research methodology in social science. Sarup& Sons.

➢ Daniel, P. S., & Sam, A. G. (2011). Research methodology. Gyan Publishing House.

➢ Ethridge, D. (2004). Research methodology in applied economics: organizing, planning, and conducting economic research, Blackwell publishing.

WEB RESOURCES:

❖ **http://ignou.ac.in**
❖ **http://egyankosh.ac.in**
❖ **https://www.educba.com**
❖ **https://research.com/research/how-to-write-research-methodology**
❖ **https://www.questionpro.com/blog/what-is-research/**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	✓	GLOBAL	
Changes Made in the Course	Percentage of Change	5	No Changes Made			New Course	
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.							

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand the overview of Social Science Research.	**K1 to K4**
CO2	Analyze the Research Process	**K1 to K4**
CO3	Develop the Statistical Analysis to test Economic Theory and address Policy Issues	**K1 to K4**
CO4	Know the sampling methods in Research.	**K1 to K4**
CO5	Explain the hypothesis testing and Principles of Report Writing.	**K1 to K4**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	2	3	3	3	3	3		
CO3	3	3	3	3	2	3	3	3		
CO4	3	3	3	3	3	2	3	3		
CO5	3	3	3	3	3	3	2	3		

S- STRONG   M – MEDIUM   L - LOW

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	2	2	2
CO 2	3	3	3	2	2
CO 3	3	3	3	2	3
CO 4	3	2	3	2	3
CO 5	3	3	2	3	3
WEIGHTAGE	**15**	**14**	**13**	**12**	**12**
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3	2.8	2.6	2.4	2.4

LESSON PLAN:

UNIT		HRS	PEDAGOGY
I	Research: meaning and significance Characteristics of Scientific Research – Type of Research: Pure, Applied, Analytical, Exploratory, Descriptive, Surveys, Case-Study - Role of Computer Technology in Research.	**9** **3**	**Chak & Talk, Lecture Method,PPT**
II	Research Problem: formulation and selection - necessity of defining the problem – Review of literature: Primary and Secondary Sources - importance of	**4** **4**	**Chak & Talk, Lecture**

	literature review in defining a problem – identifying gap areas from literature and research database	**4**	**Method,PPT ,Group Discussion**
III	Research Design: Concept and Importance in Research – Features of a Good Research Design – Exploratory Research Design – Descriptive Research Design – Experimental Design: Concept of Independent & Dependent variables.	**5** **7**	**Chak & Talk, Lecture Method,PPT ,Group Discussion, Debate**
IV	Data types: Qualitative and Quantitative - Sources of Primary and secondary data – Census - Sampling Methods: Probability and Non-Probability Sampling Methods - Sampling and Non Sampling Errors	**5** **7**	**Chak & Talk, Lecture Method,PPT ,Group Discussion, Stroming Lectures**
V	Hypothesis: Types of Hypothesis - Null and Alternative Hypothesis - Report Writing - Types and Principles of writing the Research Report – Data Science: Meaning - Importance .	**6** **6**	**Assignment**

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	**Cos**	**K Level**	**Section A** **MCQs**		**Section B** **Either or Choice**	**Section C** **Either or Choice**
			No. of. Questions	**K - Level**		
CI **AI**	**CO1**	**K1 – K4**	2	K1	2(K2,K2)	2(K3,K3)
	CO2	**K1 – K4**	2	K2	2(K3,K3)	2(K4,K4)
CI **AII**	**CO3**	**K1 – K4**	2	K1	2(K2,K2)	2(K3,K3)
	CO4	**K1 – K4**	2	K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II		**No. of Questions to be asked**	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
3	CO3	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
4	CO4	K1 – K4	2	K2	2(K3,K3)	2 (K4,K4)
5	CO5	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(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 (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	6			6	8	8
K2	4	10		14	12	12
K3		40	16	56	37.33	37.33
K4			64	64	42.66	42.66
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level			
Answer **ALL** the questions				**PART – A**		**(10 x 1 = 10 Marks)**
1.	**Unit - I**	**CO1**	**K1**			
				a)		b)
				c)		d)
2.	**Unit - I**	**CO1**	**K1**			
				a)		b)
				c)		d)
3.	**Unit - II**	**CO2**	**K2**			
				a)		b)
				c)		d)
4.	**Unit - II**	**CO2**	**K2**			
				a)		b)
				c)		d)
5.	**Unit - III**	**CO3**	**K1**			
				a)		b)
				c)		d)
6.	**Unit - III**	**CO3**	**K1**			
				a)		b)
				c)		d)
7.	**Unit - IV**	**CO4**	**K2**			
				a)		b)
				c)		d)
8.	**Unit - IV**	**CO4**	**K2**			
				a)		b)
				c)		d)
9.	**Unit - V**	**CO5**	**K1**			
				a)		b)
				c)		d)
10.	**Unit - V**	**CO5**	**K1**			
				a)		b)
				c)		d)

Answer **ALL** the questions			**PART – B**	**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K2**	
			OR	
11. b)	**Unit - I**	**CO1**	**K2**	
12. a)	**Unit - II**	**CO2**	**K3**	
			OR	
12. b)	**Unit - II**	**CO2**	**K3**	
13. a)	**Unit - III**	**CO3**	**K3**	
			OR	
13. b)	**Unit - III**	**CO3**	**K3**	
14. a)	**Unit - IV**	**CO4**	**K3**	
			OR	
14. b)	**Unit - IV**	**CO4**	**K3**	
15. a)	**Unit - V**	**CO5**	**K3**	
			OR	
15. b)	**Unit - V**	**CO5**	**K3**	

Answer **ALL** the questions			**PART – C**	**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K3**	
			OR	
16. b)	**Unit - I**	**CO1**	**K3**	
17. a)	**Unit - II**	**CO2**	**K4**	
			OR	
17. b)	**Unit - II**	**CO2**	**K4**	
18. a)	**Unit - III**	**CO3**	**K4**	
			OR	
18. b)	**Unit - III**	**CO3**	**K4**	
19. a)	**Unit - IV**	**CO4**	**K4**	
			OR	
19. b)	**Unit - IV**	**CO4**	**K4**	
20. a)	**Unit - V**	**CO5**	**K4**	
			OR	
20. b)	**Unit - V**	**CO5**	**K4**	

Course Name	HEALTH ECONOMICS			
Course Code	23UECEC42	**L**	**P**	**C**
Category	GENERIC ELECTIVE - IV	4	-	4

COURSE OBJECTIVES:

➢ To understand the importance of health sector in economic development

➢ To evaluate the components of demand and supply of health care

➢ To understand the importance of Health Indicators.

➢ To evaluate the components of Demand of Healthcare.

➢ To examine the review the existing Health Infrastructure.

UNIT - I	Introduction to Health Economics	12

Health and Economic Development - Determinants of Health - Health Indicators – Birth Rate – Fertility – Morbidity – Mortality – IMR – CMR – MMR – Disability Adjusted Life Year (DALY) – Sex Ratio-Quality Adjusted Life Year (QALY) - Amartya Sen's Capability Approach.

UNIT - II	Demand for Health Care	12

Demand for Health Care Services – Preference for Health Care using Indifference Curves – Budget Constraints – Income and Price Effects for Health Care – Elasticity of Demand for Medical Care.

UNIT - III	Supply of Health Care	12

Supply of Health Care Services – Physicians and Medical Personnel as Health Care Providers – Non-Labour Inputs – Hospitals – Interaction of Demand and Supply of Health Care.

UNIT - IV	Health Infrastructure	12

Health Infrastructure – Rural – Urban –Government Programmes - Preventive, Promotive and Curative Health Care Services - Health Allocation in Budget.

UNIT - V	Health Services and Medical Insurance	12

Health Insurance -Types of Insurance Policies in India- Medical Ethics -Medical Tourism.

	Total Lecture Hours	60

BOOKS FOR STUDY:

➢ Xamer Martinez Giralt (2010), "Principles of Health Economics", Routledge, 2010.

➢ Banerjee, D. (1975), social and Cultural Foundations of Health Service Systems of India, Inquiry, Supplement to Vol. XII, June1975

➢ Jay Bhattacharya,Timothy Hyde and Peter Tu, " Health Economics", Palgrave Macmillian,2014

➢ Peter Zweifel, Friedrich Breyer, Mathias Kifmann, "Health Economics, Springer Berlin Heidelberg,2009

➢ Barbara McPake, Charles Normand, Charles E. M. Normand, " Health Economics: An International Perspective", Routlegde, 2008

BOOKS FOR REFERENCES:

➢ Himanshu Sekhar Rout and Prasant Kumar Panda(2010) Health Economics in India

➢ Edwin G Dolan and John C Goodman

➢ D. Amutha (2016) "A Textbook of Health   Economics", Edition 1, Mangalam Publishers and Distributers, Chennai.

➢ Charles E. Phelps, Health Economics", Routlegde,2017.

➢ Jan Abel Olsen, "Principles in Health Economics and Policy", OUP Oxford, 2017

WEB RESOURCES:

❖ **www.census.org**
❖ **www.NFHS.org**
❖ **www.NSSO.org**
❖ **https://tnhealth.tn.gov.in/**
❖ **https://tnhealth.tn.gov.in/**

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL	REGIONAL		NATIONAL	✔ GLOBAL	
Changes Made in the Course	Percentage of Change		No Changes Made		New Course	✔
*** Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.**						

COURSE OUTCOMES:		K LEVEL
	On completion of this course, students will	
CO1	Understand the importance of Health Indicators.	**K1 to K4**
CO2	Evaluate the components of Demand of Healthcare.	**K1 to K4**
CO3	Analyze the importance of Supply of Healthcare Services.	**K1 to K4**
CO4	Review the Existing Health Infrastructure and Budget Allocation.	**K1 to K4**
CO5	Trace the growth of Medical Tourism in India and understand the need for Health Insurance.	**K1 to K4**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	2	3	3	3	3	3		
CO3	3	3	3	2	2	3	3	3		
CO4	3	3	3	3	3	2	3	3		
CO5	3	3	3	3	3	3	2	3		

S- STRONG   **M – MEDIUM**   **L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	2
CO 2	3	3	3	2	2
CO 3	2	2	3	3	2
CO 4	3	3	3	3	3
CO 5	3	3	3	2	2
WEIGHTAGE	**14**	**14**	**15**	**13**	**11**
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2.8	2.8	3	2.6	2.2

LESSON PLAN:

UNIT	Health Economics	HRS	PEDAGOGY
I	Health and Economic Development - Determinants of Health - Health Indicators – Birth Rate – Fertility – Morbidity – Mortality – IMR – CMR – MMR – Disability Adjusted Life Year (DALY) –	**8**	Chalk &talk,ppt
	Sex Ratio-Quality Adjusted Life Year (QALY) - Amartya Sen's Capability Approach.	**4**	
II	Demand for Health Care Services – Preference for Health Care using	**6**	Chalk &talk ,ppt

	Indifference Curves – Budget Constraints – Income and Price Effects for Health Care – Elasticity of Demand for Medical Care.	**6**	
III	Supply of Health Care Services – Physicians and Medical Personnel as Health Care Providers – Non Labour Inputs – Hospitals – Interaction of Demand and Supply of Health Care.	**6** **6**	Chalk &talk, ppt
IV	Health Infrastructure – Rural – Urban –Government Programmes – Preventive, Promotive and Curative Health Care Services - Health Allocation in Budget	**6** **6**	Chalk &talk, ppt
V	Health Insurance -Types of Insurance Policies in India- Medical Ethics -Medical Tourism.	**6** **6**	Chalk &talk, ppt, Assignment

<table>
<tr><td colspan="8" align="center">Learning Outcome Based Education & Assessment (LOBE)
Formative Examination - Blue Print
Articulation Mapping – K Levels with Course Outcomes (COs)</td></tr>
<tr><td rowspan="3">Internal</td><td rowspan="3">Cos</td><td rowspan="3">K Level</td><td colspan="2" align="center">Section A</td><td rowspan="3">Section B
Either or
Choice</td><td rowspan="3">Section C
Either or Choice</td></tr>
<tr><td colspan="2" align="center">MCQs</td></tr>
<tr><td>No. of.
Questions</td><td>K -
Level</td></tr>
<tr><td>CI
AI</td><td>CO1</td><td>K1 – K4</td><td>2</td><td>K1</td><td>2(K2,K2)</td><td>2(K3,K3)</td></tr>
<tr><td>CO2</td><td>K1 – K4</td><td>2</td><td>K2</td><td>2(K3,K3)</td><td>2(K4,K4)</td></tr>
<tr><td>CI
AII</td><td>CO3</td><td>K1 – K4</td><td>2</td><td>K1</td><td>2(K2,K2)</td><td>2(K3,K3)</td></tr>
<tr><td>CO4</td><td>K1 – K4</td><td>2</td><td>K2</td><td>2(K3,K3)</td><td>2(K4,K4)</td></tr>
<tr><td rowspan="4">Question
Pattern
CIA I & II</td><td colspan="2">No. of Questions to
be asked</td><td>4</td><td></td><td>4</td><td>4</td></tr>
<tr><td colspan="2">No. of Questions to
be answered</td><td>4</td><td></td><td>2</td><td>2</td></tr>
<tr><td colspan="2">Marks for each
question</td><td>1</td><td></td><td>5</td><td>8</td></tr>
<tr><td colspan="2">Total Marks for
each section</td><td>4</td><td></td><td>10</td><td>16</td></tr>
</table>

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	25
	K2	2	10		12	21.43	
	K3		10	16	26	46	46
	K4			16	16	29	29
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1	2 (K2,K2)	2 (K3,K3)
2	CO2	K1 – K4	2	K2	2 (K3,K3)	2 (K4,K4)
3	CO3	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
4	CO4	K1 – K4	2	K2	2(K3,K3)	2 (K4,K4)
5	CO5	K1 – K4	2	K1	2(K3,K3)	2 (K4,K4)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(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 (Either or Choice	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	6			6	8	8
K2	4	10		14	12	12
K3		40	16	56	37.33	37.33
K4			64	64	42.66	42.66
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer **ALL** the questions			**PART – A**		**(10 x 1 = 10 Marks)**
	Unit - I	**CO1**	**K1**		
1.				a)	b)
				c)	d)
	Unit - I	**CO1**	**K1**		
2.				a)	b)
				c)	d)
	Unit - II	**CO2**	**K2**		
3.				a)	b)
				c)	d)
	Unit - II	**CO2**	**K2**		
4.				a)	b)
				c)	d)
	Unit - III	**CO3**	**K1**		
5.				a)	b)
				c)	d)
	Unit - III	**CO3**	**K1**		
6.				a)	b)
				c)	d)
	Unit - IV	**CO4**	**K2**		
7.				a)	b)
				c)	d)
	Unit - IV	**CO4**	**K2**		
8.				a)	b)
				c)	d)
	Unit - V	**CO5**	**K1**		
9.				a)	b)
				c)	d)
	Unit - V	**CO5**	**K1**		
10.				a)	b)
				c)	d)

Answer **ALL** the questions		**PART – B**		**(5 x 5 = 25 Marks)**
11. a)	**Unit - I**	**CO1**	**K2**	
		OR		
11. b)	**Unit - I**	**CO1**	**K2**	
12. a)	**Unit - II**	**CO2**	**K3**	
		OR		
12. b)	**Unit - II**	**CO2**	**K3**	
13. a)	**Unit - III**	**CO3**	**K3**	
		OR		
13. b)	**Unit - III**	**CO3**	**K3**	
14. a)	**Unit - IV**	**CO4**	**K3**	
		OR		
14. b)	**Unit - IV**	**CO4**	**K3**	
15. a)	**Unit - V**	**CO5**	**K3**	
		OR		
15. b)	**Unit - V**	**CO5**	**K3**	

Answer **ALL** the questions		**PART – C**		**(5 x 8 = 40 Marks)**
16. a)	**Unit - I**	**CO1**	**K3**	
		OR		
16. b)	**Unit - I**	**CO1**	**K3**	
17. a)	**Unit - II**	**CO2**	**K4**	
		OR		
17. b)	**Unit - II**	**CO2**	**K4**	
18. a)	**Unit - III**	**CO3**	**K4**	
		OR		
18. b)	**Unit - III**	**CO3**	**K4**	
19. a)	**Unit - IV**	**CO4**	**K4**	
		OR		
19. b)	**Unit - IV**	**CO4**	**K4**	
20. a)	**Unit - V**	**CO5**	**K4**	
		OR		
20. b)	**Unit - V**	**CO5**	**K4**	

Course Name	BASIC ACCOUNTANCY			
Course Code	23UECSC41	**L**	**P**	**C**
Category	SEC-VI	1	-	1

COURSE OBJECTIVES:

➢ To provide an understanding on the basic concepts in Financial Accounting
➢ To equipped with basic knowledge about Tally.
➢ To describe the Final Accounts and Balance Sheet Adjustment
➢ To understand the bank Reconciliation Statement and its uses
➢ To use the Tally Software and its applications

UNIT - I Introduction to Accounting	3
Definition – Objectives – Functions- Advantages and Disadvantages- Single Entry Book Keeping and Double - Entry Book Keeping.	
UNIT - II Accounting -Books and Records	3
Journal – Ledger- Subsidiary Book- Cash Book- Trial Balance – Meaning- Methods of Preparation – Errors- Classification of Errors- Rectification of Errors.	
UNIT - III Final Accounts	3
Final Accounts- Preparation of Trading- Profit and Loss Account- Balance Sheet (Simple Adjustments).	
UNIT - IV Bank Reconciliation Statement	3
Bank Reconciliation Statement – Need - Meaning- Method of Preparation of Bank Reconciliation Statement	
UNIT - V Tally Software	3
Introduction to Accounting Package – Tally- Meaning, Features, Advantages, Data Entry, Formatting Data , Functional Keys and Simple Calculation- Tally: (**Theory for Exam**)	
Total Lecture Hours	**15**

BOOKS FOR STUDY:

➢ Reddy. T.S and Hari Prasad Reddy. Y(2013) Financial and Management Accounting Margham Publications Chennai

➢ Reddy .T.S Murthy(2012) Financial Accounting Margham Publications Chennai

➢ Rajni Sofat, Preeti Hiro,"Basic Accounting", PHI Learning, 2010

➢ Nishat Azmat, Andy Lymer, "Basic Accounting", Mobius, 2016

➢ John J. Wild, Barbara Chiappetta, Ken Shaw, "Fundamental Accounting Principles", Mc Graw Hill, 2016

BOOKS FOR REFERENCES:

➢ Mukesh Mahajan, P.S.Gills, V.P.Sharma and H.S.Punia(2001), Fundamentals of Accountancy, Unistar Books, Chandigarh.

➢ Sundeep Sharma (2004) Principles of Accounting, Shree Niwas Publication, Jaipur

➢ Shukla M.C, T.S. Grawal and S.C. Gupta, (2018),Advanced Accounts,S.Chand and Company

➢ Maheshwari S.N and Suneel.K.Maheshwari, (2018), Financial Accounting Vikas Publishing House.

➢ Goyal V.K and Ruchi Goyal, (2012), Financial Accounting, Prentice Hall India Learning Private Limited.

WEB RESOURCES:

❖ https://www.accounting.com/resources/students/

❖ https://icmai.in.

❖ https://www.cipfa.org

❖ https://www.accountingcoach.com/

❖ https://www.youtube.com/watch?v=OItO9XwgHlI

Nature of Course	EMPLOYABILITY		SKILL ORIENTED	✔	ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	✔	GLOBAL	
Changes Made in the Course	Percentage of Change		No Changes Made		New Course		✔

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Understand the Basic Concepts of Accounting and prepare Book keeping.	**K1 & K2**
CO2	Make Journal and Ledger and Categorize the various subsidiary books of accounts and identify & rectify errors.	**K1 & K2**
CO3	Prepare Profit and loss account and Balance Sheet.	**K1 & K2**
CO4	Tabulate Bank Reconciliation Statement.	**K1 & K2**
CO5	Apply Tally Software Package in Accounting.	**K1 & K2**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	2	3	3	3	3	3		
CO3	3	2	3	2	2	3	3	3		
CO4	3	3	3	3	3	2	3	3		
CO5	3	3	3	3	3	3	2	3		

S- STRONG	**M – MEDIUM**	**L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	2	2	3	2	1
CO 2	2	2	3	2	2
CO 3	3	2	3	2	2
CO 4	2	2	3	2	2
CO 5	2	2	3	2	2
WEIGHTAGE	**11**	**10**	**15**	**10**	**9**
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2.2	2	3	2	1.8

LESSON PLAN:

UNIT		HRS	PEDAGOGY
I	Definition – Objectives – Functions- Advantages and Disadvantages	2	Chalk &Talk, PPT, Discussion
	- Single Entry Book Keeping and Double - Entry Book Keeping.	1	
II	Journal – Ledger- Subsidiary Book- Cash Book	1	Chalk &Talk, PPT, Discussion
	- Trial Balance – Meaning- Methods of Preparation	2	

	– Errors- Classification of Errors- Rectification of Errors.			
III	Final Accounts- Preparation of Trading – Profit and Loss Account - Balance Sheet (Simple Adjustments).	1 2	Chalk &Talk, PPT, Discussion
IV	Bank Reconciliation Statement – Need – Meaning - Method of Preparation of Bank Reconciliation Statement	1 2	Chalk &Talk, PPT, Discussion, Team Exercise
V	Introduction to Accounting Package – Tally- Meaning, Features, Advantages , Data Entry, Formatting Data , Functional Keys and Simple Calculation- Tally: (**Theory for Exam**)	2 1	Chalk &Talk, PPT, Discussion, Assignment

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

Internal	Cos	K Level	Section A	
			MCQs	
			No. of. Questions	K - Level
CI AI	CO1	K1 – K2	25	K1,K2
	CO2	K1 – K2	25	K1,K2
CI AII	CO3	K1 – K2	25	K1,K2
	CO4	K1 – K2	25	K1,K2
Question Pattern CIA I & II	No. of Questions to be asked		50	
	No. of Questions to be answered		50	
	Marks for each question		1	
	Total Marks for each section		50	

* Two Formative examinations will be conducted as a part of Continuous Internal

Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I[st]

Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II

	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	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	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-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)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

Distribution of Marks with K Level				
K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100

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

Course Name	MODERN BANKING AND INSURANCE			
Course Code	23UECSC42	L	P	C
Category	SEC-VII	2	-	2

COURSE OBJECTIVES:

➢ To discern the functions and role of central bank.

➢ To enables the learners understand the role of commercial banks in Economic Development.

➢ To understand the reforms in Banking Sector.

➢ To know the role of insurance in economic development.

➢ To know the Major Insurance Legislation in India and its growth.

UNIT - I Central Bank	6
Evolution of Central Bank - Functions of a Central Bank – Objectives of Monetary Policy – Credit Control Measures – Quantitative and Qualitative.	
UNIT - II Commercial Banks	**6**
Commercial Banks- Functions of Commercial Banks- Private and Public Sector Banks- Credit Creation - Commercial Banks's role- Payment Banks- functions- Digital Banking-Tools – Methods.	
UNIT - III Reforms in Banking Sector	**6**
Recent Banking Reforms: Regional Rural Banks Act 2014 – The Insurance Laws Act – The Companies Act 2015 – Insolvency and Bankruptcy Code 2016.	
UNIT - IV Introduction to Insurance	**6**
Insurance: Meaning and Types- Role of Insurance in Economic Development -Saving and Investment Aspects – Social Vs Private Insurance: Life Vs Non-Life Insurance. Classification of Life, Health and General Insurance Policies.	
UNIT - V Insurance Business in India	**6**
Major Insurance Legislation- Growth of Industry- Agricultural Insurance- Health Insurance- Reinsurance- Entry of Private Insurance Companies- Insurance Act. LIC Act, GIC Act. IRDA Act.	
Total Lecture Hours	**30**

BOOKS FOR STUDY:

➢ 1.Srivastava P.K. (2013), Banking Theory and Practice, Himalaya Publishing House, New Delhi

➢ 2. Heffernan, S. (2005). Modern Banking. John Wiley & Sons

➢ 3. Tyagi, C. L., & Tyagi, M. (2007). Insurance Law and Practice. Atlantic Publishers & Dist.

➢ 4. J. N. Jain, "Modern Banking and Insurance : Principles and Techniques", Regal publications, 2008

➢ 5. Prasada & Radhika Rao, "Trends of Modern Banking", BSP Publication, 2016.

BOOKS FOR REFERENCES:

➢ 1.Finsinger J. and M.V. Pauly (Eds.) (1986), The Economics of Insurance Regulation: A Cross National Study, Macmillan London.

➢ 2. Sethi, J., & Bhatia, N. (2012). Elements of Banking and Insurance. PHI Learning Pvt. Ltd..

➢ 3. Lewis, M. K. (1992). Modern Banking in Theory and Practice. Revue Economique, 203-227.

➢ 4. Tripathy, N. P., & Pal, P. (2005). Insurance: Theory and practice. PHI Learning Pvt. Ltd.

➢ 5. Muraleedharan, D. (2014). Modern Banking: Theory and Practice. PHI Learning Pvt. Ltd..

WEB RESOURCES:

❖ https://www.irdai.gov.in
❖ https://rbi.org.in
❖ https://www.studocu.com
❖ https://www.indiapost.gov.in/Financial/Pages/Content/pli.aspx
❖ https://licindia.in/

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED			ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL			NATIONAL		✓	GLOBAL	
Changes Made in the Course	Percentage of Change			No Changes Made			New Course		✓

* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.

COURSE OUTCOMES:		K LEVEL
On completion of this course, students will		
CO1	discern the functions and role of central bank.	**K1 & K2**
CO2	enables the learners understand the role of commercial banks in Economic Development.	**K1 & K2**
CO3	Understand the reforms in Banking Sector.	**K1 & K2**
CO4	Know the role of insurance in economic development.	**K1 & K2**
CO5	Know the Major Insurance Legislation in India and its growth.	**K1 & K2**

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3		
CO2	3	3	2	3	3	3	3	3		
CO3	3	3	3	2	2	3	3	3		
CO4	3	3	3	3	3	2	3	3		
CO5	3	3	3	3	3	3	2	3		

S- STRONG	**M – MEDIUM**	**L - LOW**

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	2
CO 2	3	3	3	2	2
CO 3	2	2	3	3	2
CO 4	3	3	3	3	3
CO 5	3	3	3	2	2
WEIGHTAGE	**14**	**14**	**15**	**13**	**11**
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	**2.8**	**2.8**	**3**	**2.6**	**2.2**

LESSON PLAN:

UNIT	Modern Banking and Insurance	HRS	PEDAGOGY
I	Evolution of Central Bank - Functions of a Central Bank – Objectives of	3	Chalk &talk ,ppt
	Monetary Policy – Credit Control Measures – Quantitative and Qualitative.	3	
II	Commercial Banks- Functions of Commercial Banks- Private and Public Sector Banks-	3	Chalk &talk, ppt
	Credit Creation - Commercial Banks's role- Payment Banks- functions-	3	

		Digital Banking-Tools – Methods		
III		Recent Banking Reforms: Regional Rural Banks Act 2014 – The Insuranc~~e~~ Laws Act – The Companies Act 2015 – Insolvency and Bankruptcy Code 2016.	**4** **2**	Chalk &talk ,ppt
IV		Insurance: Meaning and Types- Role of Insurance in Economic Development - Saving and Investment Aspects – Social Vs Private Insurance: Life Vs Non-Life Insurance. Classification of Life, Health and General Insurance Policies.	**3** **3**	Chalk &talk, ppt
V		Major Insurance Legislation- Growth of Industry- Agricultural Insurance- Health Insurance- Reinsurance- Entry of Private Insurance Companies- Insurance Act. LIC Act, GIC Act. IRDA Act.	**2** **4**	Chalk &talk, ppt, Assignment

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)				
			Section A	
Internal	**Cos**	**K Level**	**MCQs**	
			No. of. Questions	**K - Level**
CI **AI**	**CO1**	**K1 – K2**	**25**	**K1,K2**
	CO2	**K1 – K2**	**25**	**K1,K2**
CI **AII**	**CO3**	**K1 – K2**	**25**	**K1,K2**
	CO4	**K1 – K2**	**25**	**K1,K2**
Question Pattern CIA I & II		**No. of Questions to be asked**	**50**	
		No. of Questions to be answered	**50**	
		Marks for each question	**1**	
		Total Marks for each section	**50**	

* Two Formative examinations will be conducted as a part of Continuous Internal

Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I[st]

Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	**Section A (Multiple Choice Questions)**	**Total Marks**	**% of (Marks without choice)**	**Consolidate of %**
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	**50**	**50**	**100**	**100**
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	**50**	**50**	**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**	**Section A (MCQs)**	
			No. of Questions	**K – Level**
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-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)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

Distribution of Marks with K Level				
K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100

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