SYLLABUS

MANONMANIAM SUNDARANAR UNIVERISTY, TIRUNELVELI-12

UG COURSES – AFFILIATED COLLEGES

B.A. Economics

(Choice Based Credit System)
(with effect from the academic year 2021-2022 onwards)

Semester-II				
Part	**Subject Status**	**Subject Title**	**Subject Code**	**Credit**
I	Language	Tamil/Malayalam	C1TL21/ C1MY21	4
II	Language	Communicative English	C2EN21	4
III	Core - 3	Microeconomics - II	CMEC21	4
	Core - 4	Statistics for Economics - II	CMEC22	4
	Add on Major (Compulsory)	Professional English for Arts and Social Sciences – II	CPSS21	4
	Allied - 2	Economics of Marketing	CAEC21	3
IV	Common	Value Based Education	CVBE21	2

Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks

A. **Scheme for internal Assessment**:
Maximum marks for written test: **20 marks**
3 internal tests, each of **I hour** duration shall be conducted every semester.
To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:
Written test- 20 marks; Assignment -5 marks Total - 25 marks

B. Scheme of External Examination
3 hrs. examination at the end of the semester
A – Part : 1 mark question two - from each unit
B – Part : 5 marks question one - from each unit
C – Part : 8 marks question one - from each unit

- **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade point (GP)	Performance
1	90-100	O	10	Outstanding
2	80-89	A+	9	Excellent
3	70-79	A	8	Very Good
4	60-69	B+	7	Good
5	50-59	B	6	Above Average
6	40-49	C	5	Pass
7	0-39	RA	-	Reappear
8	0	AA	-	Absent

- **Cumulative Grade Point Average (CGPA)**

$$\mathbf{CGPA} = \frac{\mathbf{\Sigma\,(GP \times C)}}{\mathbf{\Sigma C}}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

- **Classification**
  a) First Class with Distinction : CGPA $\geq$ 7.5*****
  b) First Class : CGPA $\geq$ 6.0
  c) Second Class : CGPA $\geq$ 5.0 and $<$ 6.0
  d) Third Class : CGPA $<$ 5.0

Part I Tamil

இரண்டாம் பருவம்

21T	செய்யுள், இலக்கணம், உரைநடை, வாழ்க்கை வரலாறு, இலக்கிய வரலாறு	3	6	-	25	75	100

Course Code	**21T**	பகுதி – ஒன்று – பொதுத்தமிழ் - இரண்டாம்தாள் **(TITLE OF THE COURSE)**
பாடத்திட்டத்தின் நோக்கங்கள் (**Course Objectives**) ஆன்மிகச் சிந்தனையைஇ நீதி நெறிகளைப் புகட்டுதல்		
எதிர்பார்க்கும் படிப்பின் முடிவுகள் **(Expected Course Outcomes)**		
1. சமய இலக்கியங்கள் வழி, பக்தி நெறிகளை அறிவித்தல்		
2. நீதி நூல்கள் வாயிலாக ஒழுக்கச் சிந்தனைகளை எடுத்துரைத்தல்		
3. மொழி அமைப்பினை உணர்த்தி கடிதங்கள் எழுதப் பழக்குவித்தல்		
4. சான்றோர் வாழ்க்கை வரலாற்றினைப் போதித்து நல்வழிப்படுத்துதல		
5. சமயங்களால் படைக்கப்பட்ட இலக்கியங்களை அறிமுகம் செய்தல்		
K1 - நினைவில் கொள்ளுதல் **(Remember) K2-** புரிந்து கொள்ளுதல் **(understand) K3 -** விண்ணப்பித்தல் **(Apply) K4 -** பகுத்தாய்தல் **(Analyze) K5 -** மதிப்பிடு செய்தல் **(Evaluate) K6 -** உருவாக்குதல் **(Create)**		
Unit:1	**செய்யுள்**	**30 Hours**
தேவாரம் முதல் நன்னெறி வரை - பல்கலைக்கழக வெளியிடு, அனுசித்ரா பப்ளிகே'ன்ஸ,; சென்னை-33.தொலைபேசி எண் : 044-24743719, Email : anuchitrapublications@gmail.com.		
Unit:2	**இலக்கணம் : சொல் இலக்கணம்**	**15 Hours**

2. பெயர்ச்சொல் - இலக்கணம், வகைகள்
3. வினைச்சொல் - இலக்கணம், வகைகள்
4. இடைச்சொல் - இலக்கணம், ஏகார, ஓகார, உம்மை இடைச்சொற்கள்.
5. உரிச்சொல் - இலக்கணம், வகைகள்
6. கடிதங்கள்
   - முறையிட்டுக் கடிதம்
   - வேண்டுகைக் கடிதம்
   - விண்ணப்பக் கடிதம்
   - பத்திரிகையில் செய்திகள் வெளியிடுவதற்குப் பயிற்சி அளித்தல்

Unit:3	**உரைநடை**	**15 Hours**

உரை அமுதம் - தொகுப்பாசிரியர் - முனைவர் கெ.செல்லத்தாய்,
உங்கள் நூலகம், சென்னை -14 தொலைபேசி எண் : 044-28482441

Unit:4	**வாழ்க்கை வரலாறு**	15 **Hours**

மனோன்மணியம் சுந்தரனாரின் வாழ்வும் பணியும்
ஆசிரியர் முனைவர் அ.கா.பெருமாள்,
நெஸ்லிங் புக்ஸ் பப்ளீஷிங், சென்னை -50
தொலைபேசி எண் : 044-26251968, 26258410, 48601884

Unit:5	**இலக்கிய வரலாறு**	**15 Hours**

1. பன்னிரு திருமுறைகள்
2. நாலாயிரத் திவ்விய பிரபந்தம்
3. சமண இலக்கியங்கள்
4. பௌத்த இலக்கியங்கள்
5. கிறித்துவ இலக்கியங்கள்
6. இஸ்லாமிய இலக்கியங்கள்
7. அறநூல் பெயர்கள் மட்டும் (பதினெண் கீழ்க்கணக்கில்)

PART-1 MALAYALAM

SECOND SEMESTER
PAPER – II
A1MY21 - ഗദ്യസാഹിത്യം (Gadyasahithyam) - Prose Literature

OBJECTIVE OF THE STUDY

The aim is to impart a general understanding of the origin of Malayalam prose and the various forms of prose literature. The origin and development of Malayalam Short-Story and Novel should be briefed. For detailed study a Short-Story & a Novel of famous authors are prescribed. The change from the early short stories and novel to the present should be introduced. The teacher should explain the theme, structure and narrative style of the authors in detail. The development of prose literature should be introduced on the basis of the texts for detailed study.

UNIT - 1- Short-Story

ചെറുകഥ

ആദ്യകാല ചെറുകഥകൾ - എഴുത്തുകാർ - വളർച്ച - വികാസം - ചെറുകഥയുടെ ആധുനിക കാലം - ഉത്തരാധുനിക കാലം - സാങ്കേതിക വിദ്യ - ആസ്വാദനരീതി - മാറ്റം

FOR DETAILED STUDY

1. കാരൂർ നീലകണ്ഠപ്പിള്ള - ഉതുപ്പാന്റെ കിണർ
2. കെ. ആർ. മീര - കൃഷ്ണഗാഥ

UNIT - 2- Novel

നോവൽ

നോവലിന്റെ ഉത്ഭവവും വളർച്ചയും - ആദ്യകാല നോവലുകൾ - വിവിധതരം നോവലുകൾ - ആധുനികകാലം - ഉത്തരാധുനിക പ്രവണതകൾ

FOR DETAILED STUDY

3. വൈക്കം മുഹമ്മദ് ബഷീർ - മതിലുകൾ

UNIT - 3- Memoris

സ്മരണ

ആത്മകഥ - ജീവചരിത്രം - സ്മരണ തുടങ്ങിയവയുടെ വ്യത്യാസങ്ങളെക്കുറിച്ച് - സംസ്കാരം - സമൂഹം - ചരിത്രം തുടങ്ങിയ അറിവുകൾ

FOR DETAILED STUDY

4. കലാമണ്ഡലം കൃഷ്ണൻനായർ - ഗുരുസ്മരണ

UNIT - 4- Travalogue

സഞ്ചാരസാഹിത്യം

യാത്രാവിവരണഗ്രന്ഥങ്ങളുടെ പ്രത്യേകതകൾ - പ്രസക്തി - വായനാനുഭവം - സാഹിത്യാനുഭവം - ചരിത്രം - സംസ്കാരം എന്നിവയുമായുള്ള ബന്ധം

FOR DETAILED STUDY

5. എം. പി. വീരേന്ദ്രകുമാർ - ഹൈമവതഭൂവിൽ
(അഞ്ച്, ആറ്, ഏഴ് അധ്യായങ്ങൾ)

UNIT - 5- Essays

ഉപന്യാസം

ഉപന്യാസരചനയുടെ തത്ത്വങ്ങൾ - പ്രസക്തി - വ്യത്യസ്ത മേഖലകളുമായി ബന്ധപ്പെടുന്നവ അവതരിപ്പിക്കുന്ന രീതി - ചരിത്രപശ്ചാത്തലം

FOR DETAILED STUDY

6. പ്രൊഫ. എം. എൻ. വിജയൻ - മനസ്സും മാധ്യമങ്ങളും

REFERENCE BOOKS

മലയാള ചെറുകഥാ സാഹിത്യചരിത്രം - ഡോ. എം. എം. ബഷീർ
ചെറുകഥ ഇന്നലെ ഇന്ന് - എം. അച്ചുതൻ
ചെറുകഥയുടെ ഛന്ദസ്സ് - വി. രാജകൃഷ്ണൻ
മലയാളനോവൽ സാഹിത്യചരിത്രം - ഡോ. കെ. എം. തരകൻ
കൈരളിയുടെ കഥ - പ്രൊഫ. എൻ. കൃഷ്ണപിള്ള
ചെറുകഥാപ്രസ്ഥാനം - എം. പി. പോൾ
ഗദ്യപഥം - പ്രകാശനവിഭാഗം, കേരള സർവ്വകലാശാല
ഗദ്യമാലിക - പ്രകാശനവിഭാഗം, കേരള സർവ്വകലാശാല
ആത്മകഥാസാഹിത്യം മലയാളത്തിൽ - ഡോ. നടുവട്ടം ഗോപാലകൃഷ്ണൻ
ജീവചരിത്രസാഹിത്യം - ഡോ. കെ. എം. ജോർജ്ജ്
സഞ്ചാരസാഹിത്യം മലയാളത്തിൽ- വി. രമേഷ്ചന്ദ്രൻ
സഞ്ചാരികളും ചരിത്രകാരന്മാരും - വേലായുധൻ പണിക്കശ്ശേരി
ശുദ്ധമലയാളം - പ്രൊഫ. പന്മന രാമചന്ദ്രൻ

PART II ENGLISH

Unit I

1. Listening and Speaking
    a. Listening and responding to complaints (formal situation)
    b. Listening to problems and offering solutions (informal)

2. Reading and writing
    a. Reading aloud (brief motivational anecdotes)
    b. Writing a paragraph on a proverbial expression/motivational idea.

3. Word Power/Vocabulary
    a. Synonyms & Antonyms

4. Grammar in Context
    a. Adverbs
    b. Prepositions

Unit II

1. Listening and Speaking
    a. Listening to famous speeches and poems
    b. Making short speeches- Formal: welcome speech and vote of thanks.
    Informal occasions- Farewell party, graduation speech

2. Reading and Writing
    a. Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic)
b. Reading poetry
    b.i. Reading aloud: (Intonation and Voice Modulation)
    b.ii. Identifying and using figures of speech - simile, metaphor, personification etc.

3. Word Power
    a. Idioms & Phrases
4. Grammar in Context
    Conjunctions and Interjections

Unit III

1. Listening and Speaking
    a. Listening to Ted talks
    b. Making short presentations – Formal presentation with PPT, analytical presentation of graphs and

reports of multiple kinds
c. Interactions during and after the presentations

2. Reading and writing
   a. Writing emails of complaint
   b. Reading aloud famous speeches

3. Word Power
   a. One Word Substitution

4. Grammar in Context: Sentence Patterns

Unit IV

1. Listening and Speaking
   a. Participating in a meeting: face to face and online
   b. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks.

2. Reading and Writing
   a. Reading visual texts – advertisements
   b. Preparing first drafts of short assignments

3. Word Power
   a. Denotation and Connotation
4. Grammar in Context: Sentence Types

Unit V
1. Listening and Speaking
   a. Informal interview for feature writing
   b. Listening and responding to questions at a formal interview
2. Reading and Writing
   a. Writing letters of application

3. Word Power
   a. Collocation

4. Grammar in Context: Working With Clauses

Core –3
MICRO ECONOMICS – II

Objective:

To enable the students to understand the basic concepts of Cost, Revenue, Market Structure and Distribution Theories.

Unit I:

Cost and Revenue

Cost concepts – Fixed Cost and Variable Cost – Average Cost and Marginal Cost – Short-Run Cost Curves – Long Run curves - Reason for 'U' Shaped Curve – Revenue concepts.

Unit II:

Market Theories

Perfect Competition: Features – Price determination – Equilibrium of Firm and Industry. Monopoly: Types – Features – Price Determination. Monopolistic Competition: Features – Price determination (General).

Unit III:

Distribution Theory

The Marginal Productivity Theory of Distribution – Rent – Ricardian Theory of Rent – Quasi-Rent – Modern Theory of Rent – Situation Rent – Scarcity Rent.

Unit IV:

Wages

Wages – Money Wage – Real Wage – Causes for difference in wage – Theories of Wages – Subsistence Theory of Wages – Standard of living Theory – Wage fund Theory – Residual Claimant Theory – Trade Union and Wages.

Unit V:

Interest and Profit

Interest – Net Interest – Gross Interest – Theories of Interest: Liquidity Preference Theory – Loanable Fund Theory – Profit – Net Profit – Gross Profit – Theories of Profit: Risk Theory - Uncertainty Theory – Dynamic Theory – Innovation Theory.

References:

1. K.P.M.Sundaram & M.C.Vaish, Principles of Economics, Vikas Publishing House Pvt.Ltd., 1982.
2. M.L.Seth, Principles of Economics, Lakshmi Narain Agarwal, 2017.
3. M.L.Jhingan, Micro Economic Theory, Vrinda Publications Pvt.Ltd., 2014.
4. H.L.Ahuja, Principles of Microeconomics, A New-Look Text Book of Microeconomic Theory, S Chand Company Ltd., 2020
5. D.Bose & A.Marimuthu, An Introduction to Micro Economics, Himalaya Publishing House, 2015.

Core – 4

STATISTICS FOR ECONOMICS-II

Objective:

To learn the use of statistical concepts with greater precision and have a proper understanding of statistical applications in Economics.

Unit I:

Correlation

Meaning – Types - Methods of Measuring Correlation: a)Karl Pearson's Co-efficient of Correlation b)Spearman's Rank Correlation - Uses and Limitations of Correlation.

Unit II:

Regression

Definition - Difference between Correlation and Regression - Estimation of Regression Equations - Uses of Regression.

Unit III:

Analysis of Time Series

Meaning – Components - Measurement of Trend: a) Graphic Method b) Method of Semi Averages c) Method of Moving Averages d) Method of Least Squares - Uses of Time Series.

Unit IV:

Index Number

Definition – Types - Problems in the construction of Index Numbers - Methods of Weighted Aggregate Index Number: a)Laspeyre's Method b)Paasche's Method c)Fisher's Method - Test of Consistency of Index Numbers: a) Time Reversal Test b) Factor Reversal Test - Consumer Price Index - Uses and Limitations of Index Numbers.

Unit V:

Probability and Association of Attributes

Probability: Meaning - Types of Events - Theorems of Probability: a) Addition Theorem b) Multiplication Theorem -Simple Problems - Association of Attributes: Meaning - Types of Association - Yule's Co-efficient of Association.

References:

1. S.P.Gupta, Statistical Methods, Sultan Chand & Sons, 2012.

2. R.S.N.Pillai, & Bagavathi, Statistics:Theory & Practice, S.Chand & Company Ltd., 2019.
3. M.Wilson,Business Statistics, Himalaya Publishing House, 2020.
4. S.Sachdeva, Quantitative Techniques, Lakshmi Narain Agarwal Educational Publishers, 2017.
5. Mohan Singhal, Elements of Statistics-Theory and Practice, Lakshmi Narain Agarwal Educational Publishers, Agra.

Professional English for Arts and Social Science Colleges

Objectives:

The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges,

• Develop their competence in the use of English with particular reference to the workplace situation.

• Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.

• Develop their competence and competitiveness and thereby improve their employability skills.

• Help students with a research bent of mind develop their skills in writing reports and research proposals.

Unit 1- Communicative Competence

Listening – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

Unit 2 - Persuasive Communication

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (usingvideo conferencing skills)
Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit 4 - Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. https://www.youtube.com/watch?v=tpvicScuDy0)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating webpages, blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions(subject based)

Unit 5- Workplace Communication& Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing
Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Outcomes of the Course

At the end of the course, learners will be able to,

• Attend interviews with boldness and confidence.

• Adapt easily into the workplace context, having become communicatively competent.

• Apply to the Research &Development organisations/ sections in companies and offices with winning proposals

Allied –2

ECONOMICS OF MARKETING

Objective:

Train the students to understand the basic marketing concepts and apply their knowledge and skill in the Marketing field.

Unit I:

Marketing

Meaning – Evolution - Classification – Features – Objectives of Marketing – Importance of Marketing – Marketing and selling – Modern Marketing – Role of Marketing in Economic Development.

Unit II:

Functions of Marketing

Buying – Classes of Buyers - Problems of Buying – Elements of Buying - Purchasing Methods – Assembling: Advantages and Problems – Selling: Elements – Kinds.

Unit III:

Product Planning

Features - Classification - Product line —Product life cycle - Product Differentiation - Product Mix strategies.

Unit IV:

Standardization

Meaning - Types of Standards – Grading – Types of Grading – Methods of Grading – Significance – Control of Standard – ISI – AGMARK.

Unit V:

Storage and Channels of Distribution

Storage: Meaning - Essentials of a Good Storage. Channels of Distribution: Types of Channels of Distribution – Middlemen – Functions of Middlemen – Wholesaler – Functions of Wholesaler – Retailer – Functions of Retailer - Recent trends in marketing –Online marketing.

References:

1. R.S.N Pillai & Bhagavathi, Modern Marketing Principles and Practices, S. Chand Publishing, 2018.
2. Philip Kotler, Marketing Management Practice, Hall of India Pvt Ltd., New Delhi
3. Marketing by Dr. N. Rajan Nair & Sanjith R Nair, Sultan Chand &Sons, 2016.
4. Sundar K, Essentials of Marketing, Vijay Nicole Imprints Private Limited,Chennai, 2016.

Value Based Education

II Semester

Course Objectives:

The course will enable the student to:

1. state the meaning of social justice, human rights, Globalization, mass media and new media

2. enumerate the rights of women, children, Dalits, minorities and physically challenged as per Indian constitution

3. comprehend the social realities and issues and challenges in globalization and inculcate an essential value system towards building a healthy society

Course Prerequisites:

a. positive attitude towards social justice and communal harmony

b. aspiration to create a better world

c. respect for Indian constitution, humanity, ethics and value

Course Outcome (COs):

After completing the course the students will be able to:

CO1: Identify the contribution of social reformers and factors that influence social justice

CO2: Compare and list the legal rights provided to women, children, Dalits, minorities and physically challenged as per human rights and Indian constitution

CO3: Stay as a responsible citizen and raise voice for any violence against women

CO4: analyze the prospects and challenges in mass media role of media in

CO5: assess the influence of new media on children and youth and use them to inculcate communal harmony and social justice

CO6: frame their own personal values based on social ethics to moderate the social issues and lead a secular society

Course Outline: The course inculcates value and ethics in individual for being a responsible citizen and build a nation with social justice and communal harmony.

Unit I:

Social Justice

Social Justice: definition – need – parameters – influencing factors – caste and gender – contributions of social reformers.

Unit II:

Human Rights and Marginalized People

Human Rights: concept – principles – human rights and Indian constitution – Rights of Women and children – violence against women – Rights of marginalized people, women, children, dalits, minorities and physically challenged.

Unit III:

Social Issues and Communal Harmony

Social issues: causes and magnitude – alcoholism, drug addiction, poverty, unemployment – Communal harmony: concept – religion and its place in public in public domain – separation of region from politics – secularism role of civil society.

Unit IV:

Media Education and Globalized World Scenario

Mass media: functions, characteristics, need and purpose – effects and influence – youth and children – media power – socio cultural and political consequences – mass mediated culture – consumeristic culture – Globalization – New media: prospects and challenges

Unit V: **Values and Ethics**

Personal values – family values – social values – cultural values – Professional values – and overall ethics – duties and responsibilities

Reference Books:

1. Francis, K. (1993). Education reform for social justice (Vol. 2). Discovery publishing house
2. Satvinder Juss. (2020). Human rights in India. Routledge
3. Smarak Swain, S. (2011). Social issues of India. New Vishal publications
4. Chakraborty, S. K., Chakraborty, D. (2006). Human Values and Ethics. ICFAI University Press
5. David Buckingham. (2013). Media Education: Literacy, Learning & Contemporary culture. Wiley
Publishers.