

S.K.S.D. MAHILA KALASALA, UG & PG (AUTONOMOUS), TANUKU
BA Economics Syllabus under CBCS
I Year B. A.
Semester – I
Micro Economics - I
(w.e.f.2019-2020)

Unit -1 : Interdiction:

Nature, definition and scope of Economics - Wealth, Welfare, Scarcity and modern definitions.

Unit -2 : Methodology in Economics

Micro & Macro; Static and Dynamic analysis; Normative and positive science, Inductive & Deductive methods; Partial and general Equilibrium.

Unit – 3:Demand analysis

Law of Demand - Elasticity of Demand - Measurement of Elasticity of Demand - Price, Income & Cross Elasticities of Demand.

Unit – 4:Utility analysis:

cardinal approach-The Law of diminishing Marginal utility- The Law of Equi-Marginal Utility- concept of consumer's surplus -Ordinal Approach: Indifference Curve analysis - Properties of Indifference curves - Price or budget line - Equilibrium of the Consumer with the help of Indifference curves – Income effect , Price effect, Substitution effect.

Unit – 5: Theory of Production-

Production function-Concept of homogeneous production function-Cobb-Douglas Production function- Law of variable proportions-Law of Returns to Scale – concept of ISO Quant.

REFERENCES:

1. R.G. Lipsey and K.A.Chrysal - "Economics", Oxford University Press, 10/e, 2004.
2. P.A.Samuelson & W.D. Nordhaus-"Economics", Tata Mc.Graw Hill, 18/e, 2005.
3. N.Gregory Mankiw-"Principles of Economics", Thompson 2015 .
4. H.L.Ahuja-"Advanced Economic Theory" S.Chand.
5. M.L.Seth-"Micro Economics", Laxmi Narayana Agarwal, 2015.
6. Bilas, A.-"Micro Economic Theory", International Student Edition, Mc.Graw Hill, 1971.

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B. A. ECONOMICS

I Year B. A.

Semester – II

Micro Economics – II

(w.e.f.2019-2020)

Unit – 1: Cost and Revenue :

Different Concepts of Costs – Explicit & Implicit, Opportunity, Total – fixed and Variable Costs, Marginal & Average Costs & its Relationship. Concept of Revenue – Total, Marginal & Average Revenue and Break – Even Point – Concept of Supply

Unit – 2: Perfect competition Market:

Analyze different types of Market structures - Perfect Competition - Price determination and equilibrium of firm and industry under perfect competition -

Unit – 3 : Imperfect Competition Markets

Monopoly - Price determination - Price discrimination. Monopolistic competition - price determination - Oligopoly - Kinked demand curve approach – Survey on Markets.

Unit – 4 : Distribution – Wages:

Marginal Productivity theory of distribution - Theories of wage determination Subsistence theory of wages, Standard of living theory of wages, Modern theory of wages Wages and collective bargaining - concept of minimum wage.

Unit – 5: Distribution – Interest, Rent , Profit -

Theory of Rent: Ricardian theory of rent - Quasi rent concept of Alfred Marshall. Theories of Interest - Profit - dynamic, innovations, Risk and Uncertainty theories.

REFERENCES:

1. R.G. Lipsey and K.A. Chrystal - "Economics", Oxford University Press, 10/e, 2004.
2. P.A.Samuelson & W.D. Nordhaus-"Economics", Tata Mc.Graw Hill, 18/e, 2005.
3. N.Gregory Mankiw-"Principles of Economics", Thompson 2015.
4. H.L.Ahuja-"Advanced Economic Theory" S.Chand, 2004.
5. M.L.Seth-"Micro Economics", Laxmi Narayana Agarwal, 2015.
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B. A. ECONOMICS

II Year B. A.

Semester – III

Macro Economics - I

(w.e.f.2019-2020)

Unit – 1: Introduction to Macro Economics:

Meaning, definition of Macro Economics - Importance of Macro Economics-
Difference between Micro and Macro Economics - Paradox of Macro Economics
-Limitations - Various Economies (Capital , Socialistic, Mixed Economies)

Unit – 2 : National Income:

National Income - Definitions, Concepts of National Income - Measurement of
National Income- Circular flow of Income in Two & Three Sectors economy

Unit – 3:Classical theory of Employment

Classical theory of Employment - Say's Law of Markets and its implications –
A.C. Pigou's Wage theory.

Unit – 4 : Keynesian Theory of Employment :

Keynesian Theory of Employment - Consumption function – Investment
Function - Marginal Efficiency of Capital (MEC)- Concepts of multiplier and
accelerator

Unit – 5 : Monetary Theory :

Money Definitions - Barter System - Problems - Meaning and Functions of
Money - Classification of money - Gresham's Law – RBI classification of Money.
Theories of Money - Fisher's Quantity theory of Money Cambridge approach
Keynes theory of liquidity preference .

REFERENCES:

1. Grackle - "Macro Economics Theory and Policy", Collier Macmillan, 1978.
2. E.Shapiro - "Macro Economic Analysis", Galgotia Publications, 1999.
3. Central Statistical Organisations - "National Accounts Statistics".
4. R.Dornbush, s.Fisher and R.Startz - "Macro Economics", Tata Mc.Graw Hill, 9/e, 2004.
5. M.L.Seth-"Macro Economics", Lakshmi Narayana Agarwal, 2015.
6. K.P.M. Sundaram - "Money, banking & International Trade", Sultan Chand, 2010.
7. Dillard, D - "The Economics of John Maynard Keynes", Crosby Lockwood & Sons.

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B. A. ECONOMICS

II Year B. A.

Semester – IV

Macro Economics – II

(w.e.f.2019-2020)

Unit – 1:Trade Cycles

Trade Cycles - meaning and definition - Phases of a Trade Cycle -Inflation - definition - types of inflation - causes and effects of inflation measures to control inflation.

Unit – 2:Banking

Banking: Meaning and definition -Functions of Commercial Banks - Concept of Credit creation-Functions of RBI- Monetary and Exchange rate policies - Recent developments in banking sectors.

Unit – 3:Non-Bank Financial Institutions:

Non-Bank Financial Institutions – Types of NBFIs - Factors contributing to the Growth of NBFIs --Money market – Defects of Indian money market

Unit – 4: Concepts of Stock Market:

Concepts of Shares-Debentures - Stock Market - Functions - Primary and Secondary Markets - Concept of Online Trading – Concept of DEMAT Account - SEBI - Insurance - Life Insurance and General Insurance.

Unit – 5 : Macro Economic Policy

Macro Economic Policy – Concepts of Fiscal, - Importance of International Trade - Regional and International Trade – Concepts of Balance of Trade and Balance of Payment.

REFERENCES:

1. G.Ackley - "Macro Economics Theory and Policy", Collier Macmillan, 1978.
2. E.Shapiro - "Macro Economic Analysis", Galgotia Publications, 1999.
3. Central Statistical Organisations - "National Accounts Statistics".
4. R.Dornbush, s.Fisher and R.Startz - "Macro Economics", Tata Mc.Graw Hill, 9/e,2004.
5. M.L.Seth-"Macro Economics", Lakshmi Narayana Agarwal, 2015.
6. K.P.M. Sundaram - "Money, banking & International Trade", Sultan Chand, 2010.
7. Dillard, D - "The Economics of John Maynard Keynes", Crosby Lockwood & Sons.
8. M.N.Mish ra & S.B.Mishra - "Insurance Principles & Practice" S.Chand 2012.

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III B. A. ECONOMICS

Semester – V

Paper – V (Core Paper)

Paper : Economic Growth and Development

(w.e.f.2019-2020)

Unit – 1: Concept of Economic Growth and Development :

Concept of Economic Growth - Distinction between economic growth and development - Measurement of economic development - Theories of Economic Growth: Rostow, Karl Marx and Harrod & Domar Models.

Unit – 2: Sustainable development

Sustainable development - Balanced and unbalanced growth-choice of techniques Labour intensive and capital intensive methods.

Unit – 3: Indian Economy

Basic features of the Indian Economy - Natural Resources - Important Demographic features- Concept of Population Dividend - Population Policy.

Unit – 4: National Income in India

National Income in India - trends and composition-poverty, inequalities and Unemployment - Measures taken by the Government. - MGNREGS

Unit – 5 :Economic reforms

Economic reforms - liberalization, privatization and globalisation - concept of inclusive growth.

REFERENCES:

1. Dhingra, I.C - "Indian Economy", Sultan Chand, 2014.
2. Ruddar Dutt and K.P.M. Sundaram - "Indian Economy", S.Chand & Co., 2015.
3. G.M.Meier -"Leading Issues in Economic Development", Oxford University Press, New York,.
4. M.P.Todaro - "Economic Development", Longman, London 6/e, 1996.
5. Reserve Bank of India - Hand book of Statistics on Indian Economy (Latest).
6. S.K.Misra & V,K,Puri - "Indian Economy", Himalaya Publishing House, 2015.
7. R.S.Rao, V.Hanumantha Rao & N.Venu Gopal (Ed) - Fifty Years of Andhra Pradesh (1956-2006), Centre for Documentation, Research and Communications, Hyderabad, 2007.
8. G.Omkarnath - Economics - A Primer for India - Orient Blackswan, 2012.
9. Benjamin Higgins - Economic Development
10. Telugu Academy Publications.
11. Dr. Ch.S.G.K. Murthy, Indian Economy - Gitam University



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B. A. ECONOMICS

Semester – V

Paper – VI

Paper : Indian Economy

(w.e.f.2019-2020)

Unit – 1:Agricultural Sector:

Indian Agriculture - Importance of Agriculture in India - Agrarian structure and relations- Factors determining Productivity- Agricultural Infrastructure - Rural credit - Micro Finance - Self Help Groups (SHGs) - Agricultural Price policy- concept of Crop Insurance - Food Security.

Unit – 2: Industrial Sector

Structure and growth of Indian Industry - Industrial policies of 1956 & 1991 Meaning of Micro small and Medium Enterprises (MSMEs)- Problems and Prospects of small scale Industries in India.

Unit – 3 : Service Sector

Disinvestment in India - FEMA - Foreign direct investment - Services Sector in India – Reforms in Banking and Insurance -, IT, Education and Health.

Unit – 4: Planning in India

Planning in India Economy - Objectives of Five year plans - Review of Five year Plans - Current Five year plan- NITI Aayog

Unit – 5 :Andhra Pradesh Economy

Andhra Pradesh Economy - Population - GSDP - Sector Contribution and trends - IT – Small Scale Industry - SEZs.

REFERENCES:

1. Dhingra, I.C - "Indian Economy", Sultan Chand, 2014.
2. Ruddar Dutt and K.P.M. Sundaram - "Indian Economy", S.Chand & Co., 2015.
3. G.M.Meier - "Leading Issues in Economic Development", Oxford University Press, New York, 3/e.
4. M.P.Todaro - "Economic Development", Longman, London 6/e, 1996.
5. Reserve Bank of India - Hand book of Statistics on Indian Economy (Latest).
6. S.K.Misra & V,K,Puri - "Indian Economy", Himalaya Publishing House, 2015.
7. R.S.Rao, V.Hanumantha Rao & N.Venu Gopal (Ed) - Fifty Years of Andhra Pradesh (1956-2006), Centre for Documentation, Research and Communications,Hyderabad,2007.
8. G.Omkarnath - Economics - A Primer for India - Orient Blackswan, 2012.
9. Telugu Academy Publications.
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B. A. ECONOMICS

III Year B. A. Programme (UG) Courses

Semester – VI

Paper (Elective)-- AGRICUTURAL ECONOMICS

Unit-1 :

Nature and Scope of Agricultural Economics. Factors affecting agricultural development: technological, institutional and general. Interdependence between agriculture and industry.

Unit-2 :

Concept of production function : input-output and product relationship in farm production. Systems of farming, farm size and productivity

Unit-3

Growth and productivity trends in Indian agriculture with special reference to Andhra Pradesh. Agrarian reforms and their role in economic development.

Unit-4

Indian Agricultural systems - Land reforms - New agriculture strategy and Green revolution : and its Impact

Unit-5

Agricultural markets and exports; policy controls and regulations relating to industrial sector with specific reference to agro-industries in agri-business enterprises.

REFERENCE BOOKS

1. Sadhu An, Singh Amarjit and Singh Jasbir (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi
2. Lekhi RK and Singh Joginder, Agricultural Economics, Kalyani Publishers
3. Bhaduri, A. (1984), The Economic Structure of Backward Agriculture, Macmillan, Delhi.
4. Bilgrami, S.A.R. (1996), Agricultural Economics, Himalayas publishing house, Delhi.
5. Dantwala, M.L. et.al (1991), Indian Agricultural Development Since Independence, Oxford & IBH, New Delhi.



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B. A. ECONOMICS

III Year B. A.

Semester – VI

Paper –Cluster-1:Agribusiness Environment in Andhra Pradesh

Unit-1

Role of agriculture in development process in Andhra Pradesh vis-à-vis other developed states. Economy wide effects of agriculture in Andhra Pradesh through trickle down effects. Backward and forward linkages of agriculture with rest of economy.

Unit-2

Agricultural finance-importance in modern agriculture- performance of agricultural finance in Andhra Pradesh -problems of agricultural finance – Inter linkages of agricultural credit and other input markets and product markets.

Unit-3

Dynamics of agriculture-crop (horticulture, field crops), sector-livestock (poultry dairy and fisheries) sector and inter linkages among the sectors. Agribusiness sector in Andhra Pradesh-salient features, constraints, sub sectors of agribusiness-input sector, production sector, processing sector.

Unit-4

Growth performance of major agricultural commodities in Andhra Pradesh-production and processing trends in exports and imports of major agricultural commodities.

Unit-5

Marketing policy- structure of agri markets – regulated markets – need – activities – structure – APMC act – market legislations – Role of Farmer Groups in the marketing of Agricultural Produce.

References:

1. Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.
2. Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.
3. Francis Cherunilam 2003. Business Environment. Himalaya Publ.



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B. A. ECONOMICS

III Year B. A.

Semester – VI

Paper -Cluster-2:Agricultural output Marketing

Unit-1

Structure and Model of Agri-Marketing Organizations with functions: Functions of intermediaries, Marketing Practices in Primary and secondary and terminal market, Regulated markets, co-operative marketing.

Unit-2

Marketing costs and margins, Marketing Finance. Marketing Structure of Major agricultural commodities, food grains: Rice, and Maize. Cash Crops; Cotton, Oil Seeds, Vegetables and Fruits, Milk, Meat and Poultry products.

Unit-3:

Problems and Challenges in Agriculture Marketing - Market Yards - Support prices - Rural Warehousing.

Unit-4:

State Intervention in Agricultural Marketing, Role of Various agencies (Andhra Pradesh Agro, MARKEED, State Department, and FCI, Tobacco Board, Cotton Corporation) and its impact on market efficiency. Agriculture Price Commission.

Unit-5:

Inter-regional and international trade in agriculture; emerging scenario of international trade in agricultural commodities; concept of terms of trade and balance of payments,. WTO and Indian agriculture with special reference to Andhra Pradesh.

References:

1. C.S.G.Krishnamacharyulu & Lalitha Ramakrishnan, "Rural Marketing: Text and Cases", Pearson Education, New Delhi.
2. Awadhesh Kumar Singh & Satyaprakash Pandey, Rural Marketing: Indian Perspective, New Age International Publishers, New Delhi.

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B. A. ECONOMICS

III Year B. A. Semester – VI

**Paper –Cluster-3:Agricultural Input Marketing
(Project)**

Unit-1

Agri input marketing – Meaning and importance – distinctive features of Agri. Input marketing – Distribution channels of agri. Inputs – Private, Government, Co-operative and Joint sector. Agri inputs promotional programme – concepts and techniques.

Unit-2

Issues in seed marketing – determinants of seed demand – private sector contribution – public sector support to private sector – Distinctive features of Seed Marketing vis – a – vis other Input Marketing – strengths and weaknesses on Indian seed industry.

Unit-3

Fertilizer industry scenario – public, private, co-operative and joint sector role – fertilizer production consumption, and imports – fertilizer marketing characteristics. Biofertilizers – its role and scope – major constraints involved – production level – market level – field level. Marketing network/ channels.

Unit-4

Pesticide industry – an overview – nature of industry growth – consumption crop wise, area wise – demand and supply – market segmentation.-IPM concept development – biopesticides – its role and scope.

Unit-5

Agricultural mechanization – benefits and importance and future priorities – scenario of farm implements and machinery sector – economic advantage of mechanization – contribution of agricultural mechanization – Need for the development of agricultural machinery and implements to suit the local resource endowments.

References:

1. Acharya SS & Agarwal NL 2004, Agricultural Marketing in India – Oxford & IBH.
2. Sharma Premjit 2008, Marketing of Seeds – gene Tech Books, New Delhi.
3. Marketing of the Agri. Inputs – IIMA publications.
4. State of the Indian Farmer - Input Management, Ministry of Agriculture, GOI, Academic Foundation, New Delhi-2004

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SEMSETER – I

B.COM (GEN.,)

Business Economics-I

(w.e.f.2019-2020)

Unit-I- Introduction

Meaning and Definitions of Business Economics - Nature and scope of Business Economics- Micro and Macro Economics and their differences.

Unit-II- Demand Analysis

Meaning and Definition of Demand - Determinants of Demand -- Demand function – Law of demand- Demand Curve - Exceptions to Law of Demand – Demand forecasting - Methods

Unit -III- Elasticity of Demand

Meaning and Definition of Elasticity of Demand – Types of Elasticity of Demand – Measurements of Price elasticity of demand – Total outlay Method – Point Method – Arc Method.

Unit - IV Production

Production – Meaning – Concept of Factors of Production – Production Function – Meaning – Scale of Production – Economies and Dis-Economies of Scale – Cobb-Douglas Production Function.

Unit-V- Cost and Revenue Analysis

Classification of Costs – Total - Average – Marginal and Cost function – Long-run – Short-run – Total Revenue - Average revenue – Marginal Revenue - Fixed Cost – Semi-variable Cost – Variable Cost– Cost behavior - Breakeven Analysis - Its Uses and limitations

Reference Books

1. S.Sankaran, Business Economics, Margham Publications, Chennai.
2. Business Economics - Kalyani Publications.
3. Business Economics – Himalaya Publishing House.
4. Aryasri and Murthy Business Economics, Tata McGraw Hill.
5. Business Economics, Maruthi Publications.

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SEMESTER – II

B.COM (GENERAL)

Business Economics-II

(w.e.f.2019-2020)

Unit-I: Market Structure-I:

Concept of Market - Market structure - Characteristics - Perfect competition - price - Price determination and equilibrium in the short and long run.

Unit – II : Market Structure II: Monopoly- characteristics - out-put in the short and long run - Defects of Monopoly – Distinction between Perfect competition and Monopoly - Monopolistic Competition - Characteristics - Product differentiation - Price and output in the short and long - run

Unit-III Market Structure-III:

Oligopoly - characteristics - Price rigidity - Kinked Demand Curve - Distribution - Concepts - Marginal Productivity - Theory of Distribution - Survey on Markets

Unit-IV National Income and Economic Systems:

National Income - Definition – Concepts - Measurement – Trends in National Income in India.

Unit-V Structural Reforms:

Concepts of Economic liberalization, Privatization, Globalization -WTO Objectives - Functions - Trade cycles - Meaning - Phases - Benefits of International Trade – Concepts of Balance of Trade and Balance of payments.

Reference Books:

1. Aryasri and Murthy, Business Economics, Tata McGraw Hill
2. H.L Ahuja, Business Economics, Sultan Chand & Sons
3. KPM Sundaram, Micro Economics
4. Mankiw, Principles of Economics, Cengage Publications
5. Mithani, Fundamentals of Business Economics, Himalaya Publishing House
6. DAR Subrahmanyam &V Hari Leela, A Text Book on Business Economics, Maruthi Publishers.
7. A.V. R. Chary, Business Economics, Kalyani Publishers, Hyderabad.

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SEMESTER – II

B.COM (VOC)

Business Economics

(w.e.f.2019-2020)

Unit-I- Introduction

Meaning and Definitions of Business Economics - Nature and scope of Business

Economics

Unit-II- Demand Analysis

Definition - Determinants of Demand - Demand function - Law of demand-

Demand Curve - Exceptions to Law of Demand - Demand forecasting - Methods

Unit - III Production

Production function -Cobb-Douglas Production Function- Classification of Costs - Total Average - Marginal ; Cost function - Long - run - Short - run - total revenue - Average Revenue - Marginal Revenue - Breakeven Analysis.

Unit - IV : Market Structure

Concept of Market - Market Structure perfect competition - Monopoly- Monopolistic Competition - Oligopoly - Price rigidity - Kinked Demand Curve.

Unit-V- National Income and Economic System:

Measurement - GDP - Growth Rates - Problems in Assessment - Concepts of Economics systems - Socialism - Mixed Economics system - Free Market Economy - Economic Liberalization, Privatization, Globalization - trade cycles - phases international trade - Importance of international Trade - Regional Trade - Disequilibrium in Balance of Payments.