



**FIRST SEMESTER SYLLABUS**  
**I B.A. ECONOMICS MAJOR/MINOR**  
**COURSE 1: INTRODUCTION TO ECONOMICS(CODE: 25ECO11)**  
**(w.e.f. 2025-26 Admitted Batch)**

**Unit - 1: Nature and Scope of Economics:**

- Definitions of Economics: Classical, Neo-classical, Modern; Scope of Economics
- Microeconomics vs. Macroeconomics, Positive and Normative Economics
- Central Problems of an Economy: Scarcity, Choice, and Opportunity Cost, Production Possibility Frontier (PPF)
  - Economic Systems: Capitalism, Socialism, Mixed Economy

**Unit - 2: Understanding Functions in Economics:**

- Sets - Types, Operations and Cartesian product
- Definitions of Relations and Functions, their difference
- Linear function - equation (slope, intercept, dependent and independent variable) and graphical representation
- Non Linear functions - Quadratic and Cubic Functions, Rectangular Hyperbola with graphical representation

**Unit - 3: Indian Economy – A Basic Orientation:**

- Structure of the Indian Economy: Primary, Secondary, and Tertiary Sectors and their contribution in terms of GDP and Employment
- Demographic Features and Demographic dividend
- Size and Rank of Indian Economy at the Global level: National Income, PCI - {USD and PPP}, HDI and Poverty
- Challenges of Climate change on Indian Economy

**Unit - 4: Recent Developments and Emerging Trends in Economics:**

- Global tensions, trade wars and challenges to global economy
- Green Economy and Circular economy
- Artificial Intelligence and the Future of Jobs
- Behavioural Economics: Nudges, Bounded Rationality and Choices

**Unit - 5: Learning Economics and Career Opportunities:**

- Scope of Economics in Higher Education, Interdisciplinary Nature: Economics with Data Science, Finance, Environment, etc.
- Introduction to Online Platforms: SWAYAM - NPTEL, RBI website, MITx
  - Career Paths: Teaching, Data Analysts, Research, Banking and Finance, Public Policy Making, Entrepreneurship and Development Work
  - Competitive Exams and Economics (UPSC - IAS, IES, RBI Grade B, SEBI, NABARD, Bank POs, State Services - Group - I and Group - II etc.)



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(Affiliated to ADIKAVI NANNAYA UNIVERSITY - Recognized by Govt. of Andhra Pradesh)  
**PENUGONDA – 534320. W.G.DIST.A.P**  
Phone No: 08819-246126 Email : [svkp\\_penugonda@rediffmail.com](mailto:svkp_penugonda@rediffmail.com) Website : [svkpandksrajucollege.edu.in](http://svkpandksrajucollege.edu.in)

**FIRST SEMESTER SYLLABUS**  
**I B.A. ECONOMICS MAJOR/MINOR**  
**COURSE -2 :MICROECONOMICS (CODE: 25ECO12)**  
**(w.e.f. 2025-26 Admitted Batch)**

**Unit-1: Demand and Utility Analysis**

- An Introduction to Microeconomics, its nature and scope
- **Add on Topic:-** Differences between Micro and Macro Economics.
- Law of Demand, Elasticity of Demand: Meaning and Types of Elasticity
- Cardinal Utility: Law of Diminishing Marginal Utility, Law of Equi Marginal Utility
- Ordinal Utility: Meaning, Indifference Curves Properties, Budget Line and MRS
- Consumer's equilibrium using Indifference curves

**Unit- 2: Production and Cost Analysis**

- Firm: Concept and Objectives; Production and Factors of Production; Cost and Revenue: Total, Average, Marginal and the relationship among them
- Production Function: Meaning and Types; Cobb-Douglas Production Function and its properties.
- Law of Variable Proportions; Laws of Returns to Scale
- Supply: Meaning, Factors, Law of Supply, Elasticity of Supply

**Unit-3: Perfect Competition and Monopoly**

- Market: Concept and Classification
- Perfect Competition: Characteristics, Price and Output Determinations of Firm and Industry
- Monopoly: Characteristics, Price and Output Determinations
- Monopoly- Price Discrimination

**Unit-4: Monopolistic Competition and Oligopoly**

- Monopolistic Competition: Characteristics, Costs and Demand curves
- Monopolistic Competition: Equilibriums of the Firm and Group, Selling Costs
- Oligopoly: Kinked Demand Curve, Characteristics of Collusive and Non Collusive Oligopoly
- Real world examples of Monopolistic Competition and Oligopoly

**Unit-5 Theories of Distribution**

- Types of Distribution and Marginal Productivity Theory of Distribution
- Rent: Ricardian Theory of Rent, Marshallian Quasi Rent
- Theories of Wage: Subsistence Theory, Modern Theory
- Theories of Interest and Profits: Classical Theory of interest, Innovations Theory of Profit



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**SECOND SEMESTER SYLLABUS**  
**I B.A. ECONOMICS MAJOR/MINOR**  
**COURSE -III : MACROECONOMICS (CODE: 25ECO21)**  
**(w.e.f. 2025-26 Admitted Batch)**

**Unit-1: Introduction to Macro economics and National Income:**

- Macroeconomics: Definition, Scope and Importance; Macroeconomic variables: Stock and Flow
- Circular Flow of Income: Two, Three and Four Sector economies
- National Income: Definition, Concepts, Importance
- Measurement of National Income and Difficulties

**Unit-2: Theories of Employment:**

- Classical Theory of Employment, Say's Law of Market,
- Pigou's Wage-Price Flexibility,
- Keynesian Theory of Employment: Assumption, Concepts and Model,
- Classical theory vs Keynesian theory of employment.

**Unit-3: Consumption and Investment:**

- Consumption: Factors, Consumption Function,
- Keynes' Psychological Law of Consumption, life cycle hypothesis
- Investment: Types, Factors, Investment Function, Marginal Efficiency of Capital,
- Working of Multiplier and Accelerator

**Unit-4: Inflation and Trade Cycles:**

- Inflation: Meaning and types
- Measurement-Consumer Price Index and Wholesale Price Index
- Causes, Consequences and Controlling of Inflation
- Trade Cycles: Phases, Causes and Controlling Measures

**Unit-5: Globalization, External Sector and Macroeconomic Linkages:**

- Role of Foreign Trade and Capital flows in Domestic Economy
- Exchange rate systems: Fixed, Flexible, and Managed Floating
- Balance of Payments: Structure, current account, capital account and their significance
- Bilateral, Multilateral Trade Agreements and WTO



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**SECOND SEMESTER SYLLABUS**  
**I B.A. ECONOMICS MAJOR/MINOR**  
**COURSE IV: DEVELOPMENT ECONOMICS (CODE: 25ECO22)**  
**(w.e.f. 2025-26 Admitted Batch)**

**Unit - 1: Introduction to Economic Growth and Development**

- Economic Growth and Development: Meaning, Differences, Factors and Obstacles
- Indicators of Economic Development - GNI Per capita Income, Human Development Index, Gender Development Index, Happiness Index, etc
- Kuznets' Characteristics of Modern Economic Growth
- World Bank and IMF Classification of Countries based on level of Development

**Unit 2: Developmental Issues**

- Poverty: Meaning, Types, Causes and Solutions, Multi Dimensional Poverty Index
- Unemployment: Meaning, Types, Measuring Unemployment
- Inequalities: Meaning and Measurement - Gini Coefficient, Lorenz Curve and Kuznet's Curve
- Sustainable Development, Sustainable Development Goals

**Unit-3: Theories of Growth and Development**

- Classical Theory of Development
- Marxian Theory of Development
- Neo-Classical Models of Economic Growth: Harrod-Domar Model, Solow Model
- Rostow's Stages of Economic Growth

**Unit – 4: Strategies of Economic Development**

- Balanced and Unbalanced Growth Strategies
- Big Push Strategy, Nehru-Mahalanobis Strategy
- Export Promotion and Import Substitution Strategy
- Human Capital – Sen's Capability Approach

**Unit - 5: Contemporary issues in Economic Development**

- Inclusive growth, Gender Disparities
- Technological disruption and Digital Divide
- Urbanization and Migration
- Globalization and its Challenges



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**THIRD SEMESTER SYLLABUS**  
**II B.A. HISTORY/ ECONOMICS**  
**COURSE -V: MACROECONOMICS (CODE:23ECO31)**  
**(w.e.f. 2023-24 Admitted Batch)**

**Unit - 1:** Introduction to Macroeconomics and National Income

- Macroeconomics: Definition, Scope and Importance; Macroeconomic Variable: Stock and Flow
- Circular Flow of Income: Two, Three and Four Sector Models
- National Income: Definition, Concepts, Importance
- Measurement of National Income and Difficulties

**Unit -2:** Theories of Employment, Consumption and Investment

- Classical Theory of Employment: Assumptions, Say's Law of Market, Pigou's Wage Price Flexibility, Classical Model, Criticism
- Consumption: Factors, Consumption Function, Keynes' Psychological Law of Consumption
- Investment: Types, Factors, Investment Function; Marginal Efficiency of Capital, Multiplier and Accelerator
- Keynesian Theory of Employment: Assumption, Concepts and Model

**Unit – 3:** Money and Banking

- Money: Definition, Types, Functions; RBI classification of Money
- Theories of Money: Fisher and Cambridge
- Banking: Definition, Types, Importance, Functions; NBFCs
- Central Bank: Objectives, Functions, Monetary Policy
- **Additional Topic:-** Recent developments in banking sectors.

**Unit – 4:** Inflation and Trade Cycles

- Inflation: Meaning, Types, Importance, Measurement
- Causes, Consequences and Controlling of Inflation
- Inflation vs Unemployment, Phillip's Curve
- Trade Cycles: Phases, Causes and Controlling Measures

**Unit -5:** Financial Market and Macroeconomic Policies

- Financial Markets: Types, Instruments, Functions
- Stock Market: Functions, Indices Sensex and Nifty
- Macroeconomic Policy: Targets, Indicators and Instruments; Fiscal Policy and Crowding-Out Effect
- Neo-classical and Keynesian Synthesis: IS-LM Basic Model



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**THIRD SEMESTER SYLLABUS**  
**II B.A. ECONOMICS MAJOR**  
**COURSE -VI : ECONOMIC THOUGHT AND POLITICAL ECONOMY**  
**(CODE: 23ECO32)**  
**(w.e.f. 2023-24 Admitted Batch)**

**Unit - 1: Classical and Socialist Schools**

- Pre-Classical School: Mercantilism, Physiocracy
- Classical School 1: Adam Smith, David Ricardo
- Classical School 2: Jeremy Bentham, John Stuart Mill
- Socialist School: Karl Marx, Fabian Socialists

**Unit - 2: Neo-Classical and Keynesian Schools**

- Neo Classical and Marginal Revolution School: Alfred Marshall, Vilfredo Pareto
- Keynesian School: John Maynard Keynes
- New Classical School
- New Keynesian School

**Unit 3: Institutional and Behaviourist Schools**

- Institutional School: Gunnar Mirdal, John Rawls
- New Institutional School 1: Ronald Coase, Frederich Hayek
- New Institutional School 2: Kenneth Arrow, Elinor Ostrom & Oliver E. Williamson
- Behaviourist School: Herbert Simon, Richard Thaler

**Unit 4: Indian Political Thought**

- Ancient Thought: Kautilya, Goutam Buddha
- Modern Thought 1: Dadabhai Nauroji, R.C.Dutt; M.N. Roy
- Modern Thought 2: Gandhi, Nehru, Ambedkar
- Contemporary Thought: Amrtya Sen, Rao-Manmohan

**Unit 5: Political Economy and Development**

- Nexus between Politics and Economy; Basic Features of Political Economy
- Political Ideologies for Development: Economic Liberalism, Economic Nationalism, Marxism
- Role of Political Institutions for Development: Political Parties, Parliament
- Role of Non-political Institutions for Development: Bureaucracy, Regulatory Bodies, Judiciary



**THIRD SEMESTER SYLLABUS**  
**II B.A. ECONOMICS MAJOR**  
**COURSE -VII: DEVELOPMENT ECONOMICS(CODE: 23ECO33)**  
**(w.e.f. 2023-24 Admitted Batch)**

**Unit - 1:Introduction to Economic Growth and Development**

- Economic Growth and Development: Meaning, Differences, Importance,
- Measurements of Growth and Development
- Factors and Obstacles of Economic Growth and Development; Kuznets' Characteristics of Modern Economic Growth
- World Bank and IMF Classification of Countries based on level of Development

**Unit 2:Developmental Issues**

- Poverty: Meaning, Types, Causes and Solutions; Vicious Circle of Poverty
- Unemployment: Meaning, Types, Causes and Solutions
- Inequalities: Meaning, Types, Causes and Solutions
- Sustainable Development and SDGs

**Unit-3:Theories of Growth and Development**

- Classical Theory of Development
- Marxian Theory of Development
- Rostow's Stages of Economic Growth
- Neo-Classical Models of Economic Growth: Harrod-Domar Model, Solow Model

**Unit – 4: Strategies of Economic Development**

- Capitalist, Socialist and Mixed Economy Strategies
- Big Push Strategy; Balanced and Unbalanced Growth Strategies
- Mahalanobis Strategy; Export Promotion and Foreign Capital Strategy
- Endogenous Growth Strategy; Human Capital–Capability Strategy

\*Labour&Capital Intensive Technology's

**Unit - 5:Institutions for Economic Development**

- Role Institutions in Economic Development
- Basic Features of New Institutional Economics
- Economic Planning: Concept, Objectives, Role in Economic Development; Economic Federalism
- Role of International Institutions in Development: World Bank, IMF



**THIRD SEMESTER SYLLABUS**  
**II B.A. ECONOMICS MAJOR**  
**COURSE -VIII :PUBLIC ECONOMICS(CODE: 23ECO34)**  
**(w.e.f. 2023-24 Admitted Batch)**

**Unit 1:** Introduction to Public Finance and Market Failure

- Meaning, Nature, Scope, Importance of Public Finance; Public vs Private Finance
- Principal of Maximum Social Advantage
- Types of Goods: Private, Public, Merit, Club Goods
- Problems of Market Failure, Externalities and Free Riding and Solutions.

**Unit 2:** Public Revenue

- Sources of Revenue: Tax and Non-tax; Cannons of Taxation
- Theories of Taxation: Socio-Political Theory, Benefit Received Theory, Ability to Pay Theory
- Tax Systems: Progressive, Proportional, Regressive; Types of Taxes: Direct and Indirect
- Incidence and Effects of Taxation; Shares of Tax and Non-Tax Revenues in India.

**Unit 3:** Public Expenditure

- Principles of Public Expenditure (PE); Classification and Effects of PE
- **Additional Topic:-** Reasons for the growth of public expenditure
- Theories of PE: Wagner's Law, Peacock-Wiseman, Colin-Clarks Critical Limit Theory
- Determinants of PE; Criteria for Public Investment
- Trends and patterns of Public Expenditure in India; Reforms in public Expenditure in India

**Unit 4:** Public Debt and Budget

- Public Debt (PD): Meaning, Types, Sources; Effects and Burden of PD
- Theories of PD: Classical Theory, Barro-Ricardo Equivalence, Keynesian Approach
- Shifting and Redemption of PD; Public Debt Management in India
- Budget: Meaning, Importance, Types; Basic Concepts and Deficits in Budget
- Fiscal Discipline and Consolidation, FRBM Act; Brief Analysis of a Recent Budget in India.

**Unit 5:** Fiscal Policy and Fiscal Federalism

- Fiscal Policy: Meaning, Objectives and Functions
- Principles of Multi-Unit Finance; Concept of Vertical and Horizontal Fiscal Imbalances
- Fiscal Federalism in India and Constitutional Provisions
- Recent Finance Commission: Objectives and Recommendations
- Issues and Challenges of Fiscal Federalism and State Governments Finances in India.



**FOURTH SEMESTER SYLLABUS**  
**II B.A. ECONOMICS MAJOR/MINOR**  
**COURSE -VI :INDIA AND A.P ECONOMY (CODE: 23ECO41)**  
(w.e.f. 2023-24 Admitted Batch)

**Unit 1:Basic Features, Planning and Human Development in India**

- Basic characteristics of Indian Economy as a developing economy
- Economic development since independence, Economic Structure and its changes in India
- Planning Commission: Objectives, major strategies and achievements; NITI Ayog its approaches to economic transformation in India
  - Trends in Human Development Index in India and Measures to Improve

**Unit 2:National Income, Demography and Developmental Issues**

- Trends in National income; Demographic Features
- Poverty and Inequalities; Occupational Structure and Unemployment
- Various Schemes of employment generation and eradication of poverty
- Issues in Rural and Urban Development; Labour Migration: Challenges and Measures

**Unit 3:Agricultural and Industrial Developments**

- Indian Agriculture: Agricultural Reforms, Agricultural Strategies and Agricultural Policy
- Agricultural Credit; Agricultural Price Policy & MSP
  - Indian Industry: Economic Reforms and New Industrial Policy
- Industrial Development Programs: Make-in India, Start-up, Stand-up, Industrial Corridors 20

**Unit-4Indian Public Finance**

- Indian Tax System and Recent changes ; GST and its impact on Commerce and Industry
- Centre, States Financial relations; Recommendations of Recent Finance Commission
  - Fiscal Policy: Status and Issues in Public Expenditure and Public Revenue
- Status and Issues in Public Debt and Budget Deficits; Analysis of Latest Budget

**Unit- 5Andhra Pradesh Economy**

- Basic characteristics of Andhra Pradesh economy after bifurcation in 2014; Impact of bifurcation on the Economy
- Challenges in industrial Development and new initiatives
- Challenges in Agriculture and Rural Development and new Initiatives
- Social Welfare Program mes and other measures to address Issues of Poverty and Unemployment; Skill Development Initiatives



**FOURTH SEMESTER SYLLABUS**  
**II B.A. ECONOMICS MAJOR/MINOR**  
**COURSE -X : STATISTICAL METHODS FOR ECONOMICS (CODE: 23ECO42)**  
**(w.e.f. 2023-24 Admitted Batch)**

**Unit – 1: Introduction to Statistics**

- Nature and Definition of Statistics, scope, importance and limitations of Statistics
- Primary and Secondary data
- Census and Sampling techniques and their merits and demerits
- Schedule and questionnaire, Collection of data
- Applications in economics . **Additional Topic:-** Indian Statistical System.

**Unit – 2: Diagrammatic Analysis**

- Data: Meaning and Types; Frequency distribution
- Tabulation, Graphical presentation of data: Line graph, Histogram, Frequency Polygon, Cumulative Frequency Curves
- Diagrammatic presentation of data: Line, Bar, Pie Diagrams
- MS.Excel for Diagrammatic Analysis; Applications in economics

**Unit – 3: Measures of Central Tendency and Dispersion**

- Averages: Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean
- Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation
- MS.Excel for Measures of Central Tendency and Dispersion; Applications in economics

**Unit – 4: Correlation and Regression**

- Correlation: Concept, Definition and Use
- Types of Correlation: Karl Pearson's Correlation coefficient, Spearman's Rank Correlation
- Regression: Concept, Definition, Use, Regression Equations, Demand forecasting
- MS Excel for Correlation and Regression; Applications in economics

**Unit – 5: Time Series and Index Numbers**

- Time Series: Definition and Components; Measurement of Time Series: Moving Average and the Least Squares Method
- Index Numbers: Concepts of Price and Quantity Relatives, Laspeyer's, Paasche's and Fisher's Ideal Index Numbers
- Uses and Limitations of Index Numbers
- MS Excel for Index Numbers; Applications in economics



**FOURTH SEMESTER SYLLABUS**  
**II B.A. ECONOMICS MAJOR**  
**COURSE -VI :INTERNATIONAL ECONOMICS (CODE: 23ECO43)**  
**(w.e.f. 2023-24 Admitted Batch)**

**Unit - 1: Introduction to Theory of International Trade**

- International Trade (IT): Meaning and Importance; Gains from Trade, Free Trade vs Restricted Trade
- Offer Curves: Meaning, Properties; Trade Elasticity
- Terms of Trade (ToT): Concept, Types, Equilibrium
  - Opportunity Costs in IT; Trade Multiplier

**Unit - 2: Theories of International Trade**

- Classical Trade Theories: Absolute Advantage Theory, Comparative Advantage theory
- Modern Trade Theories: Heckscher-Ohlin Factor Endowments Theory, Leontief Paradox, Stolper-Samuelson Theorem
  - Other Trade Theories: Prebisch-Singer's Secular Deterioration Thesis, Gunnar Myrdal Trade Theory in brief

**Unit - 3: Exchange Rates and BOP Mechanism**

- Exchange Rates: Meaning and Types; Changes in Exchange Rates: Devaluation & Revaluation, Depreciation & Appreciation
  - Factors and Determination of Exchange Rate Purchasing Power Parity
- Balance of Payments (BoP): Definition, Composition, Equilibrium and Disequilibrium
- BoP Adjustment Mechanisms; Policy Assignment Problems and Mundel Model in brief

**Unit- 4: Trade Barriers and International Finance**

- Trade Barriers: Tariffs, Quotas, Subsidies, Dumping & Anti-Dumping, Price Discrimination, Effects of Trade Barriers 24
  - Optimum Tariff: Theory and Formula; Effective Rate of Protection; New Protectionism
  - Role of International Finance in Trade; Role of World Bank and IMF in International Trade and Finance

**Unit- 5:Multilateralism, Regionalism and India's International Trade**

- Multilateralism: Concept, GATT & WTO
- Forms of Economic Cooperation: Free Trade Area, Customs Union and Common Market
  - India's International Trade: Trade Volume, Composition, Direction, BoP, Forex Reserves
- India's Important Trade Agreements and New Foreign Trade Policy



**FIFTH SEMESTER SYLLABUS**  
**III B.A. ECONOMICS**  
**COURSE -12 : ENTREPRENEURSHIP AND MSME'S (CODE: 23ECO51)**  
**(W.e.f. 2023-24 Admitted Batch)**

**Unit - 1: Entrepreneurship: Concept and Theories**

- Concept and Importance of Entrepreneurship.
- Theories of Entrepreneurship: Innovations, X-Efficiency, Risk Bearing.
- Women Entrepreneurship.
- Entrepreneurship.

**Unit - 2: Entrepreneurship and Business Planning**

- Entrepreneurial Ecosystem: Factors, Problems and Challenges.
- Process of Identification of new Entrepreneurship Opportunities.
- Formulation of Business Planning for Entrepreneurship.
- Entrepreneurship Opportunities in Rural and Urban Areas.

**Unit 3: MSMEs and New Entrepreneurship Opportunities**

- Features of Micro Small Medium Enterprises (MSMEs).
- Cluster Development Approach and Leveraging Technology for MSMEs.
- Problems and Challenges of MSMEs.
- New Entrepreneurial Opportunities: Organic Farm Products, Food and Beverages, Sanitary and Health Products, Craft Products, Tourism and Hospitality Services, Consultancy Services and Event Management, Logistic Services

**Unit 4: Financing and Marketing**

- Importance and Sources of Financing the Entrepreneurship and MSMEs; Procedures to obtain formal loans from Banks and other Institutions.
- New avenues of Finance: Crowd Funding and Venture Capital; Preparation of Detailed Project Report for obtaining Loan.
- Marketing of Products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing.
- Public Procurement Policy to purchase MSME Products.

**Unit 5: Institutional Support and Case Studies**

- Institutions and Programmes of Skill Training; Government Schemes for promotion of Entrepreneurship and MSMEs.
- Government Schemes for promotion of Entrepreneurship and MSMEs: STARTUP INDIA, STANDUP INDIA, PMKVY, PLI etc.
- Rules and Procedures to start Entrepreneurship Firm.
- Discussion of two different types of Case Studies related to Entrepreneurship/MSME with local relevance.



**FIFTH SEMESTER SYLLABUS**  
**III B.A. ECONOMICS MAJOR/MINOR**  
**COURSE 13: INSURANCE SERVICES (CODE: 23ECO52)**  
**(w.e.f. 2023-24 Admitted Batch)**

**Unit1: Insurance Concept and Principles**

- Concept of Risk and Uncertainty, Risk Classification
- Insurance: Concept, Importance and Types
- Principles of Insurance
- Insurance Regulations in India, Role of IRDA; Scope for Insurance Business in India

**Unit2: Life Insurance and Products**

- Life Insurance: Nature and Features
- Major Life Insurance Companies in India
- Important Life Insurance Products/policies and their Features: Conventional, Unit Linked, Annuities, Group Policies, Micro Insurance.

**Unit3: General and Health Insurances and Products**

- General Insurance: Nature, Features and Types
- Major General Insurance Companies in India; Important General Insurance Products/Policies and their Features; Role of Surveyor
- Health Insurance: Nature and Features; Role of Medical Examiner in issuing Insurance policy
- Health Insurance Companies in India; Major Health Insurance Products/policies and their Features: Individual, Family, Group

**Unit4: Practicing as an Insurant Agent**

- Insurance Contract and Terms of Insurance Policy
- Registration of Insurance Agent/Agency with the Company
- Procedure to issue a Policy: Application and Acceptance; Policy Lapse and Revival; Premium Payment, Assignment, Nomination and Surrender of Policy, Policy Claim
- Important Websites and Apps of Insurance in India.

**Unit5: Understanding the Customer and Case Studies**

- Insurance Customer and Categories
- Understanding Customer Mindset and Satisfaction
- Addressing the Grievances of the Customer, Ethical Behavior in Insurance, Moral Hazard
- Discussion of two different Case Studies related to Life or General or Health Insurance Services



**FIFTH SEMESTER SYLLABUS**  
**III B.A. ECONOMICS**  
**COURSE -14 A: Retail and Digital Marketing (CODE: 23ECO53 )**  
**(W.e.f. 2023-24 Admitted Batch)**

**Unit–1: Concept of Marketing**

- Marketing: Concept and Types; Marketing Mix; Marketing Strategies
- Marketing Segmentation; Marketing Organizations; Marketing Research
- Pricing Policies and Practices
- Major Players in Retail and Digital Market in India

**Unit–2: Understanding Product and Consumer**

- Product Marketing Types; Product Decisions and Strategies
- Product Life Cycle; Factors of Consumer Behavior
- Understanding Indian Consumer, Strategies of persuading the Consumer
- Sale Promotion: Advertisement, Branding and Packaging

**Unit–3: Retail Marketing**

- Concept and Types of Retail Marketing
- Big and Small Retail Markets, Retail Marketing Mix
- Retail Marketing Strategies; Essentials of Successful Retail Marketing; Multichannel Retailing
- Store Management
- Shopping Market Dynamics

**Unit–4: Digital Marketing**

- Digital Marketing: Concept and Types; Telemarketing, Online or e-tailing
- Essentials of Digital Marketing
- Difference between Physical Retail and Digital Marketing; Digital Marketing Channels
- Major Players in Digital Marketing and their Marketing Strategies; Customer Behaviour in Digital Marketing
- Tools and Apps of Digital Marketing

**Unit–5: Marketing Models and Case Studies**

- Marketing Models of Retail and Digital Market Companies/Shops: Global, National, and Local levels
- Discussion of two different types of Case Studies related to physical Retail Marketing
- Discussion of two different types of Case Studies related to Digital Marketing



## **FIFTH SEMESTER SYLLABUS**

### **III B.A. ECONOMICS**

#### **COURSE 14 B: INFERENCE STATISTICS AND SOFTWARE PACKAGES (CODE: 23ECO53 B)**

**(W.e.f. 2023-24 Admitted Batch)**

#### **Unit 1: Concept and Theories of Probability**

- Concept and Definitions of Probability: Classical or Mathematical and Empirical or Statistical Axiomatic Approach to Probability
- Theorems of Probability: Addition and Multiplication (without proofs).

#### **Unit 2: Theoretical Probability Distributions**

- Binomial Distribution: Constants (without proof) and Properties and Applications
- Poisson Distribution: Constants (without proof) and Properties and Applications
- Normal Distribution: Constants (without proof) and Properties and Applications
- Standard Normal Distribution, Standard Normal Curve and their Applications

#### **Unit 3: Test of Significance - Large and Small Sample Tests**

- Steps involved in Testing of Hypotheses; Testing the difference between Means and Proportions Large Sample or Z-Test, Small Sample Tests, Difference between them
- Applications of Student's t-test,  $\chi^2$  test, F-test
- One way and Two way

#### **Unit 4: Linear Multiple Regression Model**

- Three Variable Linear Multiple Regression Model: Notation, Assumptions
- Estimation of Partial Regression Coefficients – Interpretation of Regression coefficients Testing the coefficients: t-test, p- value
- Coefficient of Determination:  $R^2$  and adjusted  $R^2$

#### **Unit 5: Excel and SPSS for Data Analysis**

- Excel: Worksheet, Creating Tables, Graphs and Charts
- Mathematical and Statistical Functions in Excel and Data Analysis Pack: Descriptive Statistics, Correlation and Regression
- SPSS: Introduction, Opening Excel files in SPSS, Analysis Tools: Descriptive Statistics Estimation of Regression Coefficients using SPSS and their interpretation



**S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)**  
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**PENUGONDA – 534320. W.G.DIST.A.P**  
Phone No: 08819-246126 Email : [svkp\\_penugonda@rediffmail.com](mailto:svkp_penugonda@rediffmail.com) Website : [svkpandksrajucollege.edu.in](http://svkpandksrajucollege.edu.in)

**FIFTH SEMESTER SYLLABUS**  
**III B.A. ECONOMICS MAJOR/MINOR**  
**COURSE 15A: FARMER PRODUCER ORGANISATIONS (CODE: 23ECO54A)**  
**(w.e.f. 2023-24 Admitted Batch)**

**Unit1: Concept of FPOs and Importance**

- FPO: Concept, importance and Types
- Organizational structure and Functions of FPO; Ecosystem required for FPO
- Role of FPOs in present Indian Agricultural Development
- Factors, Problems and Challenges of FPOs in India.

**Unit2: Establishing FPOs and Collaborations**

- Situation Analysis and Mobilizing Farmer Producers for FPO
- Rules and Regulation related to FPOs, Procedures to start FPO, Infrastructure required for FPO
- Collaboration with Other Organizations
- Training and Capacity Building to Persons in FPO; Managing Financial Accounts of FPO

**Unit3: Economic Activities and Business Planning of FPOs**

- Economic Activities undertaken by FPO: Input Purchase, Custom Hiring Machines
- Output Business: Procuring, Processing, Storage, Logistics, Marketing, Exporting etc.,
- Product Identification and Value Chain Analysis for FPO
- Business Planning for FPO; Viable Business Models of FPO: Multi-product and Value Added.

**Unit4: Financing and Marketing of FPOs**

- Financial Planning in FPO
- Mobilization of Capital from Members, Promoters, Banks and other Funding Agencies
- Marketing of FPO Products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion
- Digital and Social Media Marketing

**Unit5: Institutional Support and Case Studies of FPOs**

- Institutional Support and Resource Supporting Agencies for FPOs
- Special Roles of NABARD and SFAC
- Government Programmes and Schemes for promotion of FPOs
- Discussion of two important Case Studies related to FPOs with different product or process types of local relevance.



**FIFTH SEMESTER SYLLABUS**  
**III B.A. ECONOMICS MAJOR/MINOR**  
**COURSE 15B: PROJECT DESIGNING AND REPORT WRITING(CODE: 23ECO54)**  
**(w.e.f. 2023-24 Admitted Batch)**

**Unit1: Foundations of Research**

- Meaning and Importance of Research
- Scientific and Social Science Research
- Methods of ensuring Objectivity in Social Science Research
- Limitations of Research in Social Science, Ethics in Research

**Unit2:Methods of Research**

- Exploratory and Descriptive Research
- Action Research, Analytical Research
- Evaluation Research, Experimental Research
- Case Study Research, Observational Research
- Participatory Research, Ethnography Research

**Unit3: Planning of Research Project**

- Research Problem: Process and Criteria for Selecting a Research Problem
- Review of Theoretical and Related Research Studies
- Choice of Data for Research: Secondary and Primary Data; Census and Sample Data
- Preparation of a Research Proposal; Components of a
- Good Research Proposal.

**Unit4: Implementation of a Research Project**

- Choice of Schedules and Questionnaire, Pilot Study Field Work and Collection of Data;
- Methods of Qualitative Data collection: Interviews, Observation, Participation
- Group Discussions/Interviews, Projective Techniques
- Editing Data; Graphical and Statistical Analysis of Data using Appropriate Statistical Techniques.

**Unit5: Report Writing**

- Types of Research Report; Nature of Language used in Research Report
- Outlines of a good Research Report; Prefatory Items, Body of the Report, References, Bibliography, Appendices
- Ethical values in Research Report, Plagiarism Test
- Components of a good Research Paper

