



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade , Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website : svkpandksrajucollege.edu.in

FIRST SEMESTER SYLLABUS

I B.A. ECONOMICS

MICRO ECONOMICS-CONSUMER BEHAVIOR (CODE: 19ECO1)

(w.e.f. 2019-20 Admitted Batch)

Module -1

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

Module -2

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

Module - 3

Demand analysis – Demand meaning, Types of Demand- Price Demand, Income Demand & Cross Demand- Determinants of Demand- Law of Demand – Changes in demand- Why demand curve slope downwards.]

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

Module - 4

Utility analysis: - cardinal approach- The Law of diminishing Marginal utility- The Law of Equi-Marginal Utility- concept of consumer's surplus.

Module - 5

Ordinal Approach: Indifference Curve analysis - Properties of Indifference curves – Price or budget line - Equilibrium of the Consumer with the help of Indifference curves – Samuelson's Revealed preference theory.



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade, Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website: svkpandksrajucollege.edu.in

SECOND SEMESTER SYLLABUS

I B.A. ECONOMICS

MICRO ECONOMICS- PRODUCTION AND PRICE THEORY(CODE: 19ECO2) (w.e.f. 2019-20 Admitted Batch)

Module - 1

Production function-Concept of homogeneous production function-Cobb- Douglas
Production function- Law of variable proportions-Law of Returns to Scale - Different
Concepts of Costs – Explicit & Implicit, Opportunity, Total – fixed and Variable Costs,
Marginal & Average Costs & its Relationship. Concept of Revenue – Total, Marginal &
Average Revenue.

Module - 2

Analyse different types of Market structures - Perfect Competition - Price determination and
equilibrium of firm and industry under perfect competition - Monopoly - Price determination
-Price discrimination.

Module - 3

Distinction between Perfect Competition and Monopoly - Monopolistic competition - price
determination - Oligopoly - Kinked demand curve approach.

Module - 4

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

Module - 5

Theory of Rent: Ricardian theory of rent - Quasi rent concept of Alfred Marshall. Theories of
Interest - Classical, Neo-classical and Keynes Liquidity Preference theory - Profit - dynamic,
innovations.



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade , Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website : svkpandksrajucollege.edu.in

III SEMESTER SYLLABUS
II B.A. ECONOMICS
MACRO ECONOMICS-NATIONAL INCOME,
EMPLOYMENT AND MONEY(CODE:CB-BA322)
(w.e.f. 2019-20 Admitted Batch)

Module - 1 :

Meaning, definition of Macro Economics - Importance of Macro Economics-Difference between Micro and Macro Economics - Paradox of Macro Economics - Limitations

Module - 2 :

National Income - Definitions, Concepts of National Income - Measurement of National Income - Circular flow of Income in Two, Three and Four Sector Economy

Module - 3 :

Classical theory of Employment - Say's Law of Markets, Keynesian Theory of Employment.

Module - 4 :

Consumption function - Investment Function Marginal Efficiency of Capital (MEC).
Concepts of multiplier and accelerator

Module - 5 :

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 (Marshall, Pigou, Robertson & Keynes).



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade , Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website : svkpandksrajucollege.edu.in

IV SEMESTER SYLLABUS II B.A. ECONOMICS

MACRO ECONOMICS- BANKING AND INTERNATIONAL TRADE(CODE:CB-BA422) (w.e.f. 2019-20 Admitted Batch)

Module 1 :

Trade Cycles - meaning and definition - Phases of a Trade Cycle - Various theories of trade cycles - **Inflation** - definition- types of inflation - causes and effects of inflation measures to control inflation.

Module - 2 :

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

Module - 3:

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

Module -4 :

Concepts of Shares-Debentures - **Stock Market - Functions - Primary and Secondary Markets** - SEBI - **Insurance - Life Insurance and General Insurance.**

Module - 5 :

Macro Economic Policy - Fiscal, Monetary and Exchange rate policies Objectives and Significance - **Importance of International Trade - Regional and International Trade - Defining Balance of Trade and Balance of Payment**



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade , Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website : svkpandksrajucollege.edu.in

**FIFTH SEMESTER SYLLABUS
III B.A. ECONOMICS**

**ECONOMIC DEVELOPMENT AND INDIA ECONOMY(CODE: CB-R-BA522-A)
(w.e.f. 2019-20 Admitted Batch)**

Module - 1

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

Module - 2

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

Module - 3

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

Module – 4

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

Module - 5

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



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade , Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website : svkpandksrajucollege.edu.in

FIFTH SEMESTER SYLLABUS
III B.A. ECONOMICS
INDIAN AND ANDHRA PRADESH ECONOMY(CODE: CB-R-BA522-B)
(w.e.f. 2019-20Admitted Batch)

Module – 1

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.

Module – 2

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.**

Module – 3

-, **IT, Education** and Health.

Module - 4

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

Module - 5

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



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade , Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website : svkpandksrajucollege.edu.in

SIXTH SEMESTER SYLLABUS

III B.A. ECONOMICS

ELECTIVE PAPER VI-(A) AGRICULTURAL ECONOMICS(CODE: CB-BA622-A)

(w.e.f. 2019-20 Admitted Batch)

Module-1

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

Module-2

Concept of production function : input-output and product relationship in farm production.

Module-3

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

Module-4

Systems of farming, farm size and productivity relationship in Indian agriculture with special reference to Andhra Pradesh- **New agriculture strategy and Green revolution** : and its Impact

Module-5

Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to industrial sector with specific reference to **agro-industries in agribusiness enterprises.**



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade , Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website : svkpandksrajucollege.edu.in

SIXTH SEMESTER SYLLABUS
III B.A. ECONOMICS
CLUSTER ELECTIVE PAPER VIA-1 AGRIBUSINESS ENVIRONMENT
IN ANDHRA PRADESH(CODE: CB-BA622-F)
(w.e.f. 2019-20 Admitted Batch)

Module-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.

Module-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.

Module-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.

Module-4

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

Module-5

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



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade , Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website : svkpandksrajucollege.edu.in

SIXTH SEMESTER SYLLABUS
III B.A. ECONOMICS
CLUSTER ELECTIVE PAPER VIA-2 AGRICULTURAL OUTPUT MARKETING
(CODE:CB-BA622-G)
(w.e.f. 2019-20 Admitted Batch)

Module-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

Module-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.

Module-3

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

Module-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.

Module-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 .



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade , Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website : svkpandksrajucollege.edu.in

B.A.,B.Com.,B.Sc., FOUNDATION COURSE
I Semester Syllabus
Human Values And Professional Ethics (Code:19FC11)
(w.e.f. 2019-20 Admitted Batch)

Unit-I : Introduction to Value Education

1. Value Education, Definition, Concept and Need for Value Education
2. The Content and Process of Value Education
3. Self-Exploration as a means of Value Education
4. Happiness and Prosperity as parts of Value Education

Unit-II : Harmony in the Human Being

1. Human Being is more than just the Body
2. Harmony of the Self ('I') with the Body
3. Understanding Myself as Co-existence of the Self and the Body
4. Understanding Needs of the Self and the Needs of the Body

Unit-III : Harmony in the Family and Society and Harmony in the Nature

1. Family as a basic unit of Human Interaction and Values in Relationships
2. The Basics for respect and today's Crisis : Affection, Care, Guidance, Reverence, Glory, Gratitude and Love
3. Comprehensive Human Goal : The Five dimensions of Human Endeavour

Unit-IV : Social Ethics

1. The Basics for Ethical Human conduct
2. Defects in Ethical Human Conduct
3. Holistic Alternative and Universal order
4. Universal Human Order and Ethical Conduct

Unit-V : Professional Ethics

1. Value Based Life and Profession
2. Professional Ethics and Right Understanding
3. Competence in Professional Ethics
4. Issues in Professional Ethics – The Current scenario
5. Vision for Holistic Technologies, Production System and Management Models



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (Autonomous)
Accredited by NAAC with "A" Grade , Recognized by UGC as "College with Potential for Excellence"
ISO Certified Institution (with 3 ISO Certificates)
(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 Website : svkpandksrajucollege.edu.in

B.A.,B.Com.,B.Sc., FOUNDATION COURSE
Semester – IV syllabus
LEADERSHIP EDUCATION (Code :CB-B419)
w.e.f. 2015-16 (Revised in April, 2016)

(Total 30 Hrs)

1. **Organisation – Management – Leadership** – Meaning and Significance – Different theories – Trait Theory, Blake & Mountan Theory – Other functions of Management.
2. **Behavioral Concepts** – Individual Behaviour – Perception – Learning – Attitude Formation and Change – Motivation – Theories of Motivation – Personality Development.
3. **Interpersonal Behaviour** – Communication – Leadership – Influencing Relations – Transactional Analysis.
4. **Group Dynamics** – Roles – Morale – Conflict – Groups – Inter-Group Behaviour – Inter-Group Collaboration and Conflict Management.
5. **Team Building and Management** – Developing team resources – Designing team – Participation and Repercussion – Team building activities.

Reference Books:

1. Fred Luthans, "Organizational Behaviour", Tata McGraw Hill Publishing Co., New Delhi.
2. Robins, Stephen P, "Organisational Behaviour", 9th Edition, Prentice Hall of India, New Delhi.
3. Koontz and O "Donnell", Essentials of Management, Tata McGraw Hill Publishing Co., New Delhi, 2000.
4. Keith Davis, "Human Behaviour at Work", Tata McGraw Hill Publishing Co., New Delhi.
5. Aswathappa, "Orgnizational Behaviour", Himalaya Publishing House, Mumbai
6. Stoner Freeman, "Management", Prentice Hall of India, New Delhi.