



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 ECONOMIC ANALYSIS –I (CODE: 20ECO1)

(w.e.f. 2020-21 Admitted Batch)

Module-1: Economic Analysis and Methodology

Scarcity and Choice as fundamental problems of economics - Micro and Macro economic Analysis –Scope and Importance of Micro economic analysis -Principles of Microeconomics : Inductive and deductive methods– partial and general equilibrium

Module -2: Theory of Consumption

Concept of Demand -Factors determining demand - Law of Demand - reasons and exceptions - Elasticity of Demand - **Cardinal and Ordinal utility** - Indifference Curve analysis : Properties of Indifference curves, Indifference Curve Map -Marginal Rate of Substitution - Budget Line - Changes -Consumer Equilibrium under Indifference Curve Analysis – Consumers' Surplus and Indifference Curve Analysis

Module -3: Theory of Production

Concept and Objectives of Firm - **Production Function** : Cobb- Douglas Production Function -Law of Variable Proportions -Laws of Returns to Scale - Economies of large scale - **Concepts of Cost** - Total, Average and Marginal Costs - **Law of Supply - Concept of Revenue** : Total, Average and Marginal Revenues - Relation between Average and Marginal Revenues and elasticity of Supply

Module-4: Theory of Exchange

Concepts of Market : Criteria for Classification of Markets - Perfect Competition– Conditions, Price and Output determination ; Monopoly : Conditions, Price and Output Determination - Price Discrimination; Monopolistic Competition - Assumptions - Price and output determination - Selling Costs ; Oligopoly -Types- Kinky demand curve and Price rigidity

Module - 5: Theory of Distribution

The concepts of Functional and Personal Distribution of Income - Marginal Productivity Theory of Distribution - Modern Theory of Distribution - **Concept of Rent** - Ricardian Theory of Rent – Marshall's concepts of Economic Rent and Quasi Rent; **Theories of Wage Determination**: Subsistence Theory and Standard of Living Theory - Modern Theory of Wages; Classical Theory of Interest -Loanable Funds Theory of Interest -Liquidity

Preference Theory of Interest; Theories of Profit; Risk and Uncertainty, Dynamic and Innovations Theories.



SECOND SEMESTER SYLLABUS

I B.A. ECONOMICS

MACRO ECONOMIC ANALYSIS –I (CODE: 20ECO2)

(w.e.f. 2020-21 Admitted Batch)

UNIT I: National Income:

Macroeconomics - Definition, Scope and Importance - Difference between Micro economic and Macro economic Analyses – Circular Flow of Income - National Income: Definitions, Concepts, Measurement of National Income - Difficulties - Importance - Concept of Green Accounting.

UNIT II: Theory of Employment:

Classical Theory of Employment - Say's Law of Markets - Criticism - Keynesian Theory of Employment - Consumption Function - Keynes' Psychological Law of Consumption - Average and Marginal Propensity to Consume - Factors determining Consumption Function- Investment Function: Marginal Efficiency of Capital - Multiplier and Accelerator - Keynesian Theory of Employment.

UNIT III: Money and Banking:

Definitions of Money - Concepts of Money, Liquidity and Finance - Gresham's Law - RBI classification of Money - Theories of Money: Fisher and Cambridge (Marshall, Pigou, Robertson and Keynes equations) - Banking - Definition and types of Banking - Commercial Banks - Functions - Recent Trends in Banking - Mergers and Acquisitions - Central Bank - Functions - Control of Credit by Central Bank - NBFCs- Factors contributing to their Growth and their Role.

UNIT IV: Inflation and Trade Cycles:

Inflation: Concepts of Inflation, deflation and stagflation - Phillip's Curve - Measurement of Inflation - CPI and WPI -Types of Inflation - Causes and Consequences of Inflation -Measures to Control Inflation. Trade Cycles: Phases of Trade Cycle -Causes and Measures to control Trade Cycles.

UNIT V: Finance and Insurance:

Financial Assets and Financial Instruments -Financial Markets- Functions of Money Market - Functions of Capital Market - Stock Market - Exchanges – Index : Sensex and Nifty – Concept of Insurance -Types and Importance of Insurance.



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THRED SEMESTER SYLLABUS

II B.A. ECONOMICS DEVELOPMENT ECONOMICS (CODE: 20ECO3) (w.e.f. 2020-21 Admitted Batch)

UNIT I

Economic Growth and Development: Economic Development as a Branch of Study of Economics – Scope and Importance - Distinction between Economic Growth and Economic Development -Measures of Economic Development and their limitations - Relevance of Herd (Group) Immunity in the context of COVID 19 - three core values of economic development : Sustainability, Self-esteem and Freedom – Economy and Environment : Concepts of sustainable development and inclusive growth.

UNIT II

Modern Economic Growth: Characteristics of Underdeveloped Countries - World Bank and IMF Classification of countries - Modern economic growth – Kuznets' Six Characteristics - Obstacles to economic development - Vicious Circle of Poverty and cumulative causation - Factors of economic growth: Economic and Non-economic - Capital Formation – Foreign and Domestic capital, Debt and Disinvestment.

UNIT III

Theories of Development and Underdevelopment: Classical Theory: Adam Smith, Ricardo and Malthus -Marxian Theory - Schumpeter Theory -Rostow's Stages of Economic Growth - Harrod- Domar two sector model -Solow's Model and Robinson's Golden Age. **Additional Topic:- ILO**

UNIT IV

Strategies of Economic Development: Strategies of Economic Development – Big Push - Balanced Growth -Unbalanced Growth - Mahalanobis Model - Agriculture vs Industry - Capital Intensive Technology vs Labour Intensive Technology -Role of Infrastructure in Economic Development.

UNIT V

Institutions and Economic Development: Role of State in Economic Development -Role of Markets - Market Failure and Regulation by State -Public sector vs Private sector -Economic

Planning – concept, objectives and types -NITI Ayog - Economic Federalism -Financial Institutions and Economic Development -Role of International Institutions -IDBI, ADB, IMF - Foreign Trade - FIIs and FDIs.



FOURTH SEMESTER SYLLABUS
II B.A. ECONOMICS
ECONOMIC DEVELOPMENT- INDIA AND ANDHRA PRADESH(CODE:
20ECO4A)
(w.e.f. 2020-21 Admitted Batch)

UNIT I

Basic Features: Basic characteristics of Indian Economy as a developing economy – Economic development since independence - Objectives and achievements of planning – Planning Commission/NITI Ayog and their approaches to economic development - India's Rank in Global Human Development Index.

UNIT II

National Income and Demography: Trends in National income - Demographic trends - Poverty and Inequalities – Occupational Structure and Unemployment - Various Schemes of employment generation and eradication of poverty – Issues in Rural Development and Urban Development –Intra-state and Interstate Labour Migration and unorganized sector Problems of Migrant Labour

UNIT III

Agricultural and Industrial Developments: Indian Agriculture – Agricultural Strategy and Agricultural Policy – Agrarian Crisis and land reforms – Agricultural credit – Minimum Support Prices -Malnutrition and Food Security - Indian Industry - Recent Industrial Policy
Additional Topic:- 1991 Industrial Policy – Make-in India – Start-up and Stand-up programmes – SEZs and Industrial Corridors - Economic Reforms and their impact - Economic initiatives by government of India during COVID - Atmanirbhar Bharat package.

UNIT IV

Indian Public Finance: Fiscal policy- Indian Tax System and Recent changes – GST and its impact on Commerce and Industry – Centre, States financial relations- Recommendations of Recent Finance Commission – Public Expenditure and Public Debt –Concepts of Budget.

UNIT V

Andhra Pradesh Economy:The basic characteristics of Andhra Pradesh economy after bifurcation in 2014 – Impact of bifurcation on the endowment of natural resources and state revenue – new challenges to industry and commerce - the new initiatives to develop infrastructure – Power and Transport –Health and Education- **Information Technology and e-**

governance – Urbanization and smart cities – Skill development and employment –Recent Social welfare programme.



FOURTH SEMESTER SYLLABUS
II B.A. ECONOMICS
STATISTICAL METHODS FOR ECONOMICS (CODE: 20ECO4B)
(w.e.f. 2020-21 Admitted Batch)

UNIT I:

Nature and Definition of Statistics: Introduction to Statistics – Definition, scope, importance and limitations of Statistics – Primary and Secondary data- Census and Sampling techniques and their merits and demerits. **Additional Topic:-** Indian Statistical System.

UNIT II:

Diagrammatic Analysis: Collection of data - Schedule and questionnaire – Frequency distribution – Tabulation – diagram and graphic presentation of data – Histogram, Frequency Polygon, Cumulative Frequency Curves - Bar Diagrams and Pie Diagram.

UNIT III:

Measures of Central Tendency and Dispersion: Measures of Central Tendency and Dispersion - Types of averages- Arithmetic Mean, Geometric Mean, Harmonic Mean – Median – Mode – Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation- Coefficient of Variation.

UNIT IV:

Correlation and Regression: Correlation and Regression - Meaning, Definition and uses of Correlation- Types of Correlation- Karl Pearson's Correlation coefficient - Spearman's Rank Correlation- Regression Equations - utility of regression analysis – Demand forecasting.

UNIT V:

Time Series and Index Numbers: Time Series and Index Numbers: Definition and components of Time Series – Measurement of Time Series – Moving Average and the Least Squares Method – Index Numbers - Concepts of Price and Quantity Relatives – Laspeyres's, Paasche's and Fisher's Ideal Index Numbers – Uses and Limitations of Index Numbers.



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FIFTH SEMESTER SYLLABUS
III B.A. ECONOMICS
ECONOMIC DEVELOPMENT AND INDIA ECONOMY (CODE: 19ECO5A)
(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.



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FIFTH SEMESTER SYLLABUS
III B.A. ECONOMICS
INDIAN AND ANDHRA PRADESH ECONOMY (CODE: 19ECO5B)
(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

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



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SIXTH SEMESTER SYLLABUS

III B.A. ECONOMICS

ELECTIVE PAPER VI-(A) AGRICULTURAL ECONOMICS (CODE: 19ECO6A)

(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.**



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SIXTH SEMESTER SYLLABUS
III B.A. ECONOMICS
CLUSTER ELECTIVE PAPER VIA-1 AGRIBUSINESS ENVIRONMENT
IN ANDHRA PRADESH(CODE: 19ECO6A1)
(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.



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SIXTH SEMESTER SYLLABUS
III B.A. ECONOMICS
CLUSTER ELECTIVE PAPER VIA-2 AGRICULTURAL OUTPUT MARKETING
(CODE: 19ECO6A2)
(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 .



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FIRST SEMESTER

UG – Life Skill Course Syllabus

UG- LIFE SKILL COURSE:: HUMAN VALUES AND PROFESSIONAL ETHICS (20LS1)
(w.e.f. 2020-2021 A.Y.admitted Batch)

UNIT: 1 - Introduction – Definition, Importance, Process & Classifications of Value

Education:

Understanding the need, basic guidelines, content and process for Value Education
Understanding the thought provoking issues; need for Values in our daily life
Choices making – Choosing, Cherishing & Acting, Classification of Value
Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

UNIT: 2 - Harmony in the Family – Understanding Values in Human Relationships:

Understanding harmony in the Family- the basic unit of human interaction,
Understanding the set of proposals to verify the Harmony in the Family; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship, Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs. Understanding the Problems faced due to differentiation in Relationships. Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha)- from family to world family.

UNIT: 3 - Professional Ethics in Education:

Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships. Understanding the concepts; Positive co-operation, Respecting the competence of other professions. Understanding about Taking initiative and Promoting the culture of openness. Depicting Loyalty towards Goals and objectives.



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SECOND SEMESTER

UG -Skill Development Course Syllabus

(Common for B.A., B.Com & B.Sc.,)

UG - Skill Development Course::AGRICULTURAL MARKETNG (20LSD2) (w.e.f. 2020-21 Admitted Batch)

Unit- I:

(06hrs)

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

Unit- II:

(09hrs)

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets– Functioning of Market Yards–Market information – Rythu Bharosa Kendras (RBK) – Govt market policies and regulations- Contract farming -Govt Apps for marketing of agri products.

Unit- III:

(10hrs)

Planning production – assembling – grading - transportation– storage facilities. Price fixation. Dissemination of market information –and role of ICT. Marketing - Mix- Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

Suggested Co-curricular Activities:

(05hrs)

1. Study visit to agricultural markets and Rythu Bharosa Kendras (RBK)
2. Invited lecture by field expert

3. Survey of various involved activities e.g. assembling, grading, storage, transportation and distribution
4. Identify the demand for food processing units
5. Application of Govt Apps as one Nation and one Market
6. Assignments, Group discussion, Quiz etc.