



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. HISTORY/ ECONOMICS
COURSE -I : FUNDAMENTALS OF SOCIAL SCIENCES(CODE: 23BA11)
(w.e.f. 2023-24 Admitted Batch)

Unit – I – What is Social Science?

1. Definition and Scope of Social Science – Different Social Sciences.
2. Distinction between Natural Science and Social Sciences.
3. Interdisciplinary Nature of Social Sciences.
4. Methods and Approaches of Social Sciences.

Unit -II: Understanding History and Society

1. Defining History, Its Nature and Scope.
2. History- A Science or an Art.
3. Importance of History in the Present Society.
4. Types of History and Chronology of Indian History .

Unit – III – Society and Social Behaviour

1. Definition , Nature and Scope of Psychology.
2. Importance of Social Interaction.
3. Need of Psychology for present Society.
4. Thought process and Social Behavior.

Unit – IV – Political Economy

1. Understanding Political Systems.
2. Political Systems – Organs of State.
3. Understanding over Economics - Micro and Macro concepts.
4. Economic Growth and Development - Various aspects of development

Unit - V – Essentials of Computer

1. Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers
2. Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications
3. Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals
4. Cryptography – Symmetric and Asymmetric –malware – Fire walls – Fraud Techniques Privacy and Data Protection



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**FIRST SEMESTER SYLLABUS
I B.A.HISTORY/ ECONOMICS**

**COURSE-II : PERSPECTIVES ON INDIAN SOCIETY(CODE: 23BA12)
(w.e.f. 2023-24 Admitted Batch)**

Unit – 1 – Man in Society

1. Human Nature and Real-Life Engagement
2. Social Groups and Social Dynamics
3. Individualism and Collectivism – Ethical Concerns
4. Human Life – Social Influence and Social Impact

Unit-II: Indian Heritage and Freedom Struggle in India

1. Cultural & Heritage sites of Tourism in India
2. Indian Dance, Music and Yoga
3. Rise of Nationalism Under British Rule in brief (1857-1947)
4. Contemporary history of India-integration of Princely States, abolition of Zamindari, formation of linguistic states

Unit – 3 – Indian Constitution

1. Philosophical Foundations of Indian Constitution
2. Elements of Indian Constitution
3. Study of Rights in Indian Constitution
4. Directive principles to State

Unit – 4. Indian Economy

1. Indian Economy - Features – Sectoral contribution in income
2. Role of Financial Institutions - RBI - Commercial Banks
3. Monetary and Fiscal Policies for Economic Development
4. Economic Reforms - Liberalization - Privatization- Globalization

Unit – 5 - Impact on Society & Analytics

1. Role of Computer, impact of Computers on human behavior, e-mail,
2. Social Networking- WhatsApp, Twitter, facebook, impact of Social Networks on human behavior.
3. Simulating, Modeling, and Planning, Managing Data, Graphing, Analyzing Quantitative Data,
4. Expert Systems and Artificial Intelligence Applications in the Social Sciences



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SECOND SEMESTER SYLLABUS
I B.A. ECONOMICS MAJOR/MINOR
COURSE-III : MICROECONOMICS(CODE: 23ECO21)
(w.e.f. 2023-24 Admitted Batch)

Unit-1: Introduction to Economics

- Economic Activities and Economic System; Definition, Scope and Importance of Economics
- Fundamental problems of economics: Scarcity and Choice, Production Possibilities Curve
- Meaning and Scope of Microeconomics; Differences between Micro and Macro Economics
- Principles of Microeconomics: Equilibrium, Optimization, Welfare ; Methodology in Economics : Positive and Normative

Unit -2: Demand and Consumption

- **Demand: Meaning, Types and Factors; Law of Demand**
- **Elasticity of Demand: Meaning, Price, Income and Cross Elasticities**
- **Utility: Meaning, Types, Importance; Marginal Rate of Substitution (MRS), DMRS**
- Indifference Curves (IC): Concept, Properties; Budget Line; Consumer Equilibrium under IC and

Additional Topic:- Consumer Surplus

Unit -3: Production and Supply

- Firm: Concept and Objectives; Production and Factors of Production; Concepts of Production, **Cost and Revenue: Total, Average, Marginal**
- **Production Function: Meaning and Types; Cobb- Douglas Production Function**
- Law of Variable Proportions; Laws of Returns to Scale
- **Supply: Meaning, Factors, Law of Supply, Elasticity of Supply**

Unit-4: Markets

- Market: Concept and Classification; Perfect Competition: Characteristics, **Additional Topic:- Price and Output determination under Perfect Competition and Equilibrium of Firm and Industry**
- Monopoly: Characteristics, **Additional Topic:- Price and Output determination under Monopoly and Equilibrium, Price Discrimination**
- Monopolistic Competition: Characteristics, Equilibrium, Selling Costs
- Oligopoly: Characteristics, Types, Kinked Demand Curve Model

Unit - 5: Distribution

- Distribution: Meaning, types and importance
- Rent: Ricardian Theory of Rent, Marshallian Quasi Rent
- Theories of Wage: Subsistence Theory, Modern Theory
- Theories of Interest: Classical Theory, Loanable Funds Theory
- Theories of Profit: Risk and Uncertainty Theory, Innovations Theory



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SECOND SEMESTER SYLLABUS

I B.A.ECONOMICS MAJOR

COURSE- IV: MATHEMATICAL METHODS FOR ECONOMICS(CODE: 23ECO22)

(w.e.f. 2023-24 Admitted Batch)

Unit 1: Sets & Functions

- Role of Mathematical Methods in Economics
- Sets: Types, Operations
- Functions: Meaning, Types, Graphical Representation, Applications in Economics.

Unit 2: Differential Calculus

- Limits of Functions; Continuity and Differentiability of a Function
- Derivative of a Function; Rules of Differentiation
- First and Second Derivatives and their Interpretations; Partial Derivatives
- Applications of Derivatives in Economics

Unit 3: Optimization Problems and their Applications

- Concept of Optimization in mathematics; Problems of Maxima and Minima
- Unconstrained & Constrained Optimization
- The Method of Lagrange Multipliers
- Some Applications of Optimization in Economics

Unit 4: Integrations and Linear Programming

- Concept of integration; Simple Rules of Integration
- Application of Integrations in Economics
- Linear Programming: Basic Concept, Formulation of Problem; Feasible, Basic and Optimal Solutions
- Applications of Liner Programming in Economics.

Unit 5: Matrices and Determinants and Applications in Economics

- Matrix: Concept, Types; Matrix Operations: Addition, Multiplication
- Determinants, Inverse of a Matrix
- Solution to the System of Simultaneous Equations, Cramer's Rule
- Some Applications of Matrix Theory in Economics



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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.

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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
INSURANCE SERVICES(CODE: 20ECO5C1)
(w.e.f. 2020-21 Admitted Batch)

Unit1:

Insurance Concept and Principles Risk Management: Risk and Uncertainty, Risk Classification – Concept, Importance and Types of Insurance– Principles of Insurance – Insurance Regulations in India - Role of IRDA and Insurance Ombudsman–**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 – Medical Examiner.

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 - Surveyor – Health Insurance: Nature and Features -Health Insurance Companies in India - Major Health Insurance Products/policies and their Features: Individual, Family, Group.

Unit4:

Practicing as an Insurance Agent Insurance Contract and Terms of Insurance Policy - Registration of Insurance 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.- **Additional Topic** : Impact of Technology in Insurance Industry.

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 Health Insurance Services.



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FIFTH SEMESTERSYLLABUS
III B.A. ECONOMICS
Banking and Financial Services (CODE: 20ECO5C2)
(w.e.f. 2020-21 Admitted Batch)

Unit1:

Principles of Banking and Indian Banking System Meaning of Banking – Principles of Banking – Functions of Banking – Structure of Indian Banking System – Regulations of Banking in India – Role of RBI in Banking – **Anti-money Laundering - Basics of Financial literacy** - Problems and Challenges of Banking in India.-**Additional Topic:** **Recent trends in Banking sectors 2022.**

Unit2:

Deposits, Loans and Digital Banking Bank Deposit Account Types – Account Opening and Closing – Banking Customer types – KYC Norms – Negotiable Instruments: Cheque, Bill of Exchange, Promissory Note, Endorsement - Principles of Lending – Different categories of Loans – Mortgaging -Priority Sector Lending – E-Banking facilities: Debit Card, Credit Card, Net Banking, Mobile Banking, Tele-banking, Micro ATMs, Digital Currency – Core Banking Solutions.

Unit3:

Banking Correspondents and Common Service Centers Banking Correspondent Model - Activities of Banking Correspondent: Deposit Mobilization, Identification of Borrowers, Collection and Recovery Loan, Other Banking Services – **Common Services Centre (CSC) - Provision of Services by CSC – Requirement for Registering CSC and Telecentre - Case Study of Banking Correspondents with any Bank or CSC in Local Area.**

Unit4:

Financial Services of NBFIs Non-Banking Financial Institutions (NBFIs): Types and Major Players of NBFIs in India – Important Financial Services offered by NBFIs and their Features – Concept of EMI - Micro Finance: Concept and Operation - Chit Funds: Concept and Operations– Payment Banks - Regulations of NBFIs in India – Problems and Challenges of NBFIs in India.

Unit5:

Work with Finance Service Company (FSC) Types of loans by Finance Service Company (FSC) – Customer of FSC: Types and Needs - Marketing of FSC's Loans – Procedures and Requirements in FSC's Loan Sanction - Collection and Recovery of FSC Loans - Case Study of a FSC's services in Local Area.



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FIRST SEMESTER SYLLABUS

I B.A.,B.Com.,B.Sc., SKILL COURSE (CODE: 23SC12A)

COURSE -I : LEADERSHIP SKILLS

(w.e.f. 2023-24 Admitted Batch)

Unit – I:

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit – II:

Assessment of Personality - Projective & Self Report Techniques - **Building Self Confidence** – Enhancing Personality Skills

Unit – III:

Leadership Characteristics – Types of Leaders – Importance of Leadership – **Leadership Skills** – **Building and Leading Efficient Teams** – Leadership Qualities of Abraham Lincoln, Mahatma Gandhi, Prakasham Pantulu, Dr. B. R. Ambedkar & **J.R.D. Tata**

Co-curricular Activities Suggested:

1. Assignments, Group discussions, Quiz etc.,
2. Invited Lecture by a local expert
3. Case Studies (ex., on students behavior, local leaders etc.)