

S.V. ARTS COLLEGE TIRUPATI

ECONOMICS SYLLABUS W.E.F 2017-18 **DEPARTMENT OF ECONOMICS**

Programme Specific Outcomes (PSO)

- PSO1 - To understand the behavior of the consumer,
- PSO2 - To understand the pricing of products and factor markets
- PSO3 - To Analyze National Income, Macroeconomic policies and Money
- PSO4 - To including fiscal and monetary policies of India
- PSO5 - To understand the economic development and analyze the Indian economy
- PSO6 - To behaviour of Indian and Andhra Pradesh Economy
- PSO7 - To acquire the entrepreneurial skills
- PSO8 - To understand the industrial relations
- PSO9 - To understand the labour relations with managements
- PSO10 - To acquire the industrial Management skills

Programme outcomes (Pos)

PO1. Critical Thinking:

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational and personal) from different perspectives.

PO2. Effective Communication:

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3. Social Interaction:

Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4. Effective Citizenship:

Demonstrate empathetic social concern and equity-centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. **Ethics:**

Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6. **Environment and Sustainability:**

Understand the issues of environmental contexts and sustainable development.

PO7. **Self-directed and Life-long Learning:**

Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

S.V. ARTS COLLEGE TIRUPATI

DEPARTMENT OF ECONOMICS

ECONOMICS	1-1-107R	B.A.(HEP)
PAPER – 1 - MICRO ECONOMICS (CONSUMER BEHAVIOUR)		
SEMESTER-I		No of Credits: 4

Learning Objectives:

- To identify and explain economic concepts and theories related to the behavior of economic agents, markets, industry and firm structures, legal institutions, social norms, and government policies.
- To integrate theoretical knowledge with quantitative and qualitative evidence in order to explain past economic events and to formulate predictions on future ones.
- To evaluate the consequences of economic activities and institutions for individual and social welfare.
- To identify the basic features of alternative representations of human behavior in economics

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1:	Students will be able to evaluate the consequences of economic activities for individual and social welfare.	PO1,PO2,PO3
CO2	Able to understand various Methodologies of studying Economics	PO1,PO6, PO7
CO3	Able to understand and analyze utility analysis and apply the same in his life	PO1,PO4, PO7

CO4	Make the students to understand about the demand and its responses and how it will be measured	PO1,PO2,PO3
CO5	Able to understand about the consumer behaviour.	PO1,PO2,PO5, PO7

Syllabus		
MODULE - I		
INTRODUCTION TO ECONOMICS		15 Hours

1.1	Fundamental problems of economics	2 PERIODS
1.2	Nature and scope of Economics	2 PERIODS
1.3	Definitions	2. PERIODS
1.3.1	Wealth definition	2 PERIODS
1.3.2	Welfare definition	2 PERIODS
1.3.3	Scarcity definition	2 PERIODS
1.3.4	Growth Definition	3 PERIODS

MODULE - II		
METHODOLOGY OF ECONOMICS		15 Hours

2.1.	Methodology in Economics	2 PERIODS
2.1.1.	Static and dynamic Analysis of Economics	3 PERIODS
2.1.2.	Inductive & deductive methods	3 PERIODS
2.1.3.	Micro and Macro Economics	3 PERIODS
2.1.4.	Partial and general equilibrium	3 PERIODS
2.1.5.	Normative formative sciences	1 PERIODS

MODULE - III		
UTILITY ANALYSIS		15 Hours

3.1.	Cardinal Approach	2 PERIODS
3.2.	Marshall Utility analysis	1 PERIODS
3.2.1.	Law of diminishing marginal utility	5 PERIODS
3.2.2.	Law of equi-marginal utility	4 PERIODS
3.2.3	Concept of Consumer's Surplus	3 PERIODS

MODULE - IV		
DEMAND ANALYSIS		25 Hours

4.1.	Demand	2 PERIODS
4.2	Demand Function	2 PERIODS
4.3	Types of Demand	2 PERIODS
4.4	Law of Demand	
4.4.1.	Meaning and law of demand	2 PERIODS
4.4.2.	Reasons for downward slope of Demand Curve	2 PERIODS
4.4.3.	Exceptions of Law of Demand	2 PERIODS
4.5.	Elasticity of Demand	
4.5.1.	Meaning and Definition of Elasticity of Demand	2 PERIODS
4.5.2.	Types of Elasticity of Demand- Price Elasticity of Demand,	

Income Elasticity of Demand, Cross Elasticity of Demand	5 PERIODS
4.5.3. Measurement of Price Elasticity of Demand – Total Outlay Method, Point Method and Arc Method	4 PERIODS
4.5.4. Factors affecting Elasticity of Demand.	2 PERIODS

MODULE - 5	
INDIFFERENCE CURVES ANALYSIS	20 Hours

3.1 Ordinal approach	3 PERIODS
3.2 Hicksian Approach: Indifference Curve Analysis	2 PERIODS
3.2.1 Meaning of Indifference Curves	2 PERIODS
3.2.2 Properties of Indifference Curves	3 PERIODS
3.2.3 Indifference Curve Analysis	2 PERIODS
3.3 Budget Line	3 PERIODS
3.4 Consumer's Equilibrium	5 PERIODS

TEXT BOOK: Telugu Academy Publication

Reference Books:

1. A Koutsoyiannis :Modern Micro Economics - Macmillan
2. .Stonier, A.W. and D.C.Hague: A Text book of Economic theory - ELBS & Long man Group, London
3. H.L Ahuja : Advanced economic theory, S.Chand, 2004
4. H.S. Agarwal: Principles of Economics
5. P.A Samuelson&W.D.Nordhaus - "Macro Economics", Tata Mc Graw Hill, 18/e, 2005
6. M.L.Seth: "Micro Economics", Lakshmi Narayan Agarwal, 2006.
7. D.M. Mithani & G.K. Murthy - "Funamentals of Business Economics", Himalaya Publishing, 2007.

S.V. ARTS COLLEGE TIRUPATI

DEPARTMENT OF ECONOMICS

Economics	1-2-107R	B.A.(HEP)
PAPER II - MICRO-ECONOMICS - PRODUCTION & PRICE THEORIES		
SEMESTER-II		No of Credits: 4

Learning Outcomes:

- a. To identify and explain economic concepts and theories related to the behavior of economic agents, markets, industry and firm structures, legal institutions, social norms, and government policies.
- b. To integrate theoretical knowledge with quantitative and qualitative evidence in order to explain past economic events and to formulate predictions on future ones.

- c. To evaluate the consequences of economic activities and institutions for individual and social welfare.
- d. To identify the basic features of alternative representations of human behavior in economics

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Make the students to have complete knowledge regarding production and its different functions	PO1,PO2,PO3,PO4
CO2	Able to acquire knowledge regarding different types of cost and revenue.	PO2,PO3,PO4
CO3	Ability to understand and working of different kinds of market structures operating in the world.	PO1,PO2,PO3
CO4	To understand how the factor prices determined and it theories, particularly about	PO1,PO2,PO3
CO5	To make the students to acquire knowledge regarding about the interest and profits.	PO2,PO3,PO4

Syllabus		
MODULE - I		
THEORY OF PRODUCTION		20 Hours
1.1	Production Function	1 Period
1.2	Cobb-Douglas Production Function	2 Periods
1.3.	Law of variable proportions	4 Periods
1.4.	Laws of Returns to scale	3 Periods
1.5.	Different Concepts of Costs	1 Period
1.6.	Explicit, implicit, Opportunity, Total, Fixed and Variable Costs	2 Periods
1.7.	Marginal and Average Costs & its relationship	2 Periods
1.8.	Different Concepts of Revenue	2 Periods
1.9.	Total, Average & Marginal Revenue	1 Period
1.10.	Break – even analysis.	2 Periods
MODULE - II		
MARKETS		20 Hours
2.1	Analyse different types of market structures	2 Period
2.2.	Perfect Competition	
2.2.1	Characteristics of perfect competition	3 Periods
2.2.2	Price and output determination under perfect competition	4 Periods
2.2.3	Short Run and Long Run Equilibrium of a firm and industry under perfect competition	3 Periods
2.3	Monopoly	
2.3.1	Characteristic features of Monopoly	3 Periods
2.3.2	Price and output determination under monopoly	3 Periods

2.3.3	Price Discriminating under monopoly	2 Period
MODULE - III		
MARKETS		15 Hours
3.1.	Monopolistic Competition	
3.1.1	Characteristic features of Monopolistic Competition	3 Periods
3.1.2	Price and output determination under Monopolistic Competition	4 Periods
3.2.	Oligopoly	
3.2.1	Characteristic features of Oligopoly	2 Period
3.2.2	Price and output determination under Oligopoly	3 Periods
3.2.3	Kinked Demand Curve Approach	3 Periods
MODULE - IV		
FACTOR PRICING		15 Hours
4.1	Marginal productivity theory of distribution	3 Periods
4.2	Wages and types of Wages	3 Periods
4.3	Theories of Wage Determination	
4.3.1	Subsistence Theory of Wages	2 Periods
4.3.2	Standard of Living theory of Wages	2 Periods
4.3.3	Modern theory of Wages	3 Periods
4.4	Wage and Collective Bargaining	1 Periods
4.5	Concept of Minimum Wage	1 Periods
MODULE - V		
FACTOR PRICING		20 Hours
5.1	Rent	1 Period
5.2	Theories of Rent	1 Period
5.2.1	Ricardian theory of rent	2 Periods
5.2.2	Modern theory of rent	1 Period
5.2.3	Quasi- rent Concept of Alfred Marshall	1 Period
5.3	Gross interest & Net Interest	1 Period
5.3.1	Classical Theory of interest	1 Period
5.3.2	Loanable Fund Theory of Interest	1 Period
5.3.3	Neo-Classical Theory of Interest	1 Period
5.3.4	Keynes Liquid Preference Theory of Interest	3 Periods
5.4	Gross profit & Net profit	1 Period
5.4.1	Schumpeter's Innovation theory of profit	2 Periods
5.4.2	Hawlay's Risk theory of profits	1 Period
5.4.3	Knight's uncertainty bearing theory of profits	1 Period
5.4.4	Clarck's dynamic theory of profits.	2 Period

TEXT BOOK: Telugu Academy Publication

References

1. A Koutsoyiannis- Modern Micro Economics – Macmillan

2. Stonier, A.W. and D.C.Hague- A Text book of Economic theory - ELBS & Long man Group, London
3. H.L Ahuja - Advanced economic theory, S.Chand, 3004
4. H.S. Agarwal - Principles of Economics
5. Heathfield and wife - An Introduction to cost and production functions
6. P.A Samuelson&W.D.Nordhaus - "Macro ECONOMICS", Tata Mc. Graw Hill, 18/e, 3005
7. M.L.Seth - "Micro Economics", Lakshmi Narayan Agarwal, 3006
8. D.M. Mithani & G.K. Murthy - "Funamentals of Business Economics", Himalaya Publishing, 3007.
9. Bilas,A. - "Micro Economic Theory", International Student Edition, Mc.Graw Hill, 1971
10. Our Study Material

S.V. ARTS COLLEGE TIRUPATI

DEPARTMENT OF ECONOMICS

Economics	Department of Economics	B.A.(HEP)
1-3-107R		
PAPER – III - Macro Economics – (National Income, Employment and Money)		
SEMESTER-III		No of Credits: 4

Learning outcome:

- To know macroeconomic concepts and theories by explaining them using appropriate terminology
- To understand macroeconomic models by describing relationships among macroeconomic variables
- To know and understand current macroeconomic problems by applying theories to concrete cases In terms of skills
- To track down economic data and data sources
- To interpret existing knowledge by explaining what macroeconomic principles are used in economic analyses
- To argue based on acquired knowledge In terms of attitudes

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO2	Able to understand different concepts of National income and methods to measure national income..	PO1,PO3,PO3,PO5,PO7
CO3	Able to acquire the knowledge about the classical and Keynes theories of employment.	PO1,PO3,PO4,PO5,PO6,PO7
CO4	Able to understand Keynes theory of consumption function and working of multiplier and accelerate principle.	PO1,PO3,PO3,PO4,PO5,PO7
CO5	To understand the functions of money, different theories of money	PO1,PO3,PO3,PO5,PO7

Syllabus		
MODULE - I		
Introduction to Macro Economics		15 Hours

1.1	Meaning and Definition of Macro Economics	3 Periods
1.2	Importance of Macro Economics	3 Periods
1.3	Difference between Micro and Macro Economics	3 Periods
1.4	Paradox of Macro Economics	3 Periods
1.5	Limitations of Macro Economics	3 Periods

MODULE - II		
National Income		15 Hours

2.1	Definitions & Concepts of National Income	3 Periods
2.2	Measurement of National Income	5 Periods
2.3	Difficulties in measurement of National Income	3 Periods
2.4	Circular flow of Income in Two, Three and Four Sector Economy	4 Periods

MODULE - III		
THEORIES OF INCOME AND EMPLOYMENT		10 Hours

3.1	Classical theory of Employment	6 Periods
3.2	Say's Law of Markets.	4 Periods

MODULE - IV		
THEORIES OF INCOME AND EMPLOYMENT		30 Hours

4.1	Keynesian Theory of Employment	1 Period
4.1.1	Aggregate demand	1 Period
4.1.2	Aggregate supply	1 Period
4.1.3	The principle of effective demand	1 Period
4.2	Consumption function	1 Period
4.2.1	Meaning of consumption function	1 Period
4.2.2	Average propensity to consume	1 Period
4.2.3	Marginal propensity to consume	2 Period
4.3	Keynes theory of consumption function	1 Period
4.4	Determinants of consumption function	1 Period
4.4.1	Objective factors	1 Period
4.4.2	Subjective factors	2 Period
4.5	Theories of Long run consumption	1 Period
4.5.1	Absolute Income theory	1 Period
4.5.2	Relative Income theory	1 Period
4.5.3	Permanent Income theory	1 Period
4.5.4	The Life cycle hypothesis	1 Period
4.6	Investment Function	1 Period
4.6.1	Determinants of investment	2 Period
4.6.2	Marginal efficiency of capital	1 Period
4.7	Applicability of Keynes Economics to underdeveloped countries	1 Period

4.8	Marginal Efficiency of Capital (MEC)	2 Periods
4.9	Concepts of multiplier and accelerator	4 Periods

MODULE - V		
MONEY		20 Hours

5.1	Meaning and definition of money	2 Periods
5.2	Classification of money	2 Periods
5.3	Functions of money	2 Periods
5.4	Gresham's Law	1 Period
5.5	R.B.I. classification of money	2 Periods
5.6	Theories of Money	1 Period
5.6.1	Fisher's Quantity theory of Money	2 Periods
5.6.2	Cambridge approach (Marshall, Pigou, Robertson & Keynes).	8 Periods

Text Book : Telugu Academy Publications

Reference Books:

1. Dillard.D - The Economics of John Maynard Keynes, Crossby Lockwood and sons, London
2. M.C Vaish - Macro Economic theory
3. S.B Gupt - Monetary economics, S.Chand and CO Delhi
4. Mithani D.M - Macro Economic Analysis and policy Oxford and JBH New Delhi
5. M N Mishra & S B Mishra - "Insurance Principles & Practice" S Chnad 3007.
6. Lewis, M.K and P.D Mizan - Monetary Economics, Oxford University press, New Delhi
7. Central Statistical Organisations - "National Accounts Statistics".
8. M.L.Seth - "Macro Economics", Lakshmi Narayan Agarwal, 3006.
9. K.P.M.Sundaram - "Money, banking & International Trade", Sultan Chand, 3006.
10. Study Material by our Department

S.V. ARTS COLLEGE TIRUPATI

DEPARTMENT OF ECONOMICS

Economics	1-4-107R	B.A.(HEP)
PAPER – IV - Macro Economics (Banking and International Trade)		
SEMESTER-IV		No of Credits: 4

Learning outcome:

- a. To identify the determinants of various macroeconomic aggregates such as output, unemployment, inflation, productivity and the major challenges associated with the measurement of these aggregates.
- b. To discuss the linkages between financial markets and the real economy, and how these linkages influence the impact of economic policies over differing time horizons.
- c. To describe the main macroeconomic theories of short term fluctuations and long term growth in the economy.

- d. To critically evaluate the consequences of basic macroeconomic policy options under differing economic conditions within a business cycle.

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Acquire knowledge regarding macroeconomic concept of Inflation, Deflations and how it can be controlled. Able to understand meaning and definitions of trade cycle its phases, consequences and controlling measures.	PO1,PO2,PO5,PO6
CO2	Acquire knowledge and understand the functions and performance of banking sector	PO1,PO3,PO5,PO7
CO3	Able to acquire the knowledge about the classical and Keynes theories of employment.	PO1,PO3,PO4,PO5,PO6,PO7
CO4	Able to know the particular solutions to the economic functions like Monetary and Fiscal policies	PO1,PO2,PO3,PO4,PO5,PO7
CO5	Able to understand how international trade has helped countries to acquire goods at cheaper cost and explain it through the various international trade theories	PO1,PO2,PO3,PO5,PO7

Syllabus	
MODULE - I	
INFLATION AND TRADE CYCLES	20 Hours

1.1	Inflation	1 Period
1.1.1	Meaning and definition of Inflation	2 Period
1.1.2	Types of Inflation	1 Period
1.1.3	Demand pull Inflation	1 Period
1.1.4	Cost push Inflation Period	1 Period
1.1.5	Consequences of Inflation	3 Periods
1.1.6	Deflation	1 Period
1.1.7	Control of Inflation and deflation	1 Period
1.2	Trade cycle	1 Period
1.2.1	Meaning and definition of Trade cycle	1 Period
1.2.2	Phases of Trade cycles	2 Period
1.2.3	Consequences of Trade cycles	1 Period
1.2.4	Control of Trade cycles	1 Period
1.2.4.1	Monetary measures	1 Period
1.2.4.2	Fiscal measures	1 Period
1.2.4.3	Other measures	

MODULE - II	
Banking	15 Hours

2.1	Banking	1 Period
2.1.1	Meaning and definition	2 Periods
2.1.2	Functions of commercial banks	

2.1.3	Credit creation by commercial banks	2 Periods
2.1.4	Limitations to credit creation	2 Periods
2.2	R.B.I	1 Period
2.2.1	Functions of R.B.I.	1 Period
2.2.2	Methods of credit control	2 Periods
2.2.3	Quantitative control methods	
2.2.4	Qualitative control methods	2 Periods
2.3	Recent developments in banking sectors.	1 Period
		3 Periods

MODULE - III

Non-Bank Financial Institutions		20 Hours
3.1	Non-Bank Financial Institutions	3 Periods
3.2	Types of NBFIs	4 Periods
3.3	Factors contributing to the Growth of NBFIs	4 Periods
3.4	Money market	5 Periods
3.5	Defects of Indian money market	4 Periods

MODULE - IV

STOCK MARKETS		15 Hours
4.1	Concepts of Shares	2 Periods
4.2	Debentures	2 Periods
4.3	Functions of Stock Markets	2 Periods
4.4	Primary and Secondary Markets	2 Periods
4.5	SEBI	2 Periods
4.6	Insurance	1 Period
4.6.1	Life Insurance	2 Periods
4.6.2	General Insurance	2 Periods

MODULE - V

MACRO ECONOMIC POLICIES & INTERNATIONAL TRADE		20 Hours
5.1	Macro Economic Policy	3 Periods
5.1.1	Objectives and Significance of Macro Economic policies	2 Periods
5.1.2	Fiscal policies	2 Period
5.1.3	Monetary policies	2 Period
5.1.4	Exchange rate policies	2 Period
5.2	Importance of International Trade	3 Periods
5.2.1	Regional and International Trade	3 Periods
5.2.2	Defining Balance of Trade and Balance of Payment	3 Periods

Text Book : Telugu Academy Publications

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, 2019.
7. Dillard, D - "The Economics of John Maynard Keynes", Century Lachman & Sons.
8. M.N.Mishra & S.B.Mishra - "Insurance Principles & Practice" S.Chand 2012.
9. Bharati V.Pathak "The Indian Financial System Markets, Institutions & Services", Pearson.
10. D.M.Mithani & G.K.Murty - "Business Economics", Himalaya Publishing House, 2005.
11. M.L.Jhingan - Economic Development - Vikas, 2012.
12. G.Omkarnath - Economics - A Primer for India - Orient Blackswan, 2012.
13. Agarwal, V. (2010) Macroeconomics: theory and Policy.
14. Ahuja, H.L. (2012) Macro Economics, Theory and policy, S. Chand and Company Ltd., New Delhi
15. Vaish. M.C. (2005), Macroeconomic Theory, Vishwa Prakashan, New Delhi.
16. Telugu Academy Publications.
17. Mishra M.N. Money, Banking and International Trade, Subhanshant New Delhi.
18. Mithani D.A. Money Banking International Trade and Public Finance, Himalaya publications
19. Varshney P.N and D.K.Mittal, (2003), Indian Financial System, Sultan Chand & Sons, New Delhi
20. Machiraju H.R,(2002), Indian Financial System, Vikas Publishing House Pvt, Ltd, New
21. Study Material by our Department

S.V. ARTS COLLEGE TIRUPATI

DEPARTMENT OF ECONOMICS

Economics	1-5-107A	B.A.(HEP)
PAPER – V – ECONOMIC DEVELOPMENT AND INDIAN ECONOMY		
SEMESTER-V		No of Credits: 4

Learning Objectives:

- To explain and apply key development economic growth theories, economic development theories
- To analyze and describe the features of less developed economies and the macroeconomic and microeconomic development challenges they face
- To analyze and describe significant policy options available to government and international organization to address economic development challenges
- To develop analytical and critical thinking skills and use them to judge the appropriateness of economic development policy options \
- To identify and appraise economic development policy failures, and suggest adjustments or alternatives

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Demonstrate familiarity with some central themes	PO1, PO5, PO6, PO7
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	and issues of economic development. Engage in critical thinking through the Comparative assessment of competing Economic development models and policy frameworks	
CO2	Able to articulate pragmatic, principles-based policies to enhance economic well-being and promote social justice.	PO3,PO5,PO6
CO3	Able to Understand about Demography and its recent trends including latest population policy.	PO1,PO3,PO4,PO5
CO4	Able to understand regarding the current structure of Indian economy likes National Income, Poverty, and Unemployment etc	PO1,PO3,PO5, PO7
CO5	analyze new economic policies (privatization ,liberalization and globalization) in India Understand the role of the Indian economy in the global context.	PO1,PO4, PO5

Syllabus

MODULE - I

ECONOMIC GROWTH AND ECONOMIC DEVELOPMENT 20 Hours

1.0	Concept of Economic Growth and Economic Development	4 Periods
1.1	Distinction between economic growth and development	2 Period
1.2	Measurement of economic development	4 Periods
1.3	Theories of Economic Growth:	1 Period
1.3.1	Adam Smith model of Economic Growth	2 Periods
1.3.2	Rostow model of Economic Growth	2 Periods
1.3.3	Karl Marx model of Economic Growth	2 Periods
1.3.4	Harrod & Domar model of Economic Growth	3 Periods

MODULE - II

SUSTAINABLE DEVELOPMENT

10 Hours

2.0	Sustainable development	2 Periods
2.1	Balanced and unbalanced growth	2 Periods
2.2	Choice of techniques	
2.2.1	Labour intensive Methods	3 Periods
2.2.2	Capital intensive Methods.	3 Periods

MODULE - III

BASIC FEATURES OF THE INDIAN ECONOMY

15 Hours

3.0	Basic features of the Indian Economy	3 Periods
3.1	Natural Resources	3 Periods
3.2	Important Demographic features	3 Periods
3.3	Concept of Population Dividend	3 Periods
3.4	Population Policy.	3 Periods

MODULE - IV		
BASIC FEATURES OF THE INDIAN ECONOMY		
4.0	National Income in India	20 Hours
4.1	Trends and composition in national income in India	1 Period
4.3	Poverty in India	2 Periods
4.3.1	Reasons for poverty in India	1 Period
4.3.2	Remedial measures taken by the Government to eradicate poverty	2 Periods
4.4	Inequalities in India	2 Period
4.4.1	Reasons for Inequalities in India	1 Period
4.4.2	Remedial measures taken by the Government to remove Inequalities	2 Periods
4.5	Unemployment in India	2 Periods
4.5.1	Reasons for Unemployment in India	1 Period
4.5.2	Remedial measures taken by the Government to eradicate Unemployment	2 Periods
4.6	MGNREGS	2 Periods

MODULE - IV		
ECONOMIC REFORMS		
5.1	Economic reforms	10 Hours
5.2	Liberalization	2 Periods
5.3	Privatization	2 Periods
5.4	Globalization	2 Periods
5.5	Concept of Inclusive Growth.	2 Periods

Text Books: Telugu Academy Publications.

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. Dr. Ch.S.G.K. Murthy, Indian Economy - Gitam University
11. Study Material by our Department

S.V. ARTS COLLEGE TIRUPATI

Department of Economics

Economics	1-5-107B	B.A.(HEP)
PAPER – VI –INDIAN AND ANDHRA PRADESH ECONOMY		
SEMESTER-V		No of Credits: 4

Learning outcomes:

- To understand the basic structure of Indian Economy & AP Economy
- To comprehensively understand, interpret, compare & contrast, explain the need of planning and know the changes through planning that led to evolution of Indian economy.& AP Economy
- To analyze the reasons behind income inequality, regional imbalance, inadequate finance
- To interpret and justify of the growth rate of the economy, fiscal deficit and contribution of different sectors will become easy..

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Acquire knowledge regarding agriculture sector in India, its trends and productivity. Understand about the rural issues like credit, Marketing, food problem in India.	PO1,PO5,PO6
CO2	To able to understand industrial sector and its changing role in Indian economy.	PO3,PO3
CO3	The students will be able to understand about the role of service sector in Indian Economy	PO1,PO5,PO6
CO4	Students will comprehensively understand, interpret, compare & contrast, explain the need of planning and know the changes through planning that led to evolution of Indian economy	PO1, PO2, PO3, PO5, PO7
CO5	Able to understand about Andhra Pradesh Economy and its progress	PO1,PO3,PO6,PO7

Syllabus		
MODULE - I		25 Hours
INDIAN AGRICULTURE		
1.0	Indian Agriculture	1 Period
1.1	Importance of Agriculture in India	2 Periods
1.2	Agrarian structure and relations	2 Periods
1.3	Factors determining Productivity	3 Periods
1.4	Agricultural Infrastructure	2 Periods
1.5	Rural credit	4 Periods
1.6	Micro Finance	2 Periods
1.7	Self Help Groups (SHGs)	2 Periods
1.8	Agricultural Price policy	3 Periods

1.9 concept of Crop Insurance
1.10 Food Security.

2 Periods

2 Periods

MODULE - II
INDIAN INDUSTRIES

15 Ours

- 1.0 Structure and growth of Indian Industry 4 Periods
1.1 Industrial policies of 1956 & 1991 4 Periods
1.2 Meaning of Micro small and Medium Enterprises (MSMEs) 3 Periods
1.3 Problems and Prospects of small scale Industries in India. 4 Periods

MODULE - III
DISINVESTMENT AND SERVICE SECTOR IN INDIA

15 Hours

- 3.1 Disinvestment in India 2 Periods
3.2 FEMA 2 Periods
3.3 Foreign direct investment 2 Periods
3.4 Services Sector in India 1 Period
3.5 Reforms in Banking 3 Periods
3.6 Insurance 2 Periods
3.7 IT, Education and Health. 3 Periods

MODULE - IV
PLANNING IN INDIAN ECONOMY

15 Hours

- 4.0 Planning in India Economy 3 Periods
4.1 Objectives of Five year plans 2 Periods
4.2 Review of Five year Plans 5 Periods
4.3 Current Five year plan 2 Periods
4.4 NITI Aayog 3 Periods

MODULE - V
ANDHRA PRADESH ECONOMY

20 Hours

- 5.1 Andhra Pradesh Economy 2 Periods
5.2 Population Growth trends in AP 4 Periods
5.3 GSDP - Sector Contribution and trends 4 Periods
5.4 IT Sector in AP 4 Periods
5.5 Small Scale Industries in AP 3 Periods
5.6 SEZs in AP 3 Periods

Text Books: Telugu Academy Publications

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. Dr.Ch.S.G.K.Murthy, Indian Economy - Gitam University.
10. Study Material by our Department

S.V. ARTS COLLEGE TIRUPATI

DEPARTMENT OF ECONOMICS

Economics Department of Economics B.A.(HEP)
 1-6-107
 PAPER - VII (B) (ELECTIVE)
 SEMESTER VI PAPER - VII (B) (ELECTIVE)
 ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT
 No of Credits: 4

Learning Objectives:

1. To discern distinct entrepreneurial traits
2. To assess opportunities and constraints for new business ideas
3. To select and screen a business idea
4. To design strategies for successful implementation of ideas
5. To write a business plan

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Classify the evolution of Entrepreneurship Gain knowledge on the role of entrepreneur in economic growth and changing approaches in economic scenario for small scale entrepreneurs.	PO1,PO4,PO5,PO6
CO3	Write down the factors affecting entrepreneurial growth Manage their own/family business in skillful manner with new idea coping with fast changing requirements of the society.	PO1,PO4,PO5
CO3	Describe the Entrepreneurship Development Programmes Techniques of business idea generation and business opportunities and preparation of project report are learnt.	PO1,PO4,PO5
CO4	learn the ways entrepreneurial development can be implemented through various agencies like DIC, NSIC, SIDBI, SIDO, IDBI, IFCI.	PO1,PO4,PO5
CO5	Understand the preparation Project Techniques of business idea generation and business opportunities and preparation of project report are learnt	PO1,PO2,PO4,PO5,PO7

Syllabus		
MODULE - I		
INTRODUCTION		10 Hours
1.0	Introduction	
1.1	Meaning of Entrepreneurship	2 Periods
1.2	Nature of Entrepreneurship	1 Period
1.3	Characteristics of entrepreneurship	2 Period
1.4	Barriers to entrepreneurship	2 Periods
		3 Periods

MODULE - II		
ESTABLISHING A SMALL ENTERPRISE		10 Hours
2.0	Establishing a small enterprise	1 Period
2.1	The startup process	2 Periods
2.2	Project Identification	2 Periods
2.3	Selection of the Product	2 Periods
2.4	Selection of Site/Location	2 Periods
2.5	Legal Considerations	1 Period

MODULE - III		
SMALL ENTERPRISES AND ENTERPRISE LAUNCHING FORMALITIES		20 Hours
3.0	Small Enterprises and Enterprise Launching Formalities	2 Periods
3.1	Definition of Small Scale Enterprise	2 Period
3.2	Rationale	3 Periods
3.3.1	Objective of the Enterprise	2 Period
3.3.2	Scope of the Enterprise	2 Period
3.3.3	Registration of the Enterprise	3 Periods
3.3.4	NOC from Pollution Board	2 Periods
3.3.5	Machinery and Equipment Selection	4 Periods

MODULE - IV		
Role of Support Institutions and Management of Small Business		20 Hours
4.0	Role of Support Institutions and Management of Small Business	3 Periods
4.1	Director of Industries	2 Period
4.1.1	DIC – District Industries Center	2 Period
4.1.2	SIDO – Small Industries Development Organisation	1 Period
4.1.3	SIDBI- Small Industries Development Board of India	3 Periods
4.1.4	SIDC - Small Industries Development Corporation	2 Period
4.1.5	SISI- Small Industries Service Institutes	1 Period
4.1.6	NSIC - National Small Industries Corporation	2 Period
4.1.7	NIESBUD – National Institute for Entrepreneurship and Small Business Development	2 Periods
4.1.8	SIC - State Financial Corporation.	2 Periods

MODULE - V		
PROJECT PREPARATION		15 Hours

5.0	Project Preparation	
5.1	Project formulation	2 Periods
5.1.1	Specimen of Project Report	2 Periods
5.1.2	Assessment of Project feasibility	2 Periods
5.2	Analysis's of Project	1 Period
5.3	Project Planning and Scheduling using Networking Techniques of PERT / CPM	1 Period
5.4	Preparation of Project Report	4 Periods 3Periods

Reference:

1. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
2. Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House, Delhi.
3. Cynthia, L. Greene (2004). Entrepreneurship Ideas in Action. Thomson Asia Pvt. Ltd., Singapore.

ONLINE RESOURCES

1. <http://ediindia.ac.in/e-policy/> [Entepreneurial Policy India]
2. http://en.wikipedia.org/wiki/List_of_venture_capital_companies_in_India
3. indiavca.org/venture-capital-in-india.html [Venture Capital]
4. www.indianangelnetwork.com/ [Angel Investing]
5. www.startbizindia.in/angel_investors_india.php [ANGEL INVESTING]
6. <http://www.mensxp.com/work-life/entrepreneurship/21253-51-most-successful-entrepreneurs-ofindia-p1.html> [Successful Entrepreneurs]
7. economictimes.indiatimes.com/...of...entrepreneurs/.../20912945.cms [Leadership]
8. <http://edition.cnn.com/2013/06/25/tech/innovation/frugal-innovation-india-inventors/> [Innovation]
9. www.bplans.com/ [BUSINESS PLAN]
10. www.entrepreneur.com/businessplan [BUSINESS PLAN]

S.V. ARTS COLLEGE TIRUPATI

Department of Economics

Economics	1-6-107A	B.A.(HEP)
Cluster Elective – (E) Entrepreneurship Paper – VIII –INDUSTRIAL ECONOMICS		
SEMESTER-VI		No of Credits: 4

Learning Objectives

- To interpret, evaluate, and present a company's business
- To apply methods for cost accounting and capital investment budgets
- To conduct basic book-keeping and accounting for a smaller firm
- To find, critically analyze, understand, and communicate technical and economical information for the industrial firm

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Able to write down the Industry and Economic Development	PO1,PO3,PO5,PO6, PO7
CO3	Describe and explain the determinants of the size and structure of firms and the implications of the separation of ownership and control	PO1,PO2,PO6
CO3	Find, critically analyze, understand, and communicate technical and economical information for the industrial firm.	PO1,PO4,PO5
CO4	Understand the Globalization and its impact on Indian Economy.	PO1,PO4,PO5
CO5	Describe the Industrial Development in India	PO1,PO2,PO4,PO5,PO7

Syllabus	
MODULE - I	
INTRODUCTION	
10 Hours	

1.0	Industry and economic development	2 Periods
1.1	Industry and Sectoral linkages	3 Periods
1.2	Industrial Classification	3 Periods
1.3	Data Information.	2 Periods

MODULE - II	
OWNERSHIP	
15 Hours	

2.1	Public Sector Company	3 Periods
2.2	Private Sectors Company	3 Periods
2.3	Joint Company	2 Periods
2.4	Co-operative Sector Company	2 Periods
2.5	Private Corporate Sector	3 Periods
2.6	MNCs and their role.	2 Periods

MODULE - III	
INDUSTRIAL PRODUCTIVITY	
20 Hours	

3.1	Industrial productivity	2 Periods
3.2	Concept & Measurement of Industrial productivity	3 Periods
3.3	Productivity in Indian industries	4 Periods
3.4	Industrial Sickness	3 Periods
3.5	Underutilization of capacity	2 Periods
3.6	Factors accounting for Underutilization of capacity	3 Periods
3.7	Consequences of Underutilization of capacity	3 Periods

MODULE - IV**REFORMS**

	Globalization	15 Hours
4.0	Impact of Globalization on Indian industry	2 Periods
4.1	Privatization	4 Periods
4.2	Impact of Privatization on Indian industry	2 Periods
4.3	Issues relating to Disinvestment Policy.	4 Periods
4.4		3 Periods

MODULE - V**INDUSTRIAL DEVELOPMENT IN INDIA**

	Industrial development in India	15 Hours
5.1	Industrial policies	3 Periods
5.2	Role of the Central and State Governments on Industrial Development	4 Periods
5.3	Economic Reforms	2 Periods
5.4	Industrial growth and pattern.	3 Periods
5.5		3 Periods

BOOKS FOR REFERENCE:

1. Dhingra, I.e. Indian Industrial Economy
2. Gadgil, P.G. Indian Economy
3. Kuchhal, S.C. Industrial Economy of India
4. Sharma, N.K. Industrial Economics

S.V. ARTS COLLEGE TIRUPATI

Economics	Department of Economics	B.A.(HEP)
	1-6-107B	
Cluster Elective – (E) Entrepreneurship		
Paper – IX – LABOUR ECONOMICS		
SEMESTER-VI		No of Credits: 4

Learning Outcomes

- To identify the characteristic of Labour
- To describe the Industrial Disputes
- To understand the factors affecting real wages
- To write down the Social Security
- To understand the Trade Union

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	Evaluate and interpret the labour market policies of governments, unions and other actors in the labour market	PO1,PO2,PO5, PO7
CO3	Identify the actions of economic actors within the labour market, and identify various outcomes of the labour market, that are driven by economic incentives	PO1,PO2,PO6, PO7
CO3	Critically analyse labour market quantitative research	PO1,PO4,PO5, PO7
CO4	Synthesise information on different actors and outcomes across the various labour market topics	PO1,PO4,PO5
CO5	Analyse labour market issues through the application of economic data and theories.	PO1,PO3,PO4,PO5,PO7

Syllabus		
MODULE - I		
INTRODUCTION		15 Hours
1.1	Introduction to Labour Economics	1 Periods
1.2	Concept and definition of Labour Economics	2 Periods
1.3	Nature and Scope of Labour Economics	2 Periods
1.4	Importance of Labour Economics	2 Periods
1.5	Labour as a unique factor of production	3 Periods

MODULE - II		
LABOUR MARKET		20 Hours
2.1	Labour Market	1 Period
2.2	Concept of labour Market	2 Periods
2.3	Features of labour Market	3 Periods
2.4	Determinants of the supply of Labour	4 Periods
2.5	demand for labour	4 Periods
2.6	Classification of Labour	3 Periods
2.6.1	Lanour in Organized Sector	3 Periods
2.6.2	Labour in unorganized Sector	

MODULE - III		
WAGES		15 Hours
3.1	Wages	1 Periods
3.2	Concept and Definitions of Wage	1 Period
3.4	Wage and development	1 Period
3.5	Collective bargaining	2 Periods
3.6	Wage differentials	2 Periods
3.7	Wage Policy	1 Period
3.7.1	Objectives of Wage Policy	3 Periods
3.7.2	Importance of Wage Policy	4 Periods

MODULE - IV

LABOUR PRODUCTIVITY

	Labour Productivity	20 Hours
4.1	Concept of Labour Productivity	2 Periods
4.2	Measurement Labour Productivity	2 Periods
4.3	Importance of Labour productivity	3 Periods
4.4	Determinants of Labour Productivity	2 Periods
4.5	Causes for Low Labour Productivity	2 Periods
4.6	Measures to Increase Labour Productivity	3 Periods
4.7	Technology and Labour Productivity	3 PeriodS
4.8		3 Period

MODULE - V

STATE AND LABOUR

	State and labour	15 Hours
5.1	Need for State intervention in Labour matters	1 Period
5.2	Methods of State intervention in Labour matters	2 Periods
5.3	Labour Social Security	3 Periods
5.4	Labour Welfare Measures	2 Periods
5.5	Objectives and Importance Labour Policy	3 Periods
5.6	Emerging perception on state intervention.	2 Periods
5.7		2 Periods

Reference:

1. Bhagoliwal T.N (2000), Economics of Labour and Industrial relations. Sahitya Bhavan, Agra.
2. McConnel C.R. and S.L. Brue (2002), Contemporary Labour Economics, McGraw Hill, NeYork.
3. Mittal and Sanjay Prakash Sharma (2000), labour Economics, RSBA Jaipur

S.V. ARTS COLLEGE TIRUPATI

Department of Economics

Economics	1-6-107C	B.A.(HEP)
Cluster Elective – (E) Entrepreneurship Paper – X – INDUSTRIAL MANAGEMENT		
SEMESTER-VI		No of Credits: 4

Learning Objective:

- To perform the Management Functions.
- To compare selected Theories of Management.
- To perform the functions in the Marketing Mix.
- To use basic Business Application Software.
- To assess ethical issues in Business situations.

COURSE OUTCOMES

Upon successful completion of this course, students should have

CO1	choose, prepare, interpret and use cost estimates as a basis for the different situations in an industrial company	PO1,PO2,PO4,PO6,PO7
CO2	interpret financial statements and other financial reports of industrial companies, including the income statement, the balance sheet, the cash flow statement and key measures in these.	PO1,PO3,PO4,PO5,PO7
CO3	explain how strategic planning, management, management control, entrepreneurship, organisation, production and learning works in an industrial company	PO1,PO2, PO3,PO5,PO7
CO4	explain how the industrial company markets and price it's products	PO1,PO4,PO5, PO6, PO7
CO5	explain how the company deal with it's environment	PO1,PO2,PO4,PO6,PO7

Syllabus		
MODULE - I		
BASICS OF MANAGEMENT		25 Hours

1.0	Basics of Management	1 Period
1.1	Introduction, Definition of management	1 Period
1.2	characteristics of management	2 Periods
1.3	functions of management	
1.3.1	Planning	2 Periods
1.3.2	Organizing	2 Periods
1.3.3	Staffing	2 Periods
1.3.4	Directing	1 Periods
1.3.5	Co-ordination	1 Period
1.3.6	Controlling	1 Periods
1.3.7	Motivating	2 Periods
1.3.8	Communication	2 Periods
1.3.9	Decision Making	1 Periods
1.3.10	Administration, Nature of management	2 Periods
1.4	Levels of management	2 Periods
1.5	Managerial skills	2 Periods
1.6	Managerial roles	

MODULE - II		
FORMS OF ORGANIZATION		15 Hours

2.0	Forms of Organization	1 Period
2.1	Line , Line –staff etc.	1 Periods

2.3	Forms of ownerships	
2.3.1	Partnership	2 Periods
2.3.2	Proprietorship	2 Periods
2.3.3	Joint stock Company	2 Periods
2.3.4	Co-operative society	2 Periods
2.3.5	Govt. Sector Company	2 Periods
2.3.6	Private Sector Company	2 Periods
2.4	Concept of Globalization	1 Period

MODULE - III		
STRATEGIC MANAGEMENT		10 Hours
3.0	Strategic Management	1 Period
3.1	Defining Strategy	1 Period
3.1.1	Concept of Strategic Management	2 Periods
3.1.2	Characteristics of Strategic Management	2 Periods
3.1.3	Evolution of Strategic Management	1 Period
3.1.4	Strategic Management Process	3 Periods

MODULE - IV		
QUALITY MANAGEMENT		15 Hours
4.0	Quality Management	1 Period
4.1	Definition of quality Management	1 Period
4.1	Goalpost view of quality Management	2 Periods
4.2	Continuous improvement	1 Periods
4.3	Types of quality	2 Periods
4.4	Quality of design, conformance and performance	2 Periods
4.5	Phases of quality management	3 Periods
4.6	The ISO 9001:2000	2 Periods
4.7	Quality Management System Standard	1 Period

MODULE - V		
FINANCIAL & PROJECT MANAGEMENT		10 Hours
5.0	Financial & Project Management	1 Period
5.1	Capital Structure	1 Period
5.2	Fixed & working capital	1 Period
5.3	Introduction to capital budgeting	1 Period
5.4	Break even analysis	1 Period
5.5	Assumptions, importance Break even analysis	2 Periods
5.6	Cost-Benefit analysis.	3 Periods

Reference Books:

1. L.C.Jhamb , Savitri Jhamb , Industrial Management – I , Everest Publishing House .
2. Dinesh Seth and Subhash C. Rastogi, "Global Management Solutions", Cengage

Learning, Second Edition, USA.

B. Davis and Margrethe H. Olson, "Management Information Systems", Mc-Graw-Hill International Editions.

3. Azar Kazmi , "Strategic Management & Business Policy ", Tata McGraw Hill, New Delhi

4. Kenneth C. Laudon and Jane P. Laudon, ""Management Information Systems", Eighth Edition, Pearson Education

5. K.Shridhara Bhat, "Materials and Logistics Management", Himalaya Publishing House, Mumbai

6. M. Y. Khan and P. K. Jain, "Financial Management", Tata McGraw Hill, New Delhi

7. Ravi M. Kishore, "Project Management", Tata McGraw Hill, New Delhi

8.

DEPARTMENT OF ECONOMICS

ECONOMICS (UG) SYLLABUS & COURSE LEARNING OUT COMES w.e.f. 2020-21

For Semesters I to IV Revised

Course Structure

SEM	COURSE	TITLE OF THE COURSE	Hrs/ Wk	Credits	Marks
I	1	Microeconomic Analysis	5	4	100
II	2	Macroeconomic Analysis	5	4	100
III	3	Development Economics	5	4	100
IV	4	Economic Development in India and Andhra Pradesh	5	4	100
IV	5	Statistical Methods for Economics	5	4	100