

**DEPARTMENT OF ECONOMICS**

<b>Economics</b>	<b>ECOT11B</b>	<b>2020-2021</b>	<b>B.A.(TM)</b>
------------------	----------------	------------------	-----------------

**SEMESTER: I**

**Course: I**

**NO. OF CREDITS: 4**

**MICROECONOMIC ANALYSIS – (NEW SYLLABUS) EMPLOYABILITY**

**Unit-I Economic Analysis and Methodology (online) (15HRS)**

- 1.1 Definitions of Economics
  - 1.1.1 Wealth Definition (2h)
  - 1.1.2 Welfare Definition (2h)
  - 1.1.3 Scarcity Definition (2h)
  - 1.1.4 Growth Oriented Dynamic Definition- (2h)
- 1.2 Methodology in Economics
  - 1.2.1 Micro and Macro Economics- (3h)
  - 1.2.2 Deductive and Inductive Methods (3h)
  - 1.2.3 Production Possibility Curve (PPC) (1h)

**Unit-II THEORY OF CONSUMPTION (Offline) (23 HRS)**

- 2.1 Demand Analysis (2h)
  - 2.1.1 Concept & Factors Determining Demand (2h)
  - 2.1.2 Law of Demand and Exceptions (1h)
- 2.2 Elasticity of Demand (1h)
  - 2.2.1 Types of Price Elasticity of Demand (2h)
  - 2.2.2 Methods to measure Price Elasticity of Demand(2h)
- 2.3 Indifference Curve Analysis
  - 2.3.1 Indifference Schedule & Indifference map (2h)
  - 2.3.2 Marginal Rate of Substitution (2h)
  - 2.3.3 Properties of Indifference curves (2h)
  - 2.3.4 Budget line & Consumers Equilibrium through Indifference Curve (5h)
  - 2.3.5 Consumer's Surplus through Indifference Curve Analysis (2h)

**Unit-III THEORY OF PRODUCTION (20HRS)**

- 3.1 Concept of Production Function (online) (1h)
  - 3.1.1 Cobb-Douglas Production Function (online) (1h)
  - 3.1.2 The law of variable proportions (online) (2h)
  - 3.1.3 The law of Returns to Scale (online) (2h)
  - 3.1.4 Economies of large Scale Production (offline) (2h)
- 3.2 Concepts of cost (online) (1h)
  - 3.2.1 Short run Cost Curves (offline) (3hrs)
- 3.3 Law of supply (online) (1hr)
- 3.4 Revenue Concepts (T.R., A.R. & M.R.) (offline) (3hrs)
  - 3.4.1 Relationship between AR, MR & E.D (online) (2hrs)
  - 3.4.2 Cost minimization (online) (1h)
  - 3.4.3 Profit Maximization (online) (1h)

**Unit-IV THEORY OF EXCHANGE (12HRS)**

- 4.1 Classification of Markets (online) (1h)
- 4.2 Features of Perfect Market Conditions (online) (2h)
- 4.3 Price Determination under Perfect Competition Market (offline) (2hrs)
- 4.4 Features of Monopoly Market (online) (2h)
- 4.5 Features of Monopolistic Competition Market (online) (2h)

4.6 Features of Oligopoly Market (online) (2h)

4.7 Kinky Demand Curve Analysis (Offline) (2hrs)

**Unit-V THEORY OF DISTRIBUTION (20HRS)**

5.1 Concepts of Functional and Personal Distribution (online) - (2h)

5.2 Marginal Productivity Theory of Distribution (online) - (2h)

5.3 Theories of Rent

5.3.1 Ricardian Theory of Rent (offline) (1hr)

5.3.2 Marshall's Economic rent (online) - (2h)

5.4 Theories of Wage

5.4.1 Standard of Living Theory of wages (online) - (1h)

5.4.2 Modern Theory of wages (online) - (2h)

5.5 Theories of Interest

5.5.1 Classical Theory of Interest (online) - (2h)

5.5.2 Loanable Funds Theory of Interest (online) - (2h)

5.5.3 Keynes Liquidity Preference Theory of Interest (online) (2h)

5.6 Theories of Profit

5.6.1 Risk Theory of Profit (online) - (1h)

5.6.2 Uncertainty Theory of Profit (online) - (1h)

5.6.3 Dynamic Theory of Profit (online) - (1h)

5.6.4 Innovation Theory of Profit (online) - (1h)

**Text Book** : Telugu Academy Publications

**Reference Books** :

H.L. Ahuja – Advanced Economic Theory - S.Chand & Company Publishers

H.S. Agarwal – Principles of Economics

M.L. Seth – Micro Economics, Lakshmi Narayana Agarwal Publishers

A.W. Stonier & D.C Hague – A Text Book of Economic Theory, E.L.B.S

Koutsoyiannis : Modern Micro Economics, Mc. Millan

Economics	ECOT21B	2020-2021	B.A.(TM)
-----------	---------	-----------	----------

**SEMESTER – II**

**EMPLOYABILITY Course: II**

**No. of Credits : 4**

**MACROECONOMIC ANALYSIS ( NEW SYLLABUS)**

**(online)- (10 HRS )**

- 1.1 Meaning and definitions of National Income – Marshall, Pigou, Fisher; (3h)
- 1.2 Concepts of National Income – GNP, NNP, GDP & NDP, PI, DI, PCI, Real National Income; (3h)
- 1.3 Measurement of National Income -Product method, Income method, Expenditure method; (2h)
- 1.4 Circular flow of national income (2h)

**Unit-II 2.Theories of Income and Employment (Offline) (27 HRS)**

- 2.1 Classical Theory of employment (4h)
- 2.2 Say's law of markets (2h)
- 2.3 Keynes theory of output and employment - The principle of effective demand(4h)
- 2.4 **Consumption function**
- 2.4.1 Keynes theory of Consumption function - APC, MPC; (4h)
- 2.4.2 Factors influencing the consumption function. (3h)
- 2.5 **Investment function**
- 2.5.1 The marginal efficiency of capital (3h)
- 2.5.2 The concept of Multiplier – Working of Multiplier (4h)
- 2.5.3 The Acceleration principle (3h)

**Unit-III- Money and Banking (Online)- (30 HRS)**

- 3.1 Meaning and Definition of money (2h)
- 3.2 Functions of money (3h)
- 3.3 Gresham's Law (1h)
- 3.4 RBI Classification of money - M1, M2, M3 and M4 (1h)
- 3.5 Theories of money (1h)
  - 3.5.1.Fisher's Quantity theory of money , (2h)
  - 3.5.2 Cambridge approach (Marshall, Pigou and Keynes). (2h)
- 3.6 Functions of Commercial Banks (3h)
  - 3.6.1 Credit creation by commercial banks (3h)
- 3.7 **Central Bank**
- 3.7.1 Functions of Reserve Bank of India (3h)
- 3.7.2 Methods of credit control - Quantitative and qualitative control methods (3h)
- 3.7.3 Recent development in banking (2h)
- 3.8. **Non-banking Financial Institutions**
- 3.8.1 Meaning and types of non -banking finance companies (2h)
- 3.8.2 Factors contributing to the growth of NBFI (2h)

**Unit-IV– 4: Inflation and Trade Cycles (Online)- ( 13 HRS)**

- 4.1 **Trade cycles 6hrs**
- 4.1.1 Meaning and definition of trade cycles (2h)
- 4.1.2 Phases of trade cycles (2h)
- 4.1.3 Controlling measures of trade cycles (2h)

- 4.2 **Inflation (Offline) 7hrs**
- 4.2.1 Definition and types of inflation (3h)
- 4.2.2 Causes and effects of inflation (3h)
- 4.2.3 Measure to control inflation (1h)

**UNIT- V-Finance and Insurance****(Online)-****(10 HRS)**

1.1 Functions of Money Market

(3h)

1.2 Functions of Capital Market

(3h)

1.3 Functions of stock market

**(2h)**

1.4 Types and Importance of Insurance

(2h)

**Text Book :**

Macroeconomics – 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 Gupths : Monetary economics, S.Chand and CO Delhi
4. Mithani D.M : Macro Economic Analysis and policy Oxford and JBH, New Delhi
5. Central Statistical Organisations - "National Accounts Statistics".
6. Vanitha Agarwal : Macro Economic Theory and Policy – Pearson 2010
7. Deepashree & Vanita Agarwal - Macro Economics-Anne's Student Edition, 2012

**SRI DURGA MALLESWARA SIDDHARTHA MAHILA KALASALA VIJAYAWADA-10.**  
**(An autonomous college in the jurisdiction of Krishna University, Machilipatnam)**

<b>ECONOMICS</b>	<b>ECOT31B</b>	<b>2021-22</b>	<b>BA (TM)</b>
------------------	----------------	----------------	----------------

**SEMESTER: III** Course: II **EMPLOYABILITY** No. of Credits: 4

**DEVELOPMENT ECONOMICS (NEW SYLLABUS)**

**Unit :I Economic Growth and Development**

**(20HRS )**

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 (25HRS )**

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 (10HRS )**

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

**Unit IV : Strategies of Economic Development (17HRS)**

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 (18 HRS )**

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 -NITIAYog - Economic Federalism -Financial Institutions and Economic Development -Role of International Institutions-IDBI, ADB, IMF -Foreign Trade - FII and FDIs

**TEXT BOOK :** – 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. Telugu Academy Publications.
11. Dr. Ch.S.G.K. Murthy, Indian Economy - Gitam University

<b>ECONOMICS</b>	<b>ECOT41B</b>	<b>2021-22</b>	<b>B.A.(T.M)</b>
------------------	----------------	----------------	------------------

Course : IV

**SEMESTER- IV**

**EMPLOYABILITY**

**NO. OF CREDITS:4**

**ECONOMIC DEVELOPMENT IN INDIA AND ANDHRA PRADESH**

**(NEW SYLLABUS)**

**COURSE OUTCOMES**

At the end of the course, the student is expected to demonstrate the following cognitive abilities and psychomotor skills.

1. Remembers and states in a systematic way (Knowledge)
  - a. leading issues of Indian economic development with reference to potential for growth, obstacles and policy responses
  - b. Objectives, outlays and achievements of economic plans and growth strategies
2. Explains (understanding)
  - a. Available Resources, demographic issues, general problems of poverty and unemployment and relevant policies
  - b. Sector specific problems, remedial policies and their effectiveness relating to Agriculture and Industrial Sectors of Indian and AP economy and infrastructure issues of AP economy
  - c. Indian Tax system, recent changes, issues of public expenditure and public debt, recent finance commissions and devolution of funds
  - d. Major issues of economic development of Andhra Pradesh after bifurcation and Central assistance
3. Critically examines using data and figures (analysis and evaluation)
  - a. Leading issues of current importance relating to India and AP economy, major policies and programmes
  - b. Covid- 19 and its impact on Indian economy
4. Uses official statistical data and reports including tables and graphs
  - a. To explain the achievements of Indian economy with reference to the objectives of planning and policy and make critical evaluation.

**Unit-I:-BASICFEATURES**

**(12HRS)**

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**

**( 25HRS)**

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 Inter-state Labour Migration and unorganized sector Problems of Migrant Labour

## **Unit- III : AGRICULTURAL AND INDUSTRIAL DEVELOPMENTS ( 25HRS )**

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 – 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 packages

## **Unit- IV : INDIAN PUBLIC FINANCE**

**( 18HRS )**

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 - Fiscal Policy and Budgetary Trends

## **Unit- V : ANDHRA PRADESH ECONOMY**

**(20HRS )**

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 - Information Technology and e-governance – Urbanization and smart cities – Skill development and employment – Social welfare programmes.

**Text Books: Telugu Academy**

### **Reference Books:**

1. Dhingra, I.C., *Indian Economy*, Sultan Chand, New Delhi, 2014.
2. Gaurav Datt and Ashwani Mahajan, *Datt and Sundharam's Indian Economy*, S.Chand & Co., 2016.
3. G. M. Meier, *Leading Issues in Economic Development*, Oxford University Press, New York, 3/e.
4. M. P. Todaro and Stephen C. Smith, *Economic Development*, 10/e, Indian Edition  
Published by Dorling Kindersley India Pvt. Ltd. 2012.
5. P. K. Dhar, *Indian Economy: Its Growing Dimensions*, Kalyani Publishers, Ludhiana, 2018.
6. Reserve Bank of India, *Handbook of Statistics on Indian Economy* (Latest).

7. S.K.Misra&V,K,Puri, **Indian Economy**, Himalaya Publishing House, 2015.
8. 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.
9. G. Omkarnath, **Economics - A Primer for India** - Orient Blackswan, 2012.
10. A.P Economy- Telugu Academy, 2018

### **Recommended Co-curricular Activities:**

1. Assignments on specific issues of contemporary importance with reference to problems and remedial policies
2. Student Seminars on leading economic challenges, the effectiveness of relevant policies and programmes
3. Quiz to examine the knowledge and critical understanding of major policies, programmes achievements, failures relating to all sectors
4. Group discussions to promote critical understanding and evaluation capabilities of the students on major areas of Indian and AP economy
5. Group project work to study the implementation and effectiveness of major government schemes of development, poverty eradication and employment promotion etc.,
6. PPT presentation and participation in webinars to help the students acquire and adapt.
7. Field Visits to Agricultural farm/market/SSIs to understand the ground realities of economic situation of the country and the state ITC skills in the process of learning



**SRI DURGA MALLESWARA SIDDHARTHA MAHILA KALASALA, VIJAYAWADA- 10**

**(An autonomous college in the jurisdiction of Krishna university, Machilipatnam)**

<b>ECONOMICS</b>	<b>ECOT42</b>	<b>2021-22</b>	<b>B.A.(T.M)</b>
------------------	---------------	----------------	------------------

**SEMESTER- IV**

**EMPLOYBILITY**

**Course: V**

**NO. OF CREDITS: 4**

**STATISTICAL METHODS FOR ECONOMICS ( NEW SYLLABUS)**

**COURSE OUTCOMES**

At the end of the course, the student is expected to demonstrate the following cognitive abilities and psychomotor skills.

1. Remembers and states in a systematic way (Knowledge)
  - a. the definitions, terms and their meaning relating to statistical methods
  - b. various formulae used to measure central tendency, correlation regression and Indices
2. Explains (understanding)
  - a. Importance of statistics and its applications
  - b. The method of classification of primary data
  - c. Uses of Correlation and Regression analysis, time series and index numbers in economic analysis
3. Analyses and solves using given data and information (analysis and evaluation)
  - a. different kinds of statistical problems using various principles and formulae relating to central tendency, correlation, regression, time series and indices
  - b. to interpret data and suggest solutions to economic problems
4. Draws critical diagrams and graphs.
  - a. Histogram, Frequency Polygon and Frequency Curve
  - b. More than cumulative and less than cumulative frequency curves (Ogive)
  - c. Different types of Bar diagrams
  - d. Pie Diagram and its uses in economic analysis

## **Unit:I: Nature and Definition of Statistics**

**( 15HRS)**

Introduction to Statistics – Definition, scope, importance and limitations of Statistics – Primary and Secondary data- Census and Sampling techniques and their merits and demerits

## **Unit:II :Diagrammatic Analysis**

**(20HRS)**

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 (20HRS)**

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:**

**(15HRS)**

### **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**

**(20HRS)**

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 – Laspeyer's, Paasche's and Fisher's Ideal Index Numbers – Uses and Limitations of Index Numbers

### **Text Books:**

Telugu Academy Book, ParimanathmakaPaddathulu (For B.A.).

### **Reference Books:**

1. B. R. Bhat, T. Srivenkataramana and K.S. MadhavaRao (1996): **Statistics: A Beginner's Text**, Vol. I, New Age International (P) Ltd.
2. Goon A.M, Gupta M.K., Das Gupta B. (1991), **Fundamentals of Statistics**, Vol. I, World Press, Calcutta.
3. M. R. Spiegel (1989): **Schaum's Outline of Theory and Problems in**

**Statistics**, Schaum's Outline Series.

4. F. E. Croxton, D. J. Cowden and S. Kelin S (1973), **Applied General Statistics**, Prentice Hall of India. 2.
5. S.P. Gupta, **Statistical Methods** , S. Chand & Co, 1985
6. S. C. Guptha, **Fundamentals of Statistics**, Himalaya Publishing House, Hyderabad.
7. Digambar Patri and D. N. Patri, **Statistical Methods for Economics**, Kalyani Publishers, Ludhiana, 2017.

Text Books:

**Recommended Co-curricular Activities:**

1. Assignments of the application of various statistical methods
2. Student Seminar on themes requiring usage of tables, diagrams, statistical analysis and interpretation
3. Group project work for collection of data on locally relevant economic problems
4. Market survey on demand, supply, sales, prices of different kinds of projects like food items, FMCG, other consumable durables etc., etc., and Statistical Analysis- Mini Project and also income elasticity of demand for such products

SRI DURGA MALLESWARA SIDDHARTHA MAHILA KALASALA : VIJAYAWADA-10.

(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam)

ECONOMICS	ECOT51	2017-18	B.A.(T.M)
		2018-19	

III BA (TM) – SEMESTER

PAPER V

No of Credits: 4

**ECONOMIC DEVELOPMENT AND INDIAN ECONOMY EMPLOYABILITY**

**UNIT – I Growth and development**

15Hrs

- 1.1. Meaning of Economic growth and Development.
- 1.2. Differences b/w Economic growth and development
- 1.3. Measurement of Economic Development
- 1.4. Obstacles to Economic Development

**UNIT – II Growth Models**

20Hrs

- 2.1. Harrod - Domar growth model
- 2.2. Joan Robinson's model of capital accumulation
- 2.3. Big push theory
- 2.4. Theory of critical minimum effort
- 2.5. The concept of sustainable development

**UNIT – III**

**Theories of Economic development**

20Hrs

- 3.1. Adam Smith's theory
- 3.2. Karl Marx theory
- 3.3. Rostow Stages of Economic growth
- 3.4. Balanced growth theory
- 3.5. Unbalanced growth theory

**UNIT – IV**

**Indian Economy and Issues**

20Hrs

- 4.1. Basic features of Indian Economy
  - 4.1.1. Natural resources
- 4.2. Demographic features
- 4.3. Population policy
- 4.4. National Income Trends in India
- 4.5. Poverty
- 4.6. Inequalities
- 4.7. Unemployment
- 4.8. MGNREG

**UNIT – V**

**Economic Reforms**

10Hrs

- 5.1. Liberalization
- 5.2. Privatization
- 5.3. Globalization
- 5.4. Concept of Inclusive growth

**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. Telugu Academy Publications.
11. Dr. Ch.S.G.K. Murthy, Indian Economy - Gitam University

**SRI DURGA MALLESWARA SIDDHARTHA MAHILA KALASALA : VIJAYAWADA-10.**  
(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam)

<b>ECONOMICS</b>	<b>ECOT52</b>	<b>2017-18</b>	<b>B.A.(T.M)</b>
		<b>2018-19</b>	

**SEMESTER-V**

**PAPER VI**

**No of Credits: 4**

**INDIAN AND ANDHRA PRADESH ECONOMY EMPLOYABILITY**

**UNIT – I Agriculture Sector**

**20Hrs**

- 1.1.Importance of agriculture sector in India.
- 1.2. Agrarian structure and relations
- 1.3. Factors determining agricultural productivity
- 1.4. Agricultural Infrastructure
- 1.5 Rural Credit
  - 1.5.1. Micro Finance
  - 1.5.2. Self help groups (SHGs)
- 1.6. Agricultural price Policy
- 1.7. Concept of crop insurance
- 1.8. Food security

**UNIT – II Industrial Sector**

**13Hrs**

- 2.1. Importance of industrial sector in India
  - 2.1.1. Structure and growth of Indian Industry
  - 2.1.2. Industrial Policy of 1956
  - 2.1.3. Industrial Policy of 1991
- 2.2. Meaning of micro, small and medium enterprises (MSMEs)
  - 2.2.1. Importance of small scale industry in India.
  - 2.2.2. Problems of small scale industry

**UNIT – III**

**15Hrs**

**3.1 Services Sector**

- 3.1.1. Role of services sector in India
- 3.1.2. Growth of services sectors in India
- 3.1.3. Problems of services sector

**3.2. Financial sector reforms**

- 3.2.1. Banking sector Reforms
- 3.2.2. Insurance sector Reforms

**3.3. Information Technology (IT)**

**3.4. Education**

**3.5. Health**

**UNIT – IV**

**15Hrs**

**Planning and Policy**

- 4.1. Planning in Indian Economy
  - 4.1.1. Objective of five year plans
  - 4.1.2. Review of five year plans
  - 4.1.3. Current five year plans
  - 4.1.4. N.E.T.I. Aayog.
- 4.2. Dis- Investment in India
  - 4.2.1. Types and progress of disinvestment
  - 4.2.2. Foreign Exchange Management Act (FEMA)
  - 4.2.3. Foreign direct Investment (FDI)

## **UNIT – V Andhra Pradesh Economy**

**12Hrs**

### 5.1. Gross State Domestic Product (GSDP)

#### 5.1.1. Sectoral Contribution and Trends

### 5.2. Human Resources

#### 5.2.1. Population trends

#### 5.2.2. Rural and Urban distribution

#### 5.2.3. Density of Population

### 5.3. Agricultural sector

#### 5.3.1. Land use and cropping pattern

### 5.4. Growth of Industrial sector

### 5.5. Special Economic Zones (SEZ)

### 5.6. Service Sector

#### 5.6.1. Growing importance of service sector

#### 5.6.2. Information Technology (I.T.)

### **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. Telugu Academy Publications.
10. Dr.Ch.S.G.K.Murthy, Indian Economy - Gitam University.

(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam)

<b>ECONOMICS</b>	<b>ECOTEL62</b>	<b>2017-18</b>	<b>B.A.(T.M)</b>
------------------	-----------------	----------------	------------------

Semester – VI

Paper – VII-(A) (Elective Paper VII-(A))

No of Credits: 4

**AGRICUTURAL ECONOMICS EMPLOYBILITY****UNIT-I****10Hrs**

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

**UNIT-II****8Hrs**

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

**UNIT-III****12Hrs**

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

**UNIT-IV****15Hrs**

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

**UNIT- V****15Hrs**

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.

**REFERENCE BOOKS**

1. Sadhu An, Singh Amarjit and Singh Jasbir (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi
2. Lekhi RK and Singh Joginder, Agricultural Economics, Kalyani Publishers
3. Bhaduri, A. (1984), The Economic Structure of Backward Agriculture, Macmillan, Delhi.
4. Bilgrami, S.A.R. (1996), Agricultural Economics, Himalayas publishing house, Delhi.
5. Dantwala, M.L. et.al (1991), Indian Agricultural Development Since Independence, Oxford & IBH, New Delhi.
6. Government of India (1976), Report of the National Commission on Agriculture, New Delhi. 5. Government of India, Economic Survey (Annual), New Delhi.
7. Gualti, A. and T. Kelly (1999), Trade Liberalisation and Indian Agriculture Oxford University Press, New Delhi



(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam)

ECONOMICS	ECOTCL61	2017-18	B.A.(T.M)
		2018-19	

Semester – VI

Paper – VIII-A; Cluster Elective–A: Agribusiness

**Paper VIII-A-1: Agribusiness Environment in Andhra Pradesh EMPLOYABILITY/ SKILL**

No of Credits: 4

**UNIT-1** **10Hrs**

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.

**UNIT-2** **15Hrs**

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.

**UNIT-3** **15Hrs**

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.

**UNIT-4** **15Hrs**

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

**UNIT-5** **15Hrs**

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

**References:**

1. Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.
2. Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.
3. Francis Cherunilam 2003. Business Environment. Himalaya Publ.
4. Agarwal Raj, 2001, Business Environment, Excel Books, New Delhi.

(An autonomous college in the jurisdiction of Krishna university, Machilipatnam)

<i>Economics</i>	ECOTCLS62	2017-18	B.A
		2018-19	

**Semester – VI Paper – VIII-A; Cluster Elective – A: Agribusiness PAPER VIII-A-2: AGRICULTURAL  
OUTPUT MARKETING EMPLOYABILITY/ SKILL**

No. of hours per week: 5

Credits: 4

**UNIT-I****15 Hours**

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.

**UNIT-II****15 Hours**

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.

**UNIT-III:****10 Hours**

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

**UNIT-IV:****10 Hours**

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.

**UNIT-V:****10 Hours**

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 .

**References:**

1. C.S.G.Krishnamacharyulu & Lalitha Ramakrishnan, "Rural Marketing: Text and Cases", Pearson Education, New Delhi.
2. Awadhesh Kumar Singh & Satyaprakash Pandey, Rural Marketing: Indian Perspective, New Age International Publishers, New Delhi.
3. Mamoria, C.B. & Badri Vishal: Agriculture Problems in India
4. Arora, R.C., "Integrated Rural Development", S. Chand Limited, New Delhi.
5. Gopaldaswamy, T.P., "Rural Marketing: Environment, Problems and Strategies, Vikas Publishing House Pvt. Ltd., New Delhi.
6. Bedi & Bedi, "Rural Marketing", Himalaya Publishing House, New Delhi.

(An autonomous college in the jurisdiction of Krishna university, Machilipatnam)

<i>Economics</i>	ECOTCLS63	2017-18	B.A
------------------	-----------	---------	-----

**Semester – VI Paper – VIII-A; Cluster Elective –A: Agribusiness PAPER VIII-A-3: AGRICULTURAL  
INPUT MARKETING EMPLOYABILITY/ SKILL**

No. of hours per week: 5

Credits: 4

**UNIT-1 12 Hours**

Agri input marketing – Meaning and importance – distinctive features of Agri. Input marketing – Distribution channels of agri. Inputs – Private, Government, Co-operative and Joint sector. Agri inputs promotional programme – concepts and techniques.

**UNIT-2 13 Hours**

Issues in seed marketing – determinants of seed demand – private sector contribution – public sector support to private sector - Distinctive features of Seed Marketing vis – a – vis other Input Marketing – strengths and weaknesses on Indian seed industry.

**UNIT-3 13 Hours**

Fertilizer industry scenario – public, private, co-operative and joint sector role – fertilizer production consumption, and imports – fertilizer marketing characteristics. Biofertilizers – its role and scope – major constraints involved – production level – market level – field level. Marketing network/ channels.

**UNIT-4 12 Hours**

Pesticide industry – an overview – nature of industry growth – consumption crop wise, area wise – demand and supply – market segmentation.-IPM concept development – biopesticides – its role and scope.

**UNIT-5 10 Hours**

Agricultural mechanization – benefits and importance and future priorities – scenario of farm implements and machinery sector – economic advantage of mechanization – contribution of agricultural mechanization – Need for the development of agricultural machinery and implements to suit the local resource endowments.

**References:**

1. Acharya SS & Agarwal NL 2004, Agricultural Marketing in India – Oxford & IBH.
2. Sharma Premjit 2008, Marketing of Seeds – gene Tech Books, New Delhi.
3. Marketing of the Agri. Inputs – IIMA publications.
4. State of the Indian Farmer - Input Management, Ministry of Agriculture, GOI, Academic Foundation, New Delhi-2004

(An autonomous college in the jurisdiction of Krishna university, Machilipatnam)

<b>Economics</b>	<b>ECOTW61</b>	<b>2017-18</b>	B.A. (HEP)
		<b>2018-19</b>	

**SEMESTER – VI**

**No. of Credits : 3**

## **PROJECT WORK**

COMPREHENSIVE VIVA

VOCEOR

A PROJECT ASSIGNED BY THE PROJECT

GUIDEEVALUATION IS EXTERNAL