



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION  
W.E.F. Academic Year 2023 - 24

**Program: B.A. Honours in Economics**

**Program Objective:** This program is to impart the knowledge and skills among the students in the field of economics as major along with skills in languages and selected minor subject.

**Program Outcomes:**

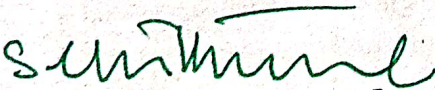
**PO 1:** Learn basic concepts, principles and theories in economics

**PO 2:** Analyse issues in current economy at different levels


**PO 3:** Acquire employability and research skills in the field of economics

**PO 4:** Gain knowledge to understand the society around

**PO 5:** Learn soft and life skills for effective communication and personality development

  
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Sem	Paper	Credits	Hours
I	1. Fundamentals of Social Sciences	4	4
	2. Perspectives on Indian Society	4	4
II	3. Microeconomics	4	4
	4. Mathematical Methods for Economics	4	4
III	5. Macroeconomics	4	4
	6. Economic Thought and Political Economy	4	4
	7. Development Economics	4	4
	8. Public Economics	4	4
IV	9. India and A.P Economy	4	4
	10. Statistical Methods for Economics	4	4
	11. International Economics	4	4
V	12. Banking and Financial Services	4	4
	13. Insurance Services	4	4
	14 A. Urban Entrepreneurship and MSMEs Or 14 B. Retail and Digital Marketing	4	4
	15 A. Inferential Statistics and Software Packages Or 15 B. Project Designing and Report Writing	4	4
	VI	Internship	
VII	7.1 Advanced Microeconomics Analysis Or Advanced Macroeconomics Analysis	4	4
	7.2 Environmental Economics Or Agricultural Economics	4	4
	7.3 Industrial and Infrastructural Economics Or Economics of Education and Health	4	4
	7.4 Basic Econometrics Or Computer Application for economic analysis		
	7.5 Social entrepreneurship Or Marketing Research		
VIII	8.1 Advanced Theories in Development Economics Or Contemporary Developmental Issues in Indian Economy	4	4
	8.2 Contemporary Developmental Issues in Andhra Pradesh Economy Or Gender and Social Economics	4	4
	8.3 Behavioral Economics Or Constitutional Economics	4	4
		4	4
		4	4
SEC	Investment Analysis and Portfolio Management Experimental Economics		
	Cooperative Economics Or Corporate Social Responsibility		

**Paper – 1**  
**Fundamentals of Social Sciences**

**Learning objectives:** The student will be able to understand the nature, various approaches, organs of the state, social perspectives, and application of ICT.

**Learning Outcomes:** On successful completion of the course the student will be able to :

1. Learn about the nature and importance of social science.
2. Understand the Emergence of Culture and History
3. Know the psychological aspects of social behaviour
4. Comprehend the nature of Polity and Economy
5. Knowledge on application of computer technology

**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

**Paper – II**  
**Perspectives on Indian Society**

**Learning objectives:** The student is expected to demonstrate the significance of social sciences through better understanding of various fields of social experience and would be able to apply methods and approaches to social phenomena.

**Learning Outcomes:** On successful completion of the course the student will be able to ;

1. Learn about the significance of human behavior and social dynamics,
2. Remembers the Indian Heritage and freedom struggle
3. Comprehend the philosophical foundations of Indian Constitution
4. Knowledge on Indian Economy

**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

### 3. MICROECONOMICS

**Course Objective:** This course is to learn about basic concepts, principles and theories in Microeconomics to understand the economic behavior of an individual person and firm.

#### **Course Learning Outcomes:**

After studying this course, the student shall be able to achieve the following outcomes:

**CO1:** Explain what is an economy, economics and differentiate between micro and macro economics

**CO2:** Analyse the demand of a product and estimate elasticity

**CO3:** Estimate production function and understand its application

**CO4:** Analyze functioning of different markets and their differentiations

**CO5:** Examine the determination of rent, wage, interest and profit

#### **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

#### **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, Equilibrium of Firm and Industry
- Monopoly: Characteristics, 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

#### **References:**

1. Microeconomic Analysis, Bilingual Textbook, APSCHE
2. H. L. Ahuja, Advanced Economic Theory, S. Chand, 2004
3. A. Koutsoyiannis, Modern Microeconomics – Macmillan, London.
4. P. N. Chopra, Principles of Economics, Kalyani Publishers, Ludhiana, 2018.
5. Telugu Academy Publications on Microeconomics
6. Microeconomics, Dr. Br. Ambedkar Open University Material
7. Microeconomics, IGNOU Material

#### **Suggested Activities:**

Unit-1: Group discussion on Identifying Surrounding Economic Activities

Unit-2: Project on Demand Analysis of any Good/Services and make presentation

Unit-3: Assignment on any production function or concepts of production

Unit-4: Field visit to any market and submission of a report

Unit-5: Seminar on distribution theories

## 4. MATHEMATICAL METHODS FOR ECONOMICS

**Course Objective:** This course is to provide basic understanding about mathematical methods relevant to economics and skills to apply them in understanding various economic issues.

### Course Learning Outcomes:

After studying this course, the student shall be able to achieve the following outcomes:

- CO1: Explain the basics of sets, functions and their graphical representation
- CO2: Learn the rules of differentiation and apply the same to economic problems
- CO3: Learn and use maxima and minima to Optimization problems in economics
- CO4: Apply rules of integration to estimate the size of consumers' and producers' surplus
- CO5: Solve the economic problems through the application of the Matrix Theory

### 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 Linear 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

#### References:

1. Alien, R.G.D. (1974), *Mathematical Analysis for Economists*, Macmillan Press and ELBS, London.
2. Chiang, A.C. (1986), *Fundamental Methods of Mathematical Economics*, McGraw Hill, New York.
3. Yamane, Taro (1975), *Mathematics for Economists*, Prentice Hall of India New Delhi.
4. Heijdra, B.J. and V.P. Fredericck (2001), *Foundations of Modern Macroeconomics*, Oxford University Press, New Delhi.
5. Knut Sydsaeter and Peter Hammond (2008), *Mathematics for Economic Analysis*. Pearson education.
6. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

#### Suggested Activities:

Unit-1: Assignments on solving sets and modeling various functions

Unit-2: Exercises on solving differential equation and their application in economics

Unit-3: Board Presentation by students in solving the optimization problems related to economics

Unit-4: Task Based Learning (TBL) for solving and application of the liner program models with economic examples

Unit-5: Group Projects on solving matrix problems, submit report and make presentation.

## 5. MACROECONOMICS

**Course Objective:** This course is to learn about basic concepts, principles and theories in Macroeconomics to understand the functioning of a macro economy.

### **Course Learning Outcomes:**

After studying this course, the student shall be able to achieve the following outcomes:

- CO1: Explain the functioning a macro economy with its inter-linkages and measure and analyse the national income of the country
- CO2: Analyse the Classical and Keynes theories of employment and its application in current Economy
- CO3: Explain the importance of money and banking along with their functions  
Analyse RBI policies
- CO4: Analyse causes and evaluate the measures to control inflation and trade cycles in the economy
- CO5: Evaluate the macroeconomic policy targets

### **Unit - 1: Introduction to Macroeconomics and National Income**

- Macroeconomics: Definition, Scope and Importance; Macroeconomic Variable: Stock and Flow
- Circular Flow of Income: Two, Three and Four Sector Models
- National Income: Definition, Concepts, Importance
- Measurement of National Income and Difficulties

### **Unit -2: Theories of Employment, Consumption and Investment**

- Classical Theory of Employment: Assumptions, Say's Law of Market, Pigou's Wage-Price Flexibility, Classical Model, Criticism
- Consumption: Factors, Consumption Function, Keynes' Psychological Law of Consumption
- Investment: Types, Factors, Investment Function; Marginal Efficiency of Capital, Multiplier and Accelerator
- Keynesian Theory of Employment: Assumption, Concepts and Model

### **Unit – 3: Money and Banking**

- Money: Definition, Types, Functions; RBI classification of Money
- Theories of Money: Fisher and Cambridge
- Banking: Definition, Types, Importance, Functions; NBFCs
- Central Bank: Objectives, Functions, Monetary Policy

### **Unit – 4: Inflation and Trade Cycles**

- Inflation: Meaning, Types, Importance, Measurement
- Causes, Consequences and Controlling of Inflation
- Inflation vs Unemployment, Phillip's Curve

- Trade Cycles: Phases, Causes and Controlling Measures

#### **Unit -5: Financial Market and Macroeconomic Policies**

- Financial Markets: Types, Instruments, Functions
- Stock Market: Functions, Indices Sensex and Nifty
- Macroeconomic Policy: Targets, Indicators and Instruments; Fiscal Policy and Crowding-Out Effect
- Neo-classical and Keynesian Synthesis: IS-LM Basic Model

#### **References:**

1. Macroeconomic Analysis, Bilingual Textbook, APSCH
2. H. L. Ahuja, Advanced Economic Theory, S. Chand, 2004
3. P. N. Chopra, Macroeconomics, Kalyani Publishers, Ludhiana, 2014.
4. D. M. Mithani, Macro Economic Analysis and Policy, Himalaya Publications, New Delhi
5. Telugu Academy Publications on Macroeconomics
6. Macroeconomics, Dr. Br. Ambedkar Open University Material
7. Macroeconomics, IGNOU Material

#### **Suggested Activities:**

- Unit-1: Practical Exercise on national income measurement
- Unit-2: Group discussion on application of classical and Keynesian employment theories to current economics
- Unit-3: Field visit to commercial bank and submit a report
- Unit-4: Assignment on current measures to control inflation
- Unit-5: Quiz on financial markets and debate on monetary vs fiscal policy

## 6. ECONOMIC THOUGHT AND POLITICAL ECONOMY

**Course Objective:** This course is to learn about the philosophy and thoughts of various economists which are the basis for the evolution of economics as a discipline.

### **Course Learning Outcomes:**

After studying this course, the student shall be able to achieve the following outcomes:

**CO1:** Explain the Economic thoughts of Pre-classical, Classical and Socialist.

**CO2:** Explain Neo-classical, Keynes and Post-Keynesian economic thoughts.

**CO3:** Analyse the essence of institutional and behaviourists' economic thoughts.

**CO4:** Evaluate the contribution of Indian economists to the evolution of economic thought.

**CO5:** Analyze the political economy in relation to development.

### **Unit - 1: Classical and Socialist Schools**

- Pre-Classical School: Mercantilism, Physiocracy
- Classical School 1: Adam Smith, David Ricardo
- Classical School 2: Jeremy Bentham, John Stuart Mill
- Socialist School: Karl Marxs, Fabian Socialists

### **Unit - 2: Neo-Classical and Keynesian Schools**

- Neo Classical and Marginal Revolution School: Alfred Marshall, Vilfredo Pareto
- Keynesian School: John Maynard Keynes
- New Classical School
- New Keynesian School

### **Unit 3: Institutional and Behaviourist Schools**

- Institutional School: Gunnar Mirdal, John Rawls
- New Institutional School 1: Ronald Coase, Frederich Hayek
- New Institutional School 2: Kenneth Arrow, Elinor Ostrom & Oliver E. Williamson
- Behaviourist School: Herbert Simon, Richard Thaler

### **Unit 4: Indian Political Thought**

- Ancient Thought: Kautilya, Goutam Buddha
- Modern Thought1: Dadabhai Nauroji, R.C.Dutt; M.N. Roy
- Modern Thought2: Gandhi, Nehru, Ambedkar
- Contemporary Thought: Amrtya Sen, Rao-Manmohan

### **Unit 5- Political Economy and Development**

- Nexus between Politics and Economy; Basic Features of Political Economy
- Political Ideologies for Development: Economic Liberalism, Economic Nationalism, Marxism
- Role of Political Institutions for Development: Political Parties, Parliament

- *Role of Non-political Institutions for Development: Bureaucracy, Regulatory Bodies, Judiciary*

**References:**

1. Lokanathan (2018): *History of Economic Thought*, S.Chand & Co Ltd, New Delhi
2. Hajela, T.N: *History of Economic Thought*, Ane's Books Pvt Ltd., New Delhi
3. R.R. Paul: *History of Economic Thought*, Kalyani Publishers, New Delhi
4. Gide and Rist : *History of Economic Doctrines*, Digital Library of India, 2015.274711
5. Roll. E. (1973) : *A history of Economic Thoughts*, Father, London.
6. Ghosh B.N. And Ghosh Roma. *A Short History of Economic Doctrines*.
7. Lange, O., "Political Economy", Vol. 1, 1963
8. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

**Suggested Activities:**

- Unit-1: Student Seminars on evolution of important economic doctrines
- Unit-2: Group discussions on different schools of economic thought and their relevance today
- Unit-3: Preparation of Comparative charts of various famous economic thoughts
- Unit-4: Poster presentations on the economic ideology of Indian thinkers
- Unit-5: Project on political economy of current Indian economy

## 7. DEVELOPMENT ECONOMICS

**Course Objectives:** This course is to learn about basic concepts, principles and theories in development economics and apply them to analyse the issues in current economy

### **Course Learning Outcomes:**

After studying this paper, the students shall be able to achieve the following outcomes:

- CO1:** Explain concepts of economic growth and development, measure them, identify their factors.
- CO2:** Analyse the developmental issues of poverty, unemployment, inequality and sustainable development and suggest measures
- CO3:** Comprehend the various theories of growth and development
- CO4:** Examine and suggest various developmental strategies suitable to developing countries
- CO5:** Explain the role of institutions, planning in economic development

### **Unit - 1: Introduction to Economic Growth and Development**

- Economic Growth and Development: Meaning, Differences, Importance,
- Measurements of Growth and Development
- Factors and Obstacles of Economic Growth and Development; Kuznets' Characteristics of Modern Economic Growth
- World Bank and IMF Classification of Countries based on level of Development

### **Unit 2: Developmental Issues**

- Poverty: Meaning, Types, Causes and Solutions; Vicious Circle of Poverty
- Unemployment: Meaning, Types, Causes and Solutions
- Inequalities: Meaning, Types, Causes and Solutions
- Sustainable Development and SDGs

### **Unit-3: Theories of Growth and Development**

- Classical Theory of Development
- Marxian Theory of Development
- Rostow's Stages of Economic Growth
- Neo-Classical Models of Economic Growth: Harrod-Domar Model, Solow Model

### **Unit – 4: Strategies of Economic Development**

- Capitalist, Socialist and Mixed Economy Strategies
- Big Push Strategy; Balanced and Unbalanced Growth Strategies
- Mahalanobis Strategy; Export Promotion and Foreign Capital Strategy

- Endogenous Growth Strategy; Human Capital–Capability Strategy

### Unit - 5: Institutions for Economic Development

- Role Institutions in Economic Development
- Basic Features of New Institutional Economies
- Economic Planning: Concept, Objectives, Role in Economic Development; Economic Federalism
- Role of International Institutions in Development: World Bank, IMF

### References:

1. Ray, D. (2009), *Development Economies*, Princeton University Press.
2. Todaro M. P. and Stephen, C., Smith (2014), *Economic Development*, Pearson, 12 Ed..
3. M.L. Jhingan, *The Economics of Development and Planning*, Vrinda Publications,
4. Hayami and Godo: *Development Economies*, Oxford Publication.
5. Sen, A., (1999), *Development as Freedom*, Oxford University Press.
6. Thirlwall A. P., (2005), *Growth and Development*, Palgrave Macmillan; 8th Edition.
7. Chenery, Hollis and T. N. Srinivasan, (1998), *Handbook of Development Economies*, Elsevier.
8. Basu, Kaushik (2000), *Analytical Development Economies: The Less developed Economy: Revisited*, Oxford University Press, India.
9. *Development Economies*, Telugu Academy
10. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

### Suggested Activities:

- Unit-1: Group discussions on factors of economic growth and development
- Unit-2: Assignments on developmental issues like poverty, unemployment and their programs
- Unit-3: Prepare comparative flow charts of various theories of economic growth or development
- Unit-4: Project on application of any theory of economic growth or development to the current economic Problem
- Unit-5: Seminar on role of institutions in economic development and prepare a plan for development of local area

## 8. PUBLIC ECONOMICS

**Course Objective:** This course aims to provide an understanding of public economics principles, theories, and policies, enabling students to analyse and evaluate issues in government revenue, expenditure and debt management.

### **Course Learning Outcomes:**

On successful completion of this course, the students will be able to achieve the following course learning outcomes

**CO1:** Explain and illustrate the basic concepts and principle of public finance

**CO2:** Discuss various sources of public revenue, different theories of taxation, tax systems and incidence of taxation

**CO3:** Analyse various principles, theories, practices of public expenditure with reference to public expenditure practices in India

**CO4:** Explain the concept of debt burden and its effect, budget concepts and deficits with reference to Indian economy.

**CO5:** Examine the importance of fiscal policy, fiscal federalism and discuss the role of finance commission with reference to India.

### **Unit 1: Introduction to Public Finance and Market Failure**

- Meaning, Nature, Scope, Importance of Public Finance; Public vs Private Finance
- Principal of Maximum Social Advantage
- Types of Goods: Private, Public, Merit, Club Goods
- Problems of Market Failure, Externalities and Free Riding and Solutions.

### **Unit 2: Public Revenue**

- Sources of Revenue: Tax and Non-tax; Cannons of Taxation
- Theories of Taxation: Socio-Political Theory, Benefit Received Theory, Ability to Pay Theory
- Tax Systems: Progressive, Proportional, Regressive; Types of Taxes: Direct and Indirect
- Incidence and Effects of Taxation; Shares of Tax and Non-Tax Revenues in India.

### **Unit 3: Public Expenditure**

- Principles of Public Expenditure (PE); Classification and Effects of PE
- Theories of PE: Wagner's Law, Peacock-Wiseman, Colin-Clarks Critical Limit Theory
- Determinants of PE; Criteria for Public Investment
- Trends and patterns of Public Expenditure in India; Reforms in public Expenditure in India.

#### Unit 4: Public Debt and Budget

- Public Debt (PD): Meaning, Types, Sources; Effects and Burden of PD
- Theories of PD: Classical Theory, Barro-Ricardo Equivalence, Keynesian Approach
- Shifting and Redemption of PD; Public Debt Management in India
- Budget: Meaning, Importance, Types; Basic Concepts and Deficits in Budget
- Fiscal Discipline and Consolidation, FRBM Act; Brief Analysis of a Recent Budget in India.

#### Unit 5: Fiscal Policy and Fiscal Federalism

- Fiscal Policy: Meaning, Objectives and Functions
- Principles of Multi-Unit Finance; Concept of Vertical and Horizontal Fiscal Imbalances
- Fiscal Federalism in India and Constitutional Provisions
- Recent Finance Commission: Objectives and Recommendations
- Issues and Challenges of Fiscal Federalism and State Governments Finances in India.

#### Reference Books:

1. Musgrave, R. A. & Musgrave, P. B. (2004), *Public Finance in Theory and Practice*. Fifth edition, TATA McGraw-Hill
2. Tyagi, B.P., "Public Finance", Jai Prakash Nath Co., 1992.
3. Bhatia H.L., "Public Finance", Vikas Publishing House Pvt.Ltd., 1984.
4. Dalton, H., "Principles of Public Finance", Routledge, 1st Edition, 2009.
5. Stiglitz, J. E (2000), *Economics of the Public Sector*. W W Norton
6. Rangarajan, C. and D. K. Srivastava (2011), *Federalism and Fiscal Transfers in India*. Oxford University Press, New Delhi.
7. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, Economic Survey, SWAYM, Khan Academy etc.

#### Activities Suggested:

Unit 1: Assignment on importance of public finance and role of government in an economy

Unit 2: Make poster presentation of Indian tax system with revenue details from recent budget.

Unit 3: Organize debates on the growth of public expenditure in India and its management.

Unit 4: Assignments on the management of deficits and public debt and watch budget presentation and make analysis.

Unit 5: Quiz sessions on the recommendations of finance commissions with justification for changes in criteria/ quantum of devolution.

## 9. INDIA AND A.P ECONOMY

**Course Objective:** This course is to provide basic understanding about functioning of various aspects in Indian economy and analyse various issues and problems and suggest measures.

### Course Learning Outcomes:

After studying this paper, the students shall be able to achieve the following outcomes:

- CO1: Explain the basic characteristics, structural changes, planning and human development in Indian economy
- CO2: Analyse the changes in incomes, demography and the developmental issues such as poverty, inequality, unemployment and migration and suggest measures to address them
- CO3: Examine the components of agricultural and industrial sectors and their performance
- CO4: Examine the issues in public finance in terms of taxes, revenues, deficits and finance commission
- CO5: Analyse the issues in Andhra Pradesh economy related to agriculture, industry and welfare programs

### Unit 1: Basic Features, Planning and Human Development in India

- Basic characteristics of Indian Economy as a developing economy
- Economic development since independence, Economic Structure and its changes in India
- Planning Commission: Objectives, major strategies and achievements; NITI Ayog its approaches to economic transformation in India
- Trends in Human Development Index in India and Measures to Improve

### Unit 2: National Income, Demography and Developmental Issues

- Trends in National income; Demographic Features
- Poverty and Inequalities; Occupational Structure and Unemployment
- Various Schemes of employment generation and eradication of poverty
- Issues in Rural and Urban Development; Labour Migration: Challenges and Measures

### Unit 3: Agricultural and Industrial Developments

- Indian Agriculture: Agricultural Reforms, Agricultural Strategies and Agricultural Policy
- Agricultural Credit; Agricultural Price Policy & MSP
- Indian Industry: Economic Reforms and New Industrial Policy
- Industrial Development Programs: Make-in India, Start-up, Stand-up, Industrial Corridors

#### **Unit-4 Indian Public Finance**

- Indian Tax System and Recent changes ; GST and its impact on Commerce and Industry
- Centre, States Financial relations; Recommendations of Recent Finance Commission
- Fiscal Policy: Status and Issues in Public Expenditure and Public Revenue
- Status and Issues in Public Debt and Budget Deficits; Analysis of Latest Budget

#### **Unit- 5 Andhra Pradesh Economy**

- Basic characteristics of Andhra Pradesh economy after bifurcation in 2014; Impact of bifurcation on the Economy
- Challenges in industrial Development and new initiatives
- Challenges in Agriculture and Rural Development and new Initiatives
- Social Welfare Programmes and other measures to address Issues of Poverty and Unemployment; Skill Development Initiatives

#### **References:**

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,
4. P. K. Dhar, Indian Economy: Its Growing Dimensions, Kalyani Publishers, Ludhiana, 2018.
5. Reserve Bank of India, Handbook of Statistics on Indian Economy (Latest).
6. S.K.Misra&V,K,Puri, Indian Economy, Himalaya Publishing House, 2015. 8. R.S.Rao,
7. A.P Economy- Telugu Academy, 2018
8. Economic Surveys

#### **Suggested Activities:**

Unit-1: Assignments on features and structural changes of Indian economy

Unit-2: Group Project on issues of poverty, unemployment and inequality and make suggestions

Unit-3: Quiz on Agriculture and Industrial sectors

Unit-4: Group discussions to issues of taxation, public expenditure, Public debt, budget

Unit-5: Seminar topics in AP economy and field visits to industry or agriculture in local area submit a report

## 10. STATISTICAL METHODS FOR ECONOMICS

**Course Objectives:** The course teaches students the basics of statistics with a special focus on its day-to-day applications in economics. It sets a necessary foundation for the econometrics courses and courses in advanced microeconomic theory within the Honours programme.

### **Course Learning Outcomes:**

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

**CO1:** Understand the nature of statistics and able to collect data using questionnaire

**CO2:** Draws critical diagrams and graphs for presentation of data

**CO3:** Calculates and Analyses Averages and Dispersions using given data and information

**CO4:** Explains the uses of correlation and regression analysis, time series and index numbers in economic analysis.

**CO5:** Calculate index numbers

### **Unit – 1: Introduction to Statistics**

- Nature and Definition of Statistics, scope, importance and limitations of Statistics
- Primary and Secondary data
- Census and Sampling techniques and their merits and demerits
- Schedule and questionnaire, Collection of data
- Applications in economics

### **Unit – 2: Diagrammatic Analysis**

- Data: Meaning and Types; Frequency distribution
- Tabulation, Graphical presentation of data: Line graph, Histogram, Frequency Polygon, Cumulative Frequency Curves
- Diagrammatic presentation of data: Line, Bar, Pie Diagrams
- MS.Excel for Diagrammatic Analysis; Applications in economics

### **Unit – 3: Measures of Central Tendency and Dispersion**

- Averages: Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean
- Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation
- MS.Excel for Measures of Central Tendency and Dispersion; Applications in economics

### **Unit – 4: Correlation and Regression**

- Correlation: Concept, Definition and Use

- Types of Correlation: Karl Pearson's Correlation coefficient, Spearman's Rank Correlation
- Regression: Concept, Definition, Use, Regression Equations, Demand forecasting
- MS Excel for Correlation and Regression; Applications in economics

#### **Unit – 5: Time Series and Index Numbers**

- Time Series: Definition and Components; Measurement of Time Series: Moving Average and the Least Squares Method
- Index Numbers: Concepts of Price and Quantity Relatives, Laspeyzer's, Paasche's and Fisher's Ideal Index Numbers
- Uses and Limitations of Index Numbers
- MS Excel for Index Numbers; Applications in economics

#### **References:**

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. S.P. Gupta, Statistical Methods , S. Chand & Co, 1985
5. Telugu Academy Book, ParimanathmakaPaddathulu (For B.A.).

#### **Suggested Activities:**

- Unit-1: Assignments of the application of various statistical methods
- Unit-2: Student Seminar on themes requiring usage of tables, diagrams, statistical analysis and interpretation
- Unit-3: Group project work for collection of data on locally relevant economic problems
- Unit-4: Exercise on calculation of correlation and regression using Excel.
- Unit-5: Chart Preparation on formulas of different index numbers.

## 11. INTERNATIONAL ECONOMICS

**Course Objective:** This Course aims to develop a systematic understanding of the key concepts and theories in international economics, enabling them to critically evaluate the impact of trade policies on national economies and welfare.

### **Course Learning Outcomes:**

After completing the course, the student shall be able to achieve the following outcomes:

**CO1:** Explain the importance and concepts of international trade

**CO2:** Make a critical analysis of the theories of international trade

**CO3:** Explain changes in the methods of determining exchange rates

**CO4:** Analyse the effects of Trade Barriers and protectionism in International Trade.

**CO5:** Explain multilateralism, regionalism and India's international trade

### **Unit - 1: Introduction to Theory of International Trade**

- International Trade (IT): Meaning and Importance; Gains from Trade, Free Trade vs Restricted Trade
- Offer Curves: Meaning, Properties; Trade Elasticity
- Terms of Trade (ToT): Concept, Types, Equilibrium
- Opportunity Costs in IT; Trade Multiplier

### **Unit - 2: Theories of International Trade**

- Classical Trade Theories: Absolute Advantage Theory, Comparative Advantage theory
- Modern Trade Theories: Heckscher-Ohlin Factor Endowments Theory, Leontief Paradox, Stolper-Samuelson Theorem
- Other Trade Theories: Prebisch-Singer's Secular Deterioration Thesis, Gunnar Myrdal Trade Theory in brief

### **Unit - 3: Exchange Rates and BOP Mechanism**

- Exchange Rates: Meaning and Types; Changes in Exchange Rates: Devaluation & Revaluation, Depreciation & Appreciation
- Factors and Determination of Exchange Rate Purchasing Power Parity
- Balance of Payments (BoP): Definition, Composition, Equilibrium and Disequilibrium
- BoP Adjustment Mechanisms; Policy Assignment Problems and Mundel Model in brief

### **Unit- 4: Trade Barriers and International Finance**

- Trade Barriers: Tariffs, Quotas, Subsidies, Dumping & Anti-Dumping, Price Discrimination, Effects of Trade Barriers

- Optimum Tariff: Theory and Formula; Effective Rate of Protection; New Protectionism
- Role of International Finance in Trade; Role of World Bank and IMF in International Trade and Finance

#### **Unit- 5: Multilateralism, Regionalism and India's International Trade**

- Multilateralism: Concept, GATT & WTO
- Forms of Economic Cooperation: Free Trade Area, Customs Union and Common Market
- India's International Trade: Trade Volume, Composition, Direction, BoP, Forex Reserves
- India's Important Trade Agreements and New Foreign Trade Policy

#### **References:**

1. Salvatore, D., "International Economics", John Wiley, 12th Edition, 2015
2. Krugman, P., Obstfeld, M. and Melitz, M., "International Economics: Theory and Policy", Pearson Education Indian Edition, 9th Edition, 2012
3. Cherunilam. F (2016), *International Economics*, The McGraw-Hill, New Delhi
4. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.
5. Websites of WTO, IMF, WB, Ministry of Commerce, DPIIT, Govt of India

#### **Suggested Activities:**

Unit-1: Assignments and Student Seminars on theories of International Trade.

Unit-2: Web Assignments on economic cooperation and economic clusters

Unit-3: Poster presentations on free trade and protection

Unit-4: Debate on Indian trade and current trends

Unit-5: Workshop on DGFT sops for beginning export/import business

## 12. BANKING AND FINANCIAL SERVICES

**Course Objective:** This course aims to enlighten the students with the fundamental concepts of banking and financial services and provide skills needed to work in banking and Financial Service sector.

### **Course Learning Outcomes:**

After completion of this course, students shall be able to achieve the following Outcomes:

- CO1: Explain the concepts and principals of banking and financial services
- CO2: Know different types of deposits and digital banking services
- CO3: Understand functions of Banking Correspondents and Common Service Centres
- CO4: Examine the functions and challenges of Non-Banking Financial Institutions
- CO5: Identify and evaluate the role and performance of FSCs.

### **Unit1: Principles of Banking and Indian Banking System**

- Meaning, Principles, Functions of Banking
- Structure of Indian Banking System, Regulations of Banking in India, Role of RBI in Banking
- Problems and Challenges of Banking in India; Anti-money Laundering
- Basics of Financial literacy

### **Unit 2: Deposits, Loans and Digital Banking**

- Bank Account Types, Account Opening and Closing; KYC Norms
- Negotiable Instruments: Cheque, Bill of Exchange, Promissory Note, Endorsement,
- Principles of Lending, Different categories of Loans, Mortgaging
- E-Banking facilities: Debit Card, Credit Card, Net Banking, Mobile Banking, Micro ATMs, Core Banking Solutions

### **Unit 3: Banking Correspondents and Common Service Centers**

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

### **Unit 4: Financial Services of NBFIs**

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

## Unit 5: 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: loans, deposit collection, money transfer through payment banks

### References:

1. Indian Institute of Banking and Finance: *Principles and Practices of Banking*, Macmillan India Limited, 2021.  
<https://drive.google.com/file/d/1VU7aN4s5ikPQI7nX6mTBW-sVLQCNhfvK/view>
2. Indian Institute of Banking and Finance: *Retail Banking*, Macmillan India Limited, 2015.
3. Akhan Ali Jafor: *Non-Banking Financial Companies in India: Functioning and Practice*, New Century Publications, New Delhi, 2010.
4. RBI: "Non-Banking Financial Institutions" in *Report on Trend and Progress of Banking in India 2019-20*.
5. RBI: Discussion Paper on *Engaging Business Correspondents*.  
[https://www.rbi.org.in/scripts/bs\\_viewcontent.aspx?Id=2234](https://www.rbi.org.in/scripts/bs_viewcontent.aspx?Id=2234)
6. Govt. of India: Ministry of Electronic and Information Technology: *Digital Service Operational Manual for Common Service Centres*.  
<https://csc.gov.in/assets/cscmanual/digitalsevaoperationalmanual.pdf>

### Co-Curricular Activities:

- a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)
- 1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like opening and closing bank account, explaining negotiable instruments, loan application process at banks, operation of digital banking, operating common service center, loan application and sanction in FSC, make use of important websites and apps etc. pertaining to banks and FSCs and make a field visit to any bank and FSC in local area. The expertise of practicing insurance agent or trainer can be utilized for this purposes.
  - 2) For Student: Students shall visit and understand the functioning of bank and FSC of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report
  - 3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):  
Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.
  - 4) Max Marks for Fieldwork Report: 05
  - 5) Unit Tests/Internal Examinations.

## 13. INSURANCE SERVICES

**Course Objective:** This course aims to enlighten the students with the fundamental Concepts of insurance services and practical dynamics, skills needed to work in Insurance sector.

### **Course Learning Outcomes:**

Upon completion of this course, the students shall be able to achieve the following learning outcomes

- CO1:** Explain the concept and principles of insurance service and functioning of insurance service agencies.
- CO2:** Understand different life insurance products.
- CO3:** Identify the need for general Insurance and different general insurance products.
- CO4:** Demonstrate practical skills to enable them to start insurance service agency or earn wage employment in it.
- CO5:** Evaluate the performance of local case studies by understanding customer mindset and the role of various supporting institutions under the existing regulations

### **Unit 1: Insurance Concept and Principles**

- Concept of Risk and Uncertainty, Risk Classification
- Insurance: Concept, Importance and Types
- Principles of Insurance
- Insurance Regulations in India, Role of IRDA; Scope for Insurance Business in India

### **Unit 2: 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, Micro Insurance

### **Unit 3: 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; Role of Surveyor
- Health Insurance: Nature and Features; Role of Medical Examiner in issuing Insurance policy
- Health Insurance Companies in India; Major Health Insurance Products/policies and their Features: Individual, Family, Group

### **Unit 4: Practicing as an Insurant Agent**

- Insurance Contract and Terms of Insurance Policy
- Registration of Insurance Agent/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

### **Unit 5: 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 or Health Insurance Services

#### References:

1. Insurance Institute of India: *Principles of Insurance (IC-01)*, Mumbai, 2011.
2. Insurance Institute of India: *Practice of Life Insurance (IC-02)*, Mumbai, 2011.
3. Insurance Institute of India: *Practice of General Insurance (IC-11)*, Mumbai, 2011
4. G. Dionne and S.E. Harrington (Eds.): *Foundations of Insurance Economics*, Kluwer Academic Publishers, Boston, 1997.
5. <https://www.irdai.gov.in>

#### Co-Curricular Activities:

- a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)
- 1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like explaining the details of an insurance policy to a customer – life, health and general policy, filling up application for a policy, calculation of premium and claim, make use of important websites and apps etc. pertaining to insurance and make a field visit to any insurance organization in local area. The expertise of practicing insurance agent or trainer can be utilized for this purposes.
  - 2) For Student: Students shall visit and understand the functioning of insurance agency of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report
  - 3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):  
Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.
  - 4) Max Marks for Fieldwork Report: 05
  - 5) Unit Tests/Internal Examinations.

#### Suggested Activities:

- Unit-1: Assignment on importance of insurance in India  
 Unit-2: Seminars on types of life insurance products  
 Unit-3: Quiz on concepts covered till unit 3  
 Unit-4: Role play on being an insurance agent  
 Unit-5: Case studies / Article reading activity on issues of insurance sector

**Note:** For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.

(Skill Enhancement Course)

## 14 A. URBAN ENTREPRENEURSHIP

**Course Objective:** To equip the students with the knowledge and understanding on Concepts/theories of urban entrepreneurship and provide needy skills through various appropriate concepts to establish and promote urban enterprises.

### **Course Learning Outcomes:**

Upon completion of this course, students shall be able to achieve the following outcomes:

- CO1:** Explain the basic theories and essentials of entrepreneurship
- CO2:** Apply the theories of entrepreneurship to the conditions of local urban area and formulate appropriate business ideas.
- CO3:** Identify and analyze the entrepreneurship opportunities available in local urban area
- CO4:** Demonstrate practical skills that will enable them to identify various funding sources
- CO5:** Identify and evaluate the performance of local case studies by understanding the role of various supporting institutions under the existing regulations

### **Unit-1: Entrepreneurship: Concept and Theories**

- Concept and Importance of Entrepreneurship
- Theories of Entrepreneurship: Innovations, X-Efficiency, Risk Bearing
- Women Entrepreneurship
- ECOPRENEURSHIP.

### **Unit-2: Urban Entrepreneurship and Business Planning**

- Urban Entrepreneurial Ecosystem: Factors, Problems and Challenges
- Process of Identification of new Entrepreneurship Opportunities in Urban Areas
- Formulation of Business Planning for Urban Entrepreneurship.
- Case studies

### **Unit 3: MSMEs and new Urban Entrepreneurship Opportunities**

- Features of Micro Small Medium Enterprises (MSMEs)
- Cluster Development Approach and Leveraging Technology for MSMEs
- Problems and Challenges of MSMEs
- New Entrepreneurial Opportunities in Urban Area: Food and Beverages, Sanitary and Health Products, Solid Waste and Scrap Disposal, Tourism and Hospitality Services, Consultancy Services and Event Management, Logistic services

### **Unit- 4: Financing and Marketing of Urban Entrepreneurship**

- Financing the Urban Entrepreneurship and MSMEs: Procedures to obtain formal loans from Banks and other Institutions
- New avenues of Finance: Crowd Funding and Venture Capital; Preparing Detailed Project Report for Loan

- Marketing of Urban Entrepreneurship and MSMEs products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing
- Public Procurement Policy to purchase MSME Products

#### Unit 5: Institutional Support and Case Studies of Urban Entrepreneurship

- Institutional support and skills for Urban Entrepreneurship and MSMEs
- Government Schemes for promotion of Urban Entrepreneurship and MSMEs: STARTUP INDIA, STANDUP INDIA, PMKVY, PLI etc.
- Rules and Procedures to start Urban Entrepreneurship Firm and MSME
- Discussion of two different types of Case Studies related to Urban Entrepreneurship/MSME with local relevance.

#### References:

1. Gordona, E and N. Natarajan: *Entrepreneurship Development*, Himalaya Publishing House Pvt Ltd, Mumbai, 2017.
2. Sharma Sudhir, Singh Balraj, Singhal Sandeep, *Entrepreneurship Development*, Wisdom Publications, Delhi, 2005.
3. NITI Aayog: *Report of Expert Committee on Innovation and Entrepreneurship*, New Delhi, 2015. [https://niti.gov.in/writereaddata/files/new\\_initiatives/report-of-the-expert-committee.pdf](https://niti.gov.in/writereaddata/files/new_initiatives/report-of-the-expert-committee.pdf)
4. Reserve Bank of India: *Report of Expert Committee on Marginal, Small, Medium Enterprises*, Mumbai, 2019. <https://www.rbi.org.in/Scripts/PublicationReportDetails.aspx?UrlPage=RID=324>
5. <https://nimsme.org>

#### Co-Curricular Activities:

a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like identification business product, making business plan, preparing DPR for loan, application for bank loan, marketing survey, marketing a product etc pertaining to any type of urban entrepreneurship of local relevance and make a field visit to any one such unit. The expertise of practicing rural entrepreneurs can be utilized for this purposes.

2) For Student: Students shall visit and understand the functioning of urban entrepreneurship of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

(Skill Enhancement Course)

## 14 B. RETAIL AND DIGITAL MARKETING

**Course Objective:** This course is aimed to give a complete view of the retail marketing and a comprehensive examination of the retail environment in both physical and digital arena.

**Course Learning Outcomes:**

Upon completion of this course, the students shall be able to achieve the following outcomes:

CO1: Explain the concepts and principles about the retail and digital marketing

CO2: Identify and analyse the opportunities related to retail and digital marketing available in the local area

CO3: Examine the strategies in retail marketing

CO4: Demonstrate the practical skills in applying digital marketing strategies

CO5: Evaluate different marketing models

**Unit- 1: Concept Of Marketing**

- Marketing: Concept and Types; Marketing Mix; Marketing Strategies
- Marketing Segmentation; Marketing Organizations; Marketing Research
- Pricing Policies and Practices
- Major Players in Retail and Digital Market in India

**Unit- 2: Understanding Product and Consumer**

- Product Marketing Types; Product Decisions and Strategies
- Product Life Cycle; Factors of Consumer Behaviour
- Understanding Indian Consumer, Strategies of persuading the Consumer
- Sale Promotion: Advertisement, Branding and Packaging

**Unit- 3: Retail Marketing**

- Concept and Types of Retail Marketing  
Big and Small Retail Markets, Retail Marketing Mix
- Retail Marketing Strategies; Essentials of Successful Retail Marketing Multichannel Retailing
- Store Management
- Shopping Market Dynamics

**Unit -4: Digital Marketing**

- Digital Marketing: Concept and Types: Telemarketing, Online or e-tailing; Essentials of Digital Marketing
- Difference between Physical Retail and Digital Marketing; Digital Marketing Channels
- Major players in Digital Marketing and their Marketing Strategies; Customer Behaviour in Digital Marketing
- Tools and Apps of Digital Marketing.

### Unit- 5: Marketing Models and Case Studies

- Marketing Models of Retail and Digital Market Companies/Shops: Global, National and Local levels
- Discussion of two different types of Case Studies related to physical Retail Marketing.
- Discussion of two different types of Case Studies related to Digital Marketing

#### References:

1. Venkatesh Ganapathy: *Modern Day Retail Marketing Management*, Bookboon Company, 2017. <https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf>
2. PrashantChaudary: *Retail Marketing in the Modern Age*, Sage Publication, 2019
3. Jermy Kagan and SiddarthShekar Singh: *Digital Marketing & Tactics*, Wiely Publishers, 2020.
4. Digitalmarketer: *The Ultimate Guide to Digital Marketing*. <https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
5. NITI Aayog: *Connected Commerce: Creating a Roadmap for Digitally Inclusive Bharat, 2021*. <https://niti.gov.in/writereaddata/files/Connected-Commerce-Full-Report.pdf>

#### Co-Curricular Activities:

- a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)
- 1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like marketing research, product life cycle analysis, preparing marketing model, behavior with customer, store management, use of important digital marketing websites and apps etc. pertaining to retail and digital marketing organization and make a field visit to any one such unit in local area. The expertise of practicing marketing persons can be utilized for this purposes.
  - 2) For Student: Students shall visit and understand the functioning of retail and digital marketing organization in their local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report
  - 3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*): Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.
  - 4) Max Marks for Fieldwork Report: 05
  - 5) Unit Tests/Internal Examinations.

#### Suggested Activities:

- Unit-1: Invited Lectures with academic experts and practicing marketing persons
- Unit-2: Hands on experience by field experts on digital marketing
- Unit-3: Assignments on physical retail marketing
- Unit-4: Debates on related topics ex. case studies of local relevance
- Unit-5: Seminars, Group discussions, Quiz, etc. on related topics

(Skill Enhancement Course)

## 15 A. INFERENCE STATISTICS AND SOFTWARE PACKAGES

**Course Objective:** This course provides theoretical knowledge and practical skills about various inferential statistics such as probabilities, test of significance, multiple regression and also skill for using software like MS Excel and SPP for data analysis.

**Course Learning Outcomes:** Upon completion of this course, students shall be able to achieve the following outcomes:

**CO1:** Interpret the concept and theory of probability

**CO2:** Analyse and apply the different probability distributions

**CO3:** Learn and Demonstrate the skills on various tests of significance

**CO4:** Learn and use of multiple regression model in economics

**CO5:** Use Excel sheets and SPSS package to analyse the data and derive the results

### Unit 1: Concept and Theories of Probability

- Concept and Definitions of Probability: Classical or Mathematical and Empirical or Statistical Axiomatic Approach to Probability
- Theorems of Probability: Addition and Multiplication (without proofs).

### Unit 2: Theoretical Probability Distributions

- Binomial Distribution: Constants (without proof) and Properties and Applications
- Poisson Distribution: Constants (without proof) and Properties and Applications
- Normal Distribution: Constants (without proof) and Properties and Applications
- Standard Normal Distribution, Standard Normal Curve and their Applications

### Unit 3: Test of Significance - Large and Small Sample Tests

- Steps involved in Testing of Hypotheses; Testing the difference between Means and Proportions
- Large Sample or Z-Test, Small Sample Tests, Difference between them
- Applications of Student's t-test,  $\chi^2$  test, F-test
- One way and Two way ANOVA

### Unit 4: Linear Multiple Regression Model

- Three Variable Linear Multiple Regression Model: Notation, Assumptions
- Estimation of Partial Regression Coefficients – Interpretation of Regression coefficients
- Testing the coefficients: t-test, p- value
- Coefficient of Determination:  $R^2$  and adjusted  $R^2$

## Unit 5: Excel and SPSS for Data Analysis

- Excel: Worksheet, Creating Tables, Graphs and Charts
- Mathematical and Statistical Functions in Excel and Data Analysis Pack: Descriptive Statistics, Correlation and Regression
- SPSS: Introduction, Opening Excel files in SPSS, Analysis Tools: Descriptive Statistics
- Estimation of Regression Coefficients using SPSS and their interpretation.

### References:

1. S. C. Gupta: Fundamentals of Statistics, Himalaya Publishing House, Bombay, 1982.
2. S. P. Gupta: *Statistical Methods*, S. Chand & Company, New Delhi, 2000.
3. K. V. S. Sharma :*Statistics Made Simple: Do it yourself on PC, (Second edn.)* Prentice Hall of India, New Delhi, 2010.
4. తెలుగు అకాడమీ ప్రచురణ "పరిమాణాత్మక పద్ధతులు"
5. B. N. Gupta: *Statistics Theory and Practice*, Sahitya Bhavan, Agra, 1992.
6. Goon A.M., M. K. Gupta and B. Dasgupta: *Fundamentals of Statistics*, Vol.1, The World Press, Ltd, Calcutta, 1975.
7. Nagar, A.L. and R. K. Das: *Basic Statistics*, Oxford University Press, New Delhi, 1996.
8. D N Elhance, Veena Elhance & B M Aggarwal *Foundation of Statistics*, Kitab Mahal, New Delhi, 2018.
9. Relevant web resources suggested by the teacher and college librarian.

### Suggested Activities:

**Mandatory (Training of students in the related skills by the teacher for a total 10 Hours)**

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like calculation and interpretation normal curve, Z-values, t-test,  $\chi^2$  test, F-test, ANOVA, regression results, t, p and  $R^2$  values using Excel and/or SPSS. The expertise of practicing persons can be utilized for this purposes.

2) **For Student:** Students shall take up a real time data of any economic organisation or firm and calculate the important statistical tests for the data and write the results with interpretations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) **Suggested Fieldwork Format (Report shall not exceed 10 pages):**

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

### Suggested Activities

Unit-1: Assignment on concept and theory of probability

Unit-2: Group discussion on comparison of various probability distribution theories

Unit-3: Exercises on solving various tests of significance

Unit-4: Project on application of multiple regression model to given a data set

Unit-5: Practical sessions on use of Excel and SPSS for data analysis.

**(Skill Enhancement Course)**  
**15 B. PROJECT DESIGNING AND REPORT WRITING**

**Course Objective:** This Course is to provide understanding on foundations of research and provide skills in implementing the research project and writing the report.

**Course Learning Outcomes:**

Upon completion of this course Student shall be able to achieve the following outcomes:

- CO1:** Demonstrate the knowledge relating to research, its role in enhancement of knowledge in social sciences in general and economics in particular
- CO2:** Analyse and apply different research methods
- CO3:** Formulate a good research design to undertake mini research projects
- CO4:** Undertake a field survey by himself/herself to collect relevant data and information
- CO5:** Develop capacity to write a simple project report with all relevant components

**Unit 1: Foundations of Research**

- Meaning and Importance of Research
- Scientific and Social Science Research
- Methods of ensuring Objectivity in Social Science Research
- Limitations of Research in Social Science, Ethics in Research

**Unit 2: Methods of Research**

- Exploratory and Descriptive Research
- Action Research, Analytical Research
- Evaluation Research, Experimental Research
- Case Study Research, Observational Research
- Participatory Research, Ethnography Research

**Unit 3: Planning of Research Project**

- Research Problem: Process and Criteria for Selecting a Research Problem
- Review of Theoretical and Related Research Studies
- Choice of Data for Research: Secondary and Primary Data; Census and Sample Data
- Preparation of a Research Proposal; Components of a good Research Proposal.

**Unit 4: Implementation of a Research Project**

- Choice of Schedules and Questionnaire, Pilot Study Field Work and Collection of Data;
- Methods of Qualitative Data collection: Interviews, Observation, Participation
- Group Discussions/Interviews, Projective Techniques
- Editing Data; Graphical and Statistical Analysis of Data using Appropriate Statistical Techniques.

**Unit 5: Report Writing**

- Types of Research Report; Nature of Language used in Research Report
- Outlines of a good Research Report; Prefatory Items, Body of the Report, References, Bibliography, Appendices
- Ethical values in Research Report, Plagiarism Test
- Components of a good Research Paper

#### References:

1. C. T. Kurien: *A Guide to Research in Economics*, Sangam Publishers for Madras Institute of Development Studies, Chennai, 1973.
2. O. R. Krishnaswami and M. Ranganatham: *Methodology of Research in Social Sciences*, Himalaya Publishing House, Mumbai, 2018.
3. C. R. Kothari: *Research Methodology: Methods and Techniques*, New Age International (Pvt.) Ltd. Publishers, New Delhi, 2004.
4. K. V. S. Sharma :*Statistics Made Simple: Do it yourself on PC*, (Second edn.) Prentice Hall of India, New Delhi, 2010.
5. John W. Creswell and J. David Creswell :*Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, Sage Publications, New Delhi, 2018.
6. Shanti Bhushan Mishra and ShashiAlok,*Handbook of Research Methodology*, Education, Bilaspur, 2017.
7. Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams: *The Craft of Research*, University of Chicago Press, Chicago, 2016.
8. Relevant web resources suggested by the teacher and college librarian.

#### IV. Co-Curricular Activities:

a) **Mandatory** (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like evaluation of program, selection of research problem, doing literature survey, preparation of research proposal, data editing, graphs and statistics, writing research report and paper etc. and make field visit to study a simple research issue. The expertise of practicing researcher can be utilized for this purposes.

2) **For Student:** Students shall take up small research issue of their interest and visit a field area related to that problem. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) **Suggested Fieldwork Format** (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) **Max Marks for Fieldwork Report:** 05

5) **Unit Tests/Internal Examinations.**

#### Suggested Activities

- Unit-1: Group discussion on importance and limitations on social research
- Unit-2: Poster presentation or seminar on different types of research methods
- Unit-3: Field work in neighborhood on a selected small research topic
- Unit-4: Review of a reselected research thesis or report or paper
- Unit-5: Arranging the words in sequence game on parts of report writing

## 7.1. ADVANCED MICROECONOMIC ANALYSIS

**Course Objective:** The course will cover advanced topics in micro economics where, students will learn about utility and production functions, market models, game theory, and welfare economics.

### **Course Learning Outcomes:**

Upon completion of this course, student shall be able to achieve the following outcomes:

- CO1: Explain advanced concepts and theories related to consumer behaviour , Indifference Curves , risk and uncertainty
- CO2: Analyse advanced concepts and theories of production and distinguish between different production functions
- CO3: Explain different collusive and non-collusive market models.
- CO4: Examine advanced concepts and theories related to distribution
- CO5: Analyse various concepts and theories of equilibrium and welfare.

### **Unit 1: Consumers Behaviour**

- Utility Functions: Direct and Indirect
- Indifference Curves Analysis: Income and substitution effects, Slutsky Theorem, Hicksian Compensated Demand Curve
- Revealed Preference Theory
- Risk and Inter-temporal choice; Decision making under uncertainty: Expected Utility Theory and Prospective Utility Theory in brief

### **Unit 2: Production**

- Production Functions: Cobb-Douglas, CES, Leontief and VES production functions
- Isoquants, Ridge Lines, Isocosts , Least cost combination of inputs
- Technological Progress and the Production function
- Modern Theory of Costs: Saucer shaped , L-shaped and Inverted 'J' shaped cost curves, ; Multi-production firm.

### **Unit 3: Market**

- Non-collusive Oligopoly Market Models: Cournot Model, Chamberlin Models
- Collusive Oligopoly Market Models: Cartels, Mergers, Price Leadership
- Basic Game Theory: Prisoners Dilemma and Non-Cooperative Games
- Managerial Firm Model: Baumol's Sales Revenue Maximization and Marris' Growth Maximisation

### **Unit 4: Distribution**

- Pricing of Factors under Perfect Competition Market
- Pricing of Factors under Imperfect Competition Market
- Euler's Theorem and Product Exhaustion Problem; Hicks-Samuelson Solution to Product Exhaustion Problem in brief
- Pricing of Fixed Factors; Backward Bending Labour Supply Curve, Efficiency Wage Model.

### Unit 5: General Equilibrium and Welfare Economics

- Concepts of Partial and General Equilibriums; Pareto Optimality; Market Failures and Externalities
- Fundamental Theorem of Welfare: Social Welfare Function, Kaldor-Hicks Compensation Principle
- Theory of Second Best: Arrow's Impossibility Theorem in brief
- Adverse Selection and Moral Hazard.

### References:

1. Sen, A. (1999), *Microeconomics: Theory and Applications*, Oxford University Press, New Delhi. Stigler, G. (1996), *Theory of Price*, (4th Edition), Prentice hall of India, New Delhi.
2. Varian, H. (2000), *Microeconomic Analysis*, W.W. Norton, New York.
3. Mohan, H. (2000), *Microeconomic Analysis*, W. W. Norton, New York.
4. Koutsoyiannis, A. (1979), *Modern Microeconomics*, Macmillan, New Delhi.
5. H.L Ahuja: *Principles of Microeconomics*, S.Chand Publication, New Delhi
6. C. Snyder and W. Nicholson (2010) *Fundamentals of Microeconomics*, Cengage Learning (India), 2010.
7. B. Douglas Bernheim and Michael D. Whinston. (2009) *Microeconomics*, Tata McGrawHill (India),
8. Open-Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

### Suggested Activities:

Unit 1: Survey to understand consumer preferences and attitudes towards risk, and analyse the results using expected utility theory.

Unit 2: Competitions in diagrammatic explanation of production functions and cost curves

Unit 3: Seminars on different market models

Unit 4: Quiz testing the conceptual understanding of the students relating to pricing of factors.

Unit 5: A group debate on the benefits and drawbacks of government intervention in markets, and analyze the arguments using the concepts of market failures, externalities, and Pareto optimality.

## 7.1 . ADVANCED MACROECONOMIC ANALYSIS

**Course Objective:** This course aims to equip students with knowledge and skills to understand advanced macroeconomic models, consumption and investment theories to analyse their significance in macroeconomic issues and policy responses.

### **Course Learning Outcomes:**

Upon completion of this course, the student shall be able to achieve the following outcomes:

**CO1:** Compare and contrast different macroeconomic models, consumption theories and explain their significance.

**CO2:** Explain various theories of investment and interrelation between inflation interest and investment.

**CO3:** Analyse different post-Keynesian approaches to demand for money

**CO4:** Critically examine the Neo-classical and Keynesian Synthesis

**CO5:** Evaluate the Macroeconomic Crises and related Policy Issues.

### **Unit-1: Macro Economy Models and Consumption**

- Micro-foundations of Macroeconomics
- Classical vs Keynesians; New-Classical Theory and New-Keynesians Theory
- Kuznets 's Consumption Puzzle
- Consumption Expenditure Models: Fisher 's Theory of Optimal Inter-temporal Choice, Rational Expectations and Random-walk

### **Unit-2: Investment**

- Theories of Investment: Neo-classical Theory, Keynes Theory, Tobin's 'Q' Theory Finance
- Cost of Capital: Concept, Importance and Components
- Interrelations between Inflation, Interest Rate and Investment
- Policies affecting Investment.

### **Unit-3: Money and Inflation**

- Post-Keynesian approaches to Demand for Money: Patinkin's Real Balance Effect, Baumol Inventory Model, Tobin's Speculative Model, Friedman's Modern Quantity Theory in brief
- Inflation-Unemployment Debate: Theory of Adaptive Expectations, Expectation-Augmented Phillip's Curve, Rational Expectation Model in brief
- Monetary Policy: Objectives, Instruments and Applications
- Lucas' Supply Function; Policy Ineffective Theorem and Lucas' Critique.

### **Unit-4: Neo-classical and Keynesian Synthesis: IS-LM**

- Neo-classical and Keynesian views on Determination and Effects of Interest Rates
- Neo-classical and Keynesian Synthesis: IS-LM Basic Model

- Extension of IS-LM model with government sector, models with labour market and flexible prices
- Fiscal and Monetary Policy in IS-LM Model; Fiscal Policy and Crowding out Effect.

#### **Unit-5: Macroeconomic Policy and Crises**

- Macroeconomic Policy: Issues, Target Indicators and Instruments
- Important Macroeconomic Policies: Gradualism vs Shock Therapy Economic Policy, Seingorage Policy and Barro-Ricardo Hypothesis Political Economy of Stabilisation and Adjustment
- Analysis of Economic Crises and Solutions: East Asian Crisis, Global Financial Crises, Sovereign Debt Crisis, Bank Failures, COVID-19 Crisis.

#### **References:**

1. D'souza Errol, *Macroeconomics*. Person Publication, New Delhi, 2008.
2. David Romer, *Advanced Macroeconomics. 4th edition*, McGraw-Hill Irwin, 2012.
3. Brian Snowdon and Howard R. Vane, *Modern Macroeconomics: It's Origins, Development and Current State*. Edward Elgar, UK, 2005.
4. Mankiw, N. Gregory, *Principals of Macroeconomics*. Seventh edition, Cengage Learning, 2014.
5. Richard T Froyen, *Macroeconomics - Theories and Policies*, Pearson 2013
6. H.L Ahuja : *Macroeconomics: Theory and Policy Advanced Analysis*, S Chand Publication, New Delhi
7. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

#### **Suggested Activities:**

- Unit 1: Debate on Classical and Keynesian schools of thought.
- Unit 2: Quiz on theories and concepts of investment
- Unit 3: Poster presentation on post-Keynesian developments on money
- Unit 4: Class room test on shifts in IS-LM curves
- Unit 5: Seminars on different economic crises, such as the East Asian Crisis or the Global Financial Crisis

## 7.2. ENVIRONMENTAL ECONOMICS

**Course Objectives:** This course is to equip the skills to analyse and address environmental issues from an economic perspective. Students will learn economic principles and tools to evaluate environmental problems and propose effective policy interventions for environmental sustainability.

### Course Learning Outcomes:

Upon completion of this course, the student shall be able to achieve the following outcomes:

**CO1:** Understand the interconnections between the environment and the economy.

**CO2:** Explain various environmental issues in global and Indian context.

**CO3:** Examine the theories that solve the problem of externalities and market failure and ensure optimality in resource allocation

**CO4:** Use various methods of environmental valuation

**CO5:** Evaluate policy framework techniques to real-world environmental problem

### Unit 1: Introduction to Environmental Economics:

- Environmental Economics: Definition, Scope and Importance
- Basic Concepts: Nature, Ecology and Environment; Various Environmental Problems
- Environment and Economy linkage; Sustainable Development
- Historical Perspectives of Environmental Economics: Classical, Neo-classical and Modern

### Unit 2: Environmental Issues: Global and Indian Context

- Brief review of Literature on Environmental Issues: Silent spring, Limits to Growth
- Environmental Kuznets Curve
- Trade and Environment: Pollution Heavens, Exporting the Pollution
- Environmental Issues in Indian Context

### Unit 3: Market Failure and Management of Common Resources

- Pareto Optimality and Market Failures; Externalities
- Types of goods: Public, Private, Club and Common Resources; Tragedy of Commons
- Coase Theorem and Property Rights
- Governing the commons: Production and Management of Common Pool/Property Resources

### Unit 4: Environmental Valuation

- Value of Environment: Concept and Types
- Cost Benefit Analysis in Environment Valuation
- Total Economic Valuation Framework; Green Audit
- Techniques of Valuation: Contingent Valuation, Travel Cost Approach, Hedonic Pricing, Replacement Cost method, Benefit Transfer.

### Unit 5: Environmental Regulation and Policy measures

- Environmental Protection Instruments: Environmental Ethics & Moral Suasion, Property Rights and Liability Laws
- Environmental Regulations: Direct Command and Control, Market based Regulation, Pigouvian Tax, Subsidies, Tradable Permits like Quotas & Carbon Trading
- International Treaties on Climate Change: Kyoto Protocol and Paris Agreement in brief, UNFCCC Global Action Plan on Climate Change.
- Environmental Laws and Regulatory Bodies in India; National Action Plan on Climate Change (NAPCC) in India

### Reference Books

1. M. Karpagam (2009), *Environmental Economics*, Sterling Publisher Pvt.Ltd. New Delhi.
2. Bromley, D. W. (Ed.), "Handbook of Environmental Economics", Blackwell, 1995.
3. Kolstad, C. D., "Intermediate Environmental Economics", Oxford University Press, 2000.
4. Stern, N., "The Economics of Climate Change: The Stern Review", CUP, 1st Edition, 2007.
5. Charles D. Kolstad (2000), *Environmental Economics*, Oxford University Press, New York.
6. U. Shankar (2000), *Environmental Economics*, Oxford University Press, New Delhi.
7. Hanley, Nick, Sioegen, Jason, White, Ben (2007): *Environmental Economics in Theory & Practice*, Pearson.
8. IPCC, "Climate Change 2014: Synthesis Report", IPCC, 2014.
9. Documentary (2017) "Before the Flood" by National Geographic, starring Leonardo DiCaprio
10. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, Economic Surveys, SWAYM, Khan Academy etc.
11. Websites of UNFCCC, Ministry of Environment, Govt of India, Environment Regulatory Bodies

### Suggested Activities:

- Unit-1: Identification of group project on environmental issues in the surrounding area.
- Unit-2: Documentary screening on environmental issues and write up on learnings from it.
- Unit-3: Reading exercise of chapters or articles on environmental issues.
- Unit-4: Conduct surveys using any one environmental valuation techniques to measure the economic value of ecosystem services or environmental damage
- Unit-5: Debates on current environmental issues, such as the effectiveness of carbon taxes  
Group discussions on global issues of environmental concern and India's obligations  
(On COP meetings)

## 7.2. AGRICULTURAL ECONOMICS

**Course Objective:** This course aims to impart knowledge and understanding on applications of economics concepts in agricultural sector, new developments in the policy paradigms related to agricultural sector, the linkage between agriculture and other sectors of the economy.

### **Course Learning Outcomes:**

On successful completion of the course, the student is expected to perform the following:

- CO1:** Explain the importance of agriculture in India's economic development with discriminating focus on sub and allied sectors.
- CO2:** Discuss issues of productivity, production, crop diversification and sustainability in Indian agriculture
- CO3:** Examine the adequacy of credit and marketing infrastructure in Indian agriculture and suggest improvements
- CO4:** Justify the need for reforms in agricultural marketing and judge the recent initiatives taken
- CO5:** Evaluate the national agricultural policy and various programmes for development of agriculture in India

### **Unit-1: Introduction to Agricultural Economics**

- Agricultural Economics: Meaning, Nature and Scope
- Role of Agriculture in Economic Development; Interdependence between Agriculture and Non-Agricultural Sectors
- Agricultural Sub-sectors: Crop Sector & Allied Sectors and their Growing Importance
- Farming Types; Brief Discussion on Emerging Issues of Agricultural Development in India

### **Unit -2: Agricultural Production in India**

- Production Function Analysis in Agriculture & Supply Response
- Agricultural Inputs & Resource Use Efficiency in Agriculture
- Production, Productivity & Growth of Agriculture and Allied Sectors in India; Crop Diversification and Its Importance
- Prospects for Sustainable Agriculture: Organic Farming, ZBNF, Precision Farming

### **Unit -3: Agricultural Credit & Marketing in India**

- Agricultural Credit: Types, Problems
- Agricultural Credit Institutions: Role of NABARD in Agricultural Development
- Agricultural Marketing in India: Types & Problems; APMCs; Cooperative Marketing: NAFED & MARKFED

- Emerging Trends in Agricultural Marketing: Aggregators, e-NAM, online platforms, Super Bazar

#### **Unit -4: Agrarian Reforms and New Initiatives in India**

- Land Reforms; Green Revolution I, Green Revolution II
- Rainbow Revolution: Green, White, Blue, Yellow, Golden, Silver, Brown, Pink, Grey in brief
- Marketing Reforms: APMCs, e-NAM, Rythu Bazar; Extension Services Reforms;
- Agribusiness; Cooperatives and FPOs.

#### **Unit -5: Agricultural Policy and Programmes, Schemes in India**

- National Agricultural Policy; Agricultural Price Policy & MSP
- Programmes and Schemes for Agricultural Development: Public Investment (RKVY, RAFTAAR), Personal Investment DBT: PM KISAN & Rythu Bharosa in AP)
- Programmes and Schemes for Sustainable Agriculture: (PKVY), Irrigation (PMKSY),
- Programmes and Schemes for Crop Insurance: (PMFBY), Soil Health, Extension Services (ACABC, RBKs in AP)

#### **REFERENCES:**

1. Sadhu A. Singh Amarjit and Jasbir Singh (2014): Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi.
2. Bilgrami, S.A.R. (1996), Agricultural Economics, Himalaya Publishing House, Delhi
3. Lekhi R.K & Joginder Singh: Agricultural Economics, An Indian Perspective, Kalyani Publishers, New Delhi
4. OpenSource Online Materials & Videos: IGNOU, e-PG Pathasala, Economic Surveys, SWAYM, Khan Academy etc.
5. Websites: Ministry of Agriculture and Farmers Welfare, Govt. of India; Department of Agriculture, Govt. of A.P

#### **Suggested Activities:**

- Unit-1: Case studies on different aspects of agriculture and allied activities in the local mandal or district.
- Unit-2: Interactive sessions with farming community on practical aspects of theory and policy
- Unit-3: Assignments and Student Seminars on emerging areas of importance in agriculture
- Unit-4: Poster presentations on production and productivity trends in agriculture
- Unit-5: Web Assignments on various revolutions initiated, Debate on Agricultural price policy and scheme

### 7.3. INDUSTRIAL AND INFRASTRUCTURAL ECONOMICS

**Course Objective:** This course aims to impart knowledge and understanding on applications of economics concepts and theories in industrial and infrastructure sector, new developments in the policy paradigms related to industrial and infrastructure sector.

**Course Learning Outcomes:**

After completing the course, the student shall be able to achieve the following outcomes:

- CO1: Explain the profile of Indian industry in terms of the growth and modernisation
- CO2: Explain the various theories of industrial location, and labour
- CO3: Analyse the nature and implications of Investment, product pricing, Finance and Policies in Indian industry
- CO4: Examine recent trends in infrastructural development and evaluate their impact on rapid economic development
- CO5: Discuss infrastructural financing models and government policies

**Unit-1: Industry and Economic Development**

- Factors of Industrialization; Strategies of Industrialization in Developing Countries
- Theory of the Firm: Objectives, Size, Growth of the Firm; Optimum Firm, Factors Determining Optimum Firm
- Forms of Industrial Organization; MSMEs
- Role of Modern Technology in Industrial Development and Industry 4.0 & 5.0.

**Unit-2: Theories of Industrial Location and Industrial Labour**

- Theories of Industrial Location: Weber and Sargent Florence
- Factors of Industrial Investment
- Industrial Concentration and Measures to Control
- Problems of Industrial Labour, Labour Reforms and New Labour Codes & Implications in India

**Unit -3: Industrial Pricing, Finance, Policies & Programmes**

- Cost Curves ('U' and 'L' Shape) of Industry and Implications
- New Pricing Strategies of Industry
- Industrial Finance: Types, Sources; Industrial Financial Institutions in India
- New Industrial Policy; National Manufacture Sector Policy in India; Government Programmes for Industrial Development in India

**Unit-4: Infrastructure Development: Concept and Models**

- Concept of Infrastructure; Types of Infrastructure: Economic, Social and Digital
- Infrastructure and Economic Development
- Infrastructure as a Public Good; Special Characteristics of Public Utilities

- Models of Infrastructure Development: SOC and DPA.

#### **Unit -5 Infrastructural Finance, Policies & Programs**

- Infrastructural Finance: Types, Sources and Problems
- PPP Model of Infrastructural Financing: Concept, Importance, Types and Challenges; Special Purpose Vehicle (SPV) Model
- Infrastructural Policies and Programs in India
- Two Case Studies of Best Successful Infrastructural Developmental Projects in India

#### **References:**

1. Barthwal, R.R., *Industrial Economics*, Newage International Publishers., New Delhi.
2. Rojer Clarke, *Industrial Economics*, Oxford Publishers
3. Cherunilam, F.(1994), *Industrial Economics, Indian Perspective (3rd Edition)*, Himalaya Publishing House, Mumbai.
4. Economic Surveys
5. Websites of Concern Ministries and Institutions

#### **Suggested Activities:**

Unit-1: Assignments and Student Seminars on theories of Industrial economics

Unit-2: Web Assignments on industrial concentration

Unit-3: Poster presentations on industrial development with focus on core industries and MSMEs

Unit-4: Group projects on growth of industry in the locality/region and its impact on employment and income generation

Unit-5: Visits to local MSMEs and submission of report on observations.

### **7.3. ECONOMICS OF EDUCATION AND HEALTH**

**Course Objective:** This course aims to provide students with understanding of the economic principles, theories, and policy considerations related to the education and health services.

**Course Learning Outcomes:**

Upon completion of this course, the student shall be able to achieve the following outcomes:

**CO1:** Examine the role of social sector in economic development

**CO2:** Evaluate the role of education in economic development

**CO3:** Understand role of health in economic development

**CO4:** Analyse issues in health and education sectors in India

**CO5:** Evaluate the government policies for the development of health and education

**Unit -1 Social Sector and Economic Development**

- Social Sector: Meaning and Components
- Social Sector and Economic Development; Human Capital Theory, Social Overhead Capital, Capability Approach
- Development of Social Sector Pre-Condition for Economic Reforms; East Asian Model
- Market Failure and Role of the State in Providing Social goods: Public and Merit Goods; Importance of Health and Education in Human Development and HDI

**Unit -2 Economics of Education**

- Status of Education in India: Literacy Rates, Gross Enrolment Ratios, ASER
- Cost-Benefit Analysis in Education: Private, Social Costs; Direct and Indirect Costs and Benefits; Rates of Return on Investment in Education
- Education and Labour Market; Signalling Theory

**Unit -3 Economics of Health**

- Status of Health: Indicators and Measurements
- Demand for Healthcare Services, Supply of Healthcare Services
- Measurement of Health Benefits
- Financing Health Care

**Unit -4: Issues in Education and Health in India**

- Inequalities in Access to Education and Measures to control
- Resource and Funding problems in Education and Measures; Learning Crisis and Skill Gap in Education and Measures
- Inequalities in Access to Health Services and Measures to control
- Problems of Infrastructure, Out of Pocket Expenditure, Health Insurance, Health Care Delivery and Measures

**Unit – 5: Government Policy and Schemes for Social Sector Development**

- Expenditure on Social Sector as Percentage of GDP in India.
- National Education Policy 2020 (NEP 2020): Salient Features and Evaluation
- National Health Policy 2017: Salient Features and Evaluation
- Government programmes and Schemes for Social Sector Development

#### References:

1. Becker, G. S. (2007). 'Health as Human Capital: Synthesis and Extensions' Oxford Economic Papers 59: 379-410, OUP
2. Theodore W. Schultz (1961), Investment in Human Capital the American Economic Review
3. Haldar, S.K., (2008). 'Effect of Health-Human Capital Expenditure on Economic Growth in India: A State-Level Analysis', Asia-Pacific Social Science Review, 8 (2), 79-97.
4. United Nations Development Programme, (2022). Human Development Report, Oxford University Press, New York.
5. Sen Amartya, "Development as Capability Expansion," in L. Griffin & J. Knight (eds), Human Development and the International Development Strategy for the 1990s, London: Macmillan, 1990.
6. Economic Survey 2022-23, Government of India, Ministry of Finance
7. Socio Economic Survey 2022-23
8. IGNOU material on Economics of Health and Education.

#### Suggested Activities:

- Unit-1: Article/ chapter reading on human capital and writing insights
- Unit-2: Quiz on Concepts of and Indicators from chapter 2
- Unit-3: Assignment on various indicators of health
- Unit-4: Seminars on Problems of health and education in India
- Unit-5: Group Discussion on recent policy measures

(Skill Enhancement Course)  
**7.4. BASIC ECONOMETRICS**

**Course Objectives:** The objective of this course is to introduce students to the principles and techniques of econometrics in order to analyse and interpret economic data.

**Learning Outcomes:**

Upon completion of this course, the student shall be able to achieve the following outcomes:

- CO1:** Understand the fundamental Principles of Econometrics
- CO2:** Apply essential Statistical tools for data analysis in Economics
- CO3:** Design/formulate Simple Linear Regression Model
- CO4:** Contrast Two variable Linear Regression Model with Multiple Linear Regression Model
- CO5:** Investigate the remedies in case Violations of Classical Assumptions

**Unit 1: Econometric Model Properties**

- Econometrics: Definition, Scope and Methodology
- Mathematical Model vs. Econometric Model: Specification
- Nature and Sources of Data for Econometric analysis: Time Series & Cross Section, Pooled & Panel Data
- Nature of Regression Analysis; Concept of Stochastic Variable

**Unit 2: Statistical Concepts for Econometrics**

- Types of distribution: Normal, Binomial and Poisson
- Estimation of Parameters; Properties of Good Estimator
- Testing of Hypotheses: Null and Alternative Hypotheses; Type I and Type II Errors, Power of a Test
- Tests of Significance: t, F, Chi-square Distributions and ANOVA.

**Unit 3: Simple Linear Regression Model**

- Simple Linear Regression Model: Two Variable Case and Assumptions, PRF and SRF
- Properties of OLS estimators (BLUE) : Gauss-Markov Theorem ; Goodness of fit: ( $r^2$ )
- Estimation by Method of Ordinary Least Squares (OLS)
- One Tail and Two Tail Tests: Confidence Intervals and Interpretation of Regression Results.

**Unit 4: Multiple Linear Regression Model**

- Multiple Linear Regression Model: Three Variable Case; estimation and Properties
- Partial Regression Coefficients; Goodness of Fit ( $R^2$ ) and Adjusted  $R^2$

- Interpretation of Regression Results

#### **Unit- 5: Violations of Classical Assumptions**

- Multicollinearity: Consequences, Detection and Remedies
- Heteroscedasticity: Consequences, Detection and Remedies
- Serial (Auto) correlation: Consequences, Detection and Remedies
- Running Regression model in Excel or SPSS Software and Interpretation.

#### **References:**

1. Damodar, N Gujarati, Dawn C Porter and Sangeetha Gunasekar (2017), *Basic Econometrics*, Tata McGraw-Hills, New Delhi.
2. J. M. Wooldridge ( 2013) , *Introductory Econometrics: A Modern Approach* , Fifth Edition, Cengage Learning,
3. G.M.K. Madnani (2017), *Introduction to Econometrics: Principles and Applications*, Oxford & Ibh Publishing, New Delhi
4. Koutsoyiannis, A, (2001), *Theory of Econometrics*, Palgrave Macmillan, New Delhi.
5. J. Johnston (1996), *Econometric Methods*, McGraw Hill Education, New Delhi.
6. Sarma K.V.S. (2010), *Statistics Made Simple Do it Yourself on PC* , PHI, New Delhi.
7. Kennedy P, (2008), *A Guide to Econometrics*, Wiley and Blackwell.
8. Roberto Pedace ,(2013) , *Econometrics For Dummies*, John Wiley & Sons Inc
9. Dominick Salvatore and Derrick Reagle (2001) *Schaum's Outline of Statistics and Econometrics* , Schaum's Outlines
10. Open-Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

#### **Suggested Activities:**

**Unit-1:** Seminars/ Assignments for the application of Econometric models In Economics

**Unit-2 :** Exercise on formulating a hypothesis

**Unit-3:** Model-building exercises: Group Activity on formulating Simple regression Model

Give students a set of economic variables and have them construct a regression model

to explain the relationship between them

**Unit-4:** Reading exercise of research paper with Econometric model.

**Unit-5:** Quiz on concepts of violation of Classical assumptions.

(Skill Enhancement Course)

## 7.4 COMPUTER APPLICATIONS FOR ECONOMIC ANALYSIS

**Course Objectives:** This course aims to equip students with practical skills for conducting economic analysis using computer-based tools and techniques. Course covers a wide range of topics that are essential for any aspiring economist or data analyst.

**Course Learning Outcomes:**

Upon completion of this course, the student shall be able to achieve the following outcomes:

- CO1: Develop skills in extracting, cleaning and preparing data for analysis
- CO2: Know Basic Software programs for economic analysis
- CO3: Build skills in visualizing data using graphs and charts/ interpreting results and drawing conclusions.
- CO4: Prepare structured reports by using computer-based writing tools
- CO5: Apply Various Online Tools for Economic Research.

### Unit 1: Data Extraction and Preparation

- Computer Application in Economics: Importance
- Data: Types, Structures; Data Transformation and Data Merging; Cleaning and Preparing Data for Analysis
- Designing And Conducting Surveys Using Computer-Assisted Methods: Online Surveys
- Accessing Data from Various Sources: Online, Offline; India and World

### Unit 2: Introduction to Software Packages for Data Analysis

- MS Excel: User Interface, Uses and Limitations
- SPSS: User Interface, Uses and Limitations
- R: User Interface, Uses and Limitations
- Python: User Interface, Uses and Limitations

### Unit 3: Data Visualization and Analysis in Excel

- Tabulation
- Data Visualization Techniques: Graphs and Charts
- Basic Calculations
- Data Analysis: Statistical Functions, T, F, Chi Square, ANOVA, Correlation and Regression Analysis

#### **Unit 4: Writing and Presenting Results**

- MS Word: Reporting Essentials: Layout, Reference and Review Tab
- Introduction To Latex: Writing and Presenting Economic Analysis Reports
- Power Point: Effective Presentation of Economic Analysis.

#### **Unit 5: Online Tools for Economic Research**

- Google Tools: Advanced Search, Dataset Search, Google Keep, Ngram, Scholar , Lens
- Writing Essentials: Grammar and Paraphrasing Tools
- Copy Right Essentials: Plagiarism Checkers
- Using AI Tools In Academic and Professional Research and Work: Recent Technological Advances and Ethical Considerations

#### **References:**

1. <https://www.octoparse.com/blog/data-mining-vs-data-extraction-whats-the-difference>
2. [https://mis.alagappauniversity.ac.in/siteAdmin/ddeadmin/uploads/4/ PG M.A. Economics%20\(English\).pdf](https://mis.alagappauniversity.ac.in/siteAdmin/ddeadmin/uploads/4/ PG M.A. Economics%20(English).pdf)
3. <https://cran.r-project.org/doc/contrib/Farnsworth-EconometricsInR.pdf>
4. <https://towardsdatascience.com/transitioning-from-social-science-to-data-science-7e22501b5a3b>
5. <http://publish.illinois.edu/commonsknowledge/2019/12/05/stata-vs-r-vs-spss-for-data-analysis/>
6. Kristian Lono , ( 2023) , *Data processing in Sas, Spss, Stata, R and Python. A comparison*, Statistics Norway
7. Dr. Sanatan Nayak, *Application of Computer in Economics Course Material Dept. of Economics*, B.B. Ambedkar University
8. N. Matloff (2011) *The Art of R Programming* No Starch Press Inc.
9. J. Adler, O'Reilly (2012) *R in a Nutshell*
10. Leanpub (2020) *Exploratory Data Analysis with R*

#### **Suggested Activities:**

A Stepwise research project involving the collection, analysis, and visualization of a real-world dataset could be used throughout the course as follows:

**Unit-1:** Exercise on extracting data from websites on a particular topic

**Unit-2:** Assignment / Seminars on uses of Software packages for data Analysis

**Unit-3:** Ask students to prepare graphs and charts for the data collected in Excel

**Unit-4:** A brief report to be submitted for the data collected and to be submitted online

**Unit-5:** Exercise on plagiarism checker and using of paraphrasing tools

(Skill Enhancement Course)  
**7.5 SOCIAL ENTREPRENEURSHIP**

**Course Objective:** This course aims to provide students with a comprehensive understanding of the concepts and practices of social entrepreneurship by acquiring skills and knowledge of social innovation and design thinking necessary for addressing social and environmental challenges through entrepreneurial approaches.

**Course Learning Outcomes:**

Upon completion of this course, the student shall be able to achieve the following outcomes:

- CO1:** Understand various concepts and practices in social entrepreneurship
- CO2:** Know various business models in social entrepreneurship
- CO3:** Analyze social innovation and design thinking related to social entrepreneurship
- CO4:** Examine legal aspects related to social entrepreneurship
- CO5:** Know marketing and communication strategies for social entrepreneurship

**Unit 1: Introduction to Social Entrepreneurship**

- Concept of Social entrepreneurship; Types: Community Social Entrepreneur, Non-Profit Social Entrepreneur, Transformational Social Entrepreneur, Global Social Entrepreneur
- Business Entrepreneurship vs Social Entrepreneurship
- Case studies of successful social enterprises: The Grameen Bank, ME to WE, SELCO, TATA Social Enterprise Challenge.
- Key challenges and opportunities in social entrepreneurship; Ethics and values in social entrepreneurship

**Unit 2: Business Models for Social Entrepreneurship**

- Different Business models: Entrepreneur Support, Market Intermediary, Low Income Client, Service Subsidization.
- Identifying and Securing funding: Equity and Investment, Grants and Donations, Revenue and Fee, Crowdfunding and campaigning
- Evaluating the Social and Financial Impact of Social Enterprises; Scaling and sustaining social enterprises.

**Unit 3: Design Thinking and Social Innovation**

- Design Thinking: Meaning, Stages and Relevance to Social Entrepreneurship
- Social Innovation: Concept and Need for Social Entrepreneurship
- Sources of Social Innovation: Social Organizations, Social Movements, Politics and Government, Markets, Academia, Philanthropy

**Unit 4: Legal and Regulatory Environment for Social Enterprises**

- Social Entrepreneurship in India: Legal and Regulatory Frameworks and Barriers

- Different legal forms of Social Entrepreneurship: Non-profit or public charitable organization, For-profit social enterprise under the Companies Act, 2013
- Intellectual Property Rights and Social Entrepreneurship.

#### **Unit 5: Marketing and Communication for Social Enterprises**

- Developing Marketing and Communication Strategies for Social Enterprises
- Identifying and Reaching Target Audiences for Social Enterprises: Branding and Storytelling for Social Enterprises
- Promoting Social Enterprises: Using social media and Other Digital Platforms
- Two Case Studies of Successful Social Entrepreneurships in Local Area.

#### **References:**

1. David Bornstein and Susan Davis (2016), *Social Entrepreneurship: What Everyone Needs to Know*, Oxford University press
2. Andrew Shea, Bryan Boyer, Jennifer May, Mariana Amatullo (2021), *Design for Social Innovation Case Studies from Around the World*, Taylor & Francis
3. India Consulate General of Switzerland (2015), *Social Entrepreneurship in India Unveiling the unlimited opportunities*  
<https://www.indembassybern.gov.in/docs/Social-Entrepreneuership-Report.pdf>
4. Debbie Vigar-Ellis, Nigel Chiweshe (2019), *Strategic Marketing for Social Enterprises in Developing Nations* IGI Global
5. Harsh Bhargava (Sai Prameela Konduru (2023), *BITS Of Social Impact : A Social Entrepreneurship Primer with Stories of Founders from BITS Pilani* HarperCollins India
6. Elena G. Popkova, Bruno S. Sergi (2021), *Economic Issues of Social Entrepreneurship* Palgrave Macmillan
7. Samapti Guha, Satyajit Majumdar (2021), *In Search of Business Models in Social Entrepreneurship Concepts and Cases*
8. M Durieux (2010), *Social Entrepreneurship For Dummies* John Wiley & Sons Inc
9. Anirudh Agrawal, Payal Kumar, (2018) *Social Entrepreneurship and Sustainable Business Models The Case of India*, Springer International Publishing
10. Carole Carlson (2022), *Social Entrepreneurship and Innovation*, SAGE Publications

#### **Suggested Activities:**

Unit-1: Class room Seminars on case studies of successful social entrepreneurships in India

Unit-2: Group assignment on identifying the funding Sources for Social Entrepreneurship

Unit-3: Group design thinking for a social problem identified

Unit-4: Role plays & games on marketing and communication skills being a social entrepreneur

Unit-5: Field Visit to a local social entrepreneur and report writing of observations

(Skill Enhancement Course)  
**7.5 MARKETING RESEARCH**

**Course Objective:** This course aims to impart knowledge, understanding and basic skills of Market Research.

**Course Learning Outcomes:**

Upon completion of the course, the student shall be able to achieve the following outcomes:

- CO 1: Discuss the importance of marketing research
- CO 2: Evaluate various observation techniques
- CO 3: Capable of designing a questionnaire
- CO 4: Proficient of data analysis and interpretation
- CO 5: Able to prepare a report

**Unit-1: Introduction**

- Importance And Role of Research in Marketing
- The Marketing Research Industry; Approaches to Marketing Intelligence.
- Types of Market Research; Market Research Process
- Problems Encountered by Marketing Research in India
- Marketing Problems and Avenues or SHGs, Women Entrepreneurs, Marginal Farmers, Environmental Goods/Services

**Unit- 2: Marketing Research Design**

- Research Design: Pre-Test, Post-Test, Control Group and Solomon Four Group Design, Causal Research
- Observation Techniques
- Experiments
- Test Markets

**Unit- 3: Data Collection**

- Primary and Secondary Data
- Questionnaire Design
- Comparative and Noncomparative Attitude Measurement Scaling Techniques
- Sampling Design

**Unit-4 : Data Analysis and Interpretation**

- Analysing Qualitative Data Collected Through Interviews and Open-Ended Questions
- Salient Features of Different Methods of Non-Parametric Tests: One Sample Tests (Chi-Square Test); Two Sample Tests (Wilcoxon Matched-Pairs Signed Rank Test); K Sample Tests (Kruskal-Wallis Test);
- Multidimensional Scaling, Discriminant Analysis.

**UNIT-5: Reporting Results**

- Preparing Marketing Research Report and Presentation:
- Graphical Presentation of Reports

- Ethical Issues Related Clients, Respondents, Sampling, Questionnaire Design, Reporting

**References:**

1. Naresh K Malhotra, Satyabhushan Dash, (2009) Marketing Research- An Applied Orientation, 5/e, Pearson Education, New Delhi.
2. Donald S. Tull, Del I. Hawkins, (2009). Marketing research –Measurement & Method, PHI Private Limited, NewDelhi.
3. Donald R. Cooper, Pamela S Schindler, (2007). Marketing Research-Concepts and Cases. Tata McGraw-Hill Publishing Company Limited, NewDelhi.
4. Hair, Bush, Ortinau, (2006). Marketing Research, 3/e, Tata McGraw-Hill Publishing Company
5. Nigel Bradley, (2007). Marketing research –Tools and Techniques. Oxford University Press, New Delhi.

**Suggested Activities:**

Unit-1: Assignment on Marketing Research in India

Unit-2: Seminar on Causal Research

Unit-3: Class Level Workshop on Sampling Design

Unit-4: Invited Lecture on Discriminant Analysis

Unit-5: Webinar on Ethical Issues in Research

## 8.1 ADVANCED THEORIES IN DEVELOPMENT ECONOMICS

**Course Objective:** This course is to provide the comprehensive understanding about the advanced concepts, theories and debating issues in development economics with focus on developing countries.

### **Course Learning Outcomes:**

Upon completion of the course, the student shall be able to achieve the following outcomes:

**CO1:** Explain the concepts and measurements of poverty, inequalities and unemployment as indicators of Development

**CO2:** Discuss relative merits of various advanced growth models;

**CO3:** Distinguish between various theoretical models of underdevelopment and development.

**CO 4:** Explain various growth strategies and appropriateness for developing countries

**CO5:** Examine the role of international trade in economic development and discuss the role IMF and world bank in economic development with particular reference to India.

### **Unit 1: Development Concept and Measurement Indicators**

- Concept of Economic development and its multi dimensions; Human Development: Concept, Measurement of HDI; Sustainable Development and UN-SDGs
- Poverty: Meaning and Concepts; Poverty Measurements: Head-Count Ratio, HPI, MPI
- Unemployment: Meaning and Concepts; Unemployment Measurements
- Inequalities: Concept and Types; Measurements of Inequalities: Lorenz Curve & Gini Index, Atkinson Index & Pulma Ratios

### **Unit 2: Technical Progress and Growth Models**

- Technical Progress: Concept and Types ( Embodied & Disembodied; Hicks, Horrod & Solow); Total Factor Productivity
- Growth and Distribution Models: Kalecki's Theory, Kaldor's Model, Pasinetti's Model in brief
- Arrow's Learning by Doing Model; Endogenous Growth Model
- Multi Sector Growth Models: Uzawa and Feldman models.

### **Unit 3: Theories of Underdevelopment and Development**

- Low Level Equilibrium Trap Theory; Models of Dualism: Social and Technological
- Lew's Unlimited Supply of Labour Model and Fei Rains' Dual Economy Model
- Cumulative Causation Model; Neo-Marxist Development Theory
- Indian Development Models: Nehru, Ambedkar, Rao-Manmohan, Amartya Sen in brief

#### **Unit 4: Growth Strategies for Developing Countries**

- Investment Criteria in Developing Countries: Social Marginal Productivity Criterion, Capital-Output Ratio Criterion, Marginal Per-capita Reinvestment Quotient Criterion, Time Series Criterion, Leading Sectors Criterion
- Choice of Techniques and Economic Growth; Approaches to Choice of Techniques: Maurice Dobb's Approach, A.K. Sen's Approach in brief

#### **Unit 5: International Trade and Economic Development**

- International Trade as Engine of Growth by James Riedel; Static and Dynamic Gains from Trade
- Prebisch, Singer and Myrdal Thesis of International Trade
- Export-led Growth; Dual Gap Analysis
- International Finance and Development; IMF and World Bank Development Policies in Developing Countries with special reference to India.

#### **Reference Books:**

11. Ray, D. (2009), *Development Economics*, Princeton University Press.
12. Todaro M. P. and Stephen, C., Smith (2014), *Economic Development*, Pearson, 12 Ed..
13. Hayami and Godo: *Development Economics*, Oxford Publication.
14. Lokanathan, *History of Economic Thought*
15. Sen, A., (1999), *Development as Freedom*, Oxford University Press.
16. Thirlwall A. P., (2005), *Growth and Development*, Palgrave Macmillan; 8th Edition.
17. Chenery, Hollis and T. N. Srinivasan, (1998), *Handbook of Development Economics*, Elsevier.
18. Basu, Kaushik (2000), *Analytical Development Economics: The Less developed Economy: Revisited*, Oxford University Press, India.
19. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.
20. <https://wid.world/>

#### **Suggested Activities:**

Unit 1: Assignments on measurement of development indicators

Unit 2: Group discussion on features of different economic growth models

Unit 3: Seminar on various developmental theories for suitable to developing countries like India

Unit 4: Project work on application of growth strategies for Indian economy

Unit 5: Quiz on policies and programs of IMF and World Bank in India

## 8.1 CONTEMPORARY DEVELOPMENTAL ISSUES IN INDIAN ECONOMY

**Course Objective:** This course aims to impart knowledge and understanding on various important and widely debated contemporary developmental issues in Indian Economy topic.

### **Course Learning Outcomes:**

After completing this course, the student shall be able to achieve the following outcomes:

- CO1: Evaluate the debate on growth vs distributive justice with reference to prevailing magnitude of poverty, inequalities and unemployment in India.
- CO2: Review the demographic dynamics and critically examine the recent trends and challenges in the agricultural development in India
- CO3: Discuss opportunities and challenges of Industry 4.0 and 5.0 and evaluate policy initiatives and programmes for physical and digital infrastructures.
- CO4: Summarise the trends in the social sector development with focus on challenges and solutions in Education, Health, Banking, Finance and Insurance.
- CO5: Debate and evaluate issues in public finance and trade in India.

### **Unit-1: Development Debate and Macroeconomic Issues in India**

- Development Debate: High Economic Growth vs Distributive Justice and Environmental Sustainability
- Corruption & Crony Capitalism vs Institutional Efficacy; Challenges in Making India as \$5 Trillion Economy
- Controlling of High Inflation and Policy Efficacy Issues; New Types of Unemployment and Measures
- Poverty Reduction Debate; Problems of Growing Income & Wealth Inequalities; Challenges in Raising Human Development

### **Unit-2: Demography and Agricultural Sector in India**

- Demography: Regional Variations in Population Growth and their Implications
- Changes in Age Structure and its Implications; Reaping Demography Dividend and Challenges
- Agricultural Sector: Yield Gaps of Major Crops and Actions; Crop Diversification for Nutritional Food; Sustainable Agriculture and Policy Measures
- Challenges in Doubling Farmers Income; Three Farm Bills and Problems; Resurgence of Cooperatives and FPOs

### **Unit-3: Industry and Infrastructure in India**

- Industrial Sector: Missing Share of Manufacture Sector and Policy Measures
- Opportunities and Challenges in Industry 4.0 & 5.0

- Reviving MSMEs; Problems of Industrial Labour and New Labour Codes; Issues in PSU's Disinvestment
- Infrastructure: Challenges in Building Modern Physical Infrastructure and Programs; Prospects of Digital Infrastructure and Measures

#### **Unit-4: Service Sector in India**

- Education Sector: Poor Quality Standards and Measures; EduTech Companies; Challenges in Skill Development and Programs
- Problems in Public Health, Malnutrition and Measures
- Gig Economy and its Opportunities & Challenges; Challenges in Insurance Sector and Measures Banking Sector: Digital Financial Services, FinTech Companies
- Banking Sector: Digital Financial Services, FinTech Companies; Features of IBC

#### **Unit-5: Public Finance and Trade in India**

- Development Expenditure vs Welfare Expenditure in India
- Role of DBT in Efficient Public Spending and its Challenges
- Budget Deficits and Controlling Measures; Increasing Public Debt and Ways of Redemption; Dwindling State Government Finances and Measures
- Foreign Trade: CAD Deficits and Controlling Measures, Rupee Depreciation and Measures, New Foreign Trade Policy

#### **References:**

1. Gaurav Datt and Ashwani Mahajan (2023), *Datt & Sundharam's Indian Economy*, S. Chand and Co. New Delhi.
2. Agarwal, A. N. (2016). *Indian Economy*, Wiley Eastern Ltd, New Delhi.
3. Ramesh Singh (2021), *Indian Economy*, McGraw Hills, New Delhi.
4. Economic Surveys of India, Other Official Surveys, Committee Reports
5. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.
6. Websites of Concern Ministries of Govt of India, RBI, NITI Aayog

#### **Suggested Co-curricular Activities:**

- Unit-1: Seminars on the causes and remedial measures for the persisting problems of poverty, inequalities and unemployment with reference to various measures taken for development of different sectors
- Unit-2: Field studies on the impact of incentives for MSMEs
- Unit-3: Surveys and Workshops to assess the impact of different government schemes on development, employment and income generation
- Unit-4: Debate on reforms in all sectors
- Unit-5: Workshop on surfing various important websites related to Indian Economy

## 7. CONTEMPORARY DEVELOPMENTAL ISSUES IN ANDHRA PRADESH ECONOMY

**Course Objective:** To impart knowledge and understanding on various important and widely debated contemporary developmental issues in Andhra Pradesh Economy.

### **Course Learning Outcomes:**

Upon completion of the course, the student shall be able to achieve the following outcomes:

- C01: Evaluate the debate on impacts of bifurcation on AP economic growth and development
- C02: Discuss opportunities and challenges of exploring the available natural resources in AP
- C03: Summarise the trends in the social sector development with focus on challenges
- C04: Participate in the debate on dynamics of sectoral composition in AP economy
- C05: Critically examine the recent trends in the various important issues in public finance in AP

### **Unit I: Structure, Growth and Development of AP Economy Since 2014**

- Structure And Sectoral Composition of AP Economy
- Performance of AP Economy: Trends in GSDP, PCI
- Issues and Challenges in AP Economic Growth and Development
- Impact of Bifurcation and Need for Special Status

### **Unit- 2: Natural and Human Resource Development In AP**

- Use of Natural Resources in AP: Potential and Challenges
- Pricing Policy of Minerals in AP, Importance of Circular Economy in AP
- Features of Population in AP; Progress and Challenges in Realisation of Demographic Dividend
- Human Development, Skill Development in AP

### **Unit-3: Developmental Issues in AP**

- Poverty and Unemployment: Trends, Issues
- Social Welfare Programmes: Impact and Challenges in Implementation
- Problems and Prospects of Rural Development, Urbanisation and Migration
- SDGs: Indicators, Targets, Localising SDGs

### **Unit-4: Dynamics of Sectoral Composition in AP Economy**

- Production Trends, Problems and Programmes for Agriculture Sector
- Production Trends, Problems and Programmes for Agriculture Allied Sectors: Blue Economy, Dairy farming

- Growth of Industrial sector in AP: EODB, Industrial Corridors, Recent Industrial Policy, Port led Development
- IT policy of AP; Exports and Imports in AP

#### **UNIT-5: Public Finance in AP**

- Public Revenue: Tax and Nontax Revenue; Central Assistance; External Assistance
- Trends In Public Expenditure; Balancing Public Expenditure between Development and Welfare
- Trends And Challenges in Public Debt and Interest Payments

#### **References:**

1. Text Book On Ap Economy By Telugu Academy
2. AP Socio Economic Survey
3. AP Budgets, Ap Finance Commission, Cag, Niti Ayog, Prc Reports
4. AP Govt. Policies On Agriculture, Industry, Mining, Services Sectors
5. AP Dept. Of Economics And Statistics (Ap Des) <https://Aepos.Ap.Gov.In/>
6. AP Planning Development Society <http://Www.Apsdps.Ap.Gov.In/>

#### **Suggested Activities:**

Unit-1: Seminars on the causes and impact of bifurcation on ap economy

Unit-2: Field studies on the importance of natural resources in ap

Unit-3: Workshops to assess HRD in AP

Unit-4: Debate on various economic policies and performance in AP

Unit-5: Poster presentations on status of public finance in AP

## 8.2 GENDER AND SOCIAL ECONOMICS

**Course Objectives:** This course aims to equip students with the knowledge to understand and address gender and social issues in Indian economic development.

### **Course Learning Outcomes:**

After studying this course, the student shall be able to achieve the following outcomes:

- CO1: Analyse and evaluate concepts, approaches, and indices in gender development.
- CO2: Understand demographic trends and labour market dynamics for women in India.
- CO3: Gain a comprehensive understanding of the gender issues prevalent in Indian economic development.
- CO4: Demonstrate a deep understanding of the concepts of social justice and theories of social discrimination.
- CO5: Evaluate the role of the market and the state in promoting social justice.

### **Module 1: Gender Development Concepts and Approaches & Indices**

- Concept of Gender, Patriarchy and its Implications on Gender
- Gender Equality & Empowerment: Concept and Role in Economic Development
- Gender Development Indices: GDI, GII (Inequality) and GEM (Empowerment).
- Gender Development Approaches: WID, WAD, GAD and WED (Entrepreneurship)

### **Module 2: Demography and Labour Market for Women in India**

- Gender-wise Demography in India: Sex Ratio, Fertility Rates, Labour Force Participation; 'U' Hypothesis
- Gender in Ownership: Access to Resources and Decision Making
- Social Security: Safety & Security to Women in India
- Labour Market Barriers for Women in India: Visible & Invisible, Paid & Unpaid work, Time Poverty, Informalisation, Theory of Wage Discrimination and Differentials in brief

### **Module 3: Gender Issues in Indian Economic Development**

- Feminisation of Poverty: Gender Inequalities in Land, Public Services, Entrepreneurship, Education, Health in India
- Women in Access to Finance and Insurance Services
- Role of Micro Finance and Self-Help Groups in Women's Development
- Gender Budget and Women Empowerment Policies & Programs in India

### **Module 4: Concepts of Social Justice and Theories of Social Discrimination**

- Concepts of Social Equality, Social Equity, Social Exclusion and Social Justice
- Social Discrimination: Concept and Types
- Theories of Discrimination: Ambedkar's Theory of Caste and Discrimination & Social Exclusion, George Akerlof's Identity Theory of Discrimination,
- Edmond Phelps' Statistical Theory of Discrimination- Caste, Social Exclusion and Poverty Linkages

### Module 5: Social Inequalities and Social Justice Programs in India

- Operation of Caste System in India in brief: Caste Inequalities in India in terms of Land, Income & Wealth, Employment, Entrepreneurship
- Role of Market for Social Justice
- Role of State: Positive Discrimination & Affirmative Action for Social Justice
- Government Programs/Schemes for Social Justice in India

#### Reference Books:

1. Boserup, E.(1970), Women's Role in Economic Development, George Allen and Unwin, London.
2. Seth, M. (2000): *Women and Development: the Indian Experience*, Sage Publications, New Delhi.
3. Seth, M. (2000), *Women and Development; The Indian Experience*, sage publications, New Delhi.
4. Kabeer, N. (1994): *Reversed Realities: Gender Hierarchies in Development Thought*, Kali for Women, New Delhi.
5. Krishnaraj, M., R.M. Sudarshan and A.Shariff (1999), *Gender, Population and Development*, Oxford University Press, New Delhi.
6. Ambedkar, B. R., "*Castes in India: Their Mechanism, Genesis and Development*", Paper Presented at Anthropology Seminar, 1916.
7. Akerlof, G. A. and Kranton, R. E., "*Identity Economics: How Our Identities Shape Our Work, Wages and Well-being*", Princeton University Press, 2011.
8. Becker, G., "*The Economics of Discrimination*", University of Chicago Press, 2nd Edition, 1971.
9. Thorat, S. K., "*Caste System in India: Social and Economic Exclusion and Poverty*", Indian Institute of Dalit Studies, 2004.
10. Thorat, S. K., "*Caste, Social Exclusion and Poverty Linkages: Concept, Measurement and Empirical Evidences*", 2005.
11. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, Economic Surveys, SWAYM, Khan Academy etc.
12. Websites of Ministry of Women & Child Welfare, Social Justice, Govt of India.

#### Suggested Activities:

- Unit 1: Assignment on India's ranking in various Gender Development Indices
- Unit 2: Simple comparative survey on labour market conditions for men and women and insights from it
- Unit 3: Power point presentations on any gender issue
- Unit 4: Organize a class debate on caste-based reservation (Affirmative Action)
- Unit 5: Review of article on theories of discrimination/ Book Review on 'Annihilation of Caste'

## 8.3 BEHAVIOURAL ECONOMICS

**Course Objective:** This course aims to provide a comprehensive understanding of how psychological, cognitive and social factors affect the decisions of individuals and implications of these on economic outcomes.

### Learning Outcomes:

After completing the course, the student is expected to perform the following:

- CO1: Explain the foundations of Behavioural economics.
- CO2: Apply concepts and theories relating to preferences, choices and decision making.
- CO3: Discuss Heuristics and biases in judgment.
- CO4: Evaluate how social preferences and norms affect decision making.
- CO5: Analyse and apply behavioural economics to real world challenges.

### Unit-1: Foundations of Behavioural Economics

- Behavioural Economics: Definition, Nature and scope
- Behaviouralism as deviation from standard economic assumptions; Bounded Rationality
- Evolution of Behavioural Economics: Contributions of Herbert Simon, Akerlof and Thaler
- Behavioural Approaches to Study Economics

### Unit-2: Preferences, Choices and Decision Making

- Values, Preferences and Choices
- Choice Under Uncertainty: Standard Model; Neuro-Scientific Basis of Utility
- Risk Concept: Loss Aversion, Decision Weighting, Probabilistic Judgment
- Decision Making Under Risk and Uncertainty: Prospect Theory and Reference Points

### Unit -3: Heuristics, Biases and Revealed Preferences

- Heuristics: Concept, Types and Importance in Behavioural Economics
- Biases in judgement: Self-Evaluation Bias, Projection Bias, Hindsight Bias, Confirmation Bias
- Nature and Components of Mental Accounting: Framing and Editing, Budgeting and Fungibility, Choice Bracketing
- Time Discounting, Time Preferences, Discounted Utility Anomalies

### Unit -4: Social Beliefs, Preferences and Norms

- Beliefs, Social Preferences: Altruism, Fairness, and Reciprocity
- Factors affecting Pro-Social and Helping Behaviour

- Impact of beliefs and Social Preferences on Behaviour and Decision-Making

#### Unit -5: Applications of Behavioural Economics

- Designing Behavioural Experiments: Randomization and Control Groups
- Application of Behavioural Economics in Consumer Behaviour, Financial Markets, and Public Health
- Nudging Theory and its Application in Policy Making in India

#### References:

1. Morris, A, Contemporary Behavioral Economics: Foundations and Developments. M E Sharpe, 2006.
2. Erik, A, A Course in Behavioural Economics. Palgrave Macmillan, 2012.
3. Peter, D & Variainen, Behavioural Economics and its applications. PUP, 2007.
4. David, J. R., Introduction to Behavioral Economics. Wiley, 2014.
5. Wilkinson N and Hales M, An Introduction to Behavioural Economics. Palgrave, 2012
6. Camerer, Colin F. and George Loewenstern, & Matthew Rabin: (2003): *Advances in Behavioral Economics*, Princeton University Press.
7. Michelle Beddeley, (2019), *Behavioural Economics and Finance*, Routledge.
8. World Development Report” Mind, Society and Behaviour  
<https://www.worldbank.org/content/dam/Worldbank/Publications/WDR/WDR%202015/WDR-2015-Full-Report.pdf>
9. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.
10. <http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=11> (online content)
11. <https://www.cmu.edu/dietrich/sds/docs/loewenstein/BehavioralEconomics.pdf>
12. [https://www.bu.edu/eci/files/2020/05/Behavioral-Economics\\_final.pdf](https://www.bu.edu/eci/files/2020/05/Behavioral-Economics_final.pdf)
13. <https://hbr.org/2015/05/from-economic-man-to-behavioral-economics>

#### Suggested Activities:

**Unit-1:** Group Discussion on behavioural Economics vs. Traditional Economics:  
a comparative analysis

**Unit-2:** Exercise on Decision making under risk and uncertainty

**Unit-3:** Quiz testing the understanding of various concepts of heuristics and biases.

**Unit-4 :**Assignment on case studies role of social preferences and norms

**Unit-5 :** Group project on applications of behavioural economics in college or neighbourhood

## 8.3 CONSTITUTIONAL ECONOMICS

**Course Objective:** This course is to provide basic understanding about the Constitution as the basis for functioning of economy and its development and the interrelationship between these two in Indian context.

### **Learning Outcomes:**

After studying this paper, the student shall be able to achieve the following outcomes.

**CO1:** Identify the relationship between Constitution and Economic Development in India

**CO2:** Explain the role of Directive Principles in economic development

**CO3:** Analyse the financial relations in Indian Constitution

**CO4:** Examine the budget and taxation provisions in Indian Constitution

**CO5:** Explain the role of Judiciary and Decentralisation for the economic development

### **Unit: 1. Constitution and Economic Development**

- Importance of Constitution in Economic Development
- Preamble and its Importance in functioning of Indian Economy
- Fundamental Rights and their importance in functioning of free economy
- Human rights in Indian Constitution and their importance in Economic development

### **Unit: 2. Directive Principles and Economic Development**

- Directive Principles of State Policy (DPSP) in Indian Constitution
- DPSPs and Economic Development
- Fundamental Duties and Economic Development

### **Unit: 3. Financial Relations in Indian Constitution**

- Economic issues in Centre, State and Concurrent List
- Fiscal Federalism and Center-State financial relations; Economic unity of India and Inter-State Trade & Commerce
- Finance commission: Functions and latest Finance commission Report
- Cooperative and Competitive Federalism; Special status for certain States

### **Unit 4: Taxations Budget and in Indian Constitution**

- Concepts of Money Bill, Finance Bill
- Constitution Provisions for Budget; Discussion and Approval of Budget in Legislatures
- Constitutional Provisions for various Taxes
- GST System, GST Council

### **Unit 5: Judiciary and Decentralisation for Economic Development**

- Role of Judiciary and Judicial Activism in Economic Development; Functions and Powers the Supreme Court and High Court
- Power and Functions of Comptroller and Auditor General (CAG) and Its Role in Economic Development
- Role of Decentralization in Economic Development; Important provisions of Decentralization in Indian Constitution under 73<sup>rd</sup> and 74<sup>th</sup> Amendments; Local Planning.

### **References:**

1. Basu, D. D., "Commentary on The Constitution Of India", Lexis Nexis, 2nd Ed., Vol 1-2, 2015.
2. Seervai, H. M., "The Indian Constitution", Vol-I, II & III
3. Austin G. S., "The Indian Constitution: Cornerstone of A Nation", Oxford, 1999.
4. Krishnaswamy, S., "Democracy and Constitutionalism in India: A Study of the Basic Structure Doctrine", Oxford University Publication, 2010.
5. Reports of Finance Commission and CAG

### **Suggested Activities:**

- Unit-1: Group Discussion on Role of Fundamental Rights in free functioning of economy  
Unit-2: Seminar on implementation of Directive Principles of State Policy and impact on Economic Development  
Unit-3: Assignments on Centre-State Financial Relations and latest Financial Commission Report  
Unit-4: Study Project on GST and its implementation problem  
Unit-5: Field Visit to nearby Local Body (Village or Town) to observe its function and submit a report or Book review on Indian Constitution related to Economic Aspects.

(Skill Enhancement Course)

## 8.4 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

**Course Objective:** The course aims to provide students with the skills to analyse various techniques of investment analysis and portfolio management.

**Course Learning Outcomes:**

Upon completion of this course, the student shall be able to achieve the following outcomes:

**CO1:** Explain the types of financial markets, investment types and strategies

**CO2:** Analyse the capital market models and portfolio management

**CO3:** Explain the concepts and functioning of bond market

**CO4:** Understand types of derivatives and its pricing models

**CO5:** Examine the concepts and functioning of mutual funds

### Unit 1: Investment Types, Strategies and Techniques

- Investment: Concept and Types; Objectives of Investment Decisions; Financial Markets: Types and Instruments
- Investment Options in Stock Markets: Stocks, Commodities, Currencies; Investment Risk Analysis: Concept, Types and Measuring Techniques
- Investment Strategies: Concept and Types
- Investment Analysis Techniques: Fundamental Analysis and Technical Analysis, Top-Down Investing, Bottom -Up Investing

### Unit 2: Capital Market Models and Portfolio Management

- Capital Market Efficiency: Introduction and Departure from Efficient Market Hypothesis.
- Equilibrium Models: Capital Asset Pricing Model (CAPM) and Arbitrage Pricing Theory
- Portfolio Management: Meaning, Objectives and Process
- Portfolio Management Strategies; Modern Portfolio Theory in brief

### Unit 3: Fixed Income Securities - Bonds

- Introduction: Time Value of Money
- Interest Rate: Concepts and Calculations
- Bond Pricing Fundamentals: Bond Yields, Spot Prices, Discount Factors, Forward Rates and Yield-To-Maturity, Price Sensitivity

### Unit 4: Derivatives

- Derivatives: Meaning and Types
- Futures and Options: Meaning, Types, Strategies
- Speculation and Hedging

- Pricing Model: Black- Scholes Formula

#### **Unit 5: Investment Management by Mutual Funds**

- Mutual Funds: Concept and Classification, Major Mutual Fund Companies in India
- Net Asset Value (NAV); Cost of Management: Entry/Exit Loads Fees
- Performance Assessment of Mutual Funds

#### **References:**

1. Avadhani, V.A. (2000): Financial Economics: Theory and Practice, Himalaya Publishing House, Mumbai
2. Bhole, L.M. (1991): Financial Institutions and Markets: Structure, Growth and Innovation, Tata McGraw-Hill Publishing Company Limited, New Delhi
3. Luenberger, D.G. (2013): Investment Science, Oxford University Press.
4. Hall, J.C: Options, Futures and Other Derivatives, Pearson Prentice Hall Publication. Latest Edition
5. Elton, E.J and M.J. Gruber, Modern Portfolio Theory & Investment Analysis, (fourth edition) John Wiley & Sons 1991.

#### **Suggested Activities:**

**Unit-1:** Assignments on concepts of Investment

**Unit-2:** Seminars on concepts of portfolio analysis

**Unit-3:** Exercises on calculation of yield to maturity

**Unit-4:** Quiz testing the understanding of concepts in derivatives

**Unit-5:** Exercises on calculating Net Asset Value

**(Skill Enhancement Course)**  
**8.4 EXPERIMENTAL ECONOMICS**

**Course Objective:** It aims to train students with basic skills needed to design and experiment economic issues by using behavioural theories and quantitative techniques.

**Course Learning Outcomes:**

After studying this course, the student shall be able to achieve the following outcomes:

**CO1:** Understand the history and emergence of experiments in economics

**CO2:** Acquainted with the need for experiments in economics

**CO3:** Capable of designing an experiment

**CO4:** Proficient of taking up case studies using econometrics

**CO5:** Able to test the external validity of an experiment

**Unit-1: Introduction**

- History and Emergence of Experiments in Economics; End of Impossibility; Choice Consistency in Risky Decision
- Experimental Economics and Behaviour
- Experimental Methods; Advantages and Limitation; Type of Experiments: Procedure and Design Consideration
- Laboratory Experiment: Procedure for Experiments, Experiment Auction; Ex-Ante and Ex-Post Method Case Study

**Unit-2: Need for Experiments in Economics**

- Controlled Experiment in Empirical Economics; Econometric Approach to Data Analysis
- Content of Observational Data, Treatment-Effect Parameters
- Identification Based on Observational Data, Inference Based on Controlled Experiments
- Case Study

**Unit 3: Designing an Experiment**

- Internal Validity Issues, Link Between Experiment and Internal Validity
- Incentive Structure of Experiment, Parameters and Experimental Treatment
- The Pursued Experiment, Pursued Opponent and Learning
- Conducting an Experiment, Setting Up an Experimental Laboratory, Step by Proceeding

**Unit 4: Econometrics of Experimental Data**

- Experimental Data
- Estimation and Inferences
- Testing Procedures
- Case Study

### **Unit 5: External Validity of Experiment**

- The External Validity of the Experimental Result
- Testing of External Validity
- Testing Theory
- Case Study

### **References:**

1. Experimental Economics: Method and Application by Nicholas Jacquemet and Oliver L'Haridon, Cambridge University Press, 2019
2. Papers in experimental economics by Vernon L Smith, Cambridge University Press, 1991
3. Experimental Economics, Douglas Davis, Charles A Holt, Princeton University Press, 1993
4. Experimental Auctions- methods and applications in Economics and Marketing research, Jaison L Lusk and Jason F Shogren, Cambridge University Press, 2007
5. The methodology of experimental economics, Francisco Guala, Cambridge University Press, 2005
6. writings of Vernon Smith, The Nobel Laureate and Esther Duflo and Abhijit Banerjee, the Nobel laureates & JPAL <https://www.povertyactionlab.org/>

### **Suggested Activities:**

Unit-1: Assignment on emergence of experiments in economics

Unit-2: Group discussion on need for experiments in economics

Unit-3: Class level workshop on how to design an experiment, introduction of z tree software tool

Unit-4: Test on estimation and inferences

Unit-5: workshop on testing the external validity of an experiment

**(Skill Enhancement Course)**  
**8.5 COOPERATIVE ECONOMICS**

**Course Objective:** This course aims to equip students with a comprehensive understanding of cooperative principles, theories, and organizational structures, enabling them to analyse the role of cooperatives in economic development of India.

**Course Learning Outcomes:**

Upon completion of this course, the student shall be able to achieve the following outcomes:

- CO1:** Explain various Principles and Theories of Cooperation
- CO2:** Understand Forms and Organisational Structures of Cooperatives
- CO3:** Discuss the Cooperatives development and Organisations in India
- CO4:** Examine the functioning of different cooperatives in India and their success stories
- CO5:** Evaluate Government Program and Schemes for Cooperatives

**Unit 1: Principles and Theories of Cooperation**

- Cooperatives: Definition, Concept and Cooperative Values
- Principles of Cooperation: Rochdale and ICA Principles
- Cooperative Doctrines: Robert Owen, Theory of Workers Control of Cooperatives, Fair Price Theory
- Cooperation as an Alternative to Problems of Capitalism and Market Economy.

**Unit 2: Forms and Structure of Cooperatives**

- Forms of Cooperatives: Formal & Informal, Single & Multi-purpose, Producers & Consumers, State Cooperatives
- Organizational Structure of a Cooperative
- Role of General Body and Officials in Cooperative Management
- Importance of Leadership in Cooperative Management.

**Unit 3: Cooperative Development, Laws and Institutions in India**

- History of Cooperative Movements in India
- Constitutional Provisions for Cooperatives
- Salient Features of Andhra Pradesh Cooperative Societies Act-1995
- National Policy on Cooperation: Role of State in Cooperation Development in India; Organisations for Development of Cooperatives in India.

**Unit 4: Credit and Agricultural & Dairy Cooperatives in India**

- Types of Cooperatives in India: Credit and Non- Credit Cooperatives
- Issues and Challenges of Credit Cooperatives in India; Vaidyanathan Committee Recommendation for Revival of Credit Cooperatives

- Micro Finance Cooperatives and SHGs
- Cooperative Farming & FPOs: Issues and Challenges
- Dairy Cooperatives and White Revolution in India: Success Stories of Amul Dairy

**Unit 5: Non-Credit Cooperatives and Institutional and Government Programs for Cooperatives Development in India**

- Marketing Cooperatives, Cooperative Housing, Consumers Cooperatives, Service Cooperatives
- Two Success stories of Cooperatives Marketing and Consumer Cooperatives
- Initiatives of NCDC, NAFED, NABARD in Development of Cooperatives
- Government Programs and Schemes for Development of Cooperative in India.

**References:**

1. Ravichandran, K and Nakkiran, S, Cooperation: Theory and Practice, Abijit Publications, Delhi.
2. Hajela T.N., (1994) Cooperation: Principles, Problems and Practice, Konark Publishers, New Delhi. Krishnaswamy O.R. and Kulandhiswamy V., (2000) Cooperation: Concept and Theory, Arudra Academy, Tamil Nadu,
3. Bedi, R.D. (1997), *Theory and Practice of Cooperation*
4. Kolandai Swamy, V(1980), *Theory of Cooperation*
5. Mathur, B.S. (2022), *Cooperation in India, SBPD Publications.*
6. Websites of Ministry of Cooperatin, Govt of India, NCDC, NAFED, NABARD, ICA etc
7. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.
8. Success Stories of Cooperative in India: <https://cooperation.gov.in/sites/default/files/2022-11/Success-Book.pdf>

**Suggested Activities:**

- Unit-1:** Assignments and student Seminars on cooperative theories and principles
- Unit-2:** Group discussions importance of leadership in cooperative Management
- Unit-3:** Quiz testing the knowledge on Cooperative Development, Laws and Institutions in India
- Unit-4:** Simulation Exercises: Conduct cooperative simulation exercises where students form groups and simulate the establishment and management of a cooperative
- Unit-5:** Field visits to local cooperatives, allowing students to observe their operations and report submission

(Skill Enhancement Course)

## 8.5 CORPORATE SOCIAL RESPONSIBILITY

**Course Objective:** This course is to provide practical understanding about basic concepts, frameworks, legislative initiatives, financial resources for CSRs and skills required for implementation and appraisal of CSR programs.

**Course Learning Outcomes:**

After completing the course, the student shall be able to achieve the following outcomes:

- CO1:** Explain various concepts in Corporate Social Responsibility (CSR)
- CO2:** Explain the frameworks for CSR and global initiatives
- CO3:** Analyse the legislative initiatives relating to CSR in India
- CO4:** Evaluate the roles and responsibilities of Key Stakeholders under CSR
- CO5:** Make a critical appraisal of the implementation of CSR projects in India

**Unit 1: Introduction to Corporate Social Responsibility (CSR)**

- CSR: Concept and Importance; Concepts of Charity, Corporate Philanthropy, Corporate Citizenship
- Relation between CSR and Corporate Governance; Carroll's Model
- Drivers of CSR; Major Codes on CSR
- Evolution of CSR in India; CSR initiatives in India.

**Unit 2: International Framework for CSR**

- United Nations (UN) Global Compact 2011
- UN Guiding Principles on Business and Human Rights
- OECD CSR Policy Tool, ILO Tri-Partite Declaration of Principles on Multinational Enterprises and Social Policy
- Global Compact Self-Assessment Tools.

**Unit 3: CSR Legislation in India**

- Provisions of Section 135 of Companies Act 2013
- Scope for CSR Activities under Schedule VII,
- Appointment of Independent Directors on the Board
- Computation of Net Profits
- Implementing Process of CSR in India.

**Unit 4: Identifying Key Stakeholders of CSR & their Roles**

- Role of Public Sector in CSR activities; Government Programs Encouraging Voluntary Responsible Action of Corporations
- Role of Non-profit & Local Self Governance in Implementing CSR

- Contemporary Issues in CSR & SDGs - National Voluntary Guidelines by Govt of India
- Understanding Roles and Responsibilities of Corporate Foundations.

#### **Unit 5: CSR Program Implementation and Opportunities**

- Current Trends and Opportunities in implementation of CSR Programmes
- Monitoring and Measuring the Impact of CSR Programs
- Successful Initiatives & Challenges of CSR
- Case Studies of Major CSR Initiatives in Local Area.

#### **References:**

1. Baxi. C. and Prasad. A (2013). *Corporate Social Responsibility, Concept & Cases: The Indian Experience*, Excel Books, New Delhi.
2. Modi. P. K (2009). *Corporate Social Capital Liability*, Arise Publishers & Distributors, Delhi.
3. Sanjay K Agarwal: *Corporate Social Responsibility in India*
4. Prasenjit M. (2010). *Corporate Social Responsibility - Vol. – I & II*, Sharda Publishing House, Jodhpur (India).
5. William B. (2009). *Strategic Corporate Social Responsibility, stake holder's a global Environment*, Sage Publication, Mumbai.
6. Mark S. Schwartz : *Corporate Social Responsibility: An Ethical Approach*
7. CII: *Handbook on Corporate Social Responsibility in India*
8. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

#### **Suggested Activities:**

- Unit-1: Group discussion on concepts of CSR
  - Unit-2: Assignments on Legal Aspects of CSR
  - Unit-3: Case studies of CSR projects in the locality/district
  - Unit-4: Approaching local corporates to gain benefits for the college from CSR
  - Unit-5: Seminars on implementation of CSR projects in India
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