



I year B.A (UG) courses-under CBCS, Semester -I, Paper I

Micro economics analysis

COURSE OUTCOMES

- ❖ Articulate the nature and scope of economics with regard to wealth, welfare and Scarcity(K3)
- ❖ Categorize different methodologies in Economics (K4)
- ❖ Illustrate the law of diminishing marginal utility and law of equi - marginal utility Theories(K3)
- ❖ Estimate price, income and cross elasticity's of demand by using Demand analysis(K5)
- ❖ Distinguish between Cardinal and Ordinal Utilities (K5)
- ❖ Correlate indifference curve analysis with price or budget line (K4)
- ❖ Classify different types of production functions (K4)
- ❖ Classify different types of cost & revenue analysis (K4)
- ❖ Analyze different types Market structures & determinations of price & out put of different markets(K4)
- ❖ Differentiate Monopolistic Competition from monopoly(K4)
- ❖ Analyze Different theories of wages (K4)
- ❖ Analyze Different theories of profit (K4)

Micro economics analysis

UNIT I:

Economic Analysis and Methodology: Meaning and Definitions of Economics- Scarcity and Choice as fundamental problems of economics - Scope and Importance of Micro economic analysis - Micro and Macro economic Analysis - Inductive and Deductive methods - partial and general equilibrium - Principles of Micro economics.

UNIT II:

Theory of Consumption: Concept of Demand - Factors determining demand - Law of Demand - reasons and exceptions - Elasticity of Demand - Cardinal utility; Diminishing Marginal Utility and Equi Marginal Utility - Ordinal utility: Indifference Curve analysis: Properties of Indifference curves, Indifference Curve Map - Marginal Rate of Substitution - Budget Line - Changes - Consumer Equilibrium under Indifference Curve Analysis - Consumers' Surplus. Demand forecasting-methods

UNIT III:

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

UNIT IV:

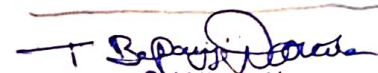
Theory of Exchange: Concepts of Market: Criteria for Classification of Markets - Perfect Competition - Conditions, Price and Output determinations; Monopoly : Conditions, Price and Output Determination - Price Discrimination; Monopolistic Competition - Assumptions - Price and output determination - Selling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

UNIT V:

Theory of Distribution: The concepts of Functional and Personal Distribution of Income - Marginal Productivity Theory of Distribution - Modern Theory of Distribution - Concept of Rent - Ricardian Theory of Rent - Marshall's concepts of Economic Rent and Quasi Rent; Theories of Wage Determination: Subsistence Theory and Standard of Living Theory - Modern Theory of Wages; Classical Theory of Interest - Liquidity Preference Theory of Interest; Theories of Profit: Risk and Uncertainty, Dynamic and Innovations Theories.



APPROVED


CHAIRMAN
BOARD OF STUDIES
DEPARTMENT OF ECONOMICS
SRI Y. N. COLLEGE (AUTONOMOUS)
(NAAC ACCREDITED 'A' GRADE COLLEGE)
NARSAPUR - 534 275

1. U. P. M. H.
2. M. P. (B) / R. M. D.

4. S. Laksh
5. E. N. S.

2022-2023 admitted batch



DEPARTMENT OF ECONOMICS
SRI Y N COLLEGE (AUTONOMOUS)
Narsapur-534275, AP, India

I year B.A (UG) courses-under CBCS Pattern, Semester –II , Paper II

Macro economics analysis

COURSE OUTCOMES

- Distinguish between Micro and Macro Economics, (K5)
- Measure National Income by using Expenditure method, Income method Product method (K5),
- Demonstrate classical theories of employment by J.B.Say market Law (K3)
- Categorize different investment functions (K4)
- Interpret different theories Money (K3)
- Correlate money Classification of RBI (K4)
- Illustrate trade cycle by using graphs (K4)
- Argue Causes effects of inflation (K5), Estimate the measures to control inflation (K4)
- Explain banking system functions of commercial banks and recent developments in banking system (K3)
- Explain non- banking financial institutions, types, factors contributing to the growth of NBFIs ,Money markets Defects of Indian Money Market (K3)
- Demonstrate stock market , functions ,role of SEBI (K3), Distinguish between Life insurance & General

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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



APPROVED

1. U. P. G. M. S.
2. M. J. S.
3. L. N. S.
4. S. S. S.
5. E. S. S.

T. Ramesh Babu
CHAIRMAN
BOARD OF STUDIES
DEPARTMENT OF ECONOMICS
SRI Y.N. COLLEGE (AUTONOMOUS)
NAAC ACCREDITED 'A' GRADE COLLEGE
NARSAPUR - 534 275

2022-23 admitted batch



DEPARTMENT OF ECONOMICS
SRI Y N COLLEGE (AUTONOMOUS)
Narsapur-534275, AP, India

II year B.A (UG) courses-under CBCS Pattern , Semester –III, Paper III

Development Economics
COURSE OUTCOMES

- ❖ Distinguish between Economics growth & Economics Development (K5)
- ❖ Classify Different theories of Economics Growth (K4)
- ❖ Evaluate Choice of Techniques Concept by using Capital intensive Method , Labour intensive Method (K5)
- ❖ Explain basic features of Indian Economy ,demographic features , population dividend Policy (K2)
- ❖ Demonstrate the measures taken by the government in order to irradiate poverty , inequalities and unemployment (K3)
- ❖ Analyze how Economic reforms like liberalization ,Privatization and Globalization (K4)

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

Institutions and Economic Development: Role of State in Economic Development -Role of Markets - Market Failure and Regulation by State -Public sector vs Private sector -Economic Planning – concept, objectives and types -NITI Ayog - Economic Federalism -Financial Institutions and Economic Development -Role of International Institutions-IDBI, ADB, IMF -Foreign Trade - FIIs and FDIs. : Central level institutions (NABARD,SIDBI)& state level institutions (DICs,SFC.)supporting small business enterprises for Economic development



APPROVED

T. Bapayya Rao
CHAIRMAN
BOARD OF STUDIES
DEPARTMENT OF ECONOMICS
SRI Y.N. COLLEGE (AUTONOMOUS)
(NAAC ACCREDITED 'A' GRADE COLLEGE)
NARSAPUR - 534 275

1. J. G. M. L.

2. M. M. M.

3. K. M. M.

4. S. Lakshmi

5. E. M. M.

2022-23 admitted batch



DEPARTMENT OF ECONOMICS
SRI Y N COLLEGE (AUTONOMOUS)
Narsapur-534275, AP, India

II year B.A (UG) courses-under CBCS Pattern , Semester –IV , Paper-IV

Economic Development- India And Andhra Pradesh
COURSE OUTCOMES

- Interpret the importance of agriculture in India in Economic point of view (K3)
- Analyze the pros & cons of Indian Industrial Policies (K4)
- Infer the problems & Prospects of small scale industries {MSME} in India (K4)
- Discuss about pros & Cons of Disinvestment in India (K2)
- Discuss about objectives of five year plans & NITI Ayog(K2)
- Compare GSDP of Andhra Pradesh with that of other states (K 4)

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

Andhra Pradesh Economy: The basic characteristics of Andhra Pradesh economy after bifurcation in 2014 – Impact of bifurcation on the endowment of natural resources and state revenue – new challenges to industry and commerce - the new initiatives to develop infrastructure – Power and Transport –Health and Education- Information Technology and e-governance – Urbanization and smart cities – Skill development and employment –Recent Social welfare programmes.



APPROVED

1. U. G. M. S.
2. M. S. S.
3. K. M. S.

T. S. S.
CHAIRMAN
BOARD OF STUDIES
DEPARTMENT OF ECONOMICS
SRI Y.N. COLLEGE (AUTONOMOUS)
(AAC ACCREDITED 'A' GRADE COLLEGE)
NARSAPUR - 534 275

4. S. S. S.
5. E. S. S.



2022-23 admitted batch
DEPARTMENT OF ECONOMICS
SRI Y N COLLEGE (AUTONOMOUS), Narsapur-534275, AP, India

II year B.A (UG) courses-under CBCS pattern , Semester –IV, Paper V

Statistical Methods for Economics

Course Outcomes

- ❖ Describe the importance of Statistics in real life.(K2)
- ❖ Formulate complete, concise, and correct mathematical proofs.(K6)
- ❖ Estimate problems using multiple mathematical and statistical
- ❖ Tools measuring relationships by using standard techniques.(K4)
- ❖ assess the data-based models.(K5)
- ❖ Measures of Central Tendency and Dispersion (K5)
- ❖ Calculate Time Series and Index Numbers (K3)

UNIT I:

Nature and Definition of Statistics: Introduction to Statistics – Definition, scope, importance and limitations of Statistics – Primary and Secondary data- Census and Sampling techniques and their merits and demerits. Online Survey. Essential steps in Survey

UNIT II:

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

UNIT III:

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

UNIT IV

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

UNIT V:

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



APPROVED

T. B. Jayaram
CHAIRMAN
BOARD OF STUDIES
DEPARTMENT OF ECONOMICS
SRI Y.N. COLLEGE (AUTONOMOUS)
(NAAC ACCREDITED 'A' GRADE COLLEGE)
NARSAPUR - 534 275

1. J. G. ...
2. ...
3. K. M. ...
4. S. ...
5. E. ...



2020-21 admitted batch
DEPARTMENT OF ECONOMICS
SRI Y N COLLEGE (AUTONOMOUS), Narsapur-534275, AP, India

Urban Entrepreneurship and MSMEs
Semester – V (Skill Enhancement Course- Elective)
PAPER -VI

Course Outcomes

- ❖ Illustrate the Concept of Urban Entrepreneurship
- ❖ Correlate the urban entrepreneurship & Business Planning
- ❖ Analyze the MSMEs and Urban Entrepreneurship opportunities
- ❖ Analyze the opportunities of finance and Marketing
- ❖ Classify different types of financial intuitional support to Urban Entrepreneurship
- ❖ Explain the basic theories and essentials of entrepreneurship Identify and analyze the entrepreneurship opportunities available in local urban area.
- ❖ Apply the theories of entrepreneurship to the conditions of local urban area
- ❖ And formulate appropriate business ideas.
- ❖ Demonstrate practical skills that will enable the urban entrepreneurship

Unit1:

Entrepreneurship: Concept and Theories

Concept and Importance of Entrepreneurship – Entrepreneur characteristics, Functions of an Entrepreneur–Women Entrepreneurship- Ecopreneurship

Unit2:

Urban Entrepreneur ship and Business Planning

Urban Entrepreneurial Ecosystem–Factors, Problems and Challenges of Urban Entrepreneurships – Ideas in Entrepreneurships-Sources of new ideas-Techniques for generating ideas-Formulation of Business Planning for Urban Entrepreneurship.

Unit3: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.

Unit4:Financing and Marketing of Urban Entrepreneurship

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

Unit5:Institutional Support and Case Studies of Urban Entrepreneurship

Institutional support for Urban Entrepreneurship and MSMEs - Government Schemes for promotion of Urban Entrepreneurship and MSMEs: Central level institutions

(NABARD,SIDBI)& state level institutions (DICs,SFC,)supporting small business enterprises



APPROVED

1. V. G. M. 1

2. M. J. N.

4. S. K. N.

J. B. S. S. S.
CHAIRMAN
BOARD OF STUDIES
DEPARTMENT OF ECONOMICS
SRI Y. N. COLLEGE (AUTONOMOUS)
AAC ACCREDITED 'A' GRADE COLLEGE
NARSAPUR - 534 275



2020-21 admitted batch

DEPARTMENT OF ECONOMICS

SRI Y N COLLEGE (AUTONOMOUS), Narsapur-534275, AP, India

Retail and Digital Marketing
Semester – V (Skill Enhancement Course- Elective)

PAPER-VII

Course Outcomes

- ❖ Illustrate the Concept of Marketing Decision & strategies
- ❖ Understanding the product planning & Consumer behaviour
- ❖ Analyze the Concept of Retail marketing
- ❖ Understanding the digital Marketing concept
- ❖ Articulate the market models & case studies
- ❖ Explain the concepts and principles about the retail and digital marketing;
- ❖ Identify and analyze the opportunities related to retail and digital marketing available in the local area;
- ❖ Apply the concept to formulate the new strategies related to retail and digital marketing;
- ❖ Demonstrate the practical skills required to get employment in retail and digital marketing to start own digital marketing.

Unit1: Concept of Marketing

Concept of Marketing –Marketing environment-Type of Markets–Marketing Mix—Marketing Segmentation —Major Players in Retail and Digital Market in India.

Unit2: Understanding Product and Consumer

Marketing Product Types – Product Decision and Strategies - Product Life Cycle – Consumer Behavior Model–Factors of Consumer Behavior-Understanding Indian Consumer—Promotional mix—Sales Promotion :Advertisement, Branding and Packaging.

Unit3: Retail Marketing

Concept of Retail Marketing – Types of Retailing – Big and Small Retail Markets – Retail Marketing Mix – Essentials of Successful Retail Marketing - Retail Marketing Strategies –Multi channel Retailing– Store Management – Shopping Market Dynamics.

Unit4: Digital Marketing

Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM,-Digital Marketing: Concept and Types – Telemarketing –Online or e-tailing– Essentials of Digital Marketing—Digital Marketing Channels - Customer Behavior in Digital Marketing – Major players in Digital Marketing and their Marketing Strategies-Tools and Apps of Digital Marketing.-website design & Development

Unit5: 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 Retail and Digital Marketing.- social media marketing-Google Ad sense and affiliate marketing, Top 10 Digital Marketing Companies in India



APPROVED

1. J. G. m. G.
2. M. M. M.
3. K. M. M.
4. S. S. S.
5. D. D. D.

T. B. B. B.
CHAIRMAN
BOARD OF STUDIES
DEPARTMENT OF ECONOMICS
SRI Y.N. COLLEGE (AUTONOMOUS)
NAAC ACCREDITED 'A' GRADE COLLEGE
NARSAPUR - 534 275