



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

I year B.A (Hons) Minor (UG) courses-under CBCS pattern , Semester –I, Paper I

Micro economics

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

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



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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



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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



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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.



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

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 Entrepreneurship 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



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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 behavior
- ❖ 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