

KRISHNA UNIVERSITY : MACHILIPATNAM
BA Economics Syllabus under CBCS
Structure of Syllabus

<i>Semester</i>	<i>Paper</i>	<i>Title</i>
Semester I	I	Micro Economics – Consumer Behavior
Semester II	II	Micro Economics - Production and Price theory
Semester III	III	Macro Economics - National Income, Employment and Money
Semester IV	IV	Macro Economics - Banking and International Trade
Semester V	V	Contemporary Indian Economy
Semester V	VI	Quantitative Techniques
Semester VI	VII	Agricultural Economics
	Cluster Electives – (A) Agribusiness	
	VIII	A-1: Agribusiness Environment in Andhra Pradesh
		A-2: Agricultural output Marketing
		A-3: Agricultural Input Marketing.

BA Economics Syllabus under CBCS
I Year B. A. Programme (UG) Courses – Under CBCS
Semester – I
Paper – I (Core Paper)
Micro Economics – Consumer Behavior

Module -1

Nature, definition and scope of Economics - Wealth, Welfare, Scarcity and modern definitions.

Module -2

Methodology in Economics - Micro & Macro; Static and Dynamic analysis; Normative and positive science, Inductive & Deductive methods; Partial and general Equilibrium.

Module - 3

Utility analysis: - cardinal approach-The Law of diminishing Marginal utility- The Law of Equi-Marginal Utility- concept of consumer's surplus

Module - 4

Demand analysis - Law of Demand - Elasticity of Demand - Measurement of Elasticity of Demand - Price, Income & Cross Elasticities of Demand.

Module - 5

Ordinal Approach: Indifference Curve analysis - Properties of Indifference curves - Price or budget line - Equilibrium of the Consumer with the help of Indifference curves – Samuelson's Revealed preference theory.

REFERENCES:

1. R.G. Lipsey and K.A.Chrysal - "Economics", Oxford University Press, 10/e, 2004.
2. P.A.Samuelson & W.D. Nordhaus-"Economics", Tata Mc.Graw Hill, 18/e, 2005.
3. N.Gregory Mankiw-"Principles of Economics", Thompson 2015 .
4. H.L.Ahuja-"Advanced Economic Theory" S.Chand.
5. M.L.Seth-"Micro Economics", Laxmi Narayana Agarwal, 2015.
6. Bilas, A.-"Micro Economic Theory", International Student Edition, Mc.Graw Hill, 1971.
7. Telugu Academy Publications
8. D.M. Mithani & G.K. Murty - Business Economics, Himalaya Publishing, 2015.

B. A. ECONOMICS
I Year B. A. Programme (UG) Courses – Under CBCS
Semester – II
Paper – II (Core Paper)
Micro Economics - Production and Price Theory

Module - 1

Production function-Concept of homogeneous production function-Cobb- Douglas Production function- Law of variable proportions-Law of Returns to Scale - Different Concepts of Costs – Explicit & Implicit, Opportunity, Total – fixed and Variable Costs, Marginal & Average Costs & its Relationship. Concept of Revenue – Total, Marginal & Average Revenue and Break – Even Point

Module - 2

Analyse different types of Market structures - Perfect Competition - Price determination and equilibrium of firm and industry under perfect competition - Monopoly - Price determination - Price discrimination.

Module - 3

Monopolistic competition - price determination - Oligopoly - Kinked demand curve approach.

Module - 4

Marginal Productivity theory of distribution - Theories of wage determination Subsistence theory of wages, Standard of living theory of wages, Modern theory of wages Wages and collective bargaining - concept of minimum wage.

Module - 5

Theory of Rent: Ricardian theory of rent - Quasi rent concept of Alfred Marshall. Theories of Interest - Classical, Neo-classical and Keynes Liquidity Preference theory - Profit - dynamic, innovations, Risk and Uncertainty theories.

REFERENCES:

1. R.G. Lipsey and K.A.Chrysal - "Economics", Oxford University Press, 10/e, 2004.
2. P.A.Samuelson & W.D. Nordhaus-"Economics", Tata Mc.Graw Hill, 18/e, 2005.
3. N.Gregory Mankiw-"Principles of Economics", Thompson 2015.
4. H.L.Ahuja-"Advanced Economic Theory"" S.Chand, 2004.
5. M.L.Seth-"Micro Economics", Laxmi Narayana Agarwal, 2015.
6. Bilas, A.-"Micro Economic Theory", International Student Edition, Mc.Graw Hill, 1971.
7. Telugu Academy Publications
8. D.M. Mithani & G.K. Murty - Business Economics, Himalaya Publishing, 2015.

9. Bilas, A.-"Micro Economic Theory", International Student Edition, Mc.Graw Hill, 1971.

B. A. ECONOMICS
II Year B. A. Programme (UG) Courses – Under CBCS
Semester – III
Paper – III (Core Paper)
Macro Economics - National Income, Employment and Money

Module - 1

Meaning, definition of Macro Economics - Importance of Macro Economics- Difference between Micro and Macro Economics - Paradox of Macro Economics -Limitations

Module - 2

National Income - Definitions, Concepts of National Income - Measurement of National Income- Circular flow of Income in Two, Three and Four Sector Economy.

Module - 3

Classical theory of Employment - Say's Law of Markets.

Module - 4

Keynesian Theory of Employment - Consumption function – Investment Function - Marginal Efficiency of Capital (MEC)- Concepts of multiplier and accelerator

Module - 5

Meaning and Functions of Money - Classification of money - Gresham's Law - RBI classification of Money. Theories of Money - Fisher's Quantity theory of Money Cambridge approach (Marshall, Pigou, Robertson & Keynes).

REFERENCES:

1. G.Ackley - "Macro Economics Theory and Policy", Collier Macmillan, 1978.
2. E.Shapiro - "Macro Economic Analysis", Galgotia Publications, 1999.
3. Central Statistical Organisations - "National Accounts Statistics".
4. R.Dornbush, s.Fisher and R.Startz - "Macro Economics", Tata Mc.Graw Hill, 9/e, 2004.
5. M.L.Seth-"Macro Economics", Lakshmi Narayana Agarwal, 2015.
6. K.P.M. Sundaram - "Money, banking & International Trade", Sultan Chand, 2010.
7. Dillard, D - "The Economics of John Maynard Keynes", Crossby Lockwood & Sons.
8. M.N.Mishra & S.B.Mishra - "Insurance Principles & Practice" S.Chand 2012.
9. Bharati V.Pathak "The Indian Financial System Markets. Institutions & Services". Pearson 2008.
10. Telugu Academy Publication

B. A. ECONOMICS
II Year B. A. Programme (UG) Courses – Under CBCS
Semester – IV
Paper – IV (Core Paper)

Banking and International Trade

Module - 1

Trade Cycles - meaning and definition - Phases of a Trade Cycle -Inflation - definition - types of inflation - causes and effects of inflation measures to control inflation.

Module - 2

Banking: Meaning and definition -Functions of Commercial Banks - Concept of Credit creation-Functions of RBI - Recent developments in banking sectors.

Module – 3

Non-Bank Financial Institutions – Types of NBFIs - Factors contributing to the Growth of NBFIs —Money market – Defects of Indian money market

Module – 4

Concepts of Shares-Debentures - Stock Market - Functions - Primary and Secondary Markets - SEBI - - Insurance - Life Insurance and General Insurance.

Module - 5

Macro Economic Policy - Fiscal, Monetary and Exchange rate policies
Objectives and Significance - Importance of International Trade - Regional and International Trade – Defining Balance of Trade and Balance of Payment.

REFERENCES:

1. G.Ackley - "Macro Economics Theory and Policy", Collier Macmillan, 1978.
2. E.Shapiro - "Macro Economic Analysis", Galgotia Publications, 1999.
3. Central Statistical Organisations - "National Accounts Statistics".
4. R.Dornbush, s.Fisher and R.Startz - "Macro Economics", Tata Mc.Graw Hill, 9/e,2004.
5. M.L.Seth-"Macro Economics", Lakshmi Narayana Agarwal, 2015.
6. K.P.M. Sundaram - "Money, banking & International Trade", Sultan Chand, 2010.
7. Dillard, D - "The Economics of John Maynard Keynes", Crossby Lockwood & Sons.
8. M.N.Mishra & S.B.Mishra - "Insurance Principles & Practice" S.Chand 2012.
9. Bharati V.Pathak "The Indian Financial System Markets. Institutions & Services".
10. Pearson.
11. D.M.Mithani & G.K.Murty - "Business Economics", Himalaya Publishing House, 2015.
12. M.L.Jhingan - Economic Development - Vikas, 2012.
13. G.Omkarnath - Economics - A Primer for India - Orient Blackswan, 2012.
14. Agarwal, V. (2010) Macroeconomics: theory and Policy, Dorling Kindersley (India) Pvt. Ltd., New Delhi
15. Pvt. Ltd., New Delhi

16. Ahuja, H.L. (2012) Macro Economics, Theory and policy, S. Chand and Company Ltd.,
17. New Delhi

B. A. ECONOMICS
III Year B. A. Programme (UG) Courses – Under CBCS
Semester – V
Paper – V (Core Paper)
Paper V : CONTEMPORARY INDIAN ECONOMY

Module-I :

Characteristics of India as a developing Economy- Demographic Features of India- Population Dividend- Occupational Structure in India- Trends in the growth of India's National Income.

Module-II :

Tax Reforms and GST- tax Revenue and its devolution to states – Public Debt Redemption Methods- Brief outline of Globalization and its impact on Indian Economy.

Module-III :

Magnitude of poverty in India- Unemployment and its dimensions- Major schemes of rural and urban development- Objectives and achievements of Planning in India- Balanced Regional Development- NITI Ayog.

Module- IV:

Indian Agriculture- Importance of agriculture in India –Factors determining agriculture productivity- Land use and Cropping Pattern in India- Agriculture Infrastructure- Rural Credit- Micro Finance- Self Help Groups- Agriculture price policy- Agriculture Insurance- Food Security.

Module-V:

Industrial policies, 1956, 1991 – Growth and problems of small scale industries in India -Make In India -Foreign direct Investment. Foreign Exchange Management Act (FEMA)- SEZs- Disinvestment Policy in India- Growing importance of Service Sector in India – Banking, Insurance, IT, Education and health.

References:

1. Dhingra I.C., Indian Economy, Sultan Chand, 2014
2. Ruddar Dutt and K.P.M. Sundaram- Indian Economy, Sultan Chand, 2015
3. S.K. Misra & V.K. Puri-Indian Economy, Himalaya Publishing House, 2015
4. G.Omkarnath-Economics- A Premier of India, Orient Blackman, 2012
5. Telugu Academy Publications
6. Dr. S.G.K. Murthy, Indian Economy – Gitam University

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III Year B. A. Programme (UG) Courses – Under CBCS
Semester – V
Paper – VI (Core Paper)
PAPER VI : QUANTITATIVE TECHNIQUES

(Mathematical derivations and proofs are not required. Only applications)

Quantitative Methods

Unit-I: Introduction: Meaning- Definition- Function- Importance and Limitations of Statistics. Collection of Data- Primary and Secondary Data- Schedule and Questionnaire- Diagram and Graphic Presentation of Data (One dimensional and frequency curves).

Unit:II: Measures of Central Tendency: Definition, Objectives and Characteristics of Measures of Central Tendency- Types of Averages- Arithmetic Mean, Geometric Mean, Harmonic Mean- Mean- Mode- Properties of Averages.

Unit-III: Measures of Dispersion: Definition, Objectives of Dispersion- Range- Quartile Deviation- Mean Deviation- Standard Deviation- Coefficient of variation.

Unit-IV: Measures of correlation and Regression : Meaning, Definition and Uses of correlation- Types of Correlation- Karl Pearson's Correlation Coefficient- Spearman's Rank Correlation- Probable Error- Meaning. Utility of Regression Analysis- comparison between Correlation and Regression.

Unit V: Matrix: Definition- Examples- types of Matrices- matrix Addition- Multiplication- Determinant of Matrices- Minors- Co-Factors- Inverse of a Matrix.

REFERENCES:

1. Sivayya K.V. and Satya rao, Business Mathematics, Sarathi Publication, Guntur.
2. Sancheti and Kapoor V.K., Business Mathematics, Sulthan Chand & Sons, New Delhi.
3. D N Elhance, Fundamentals of Statistics, Kithab Mahal, Allahabad.
4. Gupta SC, Fundamentals of Business Statistics, Sulthan Chand & Sons, New Delhi.
5. Aggarwal, Business Statistics, Kalyani Publishers Hyderabad.
6. Reddy CR, Business Statistics, Deep & Deep Publications.
7. S.P. Gupta & V.K. Kapoor, Fundamentals of mathematical Statistics, S. Chand and Co, 2014

B. A. ECONOMICS
III Year B. A. Programme (UG) Courses – Under CBCS
Semester – VI
Paper VII -- AGRICUTURAL ECONOMICS

Module-1

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

Module-2

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

Module-3

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

Module-4

Systems of farming, farm size and productivity relationship in Indian agriculture with special reference to Andhra Pradesh- New agriculture strategy and Green revolution : and its Impact

Module-5

Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to industrial sector with specific reference to agro-industries in agri-business enterprises.

RECOMMENDED / REFERENCE BOOKS

1. Sadhu An, Singh Amarjit and Singh Jasbir (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi
2. Lekhi RK and Singh Joginder, Agricultural Economics, Kalyani Publishers
3. Bhaduri, A. (1984), The Economic Structure of Backward Agriculture, Macmillan, Delhi.
4. Bilgrami, S.A.R. (1996), Agricultural Economics, Himalayas publishing house, Delhi.
5. Dantwala, M.L. et.al (1991), Indian Agricultural Development Since Independence, Oxford & IBH, New Delhi.

6. Government of India (1976), Report of the National Commission on Agriculture, New Delhi. 5. Government of India, Economic Survey (Annual), New Delhi.
7. Gualti, A. and T. Kelly (1999), Trade Liberalisation and Indian Agriculture Oxford University Press, New Delhi

B. A. ECONOMICS

III Year B. A. Programme (UG) Courses – Under CBCS

Semester – VI

Paper – VIII-A1 - Agribusiness Environment in Andhra Pradesh

Module-1

Role of agriculture in development process in Andhra Pradesh vis-à-vis other developed states. Economy wide effects of agriculture in Andhra Pradesh through trickle down effects. Backward and forward linkages of agriculture with rest of economy.

Module-2

Agricultural finance-importance in modern agriculture- performance of agricultural finance in Andhra Pradesh -problems of agricultural finance – Inter linkages of agricultural credit and other input markets and product markets.

Module-3

Dynamics of agriculture-crop (horticulture, field crops), sector-livestock (poultry dairy and fisheries) sector and inter linkages among the sectors. Agribusiness sector in Andhra Pradesh-salient features, constraints, sub sectors of agribusiness-input sector, production sector, processing sector.

Module-4

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

Module-5

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

References:

1. Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.
2. Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.
3. Francis Cherunilam 2003. Business Environment. Himalaya Publ.

4. Agarwal Raj, 2001, Business Environment, Excel Books, New Delhi.

B. A. ECONOMICS
III Year B. A. Programme (UG) Courses – Under CBCS
Semester – VI
Paper – VIII-A2 - Agricultural output Marketing

Module-1

Structure and Model of Agri-Marketing Organizations with functions: Functions of intermediaries, Marketing Practices in Primary and secondary and terminal market, Regulated markets, co-operative marketing.

Module-2

Marketing costs and margins, Marketing Finance. Marketing Structure of Major agricultural commodities, food grains: Rice, and Maize. Cash Crops; Cotton, Oil Seeds, Vegetables and Fruits, Milk, Meat and Poultry products.

Module-3:

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

Module-4:

State Intervention in Agricultural Marketing, Role of Various agencies (Andhra Pradesh Agro, MARKEED, State Department, and FCI, Tobacco Board, Cotton Corporation) and its impact on market efficiency. Agriculture Price Commission.

Module-5:

Inter-regional and international trade in agriculture; emerging scenario of international trade in agricultural commodities; concept of terms of trade and balance of payments,. WTO and Indian agriculture with special reference to Andhra Pradesh .

References:

1. C.S.G.Krishnamacharyulu & Lalitha Ramakrishnan, "Rural Marketing: Text and Cases", Pearson Education, New Delhi.
2. Awadhesh Kumar Singh & Satyaprakash Pandey, Rural Marketing: Indian Perspective, New Age International Publishers, New Delhi.
3. Mamoria, C.B. & Badri Vishal: Agriculture Problems in India

4. Arora, R.C., "Integrated Rural Development", S. Chand Limited, New Delhi.
5. Gopalaswamy, T.P., "Rural Marketing: Environment, Problems and Strategies, Vikas Publishing House Pvt. Ltd., New Delhi.
6. Bedi & Bedi, "Rural Marketing", Himalaya Publishing House, New Delhi.

B. A. ECONOMICS

III Year B. A. Programme (UG) Courses – Under CBCS

Semester – VI

Paper – VIII-A3 - Agricultural Input Marketing

Module-1

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

Module-2

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

Module-3

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

Module-4

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

Module-5

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

References:

1. Acharya SS & Agarwal NL 2004, Agricultural Marketing in India – Oxford & IBH.

2. Sharma Premjit 2008, Marketing of Seeds – gene Tech Books, New Delhi.
3. Marketing of the Agri. Inputs – IIMA publications.
4. State of the Indian Farmer - Input Management, Ministry of Agriculture, GOI, Academic Foundation, New Delhi-2004