



SEMESTER-I

COURSE 1: FUNDAMENTALS OF SOCIAL SCIENCES

Theory

Credits: 4

4 hrs/week

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:

CO1: Learn about the nature and importance of social science.

CO2: Understand the Emergence of Culture and History

CO3: Know the psychological aspects of social behavior.

CO4: Comprehend the nature of Polity and Economy

CO 5: Knowledge on application of computer technology

Unit -1: What is Social Science?

- Definition and Scope of Social Science – Different Social Sciences
- Distinction between Natural Science and Social Sciences
- Interdisciplinary Nature of Social Sciences
- Methods and Approaches of Social Sciences

Unit -2: Understanding History and Society

- Defining History, Its Nature and Scope
- History- A Science or an Art
- Importance of History in the Present Society
- Types of History and Chronology of Indian History

Unit -3: Society and Social Behaviour

- Definition , Nature and Scope of Psychology
- Importance of Social Interaction
- Need of Psychology for present Society
- Thought process and Social Behavior

Unit -4: Political Economy

- Understanding Political Systems
- Political Systems – Organs of State
- Understanding over Economics - Micro and Macro concepts
- Economic Growth and Development - Various aspects of development

Unit -5: Essentials of Computer

- Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers
- Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications
- Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals
- Cryptography – Symmetric and Asymmetric –malware – Fire walls – Fraud Techniques – Privacy and Data Protection



Reference Books:

1. The social sciences: An Integrated Approach by James M. Henslin and Dannel F. Chambliss
2. The Wonder that was India – A.L.Bhasham
3. Introduction to Psychology – Morgan and King
4. Principles of Political Science – A.C. Kapoor
5. Contemporary Political Theory – J.C.Johari
6. M.L.Jhingan – Economic Development – Vikas, 2012
7. ML Seth – Macro Economics - Lakshminarayana Agarawal, 2015
8. Fundamentals of Computers by V. Raja Raman
9. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

Activities:

1. Group Project Work
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
8. Identify the types of malwares and required firewalls to provide security.
9. Latest Fraud techniques used by hackers.



SEMESTER-I

COURSE 2: PERSPECTIVES ON INDIAN SOCIETY

Theory

Credits: 4

4 hrs/week

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:

CO1: Learn about the significance of human behavior and social dynamics.

CO2: Remembers the Indian Heritage and freedom struggle.

CO3: Comprehend the philosophical foundations of Indian Constitution

CO4: Know fundamentals of Economy.

CO 5: Understand the impact of Technology on society.

Unit -1: Man in Society

- Human Nature and Real-Life Engagement
- Social Groups and Social Dynamics
- Individualism and Collectivism – Ethical Concerns
- Human Life – Social Influence and Social Impact

Unit-2: Indian Heritage and Freedom Struggle in India

- Cultural & Heritage sites of Tourism in India
- Indian Dance, Music and Yoga
- Rise of Nationalism Under British Rule in brief (1857-1947)
- Contemporary history of India-integration of Princely States, abolition of Zamindari, formation of linguistic states

Unit-3: Indian Constitution

- Philosophical Foundations of Indian Constitution
- Elements of Indian Constitution
- Study of Rights in Indian Constitution
- Directive principles to State

Unit -4: Indian Economy

- Indian Economy - Features – Sectoral contribution in income
- Role of Financial Institutions - RBI - Commercial Banks
- Monetary and Fiscal Policies for Economic Development
- Economic Reforms - Liberalization - Privatization- Globalization.

Unit-5: Impact on Society & Analytics

- Role of Computer, impact of Computers on human behavior, e-mail,
- Social Networking- WhatsApp, Twitter, facebook, impact of Social Networks on human behavior.



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- Simulating, Modeling, and Planning, Managing Data, Graphing, Analyzing Quantitative Data,
- Expert Systems and Artificial Intelligence Applications in the Social Sciences

References:

1. Introduction to Psychology – Atkinson RC
2. History of the freedom movement in India – Tarachand
3. India since Independence – Bipinchandra
4. Introduction to the Constitution of India D.D.Basu
5. S.K Misra & V.K Puri – Indian Economy, Himalaya Publishing House , 2015
6. Government of India, Economic Survey (Annual), New Delhi
7. Information and Communication Technology by APCCE
8. Computer Applications in the Social Sciences by Edward E. Brent, Jr. and Ronald E. Anderson

Activities:

1. Assignment
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identify the peripherals connected to a system and label them as either Input or Output or both.
8. Identify the Operating System loaded in your system and compare the features with other existing Operating System.
9. Collect latest census data and draw a graph indicating the growth rate.
10. Predicting the risk of depression, substance dependency, drinking, obsessive compulsive disorders, and suicide using AI.



SEMESTER-II

COURSE 3: MICROECONOMICS

Theory Credits: 4 4 hrs/week

Course Objective: This course is to learn about basic concepts, principles and theories in Microeconomic 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: Analyses 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



SEMESTER-II

COURSE 4: MATHEMATICAL METHODS FOR ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: This course is to provide understanding about the basic mathematical methods to be applied in economics for understanding various economic issues.

Course Learning Outcomes:

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

- CO1:** Explain the role of mathematics in economics and learn simple growth rates and application of sets
- CO2:** Learn the importance of relations and functions, types and their applications
- CO3:** Learn the importance of matrix algebra, types, operations and its applications
- CO4:** Learn the rules of basic differentiation and their applications
- CO5:** Learn and use Optimization problems in economics.

Unit 1: Introduction and Sets

- Importance of Mathematics in Economic Analysis
- Calculation of Percentages and Simple Growth rates
- Concept and Importance of Set theory in Economics; Types and operations in Set Theory

Unit 2: Functions

- Meaning and Importance of Functions in Economics
- Types of Functions: Linear, Quadratic, Cubic, Rectangular Hyperbola, Logarithmic and Exponential Functions with Economic examples
- Graphical representation of Functions

Unit 3: Matrix Algebra

- Concept and Importance of Matrix in Economics; Types of Matrix
- Matrix Operations: Additions and Multiplications
- Determinant and Inverse of a 2×2 Matrix
- Solution to a two Linear Equation System with Economic Examples through Cramer's Rule.



Unit 4: Differentiations

- Concept and Importance of Differentiation in Economics
- Rules of Differentiation: Constant, Power, Sum, Product, Logarithmic, Exponential
- First and Second Derivatives and their Interpretations
- Economic Applications of Differentiations in deriving marginal concepts (MP, MR, MC) and Point Price Elasticity

Unit 5: Optimization

- Concept and Importance of Optimization in Economics
- Conditions for Maxima and Minima of a Function
- Simple Economic Applications of Optimization in Maximization of Output, Revenue, Profit and Minimization Cost

References:

1. Chiang, A.C. (1986), *Fundamental Methods of Mathematical Economics*, McGraw Hill, New York.
2. Edward Dowling (2011): *Schaum's Outline of Introduction to Mathematical Economics*, Tata McGraw Hill Publications.
3. Alien, R.G.D. (1974), *Mathematical Analysis for Economists*, Macmillan Press and ELBS, London.
4. Knut Sydsaeter and Peter Hammond (2008), *Mathematics for Economic Analysis*. Pearson education.
5. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

Suggested Activities:

Unit-1: Assignments on solving ratios, percentages, grow rates and sets

Unit-2: Exercises on modeling functions, drawing graphs and its applications

Unit-3: Group Projects for solving and application of Matrix algebra

Unit-4: Exercises on solving differential equations and their application in economics

Unit-5: Task Based Learning (TBL) for solving and application of the liner program models



SEMESTER-III

COURSE 5: MACROECONOMICS

Theory

Credits: 4

4 hrs/week

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



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- 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, APSCHE
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



SEMESTER-III

COURSE 6: ECONOMIC THOUGHT AND POLITICAL ECONOMY

Theory

Credits: 4

4 hrs/week

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 Marx, 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, Frederick 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, Gautam Buddha
- Modern Thought1: Dadabhai Naoroji, R.C.Dutt; M.N. Roy
- Modern Thought2: Gandhi, Nehru, Ambedkar
- Contemporary Thought: Amartya 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



SEMESTER-III

COURSE 7: DEVELOPMENT ECONOMICS

Theory

Credits: 4

4 hrs/week

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 Economics
- 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 Economics*, 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 Economics, 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 Economics*, Elsevier.
8. Basu, Kaushik (2000), *Analytical Development Economics: The Less developed Economy: Revisited*, Oxford University Press, India.
9. Development Economics, 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



SEMESTER-III

COURSE 8: PUBLIC ECONOMICS

Theory

Credits: 4

4 hrs/week

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; Canons 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



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- 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.



SEMESTER-IV

COURSE 9: INDIAN AND A.P ECONOMY

Theory

Credits: 4

4 hrs/week

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



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- 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



SEMESTER-IV

COURSE 10: STATISTICAL METHODS FOR ECONOMICS

Theory

Credits: 4

4 hrs/week

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, Laspeyres'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.



SEMESTER-IV

COURSE 11: INTERNATIONAL ECONOMICS

Theory

Credits: 4

4 hrs/week

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



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- 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



SEMESTER-V

COURSE 12: ENTREPRENEURSHIP AND MSMEs

Theory

Credits: 4

4 hrs/week

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

CO3: Identify and analyze the entrepreneurship opportunities available in local 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: Entrepreneurship and Business Planning

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

Unit 3: MSMEs and new 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 : Organic Farm Products, Food and Beverages, Sanitary and Health Products, Craft Products, Tourism and Hospitality Services, Consultancy Services and Event Management, Logistic services



Unit- 4: Financing and Marketing

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

- Institutions and Programmes of Skill training; Government Schemes for promotion of Entrepreneurship and MSMEs
- Government Schemes for promotion of Entrepreneurship and MSMEs: STARTUP INDIA, STANDUP INDIA, PMKVY, PLI etc.
- Rules and Procedures to start Entrepreneurship Firm
- Discussion of two different types of Case Studies related to 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
4. VardhamanMahavir Open University, *Entrepreneurship Development & Small Scale Business*, Kota. <http://assets.vmou.ac.in/BBA12.pdf>
5. IGNOU: *Marketing for Managers*, New Delhi. <http://egyankosh.ac.in/handle/123456789/4271>
6. Reserve Bank of India: *Report of Expert Committee on Marginal, Small, Medium Enterprises*, Mumbai, 2019. <https://www.rbi.org.in/Scripts/PublicationReportDetails.aspx?UrlPage=&ID=924>
7. <https://nimsme.org>
8. MANAGE: *Agri-Business and Entrepreneurship Development*, Course Material AEM-202, 2013. <https://www.manage.gov.in/pgdaem/studymaterial/aem202.pdf>
9. NABARD: *Model Bankable Farming on Hi-Tech Agriculture, Green Farming*, 2015. [https://www.nabard.org/demo/auth/writereaddata/ModelBankProject/1612162301Precision_farming_for_vegetable_cultivation_in_Kerala_\(E\).pdf](https://www.nabard.org/demo/auth/writereaddata/ModelBankProject/1612162301Precision_farming_for_vegetable_cultivation_in_Kerala_(E).pdf)



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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

5) Unit Tests/Internal Examinations.

Suggested Activities:

Unit-1: Invited Lecture on women entrepreneurship and note making deliberation made from the lecture

Unit-2: Field trip to local industry and report submission

Unit-3 Assignment on problems and challenges of MSMEs

Unit-4: Group discussion on crowd funding

Unit-5: Seminar on various government schemes for promotion of entrepreneurship

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.



SEMESTER-V

COURSE 13: INSURANCE SERVICES

Theory

Credits: 4

4 hrs/week

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.



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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.



SEMESTER-V

COURSE 14 A: RETAIL AND DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

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*):



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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

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.



SEMESTER-V

COURSE 14 B: INFERENTIAL STATISTICS AND SOFTWARE PACKAGES

Theory Credits: 4 4 hrs/week

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, χ^2 test, F-test
- One way and Two way

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
4. Hall of India, New Delhi, 2010.
5. తెలుగుఅకాడమీప్రచురణ “రరిమాణాత్మ కరధతులు”
6. B. N. Gupta: *Statistics Theory and Practice*, SahityaBhavan, Agra, 1992.
7. Goon A.M., M. K. Gupta and B. Dasgupta: *Fundamentals of Statistics*, Vol.1, The World Press, Ltd, Calcutta, 1975.
8. Nagar, A.L. and R. K. Das: *Basic Statistics*, Oxford University Press, New Delhi, 1996.
9. D N Elhance, VeenaElhance& B M Aggarwal *Foundation of Statistics*, KitabMahal, New Delhi, 2018.
10. 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, χ^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.



SEMESTER-V

COURSE 15 A: FARMER PRODUCER ORGANISATIONS

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to equip the students with the knowledge and understanding on Concepts/theories of FPOs in Indian context and skills needed to promote and manage FPOs in rural agricultural arena.

Course Learning Outcomes:

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

- CO1:** Explain the concept and organization of FPO and its economic activities
- CO2:** Identify and analyse the opportunities related to FPO in local rural area
- CO3:** Apply the concepts to the identified FPO related opportunities available in the local area and formulate business ideas.
- CO4:** Demonstrate practical skills that will enable them to identify finance sources and strategies for marketing
- CO5:** Evaluate the performance of local case studies by understanding the role of various supporting institutions under the existing regulation

Unit 1: Concept of FPOs and Importance

- FPO: Concept, importance and Types
- Organizational structure and Functions of FPO; Ecosystem required for FPO
- Role of FPOs in present Indian Agricultural Development
- Factors, Problems and Challenges of FPOs in India.

Unit 2: Establishing FPOs and Collaborations

- Situation Analysis and Mobilizing Farmer Producers for FPO
- Rules and Regulation related to FPOs, Procedures to start FPO, Infrastructure required for FPO
- Collaboration with Other Organizations
- Training and Capacity Building to Persons in FPO; Managing Financial Accounts of FPO

Unit 3: Economic Activities and Business Planning of FPOs

- Economic Activities undertaken by FPO: Input Purchase, Custom Hiring Machines
- Output Business: Procuring, Processing, Storage, Logistics, Marketing, Exporting etc.,
- Product Identification and Value Chain Analysis for FPO
- Business Planning for FPO; Viable Business Models of FPO: Multi-product and Value Added.



Unit 4: Financing and Marketing of FPOs

- Financial Planning in FPO
- Mobilization of Capital from Members, Promoters, Banks and other Funding Agencies
- Marketing of FPO Products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion
- Digital and Social Media Marketing

Unit 5: Institutional Support and Case Studies of FPOs

- Institutional Support and Resource Supporting Agencies for FPOs
- Special Roles of NABARD and SFAC
- Government Programmes and Schemes for promotion of FPOs
- Discussion of two important Case Studies related to FPOs with different product or process types of local relevance.

References:

1. NABARD: *Farmer Producer Organisations*, FAQs. Mumbai, 2015. <https://www.nabard.org/demo/auth/writereaddata/File/FARMER%20PRODUCER%20ORGANISATIONS.pdf>
2. NABARD: *FPO e-Learning Module*. https://www.nabard.org/FPO/story_html5.html
3. SFAC: *Formation and Promotion of 10, 000 Farmer Producer Organisations: Operational Guidelines*, New Delhi, 2020. <http://sfacindia.com/UploadFile/Statistics/Formation%20&%20Promotion%20of%2010,000%20FPOs%20Scheme%20Operational%20Guidelines%20in%20English.pdf>
4. FAO: *Course on Agribusiness Management for Producers' Associations*, 2009. <http://www.fao.org/3/i0499e/i0499e00.htm>
5. Richa Govil, Annapurna Neti and Madhushree R. Rao: *Farmer Producer Organisations: Past, Present and Future*, Azim Premji University, Bengaluru, 2020. <http://publications.azimpremjifoundation.org/2268/>

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 preparing business model, value chain analysis of any product, application for the support of NABARD, SFAC and any similar supporting organization, financial planning, capacity building form staff and members etc. pertaining to FPO of local relevance and make a field visit to any one such unit. The expertise of practicing FPO persons can be utilized for this purposes.
 - 2) For Student: Students shall visit and understand the functioning of FPO 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



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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 role of FPOs in agriculture development

Unit-2: Seminars on case studies of successful FPOs

Unit-3: Exercise on Identifying 3 areas of opportunity for FPOs

Unit-4: Field Visit to local FPO and report submission

Unit-5: Quiz on concepts and institutional support for FPO



SEMESTER-V

COURSE 15 B: PROJECT DESIGNING AND REPORT WRITING

Theory

Credits: 4

4 hrs/week

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.