



ANDHRA KESARI UNIVERSITY ::ONGOLE

Model Syllabus for 4-Year UG Honours in B.A. (Economics) as Major in
consonance with Curriculum framework w.e.f. AY 2025-26

COURSE STRUCTURE (for Semester I to VI)

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits	
I	I	1	Introduction to Economics	4	4	
		2	Microeconomics	4	4	
	II	3	Macroeconomics	4	4	
		4	Development Economics	4	4	
II	III	5	Economic Thought	4	4	
		6	Statistical Methods for Economics	4	4	
		7	Indian Economy	4	4	
	IV	8	Monetary Economics	4	4	
		9	Andhra Pradesh Economy	4	4	
		10	Public Finance	4	4	
III	V	11	Entrepreneurship and MSMEs	4	4	
		12 A	Inferential Statistics and Software Packages	4	4	
		OR				
		12 B	Financial Planning	4	4	
		13 A	Mathematical Methods for Economics	4	4	
		OR				
		13 B	Insurance Services	4	4	
VI	VI	14 A	Research Methodology	4	4	
		OR				

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
		14 B	Retail and Digital Marketing	4	4
		15 A	Data Analysis and Case Studies	4	4
		OR			
		15 B	Logistics and Supply Chain management	4	4

Note: In the III Year (during the V and VI Semesters), students are required to select a pair of electives from one of the **Two** specified domains. **For example: if set ‘A’ is chosen, courses 12 to 15 to be chosen as 12 A, 13 A, 14 A and 15 A.** To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

PROGRAM OUTCOMES

After completion of this program, the student will be able to

1. Understand and apply the concepts of economics in personal and professional life.
2. Acquire the skills required to analyse real world problems using economics and statistical concepts.
3. Have sufficient knowledge to pursue higher education in economics in premier institutions.
4. Aspire for securing a decent public and private sector job in the field of economics, banking, banking and finance, data science and other related fields.



Chairperson, BoS, Economics(UG)
 Dr Yedukondalu Narendra
 Lecturer in Economics
 TRR Government Degree College(A)
 KANDUKUR
 Prakasam (dist) 523105

SEMESTER-I

COURSE 1: INTRODUCTION TO ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: To introduce students to the fundamental concepts of economics, key economic issues confronting the Indian and global economies along with career opportunities to the students who choose B.A., Economics Programme as major or minor.

Course Learning Outcomes:

After the completion of this course, the students will be able to

1. Recognize key concepts and the role of economics in decision making at the individual and at the society level to solve central economic problems;
2. Learn major tools to understand functions in economics;
3. Analyse the past and present structure of the Indian economy;
4. Critically evaluate the current trends in the global economy;
5. Judge the academic and career opportunities available for the students of economics.

Unit - 1: Nature and Scope of Economics

- Definitions of Economics: Classical, Neo-classical, Modern; Scope of Economics
- Microeconomics vs. Macroeconomics, Positive and Normative Economics
- Central Problems of an Economy: Scarcity, Choice, and Opportunity Cost, Production Possibility Frontier (PPF)
- Economic Systems: Capitalism, Socialism, Mixed Economy

Unit - 2: Understanding Functions in Economics

- Sets - Types, Operations and Cartesian product
- Definitions of Relations and Functions, their difference
- Linear function - equation (slope, intercept, dependent and independent variable) and graphical representation
- Non Linear functions - Quadratic and Cubic Functions, Rectangular Hyperbola with graphical representation

Unit - 3: Indian Economy – A Basic Orientation

- Structure of the Indian Economy: Primary, Secondary, and Tertiary Sectors and their contribution in terms of GDP and Employment
- Demographic Features and Demographic dividend
- Size and Rank of Indian Economy at the Global level: National Income, PCI - {USD and PPP}, HDI and Poverty
- Challenges of Climate change on Indian Economy

Unit - 4: Recent Developments and Emerging Trends in Economics

- Global tensions, trade wars and challenges to global economy
- Green Economy and Circular economy
- Artificial Intelligence and the Future of Jobs
- Behavioural Economics: Nudges, Bounded Rationality and Choices

Unit - 5: Learning Economics and Career Opportunities

- Scope of Economics in Higher Education, Interdisciplinary Nature: Economics with Data Science, Finance, Environment, etc.
- Introduction to Online Platforms: SWAYAM - NPTEL, RBI website, MITx
- Career Paths: Teaching, Data Analysts, Research, Banking and Finance, Public Policy Making, Entrepreneurship and Development Work
- Competitive Exams and Economics (UPSC - IAS, IES, RBI Grade B, SEBI, NABARD, Bank POs, State Services - Group - I and Group - II etc.)

References:

1. **N. Gregory Mankiw** (2003), *Principles of Economics*, 3rd Ed. , New York: South-Western College Publisher.
2. **Samuelson & William D. Nordhaus** (1998), *Economics*, New York: McGraw-Hill Companies, T.H.E.
3. **S.K. Mishra & V.K. Puri** (2024), *Indian Economy*, 42nd Ed., Mumbai: Himalaya Publishing House.
4. **NCERT Textbooks** – Class XI & XII Economics.
5. **Government Reports** – Annual Economic Surveys, NITI Aayog, RBI publications, A.P. Annual Socio-Economic Surveys.
6. **Online Resources** – SWAYA, M MOOC., Publications.

Suggested activities:

- Unit-1 **Application Focus:** Relevance of economics in daily life **Activity:** Discussion on basic needs vs. wants using real-life examples
- Unit- 2 **Application Focus:** Relations and Functions in the market **Activity:** Instruct the students to observe prices and quantity demanded of the vegetables in the market
- Unit-3 **Application Focus:** Instruct the students to collect data on Indian economy in 1950s and 2020s **Activity:** Group discussion on "How digital economy is changing our lives"
- Unit- 4 **Application Focus:** Comparison of India with G20 and BRICS Countries **Activity:** Discounted Sales, Rating of organisations and market behaviour
- Unit- 5 **Activity:** Expert lecture or alumni talk on "Careers with Economics"

SEMESTER-I

COURSE 2: MICROECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: This is the first course in economics intended to learn basic concepts, principles and theories in Microeconomics with a view to understanding the economic behavior of an individual person and firm.

Course Learning Outcomes:

After studying this course, the student shall be able to

1. Explain the Law of Demand, Elasticity of Demand and the behaviour of individual consumer in the market place in terms of Cardinal utility and Ordinal utility theories;
2. Analyse the cost, revenue and production functions in terms of equations and graphs;
3. Understand the functioning of perfectly competitive and monopoly markets;
4. Evaluate the functioning of the realistic markets such as monopolistic competition and Oligopoly.
5. Apply the principle of Marginal Productivity to the determination of the remuneration to the factors of production.

Unit -1: Demand and Utility Analysis

- An Introduction to Microeconomics, its nature and scope
- Law of Demand, Elasticity of Demand: Meaning and Types of Elasticity
- Cardinal Utility : Law of Diminishing Marginal Utility, Law of Equi Marginal Utility
- Ordinal Utility: Meaning, Indifference Curves Properties, Budget Line and MRS
- Consumer's equilibrium using Indifference curves

Unit – 2: Production and Cost Analysis

- Firm: Concept and Objectives; Production and Factors of Production; Cost and Revenue: Total, Average, Marginal and the relationship among them
- Production Function: Meaning and Types; Cobb- Douglas Production Function and its properties
- Law of Variable Proportions; Laws of Returns to Scale
- Supply: Meaning, Factors, Law of Supply, Elasticity of Supply

Unit-3: Perfect Competition and Monopoly

- Market: Concept and Classification
- Perfect Competition: Characteristics, Price and Output Determinations of Firm and Industry
- Monopoly: Characteristics, Price and Output Determinations
- Monopoly - Price Discrimination

Unit - 4: Monopolistic Competition and Oligopoly

- Monopolistic Competition: Characteristics, Costs and Demand curves
- Monopolistic Competition : Equilibriums of the Firm and Group, Selling Costs
- Oligopoly: Kinked Demand Curve, Characteristics of Collusive and Non Collusive Oligopoly
- Real world examples of Monopolistic Competition and Oligopoly

Unit - 5 Theories of Distribution

- Types of Distribution and Marginal Productivity Theory of Distribution
- Rent: Ricardian Theory of Rent, Marshallian Quasi Rent
- Theories of Wage: Subsistence Theory, Modern Theory
- Theories of Interest and Profits: Classical Theory of interest, Innovations Theory of Profit

References:

1. Microeconomic Analysis, Bilingual Textbook, APSCHE
2. H. L. Ahuja, (2004), *Advanced Economic Theory*, New Delhi: S. Chand.
3. A. Koutsoyiannis (2023), *Modern Microeconomics*, 2nd ed. Reprint, London: Macmillan.
4. P. N. Chopra (2018), *Principles of Economics*, Ludhiana: Kalyani Publishers.
5. Telugu Academy Publications on Microeconomics
6. Microeconomics, Dr. Br. Ambedkar Open University Material
7. Microeconomics, IGNOU Material

Suggested Activities:

- Unit-1: Studying the behaviour of people in the market place while buying Good/Services and making presentations in the class room.
- Unit-2: Identifying the applications of Indifference curves in real world situation
- Unit-3: Giving Assignment on any production function or traditional or modern theories of costs
- Unit-4:Arranging field visit to any nearby vegetable Rythu market and submission of a report
- Unit - 5 Seminar on theories of distribution which were studied at intermediate level.

SEMESTER-II

COURSE 3: MACROECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: The objective of this course is to impart basic concepts, principles and theories of Macroeconomics to make the student understand the functioning of a macro economy.

Course Learning Outcomes:

After the completion of this course, the students will be able to

1. Explain the circular flow of national income in a macro economy, various concepts of national income and their measurement;
2. Compare and contrast the Classical and Keynes theories of employment and their relevance to the present day economies;
3. Evaluate Keynes' theories of consumption and investment functions and their implications to the economy;
4. Analyse causes and the measures to control inflation and trade cycles in the economy;
5. Evaluate the structure and components of balance of payments, exchange rate systems and capital flows to achieve internal and external stability.

Unit - 1: Introduction to Macroeconomics and National Income

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

Unit -2: Theories of Employment

- Classical Theory of Employment, Say's Law of Market,
- Pigou's Wage-Price Flexibility,
- Keynesian Theory of Employment: Assumption, Concepts and Model,
- Classical theory vs Keynesian theory of employment.

Unit -3: Consumption and Investment

- Consumption: Factors, Consumption Function,
- Keynes' Psychological Law of Consumption, life cycle hypothesis
- Investment: Types, Factors, Investment Function, Marginal Efficiency of Capital,
- Working of Multiplier and Accelerator

Unit - 4: Inflation and Trade Cycles

- Inflation: Meaning and types
- Measurement - Consumer Price Index and Wholesale Price Index
- Causes, Consequences and Controlling of Inflation
- Trade Cycles: Phases, Causes and Controlling Measures

Unit- 5: Globalization, External Sector and Macroeconomic Linkages

- Role of Foreign Trade and Capital flows in Domestic Economy
- Exchange rate systems: Fixed, Flexible, and Managed Floating
- Balance of Payments: Structure, current account, capital account and their significance
- Bilateral, Multilateral Trade Agreements and WTO

References:

1. Macroeconomic Analysis, Bilingual Textbook, APSCHE
2. H. L. Ahuja (2004), *Advanced Economic Theory*, New Delhi: S. Chand.
3. P. N. Chopra (2014), *Macroeconomics*, Ludhiana: Kalyani Publishers.
4. D. M. Mithani (1990), *Macro Economic Analysis and Policy*, New Delhi: Himalaya Publications.
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 relevance of Classical and Keynesian employment theories to current economic situation
- Unit-3. Seminar presentations on the implications of Keynes' Psychological Law of Consumption
- Unit-4. Assignment on current measures to control inflation
- Unit-5. Quiz on sectoral and regional flow of FDI in India and debate on monetary vs fiscal policy

SEMESTER-II

COURSE 4: DEVELOPMENT ECONOMICS

Theory

Credits: 4

4 hrs/week

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

Course Learning Outcomes:

After the completion of this course, the students will be able to

1. Explain concepts of economic growth and development and their measurement;
2. Analyse the developmental issues such as poverty, unemployment, inequality and sustainable development and suggest measures;
3. Comprehend various standard theories of growth and development;
4. Examine and suggest various developmental strategies suitable to developing countries;
5. Evaluate various contemporary development issues at international and national levels and suggest appropriate suggestions to solve them.

Unit - 1: Introduction to Economic Growth and Development

- Economic Growth and Development: Meaning, Differences, Factors and Obstacles
- Indicators of Economic Development - GNI Per capita Income, Human Development Index, Gender Development Index, Happiness Index, etc
- 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, Multi Dimensional Poverty Index
- Unemployment: Meaning, Types, Measuring Unemployment
- Inequalities: Meaning and Measurement - Gini Coefficient, Lorenz Curve and Kuznet's Curve
- Sustainable Development, Sustainable Development Goals

Unit-3: Theories of Growth and Development

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

Unit – 4: Strategies of Economic Development

- Balanced and Unbalanced Growth Strategies
- Big Push Strategy, Nehru-Mahalanobis Strategy
- Export Promotion and Import Substitution Strategy
- Human Capital – Sen’s Capability Approach

Unit - 5: Contemporary issues in Economic Development

- Inclusive growth, Gender Disparities
- Technological disruption and Digital Divide
- Urbanization and Migration
- Globalization and its Challenges

References:

- Ray, D. (2009), *Development Economics*, New York: Princeton University Press.
- Todaro M. P. and Stephen, C., Smith (2014), *Economic Development*, London: Pearson, 12 Ed..
- M. L. Jhingan and B. L. Jhingan (2024), *The Economics of Development and Planning*, New Delhi: Vrinda Publications.
- Hayami and Godo: (2005), *Development Economics*, London: Oxford Publication.
- Sen, A., (1999), *Development as Freedom*, London: Oxford University Press.
- Thirlwall A. P., (2005), *Growth and Development*, Palgrave Macmillan; 8th Edition.
- Chenery, Hollis and T. N. Srinivasan, (1998), *Handbook of Development Economics*, Elsevier.
- Basu, Kaushik (2000), *Analytical Development Economics: The Less developed Economy: Revisited*, Oxford University Press, India.
- Development Economics, Telugu Academy
- Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYAM, 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 and development
- Unit-4. Give Project on application of any theory of economic growth or development to the Current economic Problem
- Unit-5. Seminar on contemporary issues on economic development role at state or local levels