

A.S.D. Government Degree College for Women (Autonomous)
Kakinada
Accredited by NAAC with “B” in Cycle 3)
(Affiliated to Adikavi Nannayya University)



DEPARTMENT OF ECONOMICS

ODD SEMESTER- SYLLABUS
2024-2025

ASD GOVERNMENT DEGREE COLLEGE FOR WOMEN(AUTONOMOUS), KAKINADA

(Accredited by NAAC with “B” in Cycle 3)

(Affiliated to Adikavi Nannayya University)

I B.A. Honours in Economics– Under CBCS, Syllabus 2024-2025

For 2024 -25 Admitted Batches (I Year)

B.A.	Semester – I	Credits: 4
Course:1	Fundamentals of Social Sciences	Hrs/Wk: 4

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 - Organs of State
- Concept of Economy-Economics and Economic Activity
- Economic Systems- 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 Danniell 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

Suggested Activities:

- Unit-1: Debate on tradition Vs modernity
- Unit-2: Group Discussion on Importance of History
- Unit-3: Assignment on Need of Psychology for present Society
- Unit-4: Classroom Seminars
- Unit-5: Poster Presentation on internet fraud techniques

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K. Swasanthi
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ASD GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS), KAKINADA
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I B.A. Honours in Economics – Under CBCS, Syllabus 2024-2025
For 2024-2025 Admitted Batches (I Year)

B.Sc/B.A.	Semester – I	Credits: 4
Course:2	Perspectives on Indian Society	Hrs/Wk: 4

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.
- 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

Suggested Activities:

- Unit-1: Debate on tradition Vs modernity
- Unit-2: Group Discussion on Importance of History
- Unit-3: Assignment on Need of Psychology for present Society
- Unit-4: Classroom Seminars
- Unit-5: Poster Presentation on internet fraud techniques

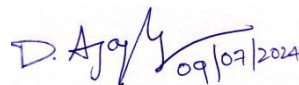
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I B.A. Honours in Economics – Under CBCS, Syllabus 2024-2025
2024-2025 Admitted Batches (I Year)
(Major/Minor)

B.Sc/B.A.	Semester – II	Credits: 4
Course:3	Microeconomics	Hrs/Wk: 4

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.

Learning Outcomes On successful completion of the course the student will be able to:

- CO1:** Explain what an economy is, economics and differentiate between micro and macroeconomics.
- 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, Consumers Surplus
- 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 and importance: **Marginal Productivity Theory of Distribution**
- Rent: Ricardian Theory of Rent, Marshallian Quasi Rent
- Theories of Wage: Subsistence Theory, Modern Theory
- Theories of Interest: Classical Theory, Loanable Funds Theory, **Liquidity Preference 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

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II B.A.– Under CBCS, Syllabus 2024-25
For 2023-24 Admitted Batch (II year)

B.A.	Semester – III	Credits: 4
Course:5	Macroeconomics	Hrs/Wk: 4

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
- 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

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II B.A.– Under CBCS, Syllabus 2024-25
For 2023-24 Admitted Batch (II year)

B.A.	Semester – III	Credits: 4
Course:6	Economic Thought and Political Economy	Hrs/Wk: 4

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 Marxs, 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, Frederich 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, Goutam Buddha
- Modern Thought1: Dadabhai Nauroji, R.C.Dutt; M.N. Roy
- Modern Thought2: Gandhi, Nehru, Ambedkar
- Contemporary Thought: Amrtya 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

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II B.A.– Under CBCS, Syllabus 2024-25
For 2023-24 Admitted Batch (II year)

B.A.	Semester – III	Credits: 4
Course:7	Development Economics	Hrs/Wk: 4

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 of Institutions in Economic Development
- **Political Institutions and 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
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For 2023-24 Admitted Batch (II year)

B.A.	Semester – III	Credits: 4
Course:8	Public Economics	Hrs/Wk: 4

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; Cannons 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
- 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.

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BA PROGRAMME – Under CBCS, Syllabus 2024-2025

III YEAR, V/VI SEMESTER, ECONOMICS – PAPER VI-A

(Skill Enhancement Course (Elective) for 2022-2023 admitted batch)

B.A.	Semester – V/VI	Credits: 4
Course:6	Rural Entrepreneurship- VI-A	Hrs/Wk: 5

Learning Outcomes: Students at the successful completion of the course shall be able to:

1. Explain the basic theories and essentials of entrepreneurship;
2. Identify and analyze the entrepreneurship opportunities available in local rural area;
3. Apply the theories of entrepreneurship to the conditions of local rural area and formulate appropriate business ideas;
4. Demonstrate practical skills that will enable them to start rural entrepreneurship.

Unit - 1: Entrepreneurship: Concept and Theories

Concept and Importance of Entrepreneurship - Theories of Entrepreneurship: Innovations, X-Efficiency, Risk Bearing - Qualities and Functions of an Entrepreneur –Women Entrepreneurship – Ecopreneurship.

Unit - 2: Rural Entrepreneurship, Business Planning and Agribusiness

Rural Entrepreneurial Ecosystem – Factors, Problems and Challenges of Rural Entrepreneurships - Process of Identification of new Entrepreneurship Opportunities in Rural Areas - Formulation of Business Planning for Rural Entrepreneurship - Agribusiness and Value Addition: Procuring, Processing, Storing, and Marketing.

Unit- 3: New Rural Entrepreneurship Opportunities

New Entrepreneurship Opportunities in Farm sector: Organic Farm Products, Nutri-Cereals, Horticultural Products, Forest Produce, Medicinal Plant Products - New Entrepreneurship Opportunities in Rural Non-farm sector: Poultry, Aquaculture, Sericulture, Honeybee, Mushrooms Cultivation, Handicrafts.

Unit - 4: Financing and Marketing for Rural Entrepreneurship

Financing the Rural Entrepreneurship: Procedures to obtain formal loans from banks and other institutions - Preparation of Detailed Project Report for Loan - New avenues of Finance: Crowd Funding and Venture Capital - Marketing of Rural Products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing.

Unit - 5: Institutional Support and Case Studies of Rural Entrepreneurship

Institutional Support for Rural Entrepreneurship - Special Role of NABARD in promoting and supporting the Rural Entrepreneurship - Government Schemes for promotion of Rural Entrepreneurship- Rules and Procedures to start a Rural Entrepreneurship Firm – Discussion of two different types of Case Studies related to Rural Entrepreneurship with local relevance.

I. References:

1. Gordona, E and N. Natarajan: *Entrepreneurship Development*, Himalaya Publishing House Pvt Ltd, Mumbai, 2017.
2. Sudhir Sharma, Singh Balraj, Singhal Sandeep, *Entrepreneurship Development*, WisdomPublications, Delhi, 2005.
3. Drucker, P., *Innovation and Entrepreneurship: Practice and Principles*, Harper & Row, New York, 1985; revised edn., Butterworth-Heinemann, Oxford, 1999.
4. National Council of Rural Institute (NCRI): Curriculum for Rural Entrepreneurship, 2019. <http://www.mgncre.org/pdf/Rural%20Entrepreneurship%20Material.pdf>
5. 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
6. Vardhaman Mahavir Open University, *Entrepreneurship Development & Small Scale Business*, Kota. <http://assets.vmou.ac.in/BBA12.pdf>
7. MANAGE: *Agri-Business and Entrepreneurship Development*, Course Material AEM-202, 2013. <https://www.manage.gov.in/pgdaem/studymaterial/aem202.pdf>
8. 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)
9. Johanne Hanko: *A Handbook for Training of Disabled on Rural Enterprise Development*, Food and Agricultural Organisation (FAO), 2003. <http://www.fao.org/3/ad453e/ad453e.pdf>
10. IGNOU: *Marketing for Managers*, New Delhi. <http://egyankosh.ac.in/handle/123456789/4271>

a) Suggested Co-Curricular Activities

1. Invited Lectures with academic experts, practicing entrepreneurs, concerned government officials
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

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N. Mounika

ASD Government Degree College for Women (Autonomous) Kakinada
 (Accredited by NAAC with “B” in Cycle 3)
 (Affiliated to Adikavi Nannayya University)
BA PROGRAMME – Under CBCS, Syllabus- 2024-2025
for 2022-2023 admitted batch

III YEAR, V/VI SEMESTER, ECONOMICS – PAPER VII-A

B.A.	Semester – V/VI	Credits: 4
Course:7	Rural Entrepreneurship- VII-A	Hrs/Wk: 5

Course VII A: Farmer Producer Organizations (FPOs)

(Skill Enhancement Course (Elective), 4 Credits)

I. Learning Outcomes:

Students at the successful completion of the course shall be able to:

1. Explain the concept and organization of FPO and its economic activities.
2. Identify and analyse the opportunities related to FPO in local rural area.
3. Apply the concepts to the identified FPO related opportunities available in the local area and formulate business ideas.
4. Demonstrate practical skills that will enable them to start a FPO or earn wage employment in it

II. Syllabus: (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

Unit 1: Concept of FPO and Importance

Concept and importance of FPO – Types of FPOs - 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 FPO 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 FPO

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 FPO

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 Schemes for promotion of FPOs - Discussion of two Important Case Studies related to FPOs with different product or process types of local Relevance.

III. References:

1. NABARD: *Farmer Producer Organizations*, FAQs. Mumbai, 2015.
<https://www.nabard.org/demo/auth/writereaddata/File/FARMER%20PRODUCER%20ORGANISATIONS.pdf>
2. NABARD: *Farmer Producer Organizations: Status, Issues and Suggested Policy Reforms*, Mumbai, 2019-20 <https://www.nabard.org/auth/writereaddata/CareerNotices/2708183505Paper%20on%20FPOs%20-%20Status%20&%20%20Issues.pdf>
3. NABARD: *FPO e-Learning Module*. https://www.nabard.org/FPO/story_html5.html
4. 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>
5. FAO: *Course on Agribusiness Management for Producers' Associations*, 2009.
<http://www.fao.org/3/i0499e/i0499e00.htm>
6. Richa Govil, Annapurna Neti and Madhushree R. Rao: *Farmer Producer Organizations: Past, Present and Future*, Azim Premji University, Bengaluru, 2020 .
<http://publications.azimpremjiifoundation.org/2268/>
7. IGNOU: *Marketing for Managers*, New Delhi.
<http://egyankosh.ac.in/handle/123456789/4271>
<https://www.nabard.org/>
<http://sfacindia.com/FPOS.aspx>
8. Other Relevant web resources suggested by the teacher and college librarian

A) Suggested Co-Curricular Activities

1. Invited Lectures with academic experts, practicing FPO persons, concerned government officials
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

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N. Mounika

ASD Government Degree College for Women (Autonomous) Kakinada
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KAKINADA

BA PROGRAMME – Under CBCS, Syllabus 2024-2025
for 2022-2023 admitted batch

III YEAR, V/VI SEMESTER, ECONOMICS – PAPER VI-B
(Skill Enhancement Course (Elective),

B.A.	Semester – V/VI	Credits: 4
Course:6	Urban Entrepreneurship and MSMEs - VI-B	Hrs/Wk: 5

I. Learning Outcomes:

Students at the successful completion of the course shall be able to:

1. Explain the basic theories and essentials of entrepreneurship;
2. Identify and analyze the entrepreneurship opportunities available in local rural area;
3. Apply the theories of entrepreneurship to the conditions of local rural area and formulate appropriate business ideas;
4. Demonstrate practical skills that will enable them to start rural entrepreneurship.

II. Syllabus: (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

Unit - 1: Entrepreneurship: Concept and Theories

Concept and Importance of Entrepreneurship - Theories of Entrepreneurship: Innovations, XEfficiency, Risk Bearing - Qualities and Functions of an Entrepreneur –Women
Entrepreneurship – Ecopreneurship.

Unit - 2: Rural Entrepreneurship, Business Planning and Agribusiness

Rural Entrepreneurial Ecosystem – Factors, Problems and Challenges of Rural
Entrepreneurships - Process of Identification of new Entrepreneurship Opportunities in Rural
Areas - Formulation of Business Planning for Rural Entrepreneurship - Agribusiness and
Value Addition: Procuring, Processing, Storing, and Marketing.

Unit- 3: New Rural Entrepreneurship Opportunities

New Entrepreneurship Opportunities in Farm sector: Organic Farm Products, Nutri-Cereals,
Horticultural Products, Forest Produce, Medicinal Plant Products - New Entrepreneurship
Opportunities in Rural Non-farm sector: Poultry, Aquaculture, Sericulture, Honeybee,
Mushrooms Cultivation, Handicrafts.

Unit - 4: Financing and Marketing for Rural Entrepreneurship

Financing the Rural Entrepreneurship: Procedures to obtain formal loans from banks and
other institutions - Preparation of Detailed Project Report for Loan - New avenues of Finance: Crowd
Funding and Venture Capital - Marketing of Rural Products: Market Survey, Demand Forecasting,
Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing.

Unit - 5: Institutional Support and Case Studies of Rural Entrepreneurship

Institutional Support for Rural Entrepreneurship - Special Role of NABARD in promoting
and supporting the Rural Entrepreneurship - Government Schemes for promotion of Rural
Entrepreneurship– Rules and Procedures to start a Rural Entrepreneurship Firm – Discussion
of two different types of Case Studies related to Rural Entrepreneurship with local relevance.

III. References:

1. Gordona, E and N. Natarajan: *Entrepreneurship Development*, Himalaya Publishing House Pvt Ltd, Mumbai, 2017.
2. Sudhir Sharma, Singh Balraj, Singhal Sandeep, *Entrepreneurship Development*, Wisdom Publications, Delhi, 2005.
3. Drucker, P., *Innovation and Entrepreneurship: Practice and Principles*, Harper & Row, New York, 1985; revised edn., Butterworth-Heinemann, Oxford, 1999.
4. National Council of Rural Institute (NCRI): Curriculum for Rural Entrepreneurship, 2019.
<http://www.mgncre.org/pdf/Rural%20Entrepreneurship%20Material.pdf>
5. NITI Aayog: *Report of Expert Committee on Innovation and Entrepreneurship*, New Delhi, 2015.
https://niti.gov.in/writereaddata/files/new_initiatives/report-of-theexpert-committee.pdf
6. Vardhaman Mahavir Open University, *Entrepreneurship Development & Small Scale Business*, Kota. <http://assets.vmou.ac.in/BBA12.pdf>
7. MANAGE: *Agri-Business and Entrepreneurship Development*, Course Material AEM-202, 2013.
<https://www.manage.gov.in/pgdaem/studymaterial/aem202.pdf>
8. 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)
9. Johanne Hanko: *A Handbook for Training of Disabled on Rural Enterprise Development*, Food and Agricultural Organisation (FAO), 2003.
<http://www.fao.org/3/ad453e/ad453e.pdf>
10. IGNOU: *Marketing for Managers*, New Delhi.
<http://egyankosh.ac.in/handle/123456789/4271>
11. www.nirdpr.org
13. <http://sfacindia.com/>
14. Other Relevant web resources suggested by the teacher and college librarian

IV. Co-Curricular Activities:

1. Invited Lectures with academic experts, practicing entrepreneurs, concerned government officials
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

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N. Mounika

ASD Government Degree College for Women (Autonomous) Kakinada
 (Accredited by NAAC with “B” in Cycle 3)
 (Affiliated to Adikavi Nannayya University)
BA PROGRAMME – Under CBCS, Syllabus 2024-2025
for 2022-2023 admitted batch
II YEAR, V/VI SEMESTER, ECONOMICS – PAPER VII-B
 (Skill Enhancement Course (Elective))

B.A.	Semester – V/VI	Credits: 4
Course:7	Retail and Digital Marketing -VII -B	Hrs/Wk: 5

I. Learning Outcomes:

Students at the successful completion of the course shall be able to:

1. Explain the concepts and principles about the retail and digital marketing;
2. Identify and analyse the opportunities related to retail and digital marketing available in the local area;
3. Apply the concept to formulate the new strategies related to retail and digital marketing;
4. Demonstrate the practical skills required to get employment in retail and digital marketing or to start own digital marketing.

II. Syllabus: (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

Unit 1: Concept of Marketing

Concept of Marketing - Type of Markets – Marketing Mix – Marketing Strategies – Marketing Segmentation – Marketing Organization - Marketing Research - Pricing Policies and Practices - Major Players in Retail and Digital Market in India.

Unit 2: Understanding Product and Consumer

Marketing Product Types – Product Decision and Strategies - Product Life Cycle - Consumer Behavior Model – Factors of Consumer Behavior -Understanding Indian Consumer -Strategies of persuading the Consumer – Sale Promotion: Advertisement, Branding and Packaging.

Unit 3: Retail Marketing

Concept of Retail Marketing – Types of Retailing – Big and Small Retail Markets – Retail Marketing Mix – Essentials of Successful Retail Marketing - Retail Marketing Strategies – 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 - Customer Behavior in Digital Marketing – Major players in Digital Marketing and their Marketing Strategies - 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 Retail and Digital Marketing.

III. References:

1. Venkatesh Ganapathy: *Modern Day Retail Marketing Management*, Bookboon Company, 2017.
<https://mmimert.edu.in/images/books/modern-day-retailmarketing-management.pdf>
2. Prashant Chaudary: *Retail Marketing in the Modern Age*, Sage Publication, 2019

3. Jermy Kagan and Siddarth Shekar Singh: **Digital Marketing & Tactics**, Wiely Publishers,2020.
4. Philip Kotler:**Marketing Management**, 11thEdition, Prentice-Hall of India Pvt.Ltd., New Delhi. , 2002
5. S.Neelamegham:**Marketing in India**, 3rdedition, Vikas Publications, New Delhi,2000.
6. IGNOU: **Marketing for Managers**, New Delhi.
<http://egyankosh.ac.in/handle/123456789/4271>
7. Digitalmarketer: The Ultimate Guide to Digital Marketing.
<https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
8. NITI Aayog: **Connected Commerce: Creating a Roadmap for Digitally Inclusive Bharat, 2021**.
<https://niti.gov.in/writereaddata/files/Connected-Commerce-Full-Report.pdf>
9. IASRI Course in **Agribusiness Management and Trade Concepts in Marketing**
<http://ecoursesonline.iasri.res.in/mod/page/view.php?id=710>
10. World Bank: **Digital Economy in South East Asia: Strengthening the Foundations for Future Growth**, 2019.
- 11.Relevant web resources suggested by the teacher and college librarian

IV. 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/Projectwork Report
- 3) **Suggested Fieldwork/Project work 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/Project work Report: 05
- 5) Unit Tests/Internal Examinations.

b) Suggested Co-Curricular Activities

1. Invited Lectures with academic experts and practicing marketing persons
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

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N. Mounika

ASD Government Degree College for Women (AUTONOMOUS)
(Accredited by NAAC with “B” in Cycle 3)
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KAKINADA

BA PROGRAMME – Under CBCS, Syllabus 2024-2025
for 2022-2023 admitted batch

III YEAR, V/VI SEMESTER, ECONOMICS – PAPER VI-C
(Skill Enhancement Course (Elective),

B.A.	Semester – V/VI	Credits: 4
Course:6	Insurance Services -VI -C	Hrs/Wk: 5

I. Learning Outcomes:

Students at the successful completion of the course shall be able to

1. Explain the concept and principles of insurance service and functioning of insurance Service agencies;
2. Identify and analyze the opportunities related insurance services in local rural area;
3. Apply the concepts and principles of insurance to build a career in Insurance services;
4. Demonstrate practical skills to enable them to start insurance service agency or earn wage employment in it.

II. Syllabus: (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

Unit 1: Insurance Concept and Principles

Risk Management: Risk and Uncertainty, Risk Classification – Concept, Importance and Types of Insurance– Principles of Insurance – Insurance Regulations in India - Role of IRDA and Insurance Ombudsman –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 – Medical Examiner.

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 - Surveyor – Health Insurance: Nature and Features - 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 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.

III. 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. IGNOU: *Life Insurance*
<https://egyankosh.ac.in/bitstream/123456789/6472/1/Unit-20.pdf>
5. IGNOU: *Non-Life Insurance*
<https://egyankosh.ac.in/bitstream/123456789/6470/1/Unit-21.pdf>
6. P. Periyaswamy: *Principles and Practice of Insurance*, Himalaya Publishers, New Delhi (2nd Edition), 2019.
7. G. Dionne and S.E. Harrington (Eds.): *Foundations of Insurance Economics*, Kluwer Academic Publishers, Boston, 1997.
8. K. Jr. Black, and H.D. Skipper Jr.: *Life and Health Insurance*, Prentice Hall, Upper Saddle River, New Jersey, 2000.
9. <https://www.irdai.gov.in>
10. <https://www.insuranceinstituteofindia.com>
11. <https://licindia.in/>
12. Other Relevant web resources suggested by the teacher and college librarian

IV. 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/Project work Report

3) **Suggested Fieldwork/Project work 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/Project work Report: 05

5) Unit Tests/Internal Examinations.

b) Suggested Co-Curricular Activities

1. Invited Lectures with academic experts, practicing insurance agents. Trainers, concerned officials.

2. Hands on experience by field experts.

3. Assignments

4. Debates on related topics

5. Seminars, Group discussions, Quiz, etc.

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ASD Government Degree College for Women (AUTONOMOUS) KAKINADA

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BA PROGRAMME – Under CBCS, Syllabus 2024-2025

For 2022 -2023 admitted batch

III YEAR, V/VI SEMESTER, ECONOMICS – PAPER VII-C

(Skill Enhancement Course (Elective), 4 Credits)

B.A.	Semester – V/VI	Credits: 4
Course:7	Banking and Financial Services- VIIC	Hrs/Wk: 5

I. Learning Outcomes:

Students at the successful completion of the course shall be able to:

1. Explain the concept and essentials banking and financial services.
2. Identify and analyse the employment opportunities related to banks and other financial institutions.
3. Apply the concepts to banking and financial opportunities and formulate ideas related to them.
4. Demonstrate practical skills to enable them to get employment in Banks and other financial institutions as business correspondents or Common Service Centers or marketing agents.

II. Syllabus: (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

Unit1: Principles of Banking and Indian Banking System

Meaning of Banking – Principles of Banking – Functions of Banking – Structure of Indian Banking System – Regulations of Banking in India – Role of RBI in Banking – Anti-money Laundering - Basics of Financial literacy - Problems and Challenges of Banking in India.

Unit 2: Deposits, Loans and Digital Banking

Bank Deposit Account Types – Account Opening and Closing – Banking Customer types –KYC Norms – Negotiable Instruments: Cheque, Bill of Exchange, Promissory Note, Endorsement - Principles of Lending – Different categories of Loans – Mortgaging –Priority Sector Lending – E-Banking facilities: Debit Card, Credit Card, Net Banking, Mobile Banking, Tele-banking, Micro ATMs, Digital Currency – Core Banking Solutions.

Unit 3: Banking Correspondents and Common Service Centers

Banking Correspondent Model - Activities of Banking Correspondent: Deposit Mobilization. Identification of Borrowers, Collection and Recovery Loan, Other Banking Services – Common Services Centre (CSC) - Provision of Services by CSC – Requirement for Registering CSC and Telecentre - Case Study of Banking Correspondents with any Bank or CSC in Local Area.

Unit 4: Financial Services of NBFIs

Non-Banking Financial Institutions (NBFIs): Types and Major Players of NBFIs in India – Important Financial Services offered by NBFIs and their Features – Concept of EMI – Micro Finance: Concept and Operation - Chit Funds: Concept and Operations– Payment Banks - Regulations of NBFIs in India – Problems and Challenges of NBFIs in India.

Unit 5: Work with Finance Service Company (FSC)

Types of loans by Finance Service Company (FSC) – Customer of FSC: Types and Needs - Marketing of FSC's Loans – Procedures and Requirements in FSC's Loan Sanction - Collection and Recovery of FSC Loans - Case Study of a FSC's services in Local Area.

III. References:

1. Indian Institute of Banking and Finance: *Principles and Practices of Banking*, Macmillan India Limited, 2021.

<https://drive.google.com/file/d/1VU7aN4s5ikPQ17nX6mTBW-sVLQCNhfvK/view>

2. Indian Institute of Banking and Finance: **Retail Banking**, Macmillan India Limited, 2015.

3. D.R.Patade Babasaheb Sangale and T.N.Salve : **Banking and Finance: Fundamental of Banking**, Success Publications, Pune, January 2013.

<https://app1.unipune.ac.in/external/course-material/Fundamental-of-Banking-English.pdf>

4. N. Mukund Sharma: **Banking and Financial Services**, Himalaya Publishers, 2015.

5. Akhan Ali Jafor: **Non-Banking Financial Companies in India: Functioning and Practice**, New Century Publications, New Delhi, 2010.

6. RBI: "Non-Banking Financial Institutions" in **Report on Trend and Progress of Banking in India 2019-20**.

7. RBI: Discussion Paper on **Engaging Business Correspondents**.

https://www.rbi.org.in/scripts/bs_viewcontent.aspx?Id=2234

8. Govt. of India: Ministry of Electronic and Information Technology: **Digital Seva- Operational Manual for Common Service Centres**.

IV. 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 opening and closing bank account, explaining negotiable instruments, loan application process at banks, operation of digital banking, operating common service center, loan application and sanction in FSC, make use of important websites and apps etc. pertaining to banks and FSCs and make a field visit to any bank and FSC 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 bank and FSC 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/Project work Report

3) **Suggested Fieldwork/Project work 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/Project work Report: 05

5) Unit Tests/Internal Examinations.

b) Suggested Co-Curricular Activities

1. Invited Lectures with academic experts, practicing bankers, trainers and concerned officials.

2. Hands on experience by field experts.

3. Assignments

4. Debates on related topics

5. Seminars, Group discussions, Quiz, et

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ASD GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS), KAKINADA
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BA PROGRAMME – Under CBCS, Syllabus 2024-2025
For 2021 -22 admitted batch
III YEAR, V/VI SEMESTER, – PAPER VI-D
(Skill Enhancement Course (Elective))

B.A.	Semester – V/VI	Credits: 4
Course:6	Inferential Statistics and Software Packages -VI -D	Hrs/Wk: 5

1. Learning Outcomes:

Students at the successful completion of the course shall be able to:

1. Demonstrate the knowledge related to the important concepts and techniques of inferential statistics
2. Calculate correlation, regression coefficients and interpret the results.
3. Use Excel sheets and SPSS package to analyse the data and derive the results.

II. Syllabus: (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

Unit 1: Concept and Theories of Probability

Concept of Probability - 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 – Poison Distribution: Constants (without proof) and Properties – Normal Distribution: Constants (without proof) and Properties – Standard Normal Distribution and Standard Normal Curve – Economic and Practical Applications of Binomial, Poison and Normal Distributions.

Unit 3: Test of Significance - Large and Small Sample Tests

Steps involved in Testing of Hypotheses – Large Sample or Z-Test – Testing the difference between Means and Proportions – Small Sample Tests – Difference between Large and Small Sample Tests – Applications of Student's t-test, χ^2 test, F-test – One way and Two way ANOVA.

Unit 4: Linear and Non-linear Multiple Regression Models

Four 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 – Estimation of Non-linear Multiple Regression: Cobb-Douglas Production Function and Interpretation of Elasticity Coefficients.

Unit 5: Excel and Software Packages for Data Analysis

Worksheet – Entering data in Worksheets – Creating Graphs and Charts - Mathematical and Statistical Functions -Data Analysis Pack in Excel - Descriptive Statistics, Testing of Hypotheses, ANOVA, Correlation and Regression, Random Number Generation – Data Handling Using SPSS - Opening Excel files in SPSS - Analysis Tools - Descriptive Statistics - Selection of Variables in Multiple Linear Regression – Estimation of Regression Coefficients using SPSS and their interpretation

III. 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 Hall of India, New Delhi, 2010.
4. తెలుగు అకాడమీ ప్రచురణ “పరిమాణాత్మక పద్ధతులు”
5. B. N. Gupta: **Statistics Theory and Practice**, Sahitya Bhavan, Agra, 1992.
6. Goon A.M., M. K. Gupta and B. Dasgupta: **Fundamentals of Statistics**, Vol.1, The World Press, Ltd, Calcutta, 1975.
7. Nagar, A.L. and R. K. Das: **Basic Statistics**, Oxford University Press, New Delhi, 1996.
8. **D N Elhance**, Veena Elhance & B M Aggarwal **Foundation of Statistics**, Kitab Mahal, New Delhi, 2018.
9. Relevant web resources suggested by the teacher and college librarian.

IV. 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 calculation and interpretation normal curve, Z-values, t-test, χ^2 test, F-test, ANOVA, regression results, t, p and R² 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 organization 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/Project work Report

3) **Suggested Fieldwork/Project work 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/Project work Report: 05

5) Unit Tests/Internal Examinations.

b) Suggested Co-Curricular Activities

1. Invited Lectures with academic experts, practicing persons.
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

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K. Swasathi
9/7/24

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D. Ajay
09/07/2024

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T. A. S.
09/07/2024

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Y. Kousalya

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K. Yama
9/7/24

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N. Mounika

ASD GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS), KAKINADA
(Accredited by NAAC with “B” in Cycle 3)
(Affiliated to Adikavi Nannayya University)
BA PROGRAMME – Under CBCS, Syllabus 2024-2025
for 2022-2023 admitted batch
III YEAR, V/VI SEMESTER, ECONOMICS – PAPER VII-D
Course 7D: Project Designing and Report Writing
(Skill Enhancement Course (Elective))

B.A.	Semester – V/VI	Credits: 4
Course:6	Project Designing and Report Writing VII -D	Hrs/Wk: 5

I. Learning Outcomes:

The Student at the successful completion of the course shall be able to:

1. Demonstrate the knowledge relating to research, its role in enhancement of knowledge in social sciences in general and economics in particular;
2. Formulate a good research design to undertake mini research projects with a view to studying the socio-economic problems of the society;
3. Undertake a field survey by himself/herself to collect relevant data and information relating to his/her project work;
4. Develop capacity to write a simple project report with all relevant components on the research project undertaken by him/her.

II. Syllabus: (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

Unit 1: Foundations of Research

Meaning and Importance of Research - Scientific Research – Social Science Research – Methods of ensuring Objectivity in Social Science Research – Limitations of Research in Social Science – Ethics in Research.

Unit 2: Classification of Research

Pure and Applied Research – Exploratory and Descriptive Research – Diagnostic Research – Action Research – Analytical Research – Evaluation Research – Experimental Research Design – Concepts of Independent and Dependent Variables – Case Study method.

Unit 3: Planning of Research Project

Selection of a Research Problem – Criteria for Selecting a Research Problem – Review of Theoretical and Related Research Studies - Choice of Secondary and Primary Data for the Study - Choice of Census and Sample Data – Preparation of a Research Proposal – Components of a good Research Proposal.

Unit 4: Implementation of a Project Design

Fieldwork/Project work and Collection of Data – Choice of Schedules and Questionnaire – Pilot Study – Role of Observation and Participation – Documentary Evidences – Projective Techniques: Functions and Types - Editing Data – Graphical and Statistical Analysis of Data using Appropriate Statistical Techniques

Unit 5: Report Writing

Types of Research Report – Target Audience – Nature of Language to be used in Research Report - Outlines of a good Research Report – Prefatory Items – Body of the Report –Terminal Items: Differences between References and Bibliography – Appendices – Ethical values in Research Report - Plagiarism Test - Components of a good Research Paper.

III. References:

1. C. T. Kurien: *A Guide to Research in Economics*, Sangam Publishers for Madras Institute of Development Studies, Chennai, 1973.
2. O. R. Krishnaswami and M. Ranganatham: *Methodology of Research in Social Sciences*, Himalaya Publishing House, Mumbai, 2018.
3. C. R. Kothari: *Research Methodology: Methods and Techniques*, New Age International (Pvt.) Ltd. Publishers, New Delhi, 2004.
4. K. V. S. Sharma : *Statistics Made Simple: Do it yourself on PC*, (Second edn.)Prentice Hall of India, New Delhi, 2010.
5. John W. Creswell and J. David Creswell : *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, Sage Publications, New Delhi, 2018.
6. Shanti Bhushan Mishra and Shashi Alok, *Handbook of Research Methodology*, Educreation, Bilaspur, 2017.
7. Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams: *The Craft of Research*, University of Chicago Press, Chicago, 2016.
8. Dr. Ranjit Kumar: *Research Methodology: A Step-by-Step Guide for Beginners*, Sage Publications, New Delhi, 2014.
9. Geoffrey Marcyk, David DeMatteo, and David Festinger: *Essentials of Research Design and Methodology*, John Wiley and Sons, New Jersey, 2005.
10. Sharan B. Merriam: *Qualitative Research: A Guide to Design and Implementation* Jossey Boss, San Francisco, 2009.
11. Mark Balnaves & Peter Caputi: *Introduction to Quantitative Research Methods: An Investigative Approach*, Sage Publications, New Delhi, 2001.
12. Relevant web resources suggested by the teacher and college librarian.

IV. 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 evaluation of program, selection of research problem, doing literature survey, preparation of research proposal, data editing, graphs and statistics, writing research report and paper etc. and make field visit to study a simple research issue. The expertise of practicing researcher can be utilized for this purposes.

2) **For Student:** Students shall take up small research issue of their interest and visit a field area related to that problem. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork/Project work Report

3) **Suggested Fieldwork/Project work 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/Project work Report: 05

5) Unit Tests/Internal Examinations.

b) Suggested Co-Curricular Activities

1. Invited Lectures with academic experts and researchers.
2. Hands on experience by field experts.
3. Assignments.
4. Debates on related topics.
5. Seminars, Group discussions, Quiz, et

ASD GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS), KAKINADA
(Accredited by NAAC with “B” in Cycle 3)
(Affiliated to Adikavi Nannayya University)
Skill Course - Project Management
BA/ B. Com /B.Sc. PROGRAMME – Under CBCS, Syllabus 2024-2025
(for 2024-2025 admitted batch)

Programme	Semester	Hours Allotted	Credits
BA/B.Com/B.Sc	III	30	2

Course Objectives:

1. To understand the basic elements necessary for Project Management.
2. To enable the student to conduct preliminary screening of projects.
3. To gain knowledge on conducting the studies of market, technical, and operational feasibility of the Project.
4. To analyze the financial viability of the project.
5. To provide insight into Planning and implementation of projects.

UNIT I: BASICS OF PROJECT MANAGEMENT:

- Meaning, Definition and Need for Project Management
- Importance of Project Management-Types of Projects
- Project Management Knowledge Areas and Processes
- Essential elements of Project Management (Scope, Time, Cost, Quality, Risk)
- Project Management Principles- Role of Project Manager (PM).

UNIT II: PROJECT IDENTIFICATION AND SELECTION:

- Generation of Ideas-Sources of New Project Ideas
- Preliminary Screening of Projects-Project Identification Process
- Sources of Financial resources
- Pre-Feasibility Study-Feasibility Studies: Market Feasibility, Financial Feasibility and Technical Feasibility-Project Break even point.

UNIT III: PROJECT PLANNING:

- Need of Project Planning
- The Project Life Cycle-Phases of Project Management Life Cycle
- Roles, Responsibility and Team Work
- Project Planning Process- Network Analysis (basics)
- Project Initiation and evaluation-Impact of Delays in Project Completions.

Activities for Students:

- Capstone project should be allocated to Students for preparing a project plan.
- Students should be taken to local startups or Industrial estates to get practical exposure.
- Organizing a lecture with successful entrepreneurs on how to initiate startup and tap the opportunities.
- Guest lecture by MSME authorities or DIC authorities for making students understand various schemes and policies offered by the government.

Reference Books:

1. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill Pvt. Ltd., New Delhi.
2. K. Nagrajan, Project Management, New Age International Publishers.
3. R. Paneerselvam, P. Senthil Kumar, Project Management, PHI.
4. Vasanth Desai, Project Management, Himalaya Publications.
5. Clifford F. Gray, Erik W. Larson, Project Management, the Managerial Emphasis, Tata McGraw Hill.

ASD GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS), KAKINADA
(Accredited by NAAC with “B” in Cycle 3)
(Affiliated to Adikavi Nannayya University)
Skill Course- Data Analysis
BA/ B. Com /B.Sc. PROGRAMME – Under CBCS, Syllabus 2024-2025

Programme	Semester	Hours Allotted	Credits
BA/B.Com/B.Sc	III	30	2

Course Objectives:

Upon successful completion of the course, the students will be able to:

- Understand the framework of big data environment.
- Apply pre-processing techniques that aid in feature selection.
- Classify the data for better understanding.

UNIT - I: (8 hrs)

- Introduction: Overview
- Data Science, Big Data Characteristics, Architecture
- Core Layers, service layers;
- Roles in data science team
- Life cycle of data-centric projects.-Big data life cycle.

UNIT - II: (10 hrs)

- Pre-processing: Introduction
- Measures of Central tendency
- Mean, Median, Mode
- Sampling distributions
- Inferential statistics
- ANOVA, feature selection-PCA.

UNIT - III: (12 hrs)

- Methods: Association rules, Apriori algorithm
- Overview of clustering,
- k-means algorithm,
- Regression- Linear, Logistic, Support Vector Machines,
- Classification- Decision Tree classification,
- Attribute selection, Naïve Bayes Classification.

Activities Planned:

1. Identify the roles played by different persons in the team.
2. Understand the phases of big data life cycle.
3. Calculate the central tendency for a given data.
4. Apply Apriori algorithm for generating association rules on a given data.
5. Construct decision tree on a given data for classification.

Text Books:

1. G. Sudha Sadasivam, R. Thirumahal, “Big Data Analytics”, Oxford University Press.

Reference Books:

1. Paul Zikopoulos, Chris Eaton, “Understanding Big Data Analytics for Enterprise Class Hadoop and Streaming Data”, 1st edition, TMH.

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K. Suresh 9/7/24

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D. Ajay 09/07/2024

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Y. Kousalya

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K. Yama 9/7/24

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N. Mounika

**ASD GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS) ,
KAKINADA**

(Accredited by NAAC with "B" in Cycle 3)

(Affiliated to Adikavi Nannayya University)

Department of Economics

Certificate Course-FAMILY SAVINGS AND INVESTMENT

Programme	Semester	Hours Allotted	Credits
BA	I	30	2

LEARNING OUTCOMES:

Course Objectives: To provide an understanding of the basic principles and practices of family savings and investments. This course aims to equip students with essential knowledge of various savings and investment options, basic risk management, and simple strategies to optimize financial planning for families.

Learning Outcomes:

1. Understand the importance of savings and investments for families.
2. Identify different types of savings and basic investment options.
3. Learn simple risk management and tax planning strategies.
4. Develop skills to create and manage a family budget.
5. Gain an overview of the regulatory framework and financial advisory services.

UNIT I: Introduction to Family Savings (8 Hours)

- Importance of Savings for Families
- Types of Savings: Traditional Savings Accounts, Fixed Deposits, Recurring Deposits
- Setting of Financial Goals
- Basics of Risk and Return
- Creating and Managing a Family Budget: Income, Expenses, and Savings

UNIT II: Basic Investment Options and Risk Management (10 Hours)

- Overview of Investment Options: Stocks, Bonds, Mutual Funds, Real Estate
- Introduction to Risk Management: Basic Diversification
- Simple Tax Planning Strategies: Tax Saving Instruments
- Basics of Retirement Planning

UNIT III: Financial Planning and Advisory Services (12 Hours)

- Importance of Emergency Fund
- Overview of Financial Advisory Services: Role of Financial Advisors
- Basics of Investor Protection Guidelines
- Calculation of interest rates and EMI

Books for Study:

1. "Personal Finance" by Jeff Madura, Pearson
2. "The Intelligent Investor" by Benjamin Graham, HarperCollins
3. "Family Financial Planning" by Eleanor Blayney, CFP Board

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