

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA**  
**(Affiliated to Krishna University, Machilipatnam)**

**SYLLABUS**

**Subject: Economics**

**Semester: I**

**Course Title: Micro Economic Analysis**

**Course Code: 20ECCCM114**

**No of Hours: 75 Hrs.**

**LTP: 410**

**Credits: 4**

**Objectives:**

- To discuss the basic concepts in economics
- To study utility analysis, different theories of production, consumption, exchange and distribution which are very common in the day to day life.

**Course Outcomes:**

**CO1:** Differentiate microeconomic analysis and macroeconomic analysis

**CO2:** Analyse various laws and principles of consumption and production

**CO3:** Illustrate the various terms and concepts relating to microeconomic analysis.

**CO4:** Determine the price and output in different markets.

**CO5:** Represent diagrammatically the application of laws and principles of micro economic analysis.

**UNIT-I: Economic Analysis and Methodology (12 hours)**

Scarcity and Choice as fundamental problems of economics - Production Possibilities Curve  
- Micro and Macro Analysis . Micro economic analysis – Scope, Nature and importance.

**UNIT-II: Theory of Consumption (12 hours)**

Concept of Demand -Factors determining demand - Law of Demand - reasons and exceptions - Elasticity of Demand –Types – Methods to measure Elasticity- Mathematical Application. Cardinal and Ordinal utility - Indifference Curve analysis: Properties of Indifference curves, Indifference Curve Map -Marginal Rate of Substitution - Budget Line - Changes -Consumer Equilibrium under Indifference Curve Analysis – Consumers' Surplus- Mathematical Application.

**UNIT-III: Theory of Production (12 hours)**

Production Function: Cobb- Douglas Production Function- Mathematical Application. Law of Variable Proportions -Laws of Returns to Scale - Economies of large scale - Concepts of Cost - Total, Average and Marginal Costs – Mathematical Application. Law of Supply -

Concept of Revenue: Total, Average and Marginal Revenues -. Elasticity of Supply-  
Mathematical Application.

#### **UNIT-IV: Theory of Exchange (12 hours)**

Concepts of Market: Criteria for Classification of Markets - Perfect Competition– Conditions, Price and Output determination- Mathematical Application; Monopoly : Conditions, Price and Output Determination - Price Discrimination – Mathematical Application ; Monopolistic Competition - Assumptions - Price and output determination - Selling Costs ; Oligopoly - Types- Kinky demand curve and Price rigidity

#### **UNIT-V: Theory of Distribution (12 hours)**

The concepts of Functional and Personal Distribution of Income - Marginal Productivity Theory of Distribution - Modern Theory of Distribution -Concept of Rent - Ricardian Theory of Rent – Marshall's concepts of Economic Rent and Quasi Rent; Theories of Wage Determination: Subsistence Theory and Standard of Living Theory - Modern Theory of Wages; Classical Theory of Interest -Loanable Funds Theory of Interest - Liquidity Preference Theory of Interest; Theories of Profit: Risk and Uncertainty, Dynamic and Innovations Theories.

#### **Skill/ Hands – on: (15 hours)**

1. Analytical skills
2. Graphical representation
3. Marketing skills

#### **Co-curricular Activities:**

1. Assignments and Student Seminars on economic related themes
2. Quiz on various Micro economic concepts
3. Group Study projects on the trends in the demand, supply and prices of goods and services in the local markets
4. Survey and analysis of data published in the Economic Survey of GOI and the socioeconomic survey of the State Government relevant to microeconomic aspects.

#### **Prescribed Text Books:**

1. A. Koutsoyiannis, Modern Microeconomics – Macmillan, London.
2. A. W. Stonier and D.C. Hague, A Text book of Economic Theory - ELBS & Long man Group, London.
3. H. L. Ahuja, Advanced Economic Theory, S. Chand, 2004.

4. Microeconomics, Spectrum Publishing House, Hyderabad, 2017.

**Reference Books:**

1. P. N. Chopra, Principles of Economics, Kalyani Publishers, Ludhiana, 2018.
2. H.S. Agarwal: Principles of Economics.
3. P.A Samuelson & W.D. Nordhaus - Macroeconomics, Tata McGraw Hill, 18/e, 2005
4. M. L. Seth, Microeconomics, Lakshmi Narayan Agarwal, 2006.
5. D.M. Mithani&G.K. Murthy, Fundamentals of Business Economics, Himalaya Publishing, 2007.
6. Telugu Academi Publications on Microeconomics.

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**SYLLABUS**

<b>Subject: Economics</b>	<b>Semester: I</b>
<b>Course Title: Business Economics</b>	<b>Course Code: 20ECCCBE14</b>
<b>No of Hours: 75 Hrs.</b>	<b>LTP- 410</b>
	<b>Credits: 4</b>

**Objectives:**

- To make student understand the demand and supply analysis in business applications
- To help students understand and apply the various decision tools to understand the market structure.
- To apply economic theory in the analysis of problems or issues.

**Course Outcomes:**

**CO1:** Demonstrate basic knowledge of nature and scope of business economics

**CO2:** Analyze the concepts of supply and demand .

**CO3:** Evaluate the factors affecting the behavior of firms.

**CO4:** Illustrate price determination under various markets.

**CO5:** Analyse business cycles and national income

**UNIT - I: Introduction ( 12 hours)**

Meaning and Definitions of Business Economics - Nature and Scope of Business Economics - Economic and non- economic activity.

**UNIT- II: Demand Analysis ( 12 hours)**

Meaning and Definition of Demand – Determinants to Demand –Demand Function - Law of Demand – Demand Curve – Exceptions to Law of Demand - Elasticity of Demand – Types- Measurements of Price Elasticity of Demand- applicability . –Law of diminishing Marginal Utility – Law of Equi marginal – Consumer's Surplus Indifference Curve: Properties-Consumer equilibrium.

**UNIT- III: Production, Cost and Revenue Analysis ( 12 hours)**

Concept of Production Function – Law of Variable Proportion - Law

of Returns to Scale - Law of Supply - Elasticity of Supply- Applicability. Classification of Costs - Revenue curves--Break Even Analysis – Advantages- Algebraic method.

**UNIT-IV: Market Structure ( 12 hours)**

Concept of Market – Classification of Markets - Perfect Competition – Characteristics – Equilibrium Price - Monopoly – Characteristics – Equilibrium Under Monopoly- monopolistic competition- Selling Cost - Oligopoly- kinky demand curve- Applicability

**UNIT-V: Business cycles and National Income ( 12 hours)**

Definitions – phases of business cycles – causes and consequences of business cycles- measures to solve the problems arising out of business cycles. Meaning – Definition – Measurements of National Income - Concepts of National Income - Problems in Measuring National Income - Algebraic analysis

**Skills/ Hands- on: ( 15 hours)**

1. Analytical skills
2. Graphical representation
3. Marketing skills

**Co- curricular Activities:**

1. Assignments
2. Student Seminars
3. Quiz
4. Study Projects
5. The oral and written examinations ( Scheduled and surprise tests)
6. Individual and Group project reports,

**Prescribed Test Books:**

1. Business Economics - S.Sankaran, Margham Publications, Chennai.
2. Business Economics - Kalyani Publications.
3. Business Economics - Himalaya Publishing House.
4. Business Economics - Aryasri and Murthy, Tata McGraw Hill.
5. Business Economics - H.L Ahuja, Sultan Chand & Sons

**Reference Books:**

1. Principles of Economics - Mankiw, Cengage Publications
  2. Fundamentals of Business Economics - Mithani, Himalaya Publishing House
  3. Business Economics - A.V. R. Chary, Kalyani Publishers, Hyderabad. 4.
- Business Economics - Dr K Srinivasulu, Seven Hills International Publishers.

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**SYLLABUS**

**Subject: Economics**

**Semester: II**

**Course Title: Macro Economic Analysis**

**Course Code: 20ECCMA24**

**No of Hours: 75 Hrs**

**LTP: 410**

**Credits: 4**

**Objectives:**

- To gain basic knowledge about macro - economics, National Income, theories of employment, consumption and investment etc.,
- To acquire knowledge on current issues money, Trade cycles, inflation.
- To relate credit creation of commercial banks to real world situation.

**Course Outcomes:**

- CO1:** Differentiate various concepts and components of national income and methods of measurement
- CO2:** Analyze the theories of consumption and employment
- CO3:** Examine the functions of commercial banks and central bank.
- CO4:** Analyse inflation and business cycles to day to day situations
- CO5:** Examine financial markets and insurance

**UNIT-I: National Income ( 12 hours)**

Macroeconomics - Definition, Scope and Importance - Difference between Micro economic and Macro economic Analyses – Circular Flow of Income - National Income: Definitions, Concepts, Measurement of National Income - Difficulties - Importance – Applicability - Concept of Green Accounting

**UNIT-II: Theory of Employment ( 12 hours)**

Classical Theory of Employment - Say' s Law of Markets - Criticism - Keynesian Theory of Employment - Consumption Function - Keynes' Psychological Law of Consumption - Average and Marginal Propensity to Consume - Factors determining Consumption Function - Applicability– Brief Review of Relative, Life Cycle and Permanent

Income Hypotheses - Investment Function: Marginal Efficiency of Capital - Multiplier  
- Keynesian Theory of Employment - Applicability to Developing countries

**UNIT-III: Money and Banking ( 12 hours)**

Definitions of Money - Concepts of Money, Liquidity and Finance - Money Illusion  
- Gresham's Law - RBI classification of Money - Theories of Money: Fisher and Cambridge ( Marshall, Pigou, Robertson and Keynes equations) - Banking - Definition and types of Banking - Commercial Banks - Functions - Recent Trends in Banking - Mergers and Acquisitions - Central Bank - Functions - Control of Credit by Central Bank

**UNIT-IV: Inflation and Trade Cycles ( 12 hours)**

Inflation: Concepts of Inflation, deflation, and stagflation - Phillip's Curve – Short and Long Run Measurement of Inflation - CPI and WPI - Types of Inflation - Causes of Inflation - Measures to Control Inflation- Applicability .Trade Cycles: Phases of a Trade Cycle - Causes and Measures to control Trade Cycles.

**UNIT-V: Finance and Insurance ( 12 hours)**

Financial Assets and Financial Instruments - Financial Markets - Functions of Money Market –NBFCs in Banking Functions of Capital Market - Stock Market - Exchanges – Indices :Sensex and Nifty - Concept of Insurance - Types and Importance of Insurance.

**Skills/ Hands- on: ( 15 hours)**

1. Seminars
2. Analytical Skills
3. Group discussions
4. Comparative Analysis

**Co- curricular Activities:**

1. Assignments on trends in national income, money supply and inflation
2. Student Seminars/ webinars on macroeconomic themes of contemporary issues.
3. Quiz to test critical understanding of the concepts and theories of macroeconomics
4. Group discussions on monetary policy and its effectiveness with



reference to recent developments

5. Group project work to study the trends in national income, inflation, money supply etc
6. Chart/poster presentation on National Income Trends, inflation, aggregate demand etc

**Prescribed Text Books :**

1. M. C. Vaish - Macroeconomic Theory, Vikas Publishing House, New Delhi.
2. S. B. Gupta - Monetary Economics, S. Chand & Co, Delhi
3. P. N. Chopra, Macroeconomics, Kalyani Publishers, Ludhiana, 2014
4. D. M. Mithani, Macro Economic Analysis and Policy, Oxford and IBH, New Delhi

**Reference Books:**

1. Dillard. D., The Economics of John Maynard Keynes, Cross by Lockwood and sons, London
2. D. M. Mithani, Macro Economic Analysis and Policy, Oxford and IBH, New Delhi
3. M N Mishra & S B Mishra, Insurance Principles & Practice, S Chand. 4. Lewis, M.K and P.D Mizan - Monetary Economics, Oxford University Press, New Delhi
5. Central Statistical Organization, National Accounts Statistics. 6. M.L. Seth, Macroeconomics, Lakshmi Narayan Agarwal, 2006.
7. K. P. M. Sundaram, Money, Banking & International Trade, Sultan Chand, 2006.
8. R. R. Paul, Monetary Economics, Kalyani Publishers, Ludhiana, 2018 9. Macroeconomics, Spectrum Publishing House, Hyderabad, 2016

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**SYLLABUS**

<b>Subject: Economics</b>	<b>Semester: III</b>
<b>Course Title: Development Economics</b>	<b>Paper Code: 20ECCCDE34</b>
<b>No. of Hours: 75 Hrs.</b>	<b>LTP: 410</b>
	<b>Credits: 4</b>

**Objectives:**

- To understand the principal issues of economic development
- To present the relevant theory, examine the empirical validity of alternative models and draw out their policy implications.
- To Understand decision making regarding choice of technology and planning

**Course Outcomes:**

- CO1:** Explain the concept of economic growth and development.
- CO2:** Identify the indicators of economic growth and evaluate rate.
- CO3:** Examine theories of economic development.
- CO4:** List the strategies of economic growth and development..
- CO5:** Assess the role of financial institutions.

**UNIT-I: Economic Growth and Development (12 hours)**

Economic Development- Economic Growth - Definition - Distinction between Economic Growth and Economic Development -Measures of Economic Development and their limitations - Relevance of Herd (Group) Immunity in the context of COVID 19 - three core values of economic development : Sustainability, Self-esteem and Freedom – Economy and Environment : Concepts of sustainable development and inclusive growth.

**UNIT-II: Modern Economic Growth (12 hours)**

Characteristics of Underdeveloped Countries – World Bank and IMF Classification of Countries – Modern Economic Growth – Kuznets' Six Characteristics – Obstacles to Economic Development – Vicious Circle of Poverty and Cumulative Causation – Factors of Economic Growth: Economic and Non-Economic.

**UNIT-III:Theories of Development and Underdevelopment (12hours)**

Classical Theory: Adam Smith, Ricardo and Malthus -Marxian Theory - Schumpeter Theory-Rostow's Stages of Economic Growth -Harrod-Domar two sector model - Solow's Model and Robinson's Golden Age

**UNIT-IV: Strategies of Economic Development (12 hours)**

Strategies of Economic Development – unlimited Supply of labour -Big Push - Balanced Growth -Unbalanced Growth - Mahalanobis Model -Capital Intensive Technology vs Labour Intensive Technology.

**UNIT-V: Institutions and Economic Development (12 hours)**

Role of State in Economic Development -Role of Markets - Market Failure and Regulation by State -Public sector vs Private sector -Financial Institutions and Economic Development -Role of International Institutions-IDBI,IBRD,ADB,IMF. .

**Skill/ Hands – on: (15 hours)**

1. Survey/ Research Skills
2. Analytical Skills
3. Use of Statistical tools
4. Presentation Skills

**Co-curricular Activities:**

1. Assignments on the models
2. Student Seminar on Indian economy
3. Quiz to test critical understanding
4. Group discussion
5. Group project work to examine specific aspects of growth like poverty, Unemployment, Human Development, Gender Development.
6. Poster presentation

**Prescribed Text Books:**

1. G. M. Meier, Leading Issues in Economic Development, Oxford University Press, New York, 3/e.
2. Gaurav Datt and Ashwani Mahajan, Datt and Sundharam's Indian Economy, S.Chand& Co., 2016.
3. A.P.Thirlwall, Economics of development,Mac Millan publications, 8th Revised edition.

**Reference Books:**

1. Dhingra, I.C., Indian Economy, Sultan Chand, New Delhi, 2014.
2. M. P. Todaro and Stephen C. Smith, Economic Development, 10/e, Indian Edition Published by Dorling Kindersley India Pvt. Ltd. 2012.

3. M. L. Koncham, Economic development and planning, Himalaya publications S.K.Misra&V,K,Puri, Indian Economy, Himalaya Publishing House, 2015.
4. R.S.Rao, V.Hanumantha Rao &N.Venu Gopal (Ed.), Fifty Years of Andhra Pradesh (1956-2006), Centre for Documentation, Research and Communications, Hyderabad, 2007.
5. G. Omkarnath, Economics - A Primer for India - Orient Blackswan, 2012.
6. Economic development and growth, Spectrum Publishing House, Hyderabad, 2016

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**SYLLABUS**

**Subject: Economics**  
**Course Title: Indian & AP Economy**  
**No. of Hours: 75 Hrs.**

**LTP: 410**

**Semester: IV**  
**Paper Code: 20ECCCI44**  
**Credits: 4**

**Objectives:**

- To equip the students with the theoretical, empirical and policy issues relating to the society, policy and economy of India.
- To understand Indian economic problems in the light of relevant economic theories and in a comparative perspective.
- To enable the students to appreciate the evolution of Indian economy and A P economy, its institutional framework, planning policy.

**Course Outcomes:**

**CO1:** Analyze the demographic trends and population dividend and income inequalities.

**CO2:** Examine the trends in Indian agricultural sector.

**CO3:** Evaluate the Indian industrial policies and service sector.

**CO4:** Examine the various economic reforms on the three sectors.

**CO5:** Apply the structure of five year plans to the present.

**UNIT-I: Basic Features (12hours)**

Basic characteristics of Indian Economy as a developing economy – Economic development since independence - Objectives and achievements of planning – Planning Commission/NITI Ayog and their approaches to economic development - India's Rank in Global Human Development Index .

**UNIT-II: National Income and Demography (12hours)**

Trends in National Income - Demographic trends - Poverty and Inequalities – Occupational Structure and Unemployment - Various Schemes of employment generation and eradication of poverty – Intra-state and Inter-state Labour Migration and unorganized sector Problems of Migrant Labour

**UNIT-III: Agricultural and Industrial Developments (12hours)**

Indian Agriculture – Agricultural Strategy and Agricultural Policy – Agrarian Crisis and latest schemes by the government for the welfare of farmers - Food Security -

Indian Industry - Recent Industrial Policy 1991 – Make-in India – Start-up and Stand-up programmes – SEZs and Industrial Corridors - Economic Reforms and their impact - Economic initiatives by government of India during COVID - Atmanirbhar Bharat package.

#### **UNIT-IV: Indian Public Finance (12 hours)**

Indian Tax System and Recent changes – GST and its impact on Commerce and Industry – Centre, States financial relations- Recommendations of Recent Finance Commission –14th Finance Commission - Public Expenditure and Public Debt - Fiscal Policy and Budgetary Trends

#### **UNIT-V: Andhra Pradesh Economy (12 hours)**

The basic characteristics of Andhra Pradesh economy after bifurcation in 2014 – Impact of bifurcation on the endowment of natural resources and state revenue – new challenges to industry and commerce - the new initiatives to develop infrastructure – Urbanization and smart cities – Skill development and employment –Social welfare programme –Navaratnalu.(AP Socio-economic Survey 2019 – 2020).

#### **Skill/ Hands – on: (15 hours)**

1. Analytical Skills
2. Survey/ Research projects
3. Statistical interpretation

#### **Co-curricular Activities:**

1. Assignments on specific issues of contemporary issues.
2. Student Seminars on leading economic challenges
3. Quiz to examine the knowledge and critical understanding
4. Group discussions to promote critical understanding and evaluation capabilities
5. Group project work to study the implementation and effectiveness of major government schemes
6. PPT presentation and participation in webinar
7. Field Visits to Agricultural farm/market/SSIs to understand the ground realities of economic situation of the country and the state

#### **Prescribed Text Books:**

1. P. K. Dhar, Indian Economy: Its Growing Dimensions, Kalyani Publishers, Ludhiana, 2018.
2. S.K.Misra&V,K,Puri, Indian Economy, Himalaya Publishing House, 2015.

3. R.S.Rao, V.Hanumantha Rao & N.Venu Gopal (Ed.), Fifty Years of Andhra Pradesh (1956-2006), Centre for Documentation, Research and Communications, Hyderabad, 2007.

**Reference Books:**

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, 3/e.
4. M. P. Todaro and Stephen C. Smith, Economic Development, 10/e, Indian Edition Published by Dorling Kindersley India Pvt. Ltd. 2012.
5. Reserve Bank of India, Handbook of Statistics on Indian Economy (Latest).
6. G. Omkarnath, Economics - A Primer for India - Orient Blackswan, 2012.
7. A.P Economy- Telugu Academy, 2018

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**SYLLABUS**

**Subject: Economics**

**Course Title: Quantitative Methods for Economics**

**No. of Hours: 75 Hrs.**

**Semester: IV**

**Course Code: 20ECCCQM44**

**Credits: 4**

**LTP: 410**

**Objectives:**

- To impart the knowledge of principal results of single and several variables.
- To acquaint the student with statistical methods for research analysis and interpretation.

**Course Outcomes:**

**CO1:** Apply the different sampling methods.

**CO2:** Compare and interpret primary and secondary data.

**CO3:** Compute and interpret measures of central tendency and dispersion.

**CO4:** Calculate and interpret the correlation and regression between two variables.

**CO5:** Construct index numbers and apply various methods of time series analysis.

**UNIT-I: Statistical Methods & Sampling Methods (12 hours)**

Introduction to Statistics–Definition – Functions - Statistical Methods,

Concept of sampling-random and non-random sampling; Simple random; Stratified random, systematic sampling, cluster sampling and non-random sampling methods.

**UNIT-II: Diagrammatic Analysis (12 hours)**

Statistics – Meaning - Definition - Collection of data – Schedule and questionnaire– Frequency distribution–Tabulation–diagram and graphic presentation of data– Histogram, Frequency Polygon, Cumulative Frequency Curves - Bar Diagrams and Pie Diagram

**UNIT-III: Measures of Central Tendency and Dispersion (12 hours)**

Measures of Central Tendency and Dispersion - Types of averages- Arithmetic Mean, Geometric Mean, Harmonic Mean – Median – Mode – Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation- Coefficient of Variation.



**UNIT-IV: Correlation and Regression (12 hours)**

Correlation and Regression - Meaning, Definition and uses of Correlation - Types of Correlation - Karl Pearson's Correlation coefficient - Spearman's Rank Correlation- Regression Equations - utility of regression analysis – Demand forecasting.

**UNIT-V: Time Series and Index Numbers (12 hours)**

Time Series and Index Numbers: Definition and components of Time Series – Measurement of Time Series – Moving Average and the Least Squares Method – Index Numbers - Concepts of Price and Quantity Relatives – Laspeyer's, Paasche's and Fisher's Ideal Index Numbers – Uses and Limitations of Index Numbers.

**Skill/ Hands – on: (15 hours)**

1. Data collection
2. Report writing
3. ICT
4. Using statistical tools
5. Analytical skills
6. Critical thinking

**Co-curricular Activities:**

1. Assignments of the application of various statistical methods
2. Student Seminar on themes requiring usage of tables, diagrams, statistical analysis and interpretation
3. Group project work for collection of data on locally relevant economic problems, Market survey on demand, supply, sales, prices of different kinds of projects like food items, FMCG, other consumable durables etc., etc., and Statistical Analysis- Mini Project and also income elasticity of demand for such products.

**Prescribed Text Books:**

1. S.P. Gupta, Statistical Methods, S. Chand & Co, 1985
2. S. C. Guptha, Fundamentals of Statistics, Himalaya Publishing House, Hyderabad.
3. Digambar Patri and D. N. Patri, Statistical Methods for Economics, Kalyani Publishers, Ludhiana, 2017.

**Reference Books:**

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. F. E. Croxton, D. J. Cowden and S. Kellin S (1973), Applied General Statistics, Prentice Hall of India.

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**SYLLABUS**

**Subject: Economics**

**Semester: V/VI**

**Course Title: Rural Entrepreneurship**

**Course Code: 20ECSEC11RE4**

**No of Hours: 75 Hrs.**

**LTP: 401**

**Credits: 4**

**Objectives**

- To develop and strengthen the quality of rural entrepreneurship.
- To understand the process and procedure involved in setting up small units.

**Course Outcomes**

**CO1:** Explain the basic theories and essentials of entrepreneurship.

**CO2:** Identify and analyze the entrepreneurship opportunities available in local rural area.

**CO3:** Apply the theories of entrepreneurship to the conditions of local rural area and formulate appropriate business ideas.

**CO4:** Demonstrate practical skills that will enable them to start rural entrepreneurship.

**CO5:** Analyse Government Schemes for promotion of Rural Entrepreneurship.

**UNIT-I: Entrepreneurship: Concept and Theories (12 Hrs.)**

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

**UNIT-II: Rural Entrepreneurship, Business Planning and Agribusiness**

**(12 Hrs.)**

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-III: New Rural Entrepreneurship Opportunities (12 Hrs.)**

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-IV: Financing and Marketing for Rural Entrepreneurship (12 Hrs.)**

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-V: Institutional Support and Case Studies of Rural Entrepreneurship (12 Hrs.)**

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.

#### **Skill / Hands-on: Mini Project (15Hrs.)**

1. Communication Skills
2. Marketing Skills
3. Strategic /Critical Thinking
4. Networking

#### **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.

#### **Prescribed Text Books**

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>

## References

1. 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](https://niti.gov.in/writereaddata/files/new_initiatives/report-of-the-expert-committee.pdf)
2. Vardhaman Mahavir Open University, *Entrepreneurship Development & Small Scale Business*, Kota. <http://assets.vmu.ac.in/BBA12.pdf>
3. MANAGE: *Agri-Business and Entrepreneurship Development*, Course Material AEM-202, 2013. <https://www.manage.gov.in/pgdaem/studymaterial/aem202.pdf>
4. 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)
5. 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>
6. IGNOU: *Marketing for Managers*, New Delhi.  
<http://egyankosh.ac.in/handle/12345679/421>
7. [www.nirdpr.org](http://www.nirdpr.org)
8. <https://www.nabard.org/>
9. <http://sfacindia.com/>

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**SYLLABUS**

**Subject: Economics**

**Semester: V/VI**

**Course Title: Farmer Producer Organization**

**Course Code: 20ECSEC12FO4**

**No of Hours: 75 Hrs.**

**LTP: 401**

**Credits: 4**

**Objectives**

- To enhance the production, productivity, and profitability of farmers.
- To build their capacities in planning and management of agri-business activities.

**Course 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 start a FPO or earn wage employment in it.

**CO5:** Analyse Government Schemes for promotion of FPOs.

**UNIT-I: Concept of FPO and Importance**

**(12 Hrs.)**

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-II: Establishing FPO and Collaborations**

**(12 Hrs.)**

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-III: Economic Activities and Business Planning of FPO**

**(12 Hrs.)**

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-IV: Financing and Marketing of FPO (12 Hrs.)**

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-V: Institutional Support and Case Studies of FPOs (12 Hrs.)**

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.

**Skill / Hands-on: Mini Project (15 Hrs.)**

1. Problem-solving. As a trial-and-error profession
2. Interpersonal Skills
3. Time management
4. Organizational skills

**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.

### **Prescribed Text Books**

1. Richa Govil, Annapurna Neti and Madhushree R. Rao: Farmer Producer Organizations: Past, Present and Future, Azim Premji University, Bengaluru, 2020 . <http://publications.azimpremjifoundation.org/2268/>
2. FAO: Course on Agribusiness Management for Producers' Associations, 2009. <http://www.fao.org/3/i0499e/i0499e00.htm>

### **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](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. IGNOU: Marketing for Managers, New Delhi. <http://egyankosh.ac.in/handle/123456789/4271>
6. <https://www.nabard.org/>
7. <http://sfacindia.com/FPOS.aspx>



**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA**  
**(Affiliated to Krishna University, Machilipatnam)**

**SYLLABUS**

**Subject: Economics**

**Semester: V/VI**

**Course Title: Urban Entrepreneurship and MSMEs**

**Course Code: 20ECSEC21UE4**

**No of Hours: 75 Hrs.**

**LTP: 401**

**Credits: 4**

**Objectives**

- To develop and strengthen New Entrepreneurial Opportunities in urban area.
- To increase the wage-earning capacity of artisans and contribute to increase in the growth rate of urban employment.

**Course Outcomes**

**CO1:** Explain the basic theories and essentials of entrepreneurship

**CO2:** Identify and analyze the entrepreneurship opportunities available in local urban area.

**CO3:** Apply the theories of entrepreneurship to the conditions of local urban area and formulate appropriate business ideas.

**CO4:** Demonstrate practical skills that will enable them to start urban Entrepreneurship.

**CO5:** Government Schemes for promotion of Urban Entrepreneurship and MSMEs.

**UNIT-I: Entrepreneurship: Concept and Theories (12 Hrs.)**

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

**UNIT-II: Urban Entrepreneurship and Business Planning (12 Hrs.)**

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

**UNIT-III: MSMEs and New Urban Entrepreneurship Opportunities (12 Hrs.)**

Features of Micro Small Medium Enterprises (MSMEs) – Cluster Development

Approach and Leveraging Technology for MSMEs – Problems and Challenges of MSMEs - New Entrepreneurial Opportunities in Urban Area: Food and Beverages , Sanitary and Health Products, Solid Waste and Scrap Disposal, Tourism and Hospitality Services, Consultancy Services and Event Management, Logistic services.

**UNIT-IV: Financing and Marketing of Urban Entrepreneurship (12 Hrs.)**

Financing the Urban Entrepreneurship and MSMEs: Procedures to obtain formal loans from Banks and other Institutions, Preparing Detailed Project Report for Loan - New avenues of Finance: Crowd Funding and Venture Capital –Marketing of Urban Entrepreneurship and MSMEs products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing – Public Procurement Policy to purchase MSME Products.

**UNIT-V: Institutional Support and Case Studies of Urban Entrepreneurship**

**(12 Hrs.)**

Institutional support for Urban Entrepreneurship and MSMEs - Government Schemes for promotion of Urban Entrepreneurship and MSMEs: Startup, Standup, PMKVY, PLI etc. – Rules and Procedures to start a Urban Entrepreneurship Firm and MSME –Discussion of two different types of Case Studies related to Urban Entrepreneurship with local relevance.

**Skill / Hands-on: Mini Project (15Hrs.)**

1. Communication Skills
2. Marketing Skills
3. Strategic /Critical Thinking
4. Innovative thinking

**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.

### **Prescribed Text Books**

1. Drucker, P., Innovation and Entrepreneurship: Practice and Principles, Harper & Row, New York, 1985; revised edn, Butterworth-Heinemann, Oxford, 1999.
2. Gordona, E and N. Natarajan: Entrepreneurship Development, Himalaya Publishing House Pvt Ltd, Mumbai, 2017.

### **References**

1. Sharma Sudhir, Singh Balraj, Singhal Sandeep, Entrepreneurship Development, Wisdom Publications, Delhi, 2005.
2. 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](https://niti.gov.in/writereaddata/files/new_initiatives/report-of-the-expert-committee.pdf)
3. Vardhaman Mahavir Open University, Entrepreneurship Development & Small Scale Business, Kota. <http://assets.vmu.ac.in/BBA12.pdf>
4. Reserve Bank of India: Report of Expert Committee on Marginal, small enterprises Mumbai, 2019.  
<https://www.rbi.org.in/Scripts/PublicationReportDetails.aspx?UrlPage=&ID=924>
5. IGNOU: Marketing for Managers, New Delhi.  
<http://egyankosh.ac.in/handle/123456789/4271>
6. <https://nimsme.org>

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**SYLLABUS**

**Subject: Economics**

**Semester: V/VI**

**Course Title: Retail and Digital Marketing**

**Course Code: 20ECSEC22RM4**

**No of Hours: 75 Hrs.**

**LTP: 401**

**Credits: 4**

**Objectives**

- To assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
- To understand emerging trends in digital marketing.

**Course 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:** Apply the concept to formulate the new strategies related to retail and digital marketing.
- CO4:** Demonstrate the practical skills required to get employment in retail and digital marketing or to start own digital marketing.
- CO5:** Analyze Marketing Models of Retail and Digital Market Companies/Shops.

**UNIT-I: Concept of Marketing**

**(12 Hrs.)**

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-II: Understanding Product and Consumer**

**(12 Hrs.)**

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-III: Retail Marketing**

**(12Hrs.)**

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-IV: Digital Marketing****(12Hrs.)**

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-V: Marketing Models and Case Studies****(12 Hrs.)**

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.

**Skill / Hands-on: Mini Project (15Hrs.)**

1. Communication Skills.
2. Technical digital marketing skills.
3. Leadership and Management.
4. Strategic /Critical Thinking

**Co-Curricular Activities**

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

**Prescribed Text Books**

1. Prashant Chaudary: Retail Marketing in the Modern Age, Sage Publication, 2019
2. S.Neelamegham:Marketing in India, 3<sup>rd</sup>edition, Vikas Publications, New Delhi, 2000.

**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. Jermy Kagan and Siddarth Shekar Singh: Digital Marketing & Tactics, Wiely Publishers, 2020.

3. Philip Kotler: Marketing Management, 11<sup>th</sup> Edition, Prentice-Hall of India Pvt. Ltd., New Delhi., 2002.
4. IGNOU: Marketing for Managers, New Delhi.  
<http://egyankosh.ac.in/handle/123456789/4271>
5. Digital Marketer: The Ultimate Guide to Digital Marketing.  
<https://www.digitalmarketer.com/digitalmarketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
6. NITI Aayog: Connected Commerce: Creating a Roadmap for Digitally Inclusive Bharat, 2021.
7. <https://niti.gov.in/writereaddata/files/Connected-Commerce-Full-Report.pdf>
8. IASRI Course in Agribusiness Management and Trade Concepts in Marketing.  
<http://ecoursesonline.iasri.res.in/mod/page/view.php?id=710>
9. World Bank: Digital Economy in South East Asia: Strengthening the Foundations for Future Growth, 2019.  
<https://documents1.worldbank.org/curated/en/328941558708267736/pdf/The-Digital-Economy-in-Southeast-Asia-Strengthening-the-Foundations-for-Future-Growth.pdf>

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**SYLLABUS**

<b>Subject: Economics</b>	<b>Semester: V/VI</b>
<b>Course Title: Insurance Service</b>	<b>Course Code: 20ECSEC31IS4</b>
<b>No of Hours: 75 Hrs.</b>	<b>LTP: 401      Credits: 4</b>

**Objectives**

- To give in-depth knowledge of insurance business.
- To give an overview of major Life Insurance and General Insurance Products

**Course Outcomes**

- CO1:** Explain the concept and principles of insurance service and functioning of insurance service agencies.
- CO2:** Identify and analyse the opportunities related insurance services in local rural area.
- CO3:** Apply the concepts and principles of insurance to build a career in Insurance services.
- CO4:** Demonstrate practical skills to enable them to start insurance service agency or earn wage employment in it.
- CO5:** Identify the relationship between Insurers and their Customers.

**UNIT-I: Insurance Concept and Principles (12 Hrs.)**

Risk Management: Risk and Uncertainty, Risk Classification – Concept, Importance and Types of Insurance– Principles of Insurance –Insurance Act 1938- Insurance Regulations in India - Role of IRDA and Insurance Ombudsman –Scope for Insurance Business in India.

**UNIT-II: Life Insurance and Products (12 Hrs.)**

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-III: General and Health Insurances and Products (12 Hrs.)**

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-IV: Practicing as an Insurant Agent (12 Hrs.)**

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-V: Understanding the Customer and Case Studies (12 Hrs.)**

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. About insurance policy with increase policy with 'p' reference to policy & Consumer protection Act – Case studies of the customer

**Skill / Hands-on: Mini Project (15 Hrs.)**

1. Communication and negotiations skills
2. Employability skills
3. Problem solving & analytical abilities

**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.

**Prescribed Text Books**

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.



## References

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

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**SYLLABUS**

<b>Subject: Economics</b>	<b>Semester: V/VI</b>
<b>Course Title: Banking and Financial Services</b>	<b>Course Code: 20ECSEC32BF4</b>
<b>No of Hours: 75 Hrs.</b>	<b>LTP: 401</b>
	<b>Credits: 4</b>

**Objectives**

- To understand the working of banking and Financial Services.
- To know the importance of various rules and regulations prevailing in the financial market

**Course Outcomes**

- CO1:** Explain the concept and essentials banking and financial services.
- CO2:** Identify and analyse the employment opportunities related to banks and other financial institutions.
- CO3:** Apply the concepts to banking and financial opportunities and formulate ideas related to them.
- CO4:** 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.
- CO5:** Overview various Finance Service Company.

**UNIT-I: Principles of Banking and Indian Banking System (12 Hrs.)**

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

**UNIT-II: Deposits, Loans and Digital Banking (12 Hrs.)**

Retail banking in India- 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-III: Banking Correspondents and Common Service Centers (12 Hrs.)**

Banking Correspondent Model - Activities of Banking Correspondent: Deposit Mobilization. Identification of Borrowers, Collection and Recovery Loan, v- 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-IV: Financial Services of NBFIs (12 Hrs.)**

Important Financial Services offered by NBFIs – 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. A case study of any NBFi in the local area.

### **UNIT-V: Work with Finance Service Company (FSC) (12 Hrs.)**

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. Role of finance service companies in India.

### **Skill / Hands-on: Mini Project (15Hrs.)**

1. Employability skills
2. Analyst of Stock Market
3. Financial manager/auditor

### **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,
6. Fieldwork/Project work etc.

### Prescribed Text Books

1. N. Mukund Sharma: *Banking and Financial Services*, Himalaya Publishers, 2015.
2. Indian Institute of Banking and Finance: *Retail Banking*, Macmillan India Limited, 2015.
3. Akhan Ali Jafor: *Non-Banking Financial Companies in India: Functioning and Practice*, New Century Publications, New Delhi, 2010.

### References

1. Indian Institute of Banking and Finance: *Principles and Practices of Banking*, Macmillan India Limited, 2021.  
<https://drive.google.com/file/d/1VU7aN4s5ikPQI7nX6mTBW-sVLQCNhfvK/view>
2. 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>
3. RBI: "Non-Banking Financial Institutions" in *Report on Trend and Progress of Banking in India 2019-20*.
4. RBI: Discussion Paper on *Engaging Business Correspondents*.  
[https://www.rbi.org.in/scripts/bs\\_viewcontent.aspx?Id=2234](https://www.rbi.org.in/scripts/bs_viewcontent.aspx?Id=2234)
5. Govt. of India: Ministry of Electronic and Information Technology: *Digital Seva- Operational Manual for Common Service Centres*.  
<https://csc.gov.in/assets/cscmanual/digitalsevaoperationalmanual.pdf>
6. <http://www.cscentrepneur.in/> for Telecentre Entrepreneurship Course
7. <https://www.rbi.org.in/>
8. <http://www.iibf.org.in/>

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**SYLLABUS**

**Subject: Economics**

**Semester: V/VI**

**Course Title: Inferential Statistics and Software Packages**

**Course Code: 20ECSEC41SP4**

**No of Hours: 75 Hrs.**

**LTP: 401**

**Credits: 4**

**Objectives**

- To study the general theory of statistical distributions as well as the standard distributions in statistical practice.
- To train students with essential tools for statistical analyses.

**Course Outcomes**

**CO1:** Explain Theorems of Probability.

**CO2:** Demonstrate the knowledge related to the techniques of inferential statistics.

**CO3:** Application of Testing of Hypothesis.

**CO4:** Calculate correlation, regression coefficients and interpret the results.

**CO5:** Use Excel sheets and SPSS package to analyse the data and derive the results.

**UNIT-I: Concept and Theories of Probability (12 Hrs.)**

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-II: Theoretical Probability Distributions (12 Hrs.)**

Binomial Distribution: Constants (without proof) and Properties – Poisson 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, Poisson and Normal Distributions.

**UNIT-III: Test of Significance - Large and Small Sample Tests (12 Hrs.)**

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,  $\chi^2$  test, F-test – One way and Two way ANOVA.

**UNIT-IV: Linear and Non-linear Multiple Regression Models (12 Hrs.)**

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-V: Excel and Software Packages for Data Analysis (12 Hrs.)**

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.

**Skill / Hands-on: Mini Project (15 Hrs.)**

1. Analytical Skills
2. Interpretation
3. Critical Thinking
4. Computer Applications

**Co-Curricular Activities**

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

**Prescribed Text Books**

1. S. C. Gupta: Fundamentals of Statistics, Himalaya Publishing House, Bombay, 1982.
2. S. P. Gupta: Statistical Methods, S. Chand & Company, New Delhi, 2000.

### **References Text Books**

1. K. V. S. Sharma : Statistics Made Simple: Do it yourself on PC, (Second edn.)Prentice Hall of India, New Delhi, 2010.
2. B. N. Gupta: Statistics Theory and Practice, Sahitya Bhavan, Agra, 1992.
3. Goon A.M., M. K. Gupta and B. Dasgupta: Fundamentals of Statistics, Vol.1, The World Press, Ltd, Calcutta, 1975.
4. Nagar, A.L. and R. K. Das: Basic Statistics, Oxford University Press, New Delhi, 1996.
5. D N Elhance, Veena Elhance & B M Aggarwal Foundation of Statistics, Kitab Mahal, New Delhi, 2018.

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**SYLLABUS**

**Subject: Economics**

**Semester: V/VI**

**Course Title: Project Designing and Report Writing    Course Code: 20ECSEC42PR4**

**No of Hours: 75 Hrs.**

**LTP: 401**

**Credits: 4**

**Objectives**

- To deal with collecting data and testing hypotheses or answering questions concerning the current social status.
- To develop highly competitive project proposal

**Course Outcomes**

**CO1:** Demonstrate the knowledge relating to research in social sciences in general and economics in particular.

**CO2:** Analytical Evaluation Research.

**CO3:** Undertake a field survey to collect relevant data and information relating to project work.

**CO4:** Formulate a good research design to undertake mini research projects with a view to studying the socio-economic problems of the society.

**CO5:** Develop capacity to write a simple project report.

**UNIT-I: Foundations of Research (12 Hrs.)**

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-II: Classification of Research (12 Hrs.)**

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-III: Planning of Research Project (12 Hrs.)**

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-IV: Implementation of a Project Design (12 Hrs.)**

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-V: Report Writing (12 Hrs.)**

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.

**Skill / Hands-on: Mini Project (15 Hrs.)**

1. Communication Skills
2. Writing skills
3. Strategic /Critical Thinking
4. Presentation Skills
5. Survey

**Co-Curricular Activities**

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

**Prescribed Text Books**

1. O. R. Krishnaswami and M. Ranganatham: Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai, 2018.
2. K. V. S. Sharma: Statistics Made Simple: Do it yourself on PC, (Second edn.) Prentice Hall of India, New Delhi, 2010.
3. Dr. Ranjit Kumar: Research Methodology: A Step-by-Step Guide for Beginners, Sage Publications, New Delhi, 2014.

## **References**

1. C. T. Kurien: A Guide to Research in Economics, Sangam Publishers for Madras Institute of Development Studies, Chennai, 1973.
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