

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

**BA Economics Syllabus under CBCS**

w.e.f. 2015-16 (Revised in April 2016)

**Structure of Syllabus**

Table-1:

<i>Semester</i>	<i>Paper</i>	<i>Title</i>
<b>Semester I (Core)</b>	I	Micro Economics – Consumer Behavior
<b>Semester II (Core)</b>	II	Micro Economics - Production and Price theory
<b>Semester III (Core)</b>	III	Macro Economics - National Income, Employment and Money
<b>Semester IV (Core)</b>	IV	Macro Economics - Banking and International Trade
<b>Semester V (Core)</b>	V	Contemporary Indian Economy
<b>Semester V (Core)</b>	VI	Quantitative Techniques
<b>Semester VI Any one elective from A,B,D</b>	VII – (A)	Agricultural Economics
	VII – (B)	Principles of Insurance
	VII – (D)	Rural Economics And Social Change
<b>Semester VI ** Any one Cluster</b>	<b>Cluster Electives – (A) Agribusiness</b>	
	VIII	A-1: Agribusiness Environment in Andhra Pradesh
		A-2: Agricultural output Marketing
		A-3: Project work
	<b>Cluster Electives – (B) Insurance Practice</b>	
	VIII	B-1. Practice of General Insurance
		B-2. Agricultural Insurance
		B.-3 Project work
	<b>Cluster Electives – (D) Rural Economy</b>	
	VIII	D.-1 Rural Economy
		D. -2 Rural Industrilisation
		D.-3 Project work

\*Student has to choose only one paper

\*\* Students are advised to choose Cluster (A) if they have chosen VII (A) and Choose Cluster (B) if they have chosen VII (B) etc. However, it is only suggestive.

Table – 2:

Sl. No	Paper	Name of Paper	Sem	Hours/Week	Credits	Marks	
						Mid Sem	Sem End
1	I	Micro Economics – Consumer Behavior	I	5	4	25	75
2	II	Micro Economics - Production and Price theory	II	5	4	25	75
3	III	Macro Economics - National Income, Employment and Money	III	5	4	25	75
4	IV	Banking and International Trade	IV	5	4	25	75
5	V	Contemporary Indian Economy	V	5	4	25	75
6	VI	Quantitative Techniques	V	5	4	25	75
7	VII – (A)	Agricultural Economics	VI	5	4	25	75
	VII – (B)	Principles of Insurance					
	VII – (D)	Rural Economy and Social Change					
	<b>Cluster Elective – A: Agribusiness</b>		VI	5	4	25	75
	VIII	A-1. Agribusiness Environment in Andhra Pradesh					
		A-2. Agricultural Output Marketing					
		A-3: Project work					
	<b>Cluster Elective – B: Insurance Practice</b>		VI	5	4	25	75
	VIII	B-1. Practice of General Insurance					
		B-2. Agricultural Insurance					
		B.-3 Project work					
	<b>Cluster Elective – D: Rural Economy</b>		VI	5	4	25	75
	VIII	D-1. Rural Economy					
		D-2. Rural Industrilisation					
		D.-3 Project work					

**Note:** Student Activities like Data/picture analysis, Seminars, Assignments, Group Discussions, Case studies, Fieldwork, Surveys, Study Projects, Models are Part of Curriculum in all papers. The teacher shall identify appropriate activities for each unit and assign them to all the students for improving domain skills.

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

**BA Economics Syllabus under CBCS**

w.e.f. 2015-16 (Revised in April 2016)

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

**Semester – I**

**Paper – I (Core Paper)**

**Micro Economics – Consumer Behavior**

**Module -1**

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

**Module -2**

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

**Module - 3**

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

**Module - 4**

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

**Module - 5**

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

**REFERENCES:**

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

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

**Module - 1**

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

**Module - 2**

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

**Module - 3**

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

**Module - 4**

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

**Module - 5**

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

**REFERENCES:**

1. R.G. Lipsey and K.A.Chrysal - "Economics", Oxford University Press, 10/e, 2004.

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

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

**Module - 1**

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

**Module - 2**

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

**Module - 3**

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

**Module - 4**

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

**Module - 5**

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

**REFERENCES:**

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

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

**Paper – IV (Core Paper)**  
**Banking and International Trade**

**Module - 1**

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

**Module - 2**

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

**Module – 3**

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

**Module – 4**

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

**Module - 5**

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

**REFERENCES:**

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

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

**Module I**

Characteristics of India as a developing economy – Demographic features of India and Andhra Pradesh - population dividend – Trends in urbanization - Trends in the growth of India's national income and A.P's GDSP AND NDSP – Magnitude of poverty in India and Andhra Pradesh - Occupational structure –unemployment and its dimensions

**Module II**

Inflation and its measurement in India – Monetary policy and Policy Rates –Tax Reforms and GST – Tax Revenue and its devolution to states –Public debt and its magnitude in India and A.P - India's of Balance of Payments status - Brief outline of Globalization and their impact on Indian economy.

**Module III**

Objectives and achievements of planning in India – current five year plan –Balanced Regional Development - NITI Ayog – Major schemes of rural and urban development with particular reference to Andhra Pradesh

**Module IV**

Land use and cropping pattern in India and A.P – Land Ceiling Act and its implementation in A.P – Post-green revolution strategies – Watershed development, Dryland farming, Drip irrigation, Organic farming – Importance of Horticulture, Dairy, Poultry and Fisheries in rural economy – Agricultural price policy and minimum support prices – Food security – agricultural exports – Priority sector lending -Direct and indirect finance –Micro-finance - Agricultural Insurance

**Module V**

Industrial Policies, 1956 and 1991 – Industrial policy of Andhra Pradesh - Make-in India – Manufacturing policy – Foreign Direct Investment – industrial corridors and SEZs – Gross Enrolment and drop out rates in Education in India and A.P - Sarva Siksha Abhiyan - Skill Development Mission - Rural and Urban health missions in India and A.P. – Social security schemes – women empowerment – DWACRA groups in A.P – Tourism and Government policy measures

***Note : More emphasis on all topics should be with reference to their current status. Discussion of theoretical aspects is not expected. Not more than brief mention of the genesis of any problem or theme is to be expected.***

- 1 Dhingra, I.C - "Indian Economy", Sultan Chand, 2014.
2. Ruddar Dutt and K.P.M. Sundaram - "Indian Economy", S.Chand & Co., 2015.
3. S.K.Misra & V,K,Puri - "Indian Economy", Himalaya Publishing House, 2015.
4. Reserve Bank of India - Hand book of Statistics on Indian Economy (Latest).
5. 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.
6. G.Omkarnath - Economics - A Primer for India - Orient Blackswan, 2012.
- 7.Telugu Academy Publications.
8. Economic Surveys, govt. of India
9. Socio-economic surveys of Andhra Pradesh

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

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

**Quantitative Methods**

**Unit- I: Introduction** - Meaning – definition – functions- importance and limitations of statistics – collection of data – primary and secondary data- schedule and questionnaire – frequency distribution – tabulation – diagram and graphic presentation of data( one dimensional and frequency curves ) Applications

**Unit – II: Measures of Central Tendency and Dispersion** - Definition, objectives and characteristics of measures of central tendency – types of averages- arithmetic mean, geometric mean, harmonic mean – median – mode – quartiles – deciles – percentiles – properties of averages and their applications. Objectives of dispersions, range, quartile deviation, mean deviation, standard deviation- coefficient of variation. Applications

**Unit – III: Measures of Correlation And Regression** - Meaning, definition and use of correlation- types of correlation- Karl Pearson’s correlation coefficient- Spearman’s rank correlation- probable error- meaning, utility of regression analysis- comparison between correlation and regression. Applications

**Unit – IV: :Functions , Graphs and equations**-Types of Functions- Rectangular Co-ordinate System and graphs of functions - Slope and Intercept - Equations of straight lines. and solutions of Linear, Quadratic and Simultaneous Equations up to three unknowns. – simple Economic applications

**Unit – V: Matrix:** Definition – examples- types of matrices – matrix addition – multiplication – determinant of matrices – minors – co-factors – inverse of a matrix.Applications

**References:**

1. Sivayya K.V and Satya Rao, Business Mathematics , Saradhi Publications Guntur
2. Sancheti and Kapoor VK, Business Mathematics, Sulthan Chand & Sons, New Delhi
3. D.N Elhance , Fundamentals of Statistics , Kithab Mahal, Allahabad
4. Guptha SC, Fundamentals of Business Statistics, Sulthan Chand, New Delhi
5. Aggarwal, Business Statistics, Kalyani Publishers Hyderabad Reddy CR, Business Statistics, Deep & Deep Publications ,
6. S.P. Gupta & V.K Kapoor- "Fundamentals of Mathematical Statistics", S.Chand & Co., 2014.

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

**Module-1**

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

**Module-2**

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

**Module-3**

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

**Module-4**

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

**Module-5**

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

**RECOMMENDED / REFERENCE BOOKS**

1. Sadhu An, Singh Amarjit and Singh Jasbir (2014), Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi
2. Lekhi RK and Singh Joginder, Agricultural Economics, Kalyani Publishers
3. Bhaduri, A. (1984), The Economic Structure of Backward Agriculture, Macmillan, Delhi.
4. Bilgrami, S.A.R. (1996), Agricultural Economics, Himalayas publishing house, Delhi.
5. Dantwala, M.L. et.al (1991), Indian Agricultural Development Since Independence, Oxford & IBH, New Delhi.
6. Government of India (1976), Report of the National Commission on Agriculture, New Delhi. 5. Government of India, Economic Survey (Annual), New Delhi.
7. Gualti, A. and T. Kelly (1999), Trade Liberalisation and Indian Agriculture Oxford University Press, New Delhi

**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**  
**Paper – VII-(B) (Elective Paper VII(B))**  
**Principles of Insurance**

***Module 1:***

***Risk Management:*** Provides an understanding of risk management – different types of risks – management of risks.

***Module 2:***

***The Concept of Insurance and its Evolution:*** The basics and nature of insurance – evolution and nature of insurance – how insurance operates today.

***Module 3:***

***Insurance Customers:*** Understanding insurance customers – different customer needs – importance of customers – customer mindsets.

***Module 4:***

***The Insurance Contract:*** Terms of an insurance contract - disclosure of all relevant information – principle of utmost good faith – the relevance of proximate cause – the insurance contract.

***Module 5:***

***Insurance Terminology and Development:*** Common terms used in insurance – terms common to both life and non – life insurance - role of insurance in economic development and social security – contribution of insurance to the society.

**References :**

1. General Insurance, John Magee & David Bicklhaupt.
2. Operational Transformation of General Insurance Industry during the period 1950 to 1990 & Beyond, R D Samarth.
3. Study on Distribution Functions in General Insurance & Role of Intermediaries, Arun Agarwal / P R Rao
4. General Insurance for Information Technology Professionals, Martin Frappoli.

**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**  
**Paper – VII(D) (Elective Paper VII(D))**  
**RURAL ECONOMICS AND SOCIAL CHANGE**

**Module 1 :**

Nature and scope of rural Economy, Importance of Agriculture in economic Development of India, Rural Economic problems of India; Nature of land Problems-Evolution of Policy-Land Reforms.

**Module 2:**

Agricultural Holdings, Fragmentation and Sub-division of Holdings, cooperative Farming-Rural Labour Problems-nature of Rural Unemployment- Employment and Wage Policy-Sources of Technological change and Green Revolution.

**Module 3:**

Rural Society-its Structure and Change; Village and its Social Organization-Indian Village and its types, Rural-Urban Continuum and Rural-Urban relationships.

**Module 4:**

Rural social Institutions-family, Property, caste, Class, Agrarian structure, indebtedness and Poverty, Jajmani System, Religion, Village, Local Self Government, Panchayat Raj and Community Development Programmes.

**Module 5:**

Social Change in Rural India-Impact of Westernization, Secularization, Modernization of Indian Rural Society-Post Modernization and Globalization and Indian Villages.

**References:**

1. Carver, The Principles of Rural Economics.
2. Desai, A., Rural Sociology in India.
3. Dube, S.C., India's changing villages.
4. Nanavati & Anjala, rural problems in India.
5. Ruddar Dutt & K.P.M.Sundaram, Indian Economy.
6. Sachdeva, D.A.& Vidya Bhushan, An Introduction to Sociology.

**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**  
**Paper – VIII-A; Cluster Elective–A: Agribusiness**  
**Paper VIII-A-1: Agribusiness Environment in Andhra Pradesh**

**Module-1**

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

**Module-2**

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

**Module-3**

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

**Module-4**

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

**Module-5**

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

**References:**

1. Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.
2. Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.
3. Francis Cherunilam 2003. Business Environment. Himalaya Publ.
4. Agarwal Raj, 2001, Business Environment, Excel Books, New Delhi.

**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**  
**Paper – VIII-A; Cluster Elective – A: Agribusiness**

**Paper VIII-A-2: Agricultural Output Marketing**

**Module-1**

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

**Module-2**

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

**Module-3:**

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

**Module-4:**

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

**Module-5:**

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

**References:**

1. C.S.G.Krishnamacharyulu & Lalitha Ramakrishnan, "Rural Marketing: Text and Cases", Pearson Education, New Delhi.
2. Awadhesh Kumar Singh & Satyaprakash Pandey, Rural Marketing: Indian Perspective, New Age International Publishers, New Delhi.
3. Mamoria, C.B. & Badri Vishal: Agriculture Problems in India
4. Arora, R.C., "Integrated Rural Development", S. Chand Limited, New Delhi.
5. Gopaldaswamy, T.P., "Rural Marketing: Environment, Problems and Strategies, Vikas Publishing House Pvt. Ltd., New Delhi.
6. Bedi & Bedi, "Rural Marketing", Himalaya Publishing House, New Delhi.

**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**  
**Paper – VIII-B; Cluster Elective–B: Insurance Practice**

**Paper VIII-B-1: PRACTICE OF GENERAL INSURANCE**

**Module 1:**

**Introduction to General Insurance:** Introduction of Indian Insurance Market – Structure, Classification, Salient features of Indian general insurance market.

**Module 2:**

**Policy Documents and forms:** Insurance contract & elements – Components of an insurance policy - Interpretation of policies – Contents of insurance proposal form - Certificate of Insurance – Claim forms

**Module 3:**

**Fire, Motor Liability and Personal Accident Insurance:** Fire insurance Coverage – Exclusions – Conditions of fire insurance policy – Coverage under special policies - Motor insurance policy – Important documents – Types of policies – Liability – Motor claims & procedures - - Personal Accident insurance.

**Module 4:**

**General insurance Products – Part 3 (Engineering & other Insurances):** Classes of Engineering insurance - Burglary insurance – Baggage insurance – Fidelity Guarantee insurance – Jeweller’s Block insurance – Crime insurance.

**Module 5:**

**Claims:** Preliminary procedure – Loss minimization – Procedure – Process of claim management – Arbitration - Modes of settlement – Recoveries - Identifying claim

**References:**

1. General Insurance, John Magee & David Bicklhaupt
2. Operational Transformation of General Insurance Industry during the period 1950 to 1990 & Beyond, R.D.Samarth
3. Study on Distribution Functions in General Insurance & Role of Intermediaries, Arun Agarwal / P R Rao
4. General Insurance for Information Technology Professionals, Martin Frappoli.

**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**  
**Paper – VIII-B - Cluster Elective –B: Insurance Practice**  
**Paper VIII-B-2: AGRICULTURAL INSURANCE**

***Module 1:***

***Risks in Agriculture:*** Agricultural Risks – Changing face of Agricultural Risks in India – Climate Change and Agriculture – Managing Agricultural Risks.

***Module 2:***

***Evolution of Crop Insurance in India:*** Individual based crop insurance – Pilot Crop Insurance Scheme (PCIS) – Comprehensive Crop Insurance Scheme (CCIS) – Experimental Crop Insurance Scheme (ECIS) – National Agricultural Insurance Scheme (NAIS) – Farm Income Insurance Scheme (FIIS) – Types of Agricultural Insurance –Formation of Agriculture Insurance Co of India Ltd.

***Module 3:***

***Module 4:***

***Crop Insurance - Yield Index based Underwriting and Claims:*** National Agricultural Insurance Scheme (NAIS) – Components – Nature, Coverage and Integrity – Underwriting – Claims – Yield Data – Yield Estimation Methodology – Actuarial premium rating – Proposed modifications in NAIS.

***Module 5:***

***Weather Based Crop Insurance Model:*** Comparison between Area Yield and Weather based Crop insurance – Weather Insurance components – Weather data and Indexes – Product Design – Underwriting and Claims considerations – Understanding Crop Insurance Models.

**Reference Books**

1. Mayet, P - Agricultural Insurance, Forgotten Books,
2. Ray, P. K. – Agricultural Insurance (Theory and Practice and Applications to Developing Countries), Elsevier, B.A.
3. Poonam Patwardhan, Bhise Vinayak, Narwade Sunil – An Evaluation of National Agricultural Insurance Scheme in India, Lambert
4. Raju S S and Ramesh Chand – Agricultural Risk and Insurance in India - Problems and Prospects, Academic Foundation

**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**  
**VIII-D - Cluster Elective –D: Rural Economy**  
**Paper VIII-D-1: *Rural Economy***

*Module-I*

*Concept and Nature of Rural Economy; characteristic of rural Economy; Factors affecting rural Economy.*

*Module- II*

*Basic Needs of Rural Economy; Housing; Health, education, Training, drinking water supply; Electricity, sanitation, rural Roads, transport and communication, rural statilisation, Utilization of Local Human & Natural Resources.*

*Module- III:*

*The Role of Rural Technology – need & important of rural Technology, appropriate rural Technology, Technology for Rural Women, difficulties in adoption of rural technology.*

*Module-IV*

*Rural roads and Rural Transport system (Bus, Railways):- Importance of rural roads and transportation problems, various schemes of rural road development. Rural Health and sanitation:- Need of rural health and sanitation, problems, remedies. Rural Electrification:- Sources of energy/ power, progress, problems, policy.*

*Module– V*

*Need, sources of rural communication, government policies. Rural Education:- Overview of the education system in India; need, solutions, future agenda. Training and Rural Development:- Meaning of training, types of training, need of rural development training, national training policy.*

*Reference Books:*

Chaudhari, C.M. **Rural Economics**, Jaipur: Subline Publication, 2009

1. Datt, Rudra & Sundharam *Indian Economy* New Delhi: S. Chand, 2008.

2. Deogirikar, A. B. *W.T.O and Indian Economy*, Jaipur: ShriNiwas Publications, 2004

4) Acharya, S.S. & **Agricultural Marketing in India** N.L. Agarwal New Delhi: Oxford & IBH ltd., 2004.

**5) Khanna, Sulbha & Rural Development Strategies and Planning**

Upna Diwan New Delhi: Sonali Publications, 2003.

6) Prasad, B.K. **Rural Development Concept Approach and Strategy** New Delhi: Sarup and Sons, 2003.

**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**

**VIII-D: Cluster Elective –D: Rural Economy**

**Paper VIII-D-2: Rural Industrialization**

*Module– I:*

*Rural Industrialisation :- Need, rural Infrastructure and industrialization, progress and problem of rural industrialization in Andhra Pradesh Rural Approach. Potential areas for rural self-employment with special reference to agro industries. The role of co-operation in Rural Industrialization*

*Module–II:*

*The policies & programmes for rural industrial development during planning era.. Important programmes for Industrial development of rural areas, micro, small and medium industries in Andhra Pradesh.*

*Module–III*

*Rural Environment & Resources - Rural Environment in Andhra Pradesh( water, soil) :-Causes, effect, status of rural environment, rejuvenating rural environment. Rural Human Resources Utilization Programmes.*

*Module - IV*

*Industrial Development - Large and Small scale industries Andhra Pradesh - Agro-base Industries-Agro-processing industries:- Importance, problems, solutions. Rural technology:- Need, effect, advantages.*

*Module - V:*

*Rural Employment - Rural employment in Andhra Pradesh, characteristics of rural employment -Incidence and type of Unemployment in rural area. Need based education and training for rural youth -Development of Entrepreneurship abilities among rural students*

*Reference Books:*

**1. Desai, Vasant. Rural Development in India.**

New Delhi: Himalaya, 2005.

**2. IGNOU. Rural Development: Indian Context.**

New Delhi: IGNOU, 2005.

**3. Narwani, G. S. Training for Rural Development,**

New Delhi: Rawat Publications, 2002.

**4. Rao K. Hanumantha Rural Development Statics – 2007-08, National Institute of Rural Development Ministry of R. D., Govt. of India, Rajendra Nagar, Hyderabad – 30 July, 2008**

**KRISHNA UNIVERSITY**  
**VI SEMESTER**  
**ECONOMICS CLUSTER PAPER- 3 i.e.**  
**Project Work**

**SUGGESTIVE TOPICS ON CURRENT ECONOMICS PROJECT**

1. EVENT ECONOMICS PROJECT [2017-18]
2. CURRENT INDIA'S ECONOMIC EVENTS – WHAT'S GOING AROUND
3. BANK RECAPITALISATION PLAN
4. MAKE IN INDIA
5. DIGITAL INDIA
6. DISINVESTMENT –MUDRA YOJANA
7. SWADESH DARSHAN YOJANA
8. START UP INDIA
9. GST
10. DEMONETISATION
11. SELF HELP GROUP
12. INCLUSIVE GROWTH STRATEGY
13. INFLATION
14. INDIA - A VIBRANT MARKET FOR SOLAR INDUSTRY
15. NATIONAL INTELLECTUAL PROPERTY RIGHT POLICY 2016
16. HUMAN DEVELOPMENT INDEX
17. MICRO AND SMALL SCALE INDUSTRIES
18. BANK'S NPA [NON PERFORMING ASSETS].
19. IMPACT OF FREQUENT RISE IN PERTROL PRICES
20. SUBSIDIES
21. FOREIGN DIRECT INVESTMENT
22. SPECIAL ECONOMIC ZONE
23. INFRASTRUCTURE
24. DIGITAL MONEY WILL REPLACE PAPER MONEY

## **Semester-VI**

### **Discipline Specific Elective Course (DSE)-VII Project Work**

Project work will comprise of either field work or research study based on secondary data on topic based on relevant economic problems allocated by internal supervisor. In both cases student will have to submit a report. Performance of student in field project report will be evaluated on the following basis:

- (a) Field study report Report/Final presentation 70 Marks
- (b) Two periodical Presentation 30 Marks

Two periodical presentations will be assessed by internal examiner but the field study Project report and final presentation will be assessed jointly by internal and external examiner.

#### **I. Scheme of evaluation for Project Report and Viva-Voce Examination by external and Internal Examiner:**

Project Report (50 Marks)

S.No Chapter Contents Marks

- 1 Introduction 10
- 2 Profile and Methodology 10
- 3 Presentation, data Analysis 20
- 4 Findings, Conclusion & Recommendations 10
- 5 Total 50

Viva-Voce (20 marks)

In course of Viva-Voce Examination, the question may be asked in the following areas:

S.No Contents Marks

1. Importance / relevance of the Study, Objectives of the Study, Methodology of the Study / Mode of Enquiry 05
2. Ability to explain the analysis, findings, concluding observations recommendation, limitations of the Study 10
3. Overall Impression- including Communication Skills 5
4. Total 20

#### **II. Scheme of evaluation for Project Report and Viva-Voce Examination by internal Examiner:**

o Contents Marks

- 1 Students Interest and Active Participation 10

- 2 Comprehension level and knowledge in the Topic 10
- 3 Ability to explain the analysis findings 5
- 4 Communication skills 5
- 5 Total 30

**Part I** Krishna University Guidelines Relating to Project Work for B.A Degree Course VI Semester

Project work / Report may be prepared in the following modes

- a) Internship- Students may be sent to organizations, they will be assigned some role in the organization. They have to complete their task with the help of organization employees and prepare the project report based on their work experience.
- b) Assistance in organization – Students may assist Super market etc. based on the organization selected for study. They may submit the project report based on the industrial / Any Part time Job experience
  - c) Based on primary data.
  - d) Based on secondary sources
- e) Experimental commercial activity (Startups) eg: Kirana, Pan shop, hotel etc, Project evaluation may be done in accordance with scheme of evaluation. However valutors may adjudge some innovative projects judiciously.  One student / up to five students has/have to undertake a project work individually or as group under the supervision of a teacher.

Language of the Project Report and Viva-Voce examination may be in English / Telugu

The Project Report may be typed /hand written

Each student /group of students have to submit three copies of project report

1) External examiner 2) Internal examiner 3) Student copy

Failure to submit the Project Report or failure to appear the Viva- Voce examination will be treated as ‘Absent’ in the examination. He / she has to submit the project Report and appear at the Viva-Voce examination in the subsequent years ( within the time period as per Krishna University Rules)

No marks will be allotted to the Project Report unless a candidate appears at the Viva-Voce examination. Similarly no marks will be allotted on Viva-Voce examination unless a candidate submits his/her Project Report

It is mandatory to submit Project Report and attend Viva-Voce examination

- Each student has to give oral presentation on the project at time of Viva-Voce examination. The external examiners may pose questions on the project.
- Project guide / any other commerce staff member in the concerned college may be appointed as internal examiner.
  
- Project work topic may be selected from selected cluster or any commerce related topics.

**Sixth Semester Project Report ,from academic year 2018-19 onwards :**

- a) Without any fine:        One month before semester exams
  - b) With fine                :        20 days before semester exams.
- 
- Evaluation of the Project Report and Viva-Voce should be conducted after VIth semester by both internal and external examiners.
  
  - A few classes ( about 10 hours) may be allotted to enlighten the students on the Project work by Project guide at the beginning of VIth Semester
  
  - Both internal and external project evaluators may note that the project work at the B.A level is to create interest and curiosity among students to study the practical functioning of the organization / business /application of the theoretical knowledge in real life situations.
  
  - This is a first step to undertake research in any organistaion. Hence guides may refrain from pressurizing students to produce finest quality of research at graduation level itself. Consider their level of understanding and analytical capabilities.the external and internal examiners are suggested not to compare the B.A students project report standards with that of PG/M.Phil /P.hD students project/research topics.
  
  - So evaluators may consider even a micro /small /Case Studies like the fixed deposits, Savings of a group of people may be taken for study and analysis. The impact and profitability of the schemes may be considered on par with other descriptive projects



Semester No :  
Name of the College :  
College Roll No :

### SUPERVISOR'S CERTIFICATE

This is to certify that Mr. /Ms. ....  
is a student of B.A Degree in ..... (Name of the College) affiliated to  
Krishna University, has worked under my Supervision and Guidance for his/her /their  
Project work and prepared a project Report (title)..... Which he /she/they  
is/are submitting his/ her/their genuine and original work to the best of my knowledge.

Place: Name of the Supervisor:  
Date: Designation :  
Name of the College :

### ACKNOWLEDGEMENT

I deem it a great privilege to express my sincere and profound thanks to my project  
supervisor/guide Mr. /Mrs./Ms./ Dr. /Prof....., M.A, NET/JRF/APSET/  
M.Phil., Ph.D., Lecturer/Assistant Professor/Associate Profess /Professor, Department of  
Economics.....College, Who has whole heartedly encouraged and  
extended consistent, guidance in successful completion of project work.

I wish to express my deep sense of gratitude to our College principal, teaching,  
Non-teaching staff, library staff and all that have extended their encouragement co-  
operation throughout my B.A course and project period.

I would like to express my gratitude to the organisation staff that supported me  
during my industrial / institute /organization / bank visit by providing project data and  
other relevant data.

Last, but certainly not the least, I am indebted to my friends, Parents and all my  
family members for their immeasurable love and affection, without their blessings or  
grace, I couldn't have finished this project under stipulated time and with focused vision.

Place: Name of the Candidate:  
Date: Registration No :  
Semester No :  
Name of the College :  
College Roll No :

## **Table of contents**

### Chapter 1 – Introduction

- 1.1 Introduction of the topic
- 1.2 General scenario of industry
- Identified Problem
- Need for Study –if needed
- Objectives & Scope

### Chapter 2– Profile and Methodology

- Profile of: Topic
- Institute/organization
- 2.3 Relevant data 2.4 Methodology-
- Type of project
- Sampling methods
- Tools for analysis

### Chapter 3 – Data Analysis and Interpretation

- 3.1 Analysis of objective-1
- Analysis of objective-2
- Diagrammatic Representations
- (Additional Contents may be added if required)

### Chapter 4 – Conclusions

- Summary of Findings
- Suggestions & Recommendations
- Conclusions
- Directions for Future Research

Copy of Questionnaire/Interview Schedule

Any Other related documents

### Part III

#### Krishna University III.B.A VIth Semester Tips for preparation

1. Cover Page & Title Page – A specimen copy of the Cover page & Title page for B.A project report is given in first page  
**Title:** Title has to be selected keeping in view the topic or contents in the project work. Fancy titles, Short cuts, Abbreviations may be avoided. However well-known Abbreviations like AP, MP, TN etc. may be used.
2. Student Declaration: Declaration by the student (s) stating that the said report has not formed part of any other degree / diploma and is a bonafide work carried out by the candidate.
3. Supervisor's Certificate -Certificate from the Project Guide has to be obtained stating that the said work is original and the candidate has done under his / her supervision.
4. Acknowledgement: The student may acknowledge the help received from various persons this should not exceed one page when typed in 1.5 spacing. The candidate's signature, Registration No, Semester No., College Name and Roll No. shall be typed in capitals / hand written.
5. Abstract: Abstract should be an essay type of narration not exceeding 200-250 words. It may contain problem to be studied, methodology used to study and Summary of findings in brief. It should be followed by Key words: 5-6 important words frequently used or key words 10 in the project work. This is not mandatory, one may include if possible after acknowledgement.
6. Contents of the project: Contents of the project report should be arranged in cohesive manner. The model list of contents is not exhaustive it may be modified according to the requirement of the project. Students may frame the contents according to the type of project. This table of contents gives a bird's eye view of the project report. It should be presented chapter wise as follows  
**Chapter 1** - Introduction: This chapter may contain a brief back ground of the topic it may include the brief note about the areas you are going to present in the later part of the project. Origin of the selected Institution, Schemes etc. and evolution may be presented. Significance, importance of the topic and blue print or Outline of the content can be presented here.  
□ **Need for Study:** what is the need to study this topic has to be mentioned in a paragraph. It may be to find solution to existing problem in any organization. It may be to know the status of the situation in any industry etc. □ **Scope of the study:** The study should highlight its application in day to day functioning or in a specific area of your specialization field. The data collected could be primary i.e., gathered by your own observation, or it may be secondary i.e. taken from the records of the organization where the research is being undertaken like

balance sheets, control figures, performance reports, sales reports etc. □ Objectives of the study: The candidate must identify 2-4 core major areas of study.

They have to represent the intention, goals of the study. Objectives describe what we expect to achieve by a project. These objectives give direction for project work, what we have to study? What we have to analyse? What would be the outcome of the project?

Eg: 1. To study the credit flow to farmers in the study area by public sector banks

2. To identify the difficulties in credit flow to farmers in study area

3. To analyse the reasons for not availing loans from institutional lenders on par with the non- institutional lenders

## 7. Chapter 2–Profile and Methodology

□ Profile of: Brief historical background of the topic 11 Institute/organizational evolution, major achievements, growth, expansion and highlights of the organisation may be presented under the profile heading.

Methodology

□ Type of project: The student has to mention which type of project he /she has undertaken. One may select field study/empirical,case study,secondary data or experimental commercial activity (Real entrepreneurship) based study.

□ Surveys:Surveys involve collecting information, usually from fairly large groups of people, by means of questionnaires but other techniques such as interviews or telephoning may also be used. There are different types of survey. The most straightforward type (the “one shot survey”) is administered to a sample of people at a set point in time. Another type is the “before and after survey” which people complete before a major event or experience and then again afterwards.

□ Case studies: Case studies usually involve the detailed study of a particular case (a person or small group). Various methods of data collection and analysis are used but this typically includes observation and interviews and may involve consulting other people and personal or public records. The students may select one or more individuals in the respective situation on whom to base their case study/studies. Case studies have a very narrow focus which results in detailed descriptive data which is unique to the case(s) studied.

□ Experimental project / Start-up Project: under this students may take up manufacturing of any product (s) or offer services and sell it through traders or may sell by his /her/ their own firm (sole proprietorship, partnership firm, private company, limited company etc.), any commercial activity done by him/her/them may be prepared in project report. This may be treated as most valuable work far superior to other types of projects, because it presents practical application of the commerce

knowledge. □ Sampling Methods: Various sampling methods may be adopted to pick up the samples to study the population. Simple random, stratified random sampling and convenience sampling etc. □ Tools for Analysis: t-test, f-test, Z-test, chi-square test, ANOVA etc. one may refer statistics. Appropriate tests may be used according to the requirement. Unnecessary tests may be avoided applying tests is not mandatory. Application of tools depends on type of project. Students may follow project guide suggestions.

#### 8. Chapter 3– Data Analysis and Interpretation

□ Analysis of objective1: Collected data either empirical or secondary data may be tabulated and required statistical tools may be applied to interpret in a better way to find out accurate truth. □ Diagrammatic Representations: flow charts or bar, line piecharts,graphs etc etc., or pictures in support of the analysis may be inserted (Additional Contents may be added if required) This is the main part of the project work. So students may take the guidance from the project supervisor/guide

#### 9. Chapter 4 – Conclusions

□ Summary of Findings: After analysing the data above, students may find new and important things, points to be noted here. all the findings may be summarized here □  
Conclusions & Recommendations: Based on the study done, what conclusions/inferences can be drawn? Recommendations are based on the conclusions of the study. It is important to indicate that a set of recommendations should follow from the conclusions inferred. The recommendations should have value to the organization. If possible quantify the benefits that can be gained from following the  
**Supervised by**  
**Name of the Supervisor:**  
**Designation:**  
Name of the College:

Recommendations. Indications as to what other techniques can be applied to improve the systems viz. Cost saving techniques, precautions etc.

□ Directions for Future Research: After studying a topic in detail one arrives at a conclusion. He/she/they may find other aspects of the topic which were not taken for study due to limitations like available time, money resources etc. but they are worthy to be studied may be given here.

10. References: This section will include the list of books and articles, websites and various other sources of data obtained/exerted/excerpted and used in a project report. Universally accepted and followed APA (American philosophical association) recommended style may be followed for references. This is not mandatory it is optional
11. Appendix: All the additional material in support of project may be presented in appendix,
12. Copy of Questionnaire/Interview Schedule and 2) Tables or any other related documents.
13. The list of contents is not exhaustive it is inclusive candidate may include as many as possible in consultation with project guide/supervisor. This is not mandatory it is optional

#### **Part IV**

##### Model Questionnaire

##### Socio-Economic Profile of the Borrower

1. Name of the borrower
2. Village
3. Age
4. Sex: Male / Female
5. Caste: SC/ST/BC/OBC
6. Religion: Hindu/Muslim/Christian/Others
7. Educational Qualifications:
  - (i) Primary
  - (ii) Secondary
  - (iii) Higher
  - (iv) Professional
8. Occupation:
 

(i) agricultural labour	(iii) Govt employee
(ii) Private employee	(iv) self-employed
9. Income from different sources:
 

(a)Agriculture: Rs. _____
(b) Business: Rs. _____
(c)Industry: Rs. _____
(d) Others:
10. Annual Expenditure: Rs. \_\_\_\_\_
11. No. of earning members and dependents: Earning members in the family.....  
: Dependents.....
12. Marital status: Married/Unmarried  
if yes how many children  
a) 0      b)1      c)2      d)3      e) above 3
13. From which bank did you borrow the loan? :
- 14 (a) Other commercial bank (b) Co-operative Bank  
(c) NBFC's (LIC, (d) Money Lenders (e) others

14. When did you borrow the loan? :
- (i) Less than and upto 1 year
  - (ii) 1-2 years
  - (iii) 2-3 years
  - (iv) 3-4 years
  - (v) 4-5 years
  - (vi) 5 years and above.
15. Time Gap between applying the loan and sanctioning of the Loan:
- (i) Less than 90 days
  - (ii) Less than or equal to 12 months
  - (iii) More than 12 months
  - (iv) 2 years & above
16. How much amount did you borrow? :
- (i) Below Rs.25, 000/
  - (ii) Rs.25, 000 to Rs.50, 000/
  - (iii) Rs.50, 000 to Rs.1,00,000/
  - (iv) Above Rs.1, 00,000/
17. When did you pay the last interest / installment of the principal amount?
- (i) Less than 30 days
  - (ii) Less than or equal to 90months
  - (iii) ) Less than or equal to 12 months
  - (iv) 12 months & above
- (i) Now, your loan asset status:
- (i) Standard Asset
  - (ii) Sub-Standard Asset
  - (iii) Doubtful Asset
  - (iv) Loss Asset
18. Did you borrow loan from any other financial Institution?
- a) If yes, specify
  - b) Are you repaying the loan regularly?
  - (i) If yes, what is the amount paid
  - (ii) What is the amount due?
  - (iii) Since how long the amount is due
19. Do you face any problems from the bankers for repaying the loan: Yes/No
- (i) If yes, what type of problems?
20. What is the purpose of borrowing the advance?:
- (a) For Self-employment
  - (b) Diversification
  - (c) For personal use
  - (d) Others

Points to be added later

Case1.project evaluation for 70 marks by external examiner

Case 2.Evaluation of project work to be done jointly by one internal expert and one external expert with equal weight age, i.e., average marks of the internal and external expert for 70 marks will be awarded.

Case3.Evaluation of project work to be done by internal expert for 100 marks