

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>
Semester I (Core)	I	Micro Economics – Consumer Behavior
Semester II (Core)	II	Micro Economics - Production and Price theory
Semester III (Core)	III	Macro Economics - National Income, Employment and Money
Semester IV (Core)	IV	Macro Economics - Banking and International Trade
Semester V (Core)	V	Economic Development and Indian Economy
Semester V (Core)	VI	Indian and Andhra Pradesh Economy
Semester VI *Any one Paper from A,B,C,D,E F and G	VII – (A)	Agricultural Economics
	VII – (B)	Principles of Insurance
	VII – (C)	Financial Markets and Institutions
	VII – (D)	Rural Economics And Social Change
	VII – (E)	Entrepreneurship and Small Business Development
	VII – (F)	Public Finance
	VII – (G)	International Economics
Semester VI ** Any one Cluster from A, B, C, D and E	Cluster Electives – (A) Agribusiness	
	VIII	A-1: Agribusiness Environment in Andhra Pradesh
		A-2: Agricultural output Marketing
		A-3: Agricultural Input Marketing.
	Cluster Electives – (B) Insurance Practice	
	VIII	B-1. Practice of General Insurance
		B-2. Agricultural Insurance
		B.-3 Health Insurance
	Cluster Electives – (C) Financial Markets	
	VIII	C-1: Stock Market operations
		C:-2 Securities Market
		C: -3Commodities Market
	Cluster Electives – (D) Rural Economy	
	VIII	D.-1 Rural Economy
		D. -2 Rural Industrilisation
		D.-3 Rural Marketing
	Cluster Electives – (E) Entrepreneurship	
	VIII	E.-1 Industrial Economics
		E.-2 Labour Economics
		E.-3 Industrial Management

*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	Economic Development and Indian Economy	V	5	4	25	75
6	VI	Indian and Andhra Pradesh Economy	V	5	4	25	75
7	VII – (A)	Agricultural Economics	VI	5	4	25	75
	VII – (B)	Principles of Insurance					
	VII – (C)	Financial Markets and Institutions					
	VII – (D)	Rural Economy and Social Change					
	VII – (E)	Entrepreneurship and Small Business Development					
	VII – (F)	Public Finance					
	VII – (G)	International Economics					
8	Cluster Elective – A: Agribusiness		VI	5	4	25	75
	VIII	A-1. Agribusiness Environment in Andhra Pradesh					
		A-2. Agricultural Output Marketing					
		A-3. Agricultural Input Marketing.	VI	5	4	25	75
	Cluster Elective – B: Insurance Practice		VI	5	4	25	75
	VIII	B-1. Practice of General Insurance					
		B-2. Agricultural Insurance					
		B-3. Health Insurance					
	Cluster Elective - C: Financial Markets						
	VIII	C-1. Stock Market operations					
		C-2. Securities Market					
		C-3. Commodities Market					
	Cluster Elective – D: Rural Economy						
	VIII	D-1. Rural Economy					
		D-2. Rural Industrialisation					
		D-3. Rural Marketing					
	Cluster Elective – E: Entrepreneurship						
	VIII	E-1. Industrial Economics					
		E-2. Labour Economics					
		E-3. Industrial Management					

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.Chrystal - "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) 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)
Economic Development and Indian Economy

Module - 1

Concept of Economic Growth - Distinction between economic growth and development - Measurement of economic development - Theories of Economic Growth: Adam Smith, Rostow, Karl Marx and Harrod & Domar Models.

Module - 2

Sustainable development - Balanced and unbalanced growth-choice of techniques
Labour intensive and capital intensive methods.

Module - 3

Basic features of the Indian Economy - Natural Resources - Important
Demographic features- Concept of Population Dividend - Population Policy.

Module - 4

National Income in India - trends and composition-poverty, inequalities and
Unemployment - Measures taken by the Government. - MGNREGS

Module - 5

Economic reforms - liberalization, privatization and globalisation - concept of
inclusive growth.

REFERENCES:

1. Dhingra, I.C - "Indian Economy", Sultan Chand, 2014.
2. Ruddar Dutt and K.P.M. Sundaram - "Indian Economy", S.Chand & Co., 2015.
3. G.M.Meier - "Leading Issues in Economic Development", Oxford University Press, New York,.
4. M.P.Todaro - "Economic Development", Longman, London 6/e, 1996.
5. Reserve Bank of India - Hand book of Statistics on Indian Economy (Latest).
6. S.K.Misra & V,K,Puri - "Indian Economy", Himalaya Publishing House, 2015.
7. 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.
8. G.Omkarnath - Economics - A Primer for India - Orient Blackswan, 2012.
9. Benjamin Higgins - Economic Development
10. Telugu Academy Publications.
11. Dr. Ch.S.G.K. Murthy, Indian Economy - Gitam University

B. A. ECONOMICS
III Year B. A. Programme (UG) Courses – Under CBCS
Semester – V
Paper – VI (Core Paper)
Indian and Andhra Pradesh Economy

Module - 1

Indian Agriculture - Importance of Agriculture in India - Agrarian structure and relations- Factors determining Productivity- Agricultural Infrastructure - Rural credit - Micro Finance - Self Help Groups (SHGs) - Agricultural Price policy- concept of Crop Insurance - Food Security.

Module - 2

Structure and growth of Indian Industry - Industrial policies of 1956 & 1991 Meaning of Micro small and Medium Enterprises (MSMEs)- Problems and Prospects of small scale Industries in India.

Module - 3

Disinvestment in India - FEMA - Foreign direct investment - Services Sector in India – Reforms in Banking and Insurance -, IT, Education and Health.

Module - 4

Planning in India Economy - Objectives of Five year plans - Review of Five year Plans - Current Five year plan- NITI Aayog

Module - 5

Andhra Pradesh Economy - Population - GSDP - Sector Contribution and trends - IT – Small Scale Industry - SEZs.

REFERENCES:

1. Dhingra, I.C - "Indian Economy", Sultan Chand, 2014.
2. Ruddar Dutt and K.P.M. Sundaram - "Indian Economy", S.Chand & Co., 2015.
3. G.M.Meier - "Leading Issues in Economic Development", Oxford University Press, New York, 3/e.
4. M.P.Todaro - "Economic Development", Longman, London 6/e, 1996.
5. Reserve Bank of India - Hand book of Statistics on Indian Economy (Latest).
6. S.K.Misra & V,K,Puri - "Indian Economy", Himalaya Publishing House, 2015.
7. 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.
8. G.Omkarnath - Economics - A Primer for India - Orient Blackswan, 2012.
9. Telugu Academy Publications.
10. Dr.Ch.S.G.K.Murthy, Indian Economy - Gitam University.

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(C) (Elective Paper VII(C))

Financial Markets and Institutions

Module I

Introduction to Financial Market – Types of Financial Markets – Meaning and Definitions of Stock Market, Derivative Market, Commodities Market, and Currency Market.

Module II

Stock Markets - Primary & Secondary Markets - Market Participants - Stock Exchanges - Market Index - Trading Mechanism - Broker/Sub-Brokers - Basic Accounting,

Activity: Practical Trading

Module III

Derivative Markets - Meaning & concept of Derivatives – Futures and Options - Trading Mechanism.

Activity: Practical Trading.

Module IV

Commodities Markets - Commodity Derivatives - Commodity Exchanges – Instruments - Pricing Techniques - Accounting & Taxation .

Activity: Practical Trading.

Module V

Currency Markets - Foreign Exchange Derivatives - Exchange Traded Futures - Regulatory Framework - Accounting & Taxation - Code of Conduct.

Activity: Practical Trading.

References:

1. Vasant Desai - The Indian financial system and Development-, Himalaya Publishing House.
2. Dr. S. Gurusamy - Financial Markets and Institutions-, Tata McGraw Hill.
3. Dr. Bharti Pathak - The Indian Financial System, Pearson.
4. M.Y.Khan - Indian Financial System, Mc.Graw Hill
5. C.Sudarsana Reddy - Financial Management-Principles and Practice, Himalaya Publishing House.
6. Thummuuri Siddaiah - Financial Services, Pearson.

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 Prgrommes.

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 – VII (E) (Elective Paper VII (E))
Entrepreneurship and Small Business Development

Module -1:

Introduction - Entrepreneurship meaning, nature and Characteristics of entrepreneurship, Barriers to entrepreneurship

Module -2:

Establishing a small enterprise: The startup process, project identification, selection of the product -selection of site/location and legal considerations

Module -3:

Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale; Rationale; Objective; Scope; SSI; Registration; NOC from Pollution Board; Machinery and Equipment Selection

Module -4:

Role of Support Institutions and Management of Small Business: Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD; State Financial Corporation SIC.

Module -5:

Project Preparation - project formulation, Project Report Preparation; Specimen of Project Report, assessment of project feasibility, analysis's of project, Project Planning and Scheduling using Networking Techniques of PERT / CPM preparation of project report,

Reference:

1. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
2. Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House, Delhi. 38
3. Cynthia, L. Greene (2004). Entrepreneurship Ideas in Action. Thomson Asia Pvt. Ltd., Singapore.

B. A. ECONOMICS
III Year B. A. Programme (UG) Courses – Under CBCS
Semester – VI
Paper – VII (F) (Elective Paper VII (F))
Public Finance

Module - 1

Meaning and scope of Public Finance - Distinction between Public and Private Finance.
Principle of maximum social advantage

Module – 2

Source of Public Revenue - Taxes - administrative revenues - commercial Revenues - Gift and grants - Concept of VAT. Canons of taxation (Adam Smith's and Modern Economists).

Module

Meaning and classification of public expenditure - principles of public Expenditure Wagner's Law - Peacock - Wiseman Hypothesis.

Module - 4

Public debt - classification of public debt - methods of debt redemption

Module - 5

Budget - Meaning and Definition - Components of Budget - Concepts of Budget Deficits - Indian Union Budget.

References:

1. B.P.Tyagi - "Public Finance", Jai Prakash Nath, 2012.
2. H.D.Bhatia - "Public Finance" Vikas Publishing House 2013.
3. Reserve Bank of India - Hand book of Statistics on Indian Economy (Latest).
4. S.K.Misra & V,K,Puri - "Indian Economy", Himalaya Publishing House, 2015.
5. Budget at a Glance
6. Economic and Functional Classification of the Budget
7. Telugu Academy Publications.

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

INTERNATIONAL ECONOMICS

Module – 1

Meaning and importance of International Trade - Inter - Regional and International Trade.

Module – 2

Theories of International Trade - theory of absolute advantage - theory of comparative cost and Hecksher - Ohlin theory.

Module – 3

International Trade and Economic growth - Terms of trade - Gross Barter and Net Barter and Income terms of trade.

Module - 4

Tariffs - meanings and definition - Types of tariffs - Concept of optimum tariff Balance of payments - Causes for disequilibrium in balance of payments.

Module - 5

India's Foreign Trade - composition and direction. Recent EXIM policy - changing role IMF, IBRD & WTO. Concept of outsourcing.

References:

1. B.O.Soderston - "International Economics", Macmillan, 1995.
2. C.P.Kindle Berger - "International Economics".
3. J.Bhagawathi - "International Trade - Selected Readings", Cambridge University Press.
4. D.M.Mithani & G.K.Murty - "Business Economics", Himalaya Publishing House, 2015.
5. Salvatore Dominick (2005) International Economics, John Wiley & Sons, Inc
6. Mithani D.M (2003) International Economics, Himalaya Publishing House, Mumbai
7. Mannur H.G (2003) International Economics Vikas publishing House Pvt Ltd, New Delhi
8. Telugu Academy Publications.

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. Gopalaswamy, 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-A; Cluster Elective –A: Agribusiness

Paper VIII-A-3: Agricultural Input Marketing

Module-1

Agri input marketing – Meaning and importance – distinctive features of Agri. Input marketing – Distribution channels of agri. Inputs – Private, Government, Co-operative and Joint sector. Agri inputs promotional programme – concepts and techniques.

Module-2

Issues in seed marketing – determinants of seed demand – private sector contribution – public sector support to private sector - Distinctive features of Seed Marketing vis – a – vis other Input Marketing – strengths and weaknesses on Indian seed industry.

Module-3

Fertilizer industry scenario – public, private, co-operative and joint sector role – fertilizer production consumption, and imports – fertilizer marketing characteristics. Biofertilizers – its role and scope – major constraints involved – production level – market level – field level. Marketing network/ channels.

Module-4

Pesticide industry – an overview – nature of industry growth – consumption crop wise, area wise – demand and supply – market segmentation.-IPM concept development – biopesticides – its role and scope.

Module-5

Agricultural mechanization – benefits and importance and future priorities – scenario of farm implements and machinery sector – economic advantage of mechanization – contribution of agricultural mechanization – Need for the development of agricultural machinery and implements to suit the local resource endowments.

References:

1. Acharya SS & Agarwal NL 2004, Agricultural Marketing in India – Oxford & IBH.
2. Sharma Premjit 2008, Marketing of Seeds – gene Tech Books, New Delhi.
3. Marketing of the Agri. Inputs – IIMA publications.
4. State of the Indian Farmer - Input Management, Ministry of Agriculture, GOI, Academic Foundation, New Delhi-2004

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, ArunAgarwal / 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
Paper – VIII-B; Cluster Elective-B: Insurance Practice
Paper VIII-B-3: HEALTH INSURANCE

Module 1:

Introduction to Health Insurance: What & Why of Health insurance – Evolution and growth of Health insurance in India – Understanding the Health System in India – Constitutional provisions in areas of Public

Module 2:

Health Insurance Products in India: Types of Health Insurance Products in India – Hospitalization Indemnity product – Personal Accident products – Critical Illness product – Daily Hospital Cash benefit – Disease management covers – Outpatient covers

Module 3:

Health Insurance policy forms and clauses: Health insurance contracts – Insurance contracts VS other contracts – Proposal forms used in health insurance – Comparison of proposal forms & questionnaires of health insurance with Personal Accident insurance, Life insurance & Group Insurance...

Module 4:

Regulatory and legal aspects of health insurance: Principles and practice of health insurance regulations – Need for regulations in health insurance – Various kinds of risks in health insurance –

Module 5:

Customer service in health insurance: Consumer protection & policy –holder’s protection – Claim servicing – types of cashless claims – Grievance redressal– survey on grievance redressal.

Reference:

1. American Health Insurance Plans , Health Insurance Primer : Study guide Part A- - American Health Insurance Plans , Washington DC.
2. American Health Insurance Plans / Place, Health Insurance nuts and bolts : Study guide part B, American Health Insurance Plans
3. Davis . W. Gregg , Life and health insurance handbook , O.D. Dickerson , Health Insurance

B. A. ECONOMICS
III Year B. A. Programme (UG) Courses – Under CBCS
Semester – VI
VIII-C; Cluster Elective –C: Financial Markets

Paper VIII-C-1: STOCK MARKET OPERATIONS

Module – 1:

Meaning, Nature and Functions of Primary Market - Role of Primary Market– Methods of floatation of capital – Problems of New Issues Market –SEBI measures for primary market.

Module – 2:

Meaning, Nature, Functions of Secondary Market - Organisation and Regulatory framework for stock exchanges in India – Defects in working of Indian stock exchanges.

Module – 3:

Listing of Securities : Meaning – Merits and Demerits – Listing requirements, procedure, fee – Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE.

Module – 4:

Indian Stock Exchanges: BSE – Different trading systems – Share groups on BSE – BOLT System – Different types of settlements – Pay-in and Pay-out – Bad Delivery – Short delivery – Auction – NSE– Market segments.

Module - 5

Market types, Order types and books – De-mat settlement – Physical settlement – Institutional segment – Funds settlement – Valuation debit – Valuation price – Bad and short delivery – Auction.

Suggested Readings:

- 1.Punithavathy Pandian, Security Analysis and Portfolio Management Vikas Publishing House Pvt. Ltd.
- 2.V. A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House.
- 3.Prasanna Chandra, Security Analysis and Portfolio Management, Tata McGraw-Hill.
- 4.Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publishers
5. Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publicatio

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

VIII-C: Cluster Elective –C: Financial Markets

Paper VIII-C-2: Securities Market

Module 1

Securities Market in India - An Overview - Securities market and financial system - Products, participants and functions;

Module 2

Primary Market - Book building - Credit rating; Merchant banking; On-line IPOs; DEMAT issues; Private placement; Virtual debt portals; DRs/GDRs; Other regulations; Public issues;

Module 3

Secondary Market –Membership – Listing - Trading and settlement mechanism; Technology; Trading rules - Insider Trading; Unfair trade practices; Takeovers; Buyback.

Module 4

Government Securities Market Indian debt market; Primary market; Secondary market-NDS; NDS-OM; CCIL; Wholesale debt market (WDM) segment of NSE.

Module 5

Derivatives Market Products, Participants and functions; Trading mechanism; Membership; Contract specification; Clearing & Settlement.

References:

1. Sketch of Stock Market in India with Ref. of BSE 1961
2. Kar, Pratip., Capital Market in 1989 (Securities and Exchange Board of India)
3. Smith, B. Mark., A History Of Global Stock Market (Farrar, Straus And Giroux, Chicago, 2003).
4. Armstrong, F.E., The book of the stock exchange (Pitman Publishing Corporation, London)

B. A. ECONOMICS
III Year B. A. Programme (UG) Courses – Under CBCS
Semester – VI
VIII-C - Cluster Elective –C: Financial Markets
Paper VIII-C-3: Commodities Market

Module 1

Introduction to Derivatives – Types – Products and functions – Exchange – trades versus OTC derivatives.

Module 2

Application of features : Types of instruments (future, options) - Basics and Payoffs; Pricing commodity derivatives – Hedging, Speculation and Arbitrage.

Module 3

Commodity Derivatives – Difference between Commodity and financial derivatives – Global and Indian commodities exchanges – Evaluation of commodity market in India

Module 4

NCDEX Platform: Structure of NCDEX: Exchange membership; Capital requirements – Commodities traded on NCDEX platform – Instruments available for trading.

Module 5

Regulatory Framework and Taxation: Rules governing commodity derivative exchanges – investor grievance and arbitration – Implications of Sales Tax.

Reference Books:

1. Cirvante, V.R., The Indian Capital Market (Geoffrey Cumberlege Oxford University Press, Bombay, 1956).
2. Salvi, P. G., Commodity Exchange (1947).
3. Markham, Jerry W. (1987). The History of Commodity Futures Trading and Its Regulation. Praeger. p. 305.
4. Niti Nandini : Commodity Markets, Tata McGraw Hill Education Private Limited, 7 West Chatnani Patel Nagar, New Delhi-110008 7.
5. Bharat Kulkarni : Commodity Markets and Derivatives, Excel Books, A-45, Naraina, Phase I, New Delhi-1100028

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 stitilisation, 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

B. A. ECONOMICS
III Year B. A. Programme (UG) Courses – Under CBCS
Semester – VI
Paper VIII-D: Cluster Elective –D: Rural Economy
Paper VIII-D-3: *Rural Marketing*

Module– I

Meaning, concept, definitions, objects, need of Rural Marketing, classification, Structure of Rural Marketing.

Module– II

Marketing Functions:- Meaning, classifications- Packaging, transport, grading, storage and warehousing, buying and selling. Demand and supply meaning, factors affecting demand and supply for farm products.

Module–III

Government intervention and role in rural marketing, characteristics of traditional marketing system. Directorate of Marketing and Inspection. Regulation of Agricultural Marketing:- Definition, objectives, history of Market regulation, progress, quality control, Government Sponsored National Organizations and their role.

Module– IV

Co-operative Marketing:- Meaning, function, history types, structure, membership, source of finance. NAFED :- Objectives, activities, other National co-operative organizations- National co-operative Development corporation (NCDC), Tribal co-operative marketing federation (TRIFED) state level co-operative marketing organization.

Module– V

.Data sources in Agricultural Marketing:- Coverages, Agencies, publications of market statistics. Dissemination of Market statistics, new emerging problems in Agricultural marketing in Andhra Pradesh

1. Acharya, S.S. **Agriculture Marketing in India**, New Delhi : Ford, IBH Publishing Co. Ltd., 2004
2. Chaudhari, C.M. **Rural Economics**, Jaipur: Subline Publication, 2009
3. Desai, Vasant **Rural Development in India**, New Delhi: Himalaya Publication House, 2005
4. Desai, Vasant **Fundamentals of Rural Development**, New Delhi: Rawat Publications, 1991
5. Narwani, G.S. **Training for Rural Development**, New Delhi: Rawat Publications, 2002

B. A. ECONOMICS
III Year B. A. Programme (UG) Courses – Under CBCS
Semester – VI
VIII-E; Cluster Elective –E: Entrepreneurship
Paper VIII-E-1: Industrial Economics

Module-1

Industry and economic development industry and sectoral linkages – industrial classification and data information.

Module-2

Public, private joint and co-operative sectors - private corporate sector- MNCs and their role.

Module-3

Industrial productivity - concept - measurement - productivity in Indian industries - industrial sickness - underutilization of capacity - factors accounting for it and its consequences.

Module - 4

Globalization and Indian industry - privatization and issues relating to disinvestment policy.

Module-5

Industrial development in India - industrial policy - Role of the Central and State - Industrial policy and economic reforms - Industrial growth and pattern.

BOOKS FOR REFERENCE:

1. Dhingra, I.c. Indian Industrial Economy
2. Gadgil, P.G. Indian Economy
3. Kuchhal, S.C. Industrial Economy of India
4. Sharma, N.K. Industrial Economics

B. A. ECONOMICS
III Year B. A. Programme (UG) Courses – Under CBCS
Semester – VI
VIII-E: Cluster Elective –E: Entrepreneurship

Paper VIII-E-2: Labour Economics

Module 1:

Introduction - Labour Economics – Concept and definition – Nature, Scope and Importance – Labour as a unique factor of production

Module 2:

Labour Market - Concept of labour Market and its features –Determinants of the supply and the demand for labour – Organized and unorganized labour

Module 3:

Wages - Wage Concept and Definitions – Wage and development – Collective bargaining – Wage differentials – Wage Policy - Objectives and importance

Module 4:

Labour Productivity, State and labour - Concept of Labour Productivity – Measurement and Importance of Labour productivity – Determinants – Causes for Low Labour Productivity and Measures to Increase Labour Productivity – Technology and Labour Productivity

Module 5:

State and labour – Need for State intervention in Labour matters – methods of intervention – Labour Social Security and Labour Welfare Measures – Labour Policy, Objectives and Importance – Emerging perception on state intervention.

Reference:

1. Bhagwati T.N (2000), Economics of Labour and Industrial relations. Sahitya Bhavan, Agra.
2. McConnell C.R. and S.L. Brue (2002), Contemporary Labour Economics, McGraw Hill, New York.
3. Mittal and Sanjay Prakash Sharma (2000), Labour Economics, RSBA Jaipur

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

Paper VIII-E-3: INDUSTRIAL MANAGEMENT

Module – 1

Basics of Management Introduction, Definition of management, characteristics of management, functions of management - Planning, Organising, Staffing, Directing, Co-ordination, Controlling, Motivating, Communication, Decision Making - Administration and management, Nature of management, levels of management, managerial skills, managerial roles,

Module - 2

Forms of Organization- Line , Line –staff etc. Forms of ownerships – Partnership, Proprietorship, Joint stock, Co-operative society, Govt. Sector etc, concept of Globalisation

Module – 3

Strategic Management– Evolution - Concept and Characteristics of strategic management – Defining strategy –Strategic Management Process.

Module – 4

Quality Management Definition of quality, goalpost view of quality, continuous improvement definition of quality, types of quality – quality of design, conformance and performance, phases of quality management, - The ISO 9001:2000 Quality Management System Standard

Module – 5

Financial & Project Management -Capital Structure, Fixed & working capital -Introduction to capital budgeting, - Break even analysis - assumptions, importance - Cost-Benefit analysis.

Reference Books :

1. L.C.Jhamb , Savitri Jhamb , Industrial Management – I , Everest Publishing House .
2. Dinesh Seth and Subhash C. Rastogi, “Global Management Solutions”, Cengage Learning, Second Edition, USA.
3. B. Davis and Margrethe H. Olson, "Management Information Systems", Mc-Graw-Hill International Editions.
4. Azar Kazmi , “Strategic Management & Business Policy “, Tata McGraw Hill, New Delhi
5. Kenneth C. Laudon and Jane P. Laudon, “Management Information Systems", Eighth Edition, Pearson Education
6. K.Shridhara Bhat, “Materials and Logistics Management”, Himalaya Publishing House, Mumbai
7. M.Y. Khan and P. K. Jain, “Financial Management”, Tata McGraw Hill, New Delhi
8. Ravi M. Kishore, “Project Management”, Tata McGraw Hill, New Delhi