SRI SAI RAGHVENDRA(SSR) DEGREE COLLEGE

(AUTONOMOUS)

FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF ECONOMICS

CBCS Pattern with effect from the Academic Year 2025-26
Structure of the Curriculum

Year	Sem-ester	Major/ Minor/ SEC/ VAC	Paper & Paper Code	Paper Title	Cre dits	H P W	IE Marks	SEE Marks	Total Marks
I	I	DSC*	Paper-I ECO101	Micro Economics	5	5	30	70	100
	II	DSC*	Paper-II ECO201	Macro Economics	5	5	30	70	100
II	III	DSC*	Paper-III ECO301	Statistics for Economics	5	5	30	70	100
	IV	DSC*	Paper-IV ECO401	Indian Economy	5	5	30	70	100
	V	MDC*	GE	Telangana Economy	4	4	30	70	100
		DSE*	ECO-501A	Agriculture Economics	5	5	30	70	100
			ECO-501B	Public Finance	5	5	30	70	100
			ECO-501C	Economics of Environment	5	5	30	70	100
		SEC*-I	SEC-I	Basic Computer Applications in Economics	2	2	15	35	50
		SEC*-II	SEC-II	Digital Economy	2	2	15	35	50
		VAC*	VAC_I		3	3	15	35	50
		DSE*	ECO-601A	International Economics	5	5	30	70	100
			ECO-601B	Development Economics	5	5	30	70	100
			ECO-601C	Industrial Economics	5	5	30	70	100
		SEC*-III	SEC-III	Financial Economics	2	2	15	35	50
		SEC*-IV	SEC-IV	Entrepreneurship and Development	2	2	15	35	50
		VAC*	VAC_II		3	3	15	35	50

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DSC – Discipline Specific Course
DSE – Discipline Elective Course
MDC – Multi Disciplinary Course for Non- Economics Students
SEC – Skill Enhancement Course
VAC – Value Added Course

Programme Objectives:

1. To develop strong understanding on economic theories about the economic systems.
2. To develop ability to analyse real economic problems by using data
3. To develop the critical thinking to find solutions to economic problems

Programme Outcomes:

1. Understands economic principles that effects the economic systems.
2. Ability to analyse the economic data and identify economic issues.
3. Develops rational analysis to find solutions to economic problems.

B.A. (ECONOMICS as MAJOR)
Semester-I
Paper ECO 101 - MICRO ECONOMICS
Discipline Specific Course Paper-I

Credits : 5 | **HPW : 5**

IE : 30M
SEE : 70M
Total :100M

Unit-I : CONSUMER BEHAVIOUR: Consumer equilibrium in Ordinal Utility Analysis: (In Behavioural Economics). Role of AI in consumer Decision making – demand elasticity in digital markets; Network effects on consumer demand, price, Income and substitution effects on consumption

Unit-II PRODUCTION ANALYSIS: Concepts of production function – Automation and AI in production, sustainable production method, Returns to scale – scope of economies in digital platforms and production efficiency, Cobb-Douglas function- Role of Big Data in production analysis.

Unit-III COST AND REVENUE ANALYSIS: Total cost, total fixed cost, total variable cost, average cost, average fixed cost, average variable cost, marginal cost – Relationship between average and marginal cost, Economies of scale – Digital and Technological economies, Revenue Concepts: total, average and marginal, relationship between average & marginal revenue, Revenue models in digital markets (subscription, Freemium, Dynamic pricing)

Unit-IV MARKET STRUCTURE : Imperfect Competition – Monopoly – Equilibrium of monopolist with price discrimination, monopoly power in technical firms, Antitrust Laws & Digital market monopolies, monopolistic competition – brand loyalty and consumer pschyology, social media, Oligopoly- collusion in Digital market places, Duopoly – Platform competition (Google Vs Apple, Uber Vs Lyft) Digital Market Duopolies

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Unit-V ANALYSIS OF BUSINESS FIRM AND PRICING STRATEGIES : Objectives of business firm; ESG(Environment, Social and Governance) Consideration in Business Strategy – profit concepts – Accounting and economic profit, breakeven point –Role of AI in profit optimization, AI based pricing models

References :

1. M. L. Seth : Micro Economics
2. NITI Aayog (2022), India's booming Gig and platform economy: Perspectives and Recommendations on the future work, June 2022
3. H. L. Ahuja : Modern Micro Economics
4. Koutsainies: Modern Micro Economics
5. Stonier and Hague: Micro Economics
6. Salavatore: Micro Economics
7. Schaum Series : Micro Economics
8. Pyndick: Micro Economics
9. Gregory Mankiw : Principles of Micro Economics

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B.A. (ECONOMICS as MAJOR)
Semester-II
Paper ECO 201 - MACRO ECONOMICS
Discipline Specific Course Paper-I

Credits : 5 **HPW : 5**

IE : 30M
SEE : 70M
Total :100M

Unit-I : Introduction Macro Economics : Concept of ciruclar flow of incomes , National Income Analysis: Concepts and components – Methods of measurement – Role of Big data in accounting national income, Difficulties and Limitations in the Estimation of National Income.

Unit-II Theories of Income and Employment : Keynesian Theory of Income and Employment, Effective demand, Behavioural macro economics, impact of Automation on Employment – Consumption Function: Average Prosperity to consume(APC) and Marginal Prosperity To Consume (MPC) – Factors Determining the Consumption Function- Savings Function: Average Prosperity to Save and Marginal Prosperity to Save

Unit-III Investment and Interest: Types of investment, Determinants of Level of Investment – Marginal Efficiency of Investment and Marginal Efficiency of Capital – Green Investment and Sustainable captial. Impact of Digital Assets on investment, concept of Behavioural financce in investment decisions

Unit-IV Supply of Money and Demand for Money: Functions And Classification of Money-Money Supply – CBDCs (Central Bank Digital Currencies), role of FinTech – Fisher's and Cambridge versions of Quantity Theory of Money. Mobile payments and Black Chain in Financial Transations.

Unit-V Inflation and Business Cycles Fluctuations : Inflation, Concept, Types, Causes and Measurement – Role of AI in forecasting inflation – Effects of inflation – Measures to control Inflation – Concepts of Philips Curve, Deflation and Stagflation; Concepts of Business Cycles Fluctuations in Digital Markets, Role of AI & Big Data in Predicting recessions

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References :

1. Ackley, G (1976) : Macro Economics Thoery and Policy, Macmillan, New York
2. Shapiro, E (1996) : Macro Economic Analysis, Galgotia Publications, New Delhi
3. Hansen AH (1953) A Guide to Keynes: Tata McGraw Hill, New York
4. Keynes JM (1936) The General Theory of Employment, Interest and Money
5. MC Vaish : Macro Economic Theory
6. HL Ahuja : Macro Economic Theory and Policy
7. Gupta SB Monetary Economics, Institutions, Theory and Policy
8. M.L. Seth : Macro Economics; Lakshminarayan Agarwal, Agra
9. Kelton Stephanie (2022); The Deficit Myth Modern Monetary Theory and British of the people's Economy Published by Public Affairs, Hachette Book Group, New York

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