# B.A.( ECONOMICS)
## Syllabus (CBCS)
### (w.e.f. 2025-2026)



# FACULTY OF ARTS
# SATAVAHANA UNIVERSITY
# KARIMNAGAR – 505002

# 2025

## BA Economics as Major-1 Course Structure from 2025-26 in Telangana State

| Year | Semester | Major/ Minor/ SEC/ VAC | Paper | Title of the paper | Credits | Hours per Week |
|------|----------|------------------------|-------|--------------------|---------|----------------|
| I | I | DSC*- | Paper-I 101 | Micro Economics | 5 | 5 |
|  | II | DSC*- | Paper-II 201 | Macro Economics | 5 | 5 |
| II | III | DSC*- | Paper-III 301 | Statistics for Economics | 5 | 5 |
|  | IV | DSC*- | Paper-IV 401 | Indian Economy | 5 | 5 |
| III |  | MDC* | GE | Telangana Economy | 4 | 4 |
|  | V | DSE* | 501-A | Agricultural Economics | 5 | 5 |
|  |  |  | 501-B | Public Economics | 5 | 5 |
|  |  |  | 501-C | Economics of Environment | 5 | 5 |
|  |  | SEC*-I | SEC-I | Basic Computer Applications in Economics | 2 | 2 |
|  |  | SEC*-II | SEC-II | Digital Economy | 2 | 2 |
|  |  | VAC* | VAC-I |  | 3 | 3 |
|  | VI | DSE* | 601-A | International Economics | 5 | 5 |
|  |  |  | 601-B | Development Economics | 5 | 5 |
|  |  |  | 601-C | Industrial Economics | 5 | 5 |
|  |  | SEC*-III | SEC-III | Financial Economics | 2 | 2 |
|  |  | SEC*-IV | SEC-IV | Entrepreneurship and Development | 2 | 2 |
|  |  | VAC* | VAC-II |  | 3 | 3 |
|  |  | Internship/ Project | Project |  | 4 | 4 |

**DSC - Discipline Specific Course**
**DSE - Discipline Specific Elective,**
**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 the 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 identifies economic issues.
3. Develops rational analysis to find solutions to economic problems.

**Module-I: CONSUMER BEHAVIOUR:** Consumer equilibrium in Ordinal utility Analysis: (in Behavioral Economics, Nudge theory, Role of AI in consumer Decision-making, demand elasticity in digital markets, Networks effects on consumer demand, Price, Income and substitution Effects- on consumption.

**Module-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.

**Module-III: COST AND REVENUE ANALYSIS.** Total cost, total fixed cost, total variable cost, average cost, average fixed cost, average variable cost, marginal cost and the 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).

**Module--IV: MARKET STRUCTURE:** Imperfect competition- Monopoly: Equilibrium of a monopolist with price discrimination, monopoly power in Tech firms, Antitrust Laws & Digital market monopolies, Monopolistic Competitions-Brand Loyalty and consumer psychology, social media, Oligopoly- collusion in Digital market places, Duopoly-Platform competition (Google vs Apple, Uber vs Lyft) Digital market duopolies.

**Module-V: ANALYSIS OF BUSINESS FIRM AND PRICING STRATEGIES:** Objectives of business firm: ESG (Environment, Social & Governance) consideration in Business strategy. Profit concepts- Accounting and economic profit, break-even 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 of Work. June, 2022

3. H L Ahuja: : Modern Micro Economics

4. Koutsainies; : Modern Micro Economics

5. Stonier and Hague : Micro Economics

6. Salvatore : Micro economics

7. Schaum Series : Micro economics

8. Pyndick : Micro economics

9. Gregory Mankiw : Principles of Micro Economics

B.A. (ECONOMICS as Major) SYLLABUS
Semester – II
MACRO ECONOMICS
Discipline Specific Course - Paper - II

Module– I: Introduction Macro Economics – Concept of Circular 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 .

Module – II: Theories of Income and Employment- Keynesian Theory of Income and Employment: Effective Demand, Behavioral Macroeconomics, Impact of Automation on Employment – Consumption Function: Average Propensity to Consume (APC) and Marginal Propensity to Consume (MPC) – Factors Determining Consumption Function – Savings Function: Average Propensity to Save and Marginal Propensity to Save.

Module– III: Investment & Interest: Types of Investment, Determinants of Level of Investment – Marginal Efficiency of Capital and Marginal Efficiency of Investment. Green Investment and sustainable capital, Impact of Digital Assets on Investment, Concept of Behavioral Finance in Investment decisions.

Module – IV: Supply of Money & 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 Blockchain in Financial Transactions.

Module– V: Inflation & Business Cycles Fluctuations: Inflation- Concept, Types, Causes and Measurement- Role of AI in forecasting Inflation – Effects of Inflation – Measures to Control Inflation – Concepts of Phillips Curve, Deflation and Stagflation : Concept of Business Cycle Fluctuations in Digital Markets, Role of AI & Big Data in predicting recessions,

**Reference Books:**

Ackley, G (1976) : Macro Economics: Theory and Policy, Macmillan, New York.
Shapiro, E (1996) : Macro Economic Analysis, Galgotia Publications, New Delhi.
Hansen A H (1953): A Guide to Keynes, McGraw Hill, New York.
Keynes JM (1936) : The General Theory of Employment, Interest and Money.
MC Vaish : Macro Economic Theory.
HL Ahuja : Macro Economic Theory & Policy.
Vanitha Agarwal : Macro Economic Theory & Policy, Pearson Education.
HL Ahuja : Macro Economic Analysis.
Gupta, SB: Monetary Economics: Institutions, Theory and Policy
M.L. Seth: Macro Economics, Lakshmi Narain Agarwal, Agra.
Kelton, Stephanie (2022): The Deficit Myth: Modern monetary theory and the Birth of the people's Economy, Published by Public Affairs, Hachette Book Group, New York.