

ADIKAVI NANNAYA UNIVERSITY:: RAJAMAHENDRAVARAM

Structure of Final Year B. A. (Course) ECONOMICS under CBCS

Semester	Paper	Title
Semester VI *Any one Paper from A,B,C,D,E and F	VII	A: Agricultural Economics
		B: Principles of Insurance
		C: Financial Markets and Institutions
		D: Rural Economics And Social Change
		E: Entrepreneurship and Small Business Development
Semester VI ** Any one Group from A, B, C, D and E	Group Elective – (A) Agribusiness	
	VIII	A:Agribusiness Environment in Andhra Pradesh
	IX	A: Agricultural output Marketing
	X	A: Agricultural Input Marketing.
	Group Elective – (B) Insurance Practice	
	VIII	B. Practice of General Insurance
	IX	B. Agricultural Insurance
	X	B. Health Insurance
	Group Elective – (C) Financial Markets	
	VIII	C: Stock Market operations
	IX	C: Securities Market
	X	C: Commodities Market
	Group Elective – (D) Rural Economy	
	VIII	D. Rural Development
	IX	D. Rural Industrilisation
	X	D. Rural Marketing
	Group Elective –(E) Entrepreneurship	
	VIII	E. Industrial Economics
	IX	E. Human Resource Management
	X	E. Industrial Management

*Candidate has to choose only one paper

** Candidates are advised to choose Cluster (A) if they have chosen VII (A) and Choose Cluster (B) if they have chosen VII(B) etc. However a candidate may choose any cluster irrespective of what they have chosen in paper VII

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 :

Definition of a rural area – Economic structure and characteristics of rural economy in India and Andhra Pradesh - Linkages of farm and non-farm sectors – Role of rural economy in India's economic development – Demographic features of rural India and rural Andhra Pradesh - Rural-Urban migration and its causes - Composition of rural workforce – Occupational distribution in farm and non-farm activities - Economic resources

Module 2:

Inequalities of wealth and income distribution in the rural economy in India and Andhra Pradesh - Rural poverty in India and Andhra Pradesh - Its causes and remedial measures – Rural labour – characteristics – Work Participation Rate - Problem of rural unemployment and its magnitude – Causes and remedial measures – mechanisation of agriculture and rural works and unemployment – various schemes of employment – MGNREGS and its appraisal – Causes of rural debt and institutional facilities of rural finance

Module 3:

Role of agriculture in rural economic development – Trends in the agricultural growth in India – Land use of changing crop pattern – changing cultivation practices - Current challenges in agriculture – Allied activities – Horticulture, Dairy, Poultry, Fisheries - Credit needs of agriculture and allied activities - and institutional framework - Role of non-farm sector in rural economy – Scope for rural industrialization and its importance in absorption of surplus labour - Composition of rural markets and their problems

Module 4:

Structure of the Rural Society in India – Major social institutions: family, marriage, education, economy, polity and religion – forms of social stratification : caste, class and gender - Caste and economic inequalities – Caste and social backwardness – Traditions, customs and socio-economic development – women and their status – child labour and bonded labour

Module 5:

Need for social change in rural society – Agents of social change - education and employment - Impact of economic development, urbanisation, westernization, secularization, modernization on Indian Rural Society- Post Modernization and Globalization and Indian Villages – Government policies, legislations and programmes to effect social change and their evaluation

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.
7. Telugu Akademi publications
8. socio-economic surveys of Andhra Pradesh

ADIKAVI NANNAYA UNIVERSITY

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 – VIII (A) - Cluster Elective – (A) Agribusiness
Paper – VIII (A) - 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 – IX (A) - Cluster Elective – (A –Agribusiness)
Paper – IX (A) - 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. Gopalswamy, 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 – X (A) - Cluster Elective –(A) Agribusiness

Paper – X (A) - 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) - 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 – IX(B) - Cluster Elective – (B) Insurance Practice
Paper – IX(B) - 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 – X (B) - Cluster Elective - (B) Insurance Practice
Paper – X (B) - 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
Paper – VIII(C) - Cluster Elective – (C) Financial Markets

Paper – VIII(C) - 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 - Organization 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
Paper – IX (C) - Cluster Elective - (C) Financial Markets

Paper – IX (C) - 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
Paper – X(C) - Cluster Elective - (C) Financial Markets
Paper – X(C) - **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 Development

Paper VIII - D: Rural Development

Module-I

Concept and scope of rural development – indicators of rural development - a historical view of rural development in India – Causes of rural backwardness -Socio-economic and cultural dimensions of rural development – Constraints of rural development – Lewis model of economic development – Big push theory of development – Myrdal’s Thesis of ‘spread and backwash effects’- Gandhian model of rural development – approaches to rural development – area based and beneficiary based - concept of sustainable rural development – Issues of human development in rural areas

Module- II

Rural infrastructure - Water bodies and irrigation – silting, drainage and other problems – Watershed development – social forestry - warehousing and cold storages - - roads and linking with highways - transport of agricultural produce and other rural products – problems and government measures - - Information and Communications infrastructure - Internet kiosks and broadband – technology missions - Electricity – rural electrification – problems of distribution and voltage – subsidized supply of electricity

Module- III

Community development - Rural housing schemes – Supply of safe drinking water – Rural healthcare – health infrastructure - family welfare – women and child development – nutrition - Rural health mission -rural sanitation – education – gross enrolment and dropouts – midday meals – sarva siksha abhiyan and other schemes - adult literacy and Skill training programmes – social welfare and social security measures – rural indebtedness – interest subvention and redemption of debt - micro-finance and insurance schemes

Module IV

Rural development and administration – District Rural Development Agency – Panchayati Raj and its role in rural development –Powers and responsibilities of Mandal Praja Parishats and Gram Panchayats – Role of cooperative institutions in rural development - Community participation in development – Community based organizations – Watershed Committees, Village Forest Committees – non-government organizations, concept, their role, limitations and funding - Local finance and sources of revenue – Role of State Finance Commission - e-governance

Module– V

Planning for rural development – Planning at the district, mandal and village level – Identification of projects and preparation of project reports – implementation and evaluation mechanisms – rural development policies and programmes with special reference to Andhra Pradesh – self-employment, wage-employment and poverty alleviation programmes

Reference Books:

1. Chaudhari, C.M. Rural Economics, Jaipur: Subline Publication, 2009
2. Datt, Rudra & Sundharam Indian Economy New Delhi: S. Chand, 2008.
3. 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
5. Ltd.,2004.
6. Khanna,Sulbha & Rural Development Strategies and Planning
7. Upna Diwan New Delhi: Sonali Publications, 2003.

8. Prasad, B.K. Rural Development Concept Approach and Strategy ; New Delhi: Sarup and Sons, 2003.
9. Hoshier Singh, Administration of Rural Development in India, Sterling Publishers Pvt Ltd
10. Sathyasundaram, I , Rural Development , Himalaya Publishing House
11. Kurukshetra, monthly journal published by the Publications Division, GOI
12. Socio-economic surveys of Andhra Pradesh

ADIKAVI NANNAYA UNIVERSITY

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

Module– I

Rural industrialization – Nature and scope - Role of and importance of industries in rural economy – Complementarities between agriculture and industry - Rural environment and resources for industrialization - Pre-requisites of infrastructure- Land, water and electricity – rural transport and communications – Impediments to rural industrialisation – Status of industrialization in Andhra Pradesh

Module–II

Types of rural industries: need-based, raw-material based and skill-based – Village and cottage industries – traditional and handi-crafts industries – Distinction between large and small industries - Definitions of Medium, Small and micro-enterprises – Their importance in rural economic development - Handloom industry - Agro-based industries - Agro-processing and food processing – Scope for development – Growth, problems and remedial measures with special reference to Andhra Pradesh

Module–III

Industrial policy with reference to backward areas and rural areas – District Industrial Centres and their role in rural industrialization – Clusters approach - industrial corridors and special economic zones - start-ups – Selection of product and identification of industry – Feasibility projects and their preparation – issues of location - Government policy and conditions for establishing industries in rural areas - Clearances required - environmental regulations

Module - IV

Industrial finance – Institutional framework – Credit policies of commercial banks and cooperatives – Role of NABARD and its assistance – Development institutions offering assistance to rural industries – Fiscal incentives from the government – Insurance

Module - V:

Human Resources for rural industrialization – Rural labour and their characteristics – Rural artisans – disguised unemployment in agriculture and their transfer into non-farm sector - Institutional framework for skill training and skill up-gradation - Entrepreneurship development and training - Role of technology

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 Statistics – 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 – X (D) - Cluster Elective – (D) Rural Economy
Paper – X (D) - *Rural Marketing*

Module– I

Concept of rural marketing – Inflow and outflow of goods and services - Rural vs urban marketing – nature and characteristics of rural markets – profile of rural markets in India and Andhra Pradesh – size and scope – opportunities of rural marketing – constraints in rural marketing – government support and measure

Module– II

Consumer behavior in rural markets – factors influencing buying decisions – buying behavior models - Factors influencing demand for rural products – buying decision making process - brand loyalty – market segmentation – basis for market segmentation – target marketing - positioning strategies – product characteristics, pricing and application as bases of strategy

Module–III

Classification of products – product mix – branding – product life cycle – pricing strategies – low pricing, cost saving - product distribution channels – distribution patterns and methods in rural markets - challenges in rural distribution – logistics - warehousing – transportation – wholesale and retail markets – competition from business houses and multinational companies

Module– IV

Markets for rural markets – farm and non-farm products – trends and problems of marketing rural products – traditional markets – regulated markets and cooperative markets – their organization, objectives and features - rythu bazaars – integrated marketing - Government regulation mechanisms – commodity markets and commodity trading – agro-processing and food processing

Module– V

Marketing Information System in rural markets – sales promotion as a component of marketing communication - data sources , agencies, publications of market statistics. role of ICT and multi-media – challenges in media planning - selection of media-mix – Market research- objectives, process and significance

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
6. Ramaswamy and Nama kumari, **Marketing management, Planning, Implementation and Control**, McMillan
7. Stanto W.J. et al, **Fundamentals of Marketing**, McGraw Hills

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

Paper – IX-(E) - 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 – X-(E) - Cluster Elective – (E) Entrepreneurship

Paper – X-(E) - 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