

**ST. JOSEPH'S COLLEGE FOR WOMEN (A), VISAKHAPATNAM
ECONOMICS**

Semester- VI
Ec
w. e. f. 2017-18 AE Batch

5hr/week
Marks: 100

VII-ELECTIVE PAPERS

**Paper – VII-(A) (Elective Paper VII-(A))
AGRICUTURAL ECONOMICS**

Objectives:

- To enable the students to understand agricultural economics
- To understand the trends in agricultural production
- To know the promotional measures taken up by the Government.

Module I

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

Module II

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

Module III

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

Module IV

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 V

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

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**Paper – VII (B) (Elective Paper VII (B))
Entrepreneurship and Small Business Development**

Objectives:

- To enable the students to understand opportunity assessment and idea generation
- To enable the students to have knowledge on supporting institutions in business enterprises
- To have knowledge on objectives of small enterprise launching formalities.
- To acquire the skill of preparing a project report related to small business enterprise.

Module I

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

Module II

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

Module III

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

Module IV

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 V

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:

Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.

Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House, Delhi. 38

Cynthia, L. Greene (2004). Entrepreneurship Ideas in Action. Thomson Asia Pvt. Ltd., Singapore.

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**Paper – VII (C) (Elective Paper VII (C)
Public Finance**

Objectives: To enable the students

- To acquire knowledge about public and private finance and components of finance
- To understand basic problems of use of resources and income distribution
- To gain practical knowledge on union budget and fiscal policy
- To get acquainted with changing trends in public revenue, expenditure and public debt.

Module -I

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

Module – II

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-III

Meaning and classification of public expenditure - principles of public Expenditure Wagner's Law - Peacock - Wiseman Hypothesis.-causes for increasing public expenditure in India

Module - IV

Public debt - classification of public debt - methods of debt redemption –Causes for increasing debt burden in India

Module - V

Budget - Meaning and Definition - Components of Budget - Concepts of Budget Deficits–Budget preparation and Presentation procedure of 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.

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Paper – VIII-A; Cluster Elective–A: Agribusiness

Paper VIII-A-1: Agribusiness Environment in Andhra Pradesh

Objectives: To enable students

- To understand the role of agriculture and its comparison with rest of the economy.
- To acquire knowledge of agriculture finance, sources of credit and agriculture marketing in India.
- To educate the students on dynamics of agro crop and agro business concepts.
- To know the imports and exports of agriculture products

Module-I

Role of agriculture in development process in Andhra Pradesh vis-à-vis other developed states.

Module-II

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-III

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 futures, constraints, sub sectors of agribusiness-input sector, production sector, processing sector.

Module-IV

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

Module-IV

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.

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**Paper – VIII-A; Cluster Elective – A: Agribusiness
Paper VIII-A-2: Agricultural Output Marketing**

Objective: the student enable to

- acquire knowledge on agricultural marketing
- analyse the problems related to agriculture marketing
- Gain knowledge of international trade in agriculture marketing.

Module-I

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-II

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-III

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

Module-IV

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-V:

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. Matoria, C.B. & Badri Vishal: Agriculture Problems in India
4. Arora, R.C., "Integrated Rural Development", S. Chand Limited, New Delhi.

5. Gopaldaswamy, T.P., "Rural Marketing: Environment, Problems and Strategies, Vikas Publishing House Pvt. Ltd., New Delhi.
6. Bedi & Bedi, "Rural Marketing", Himalaya Publishing House, New Delhi.

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Paper – VIII-A; Cluster Elective –A: Agribusiness **Paper VIII-A-3: Agricultural Input Marketing**

Objective:

- To enable the students
- To know the structure of agriculture input marketing
- To gain knowledge related to agricultural mechanization

Module-I

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-II

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-III

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-IV

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-V

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

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VIII-B - Cluster Elective –B: Rural Economy
Paper VIII-B-1: Rural Economy

Objectives: To enable the student to

- **Know the rural economic structure**
- **Understand the rural activities related the economy**
- **Apply the economic schemes in rural areas**
- **Learn the skills through Training facilities in rural activities.**

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 stailisation, 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:

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 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.

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VIII-B: Cluster Elective –B: Rural Economy

Paper VIII-B-2: *Rural Industrialization*

To enable the student to

Objectives: know the concept of rural industrialization

Understand the problems and policies rural industrialization

Learn the application of technology in rural industries

Observe and use skills to get employment in rural industries

Module– I:

Rural Industrialization :- 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

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Paper VIII-B: Cluster Elective –B: Rural Economy

Paper VIII-B-3: *Rural Marketing*

Objectives; The student enable to

- *Know the structure of rural marketing*
- *Understand the role of government interventions in rural marketing*
- *Learn and apply the cooperative marketing in their areas*
- *Observe the skills to get data sources*

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*

References:

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

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VIII-C; Cluster Elective –C: Entrepreneurship Paper VIII-C-1: Industrial Economics

Objectives: To enable the students

- To know the structure of Indian industrial economy.
- To meet the national requirements, understand the concepts of development indices.
- To impart practical knowledge about the circumstances in industrial economy.

Module-I

Industry and Economic development - Industry and sectoral linkages – Industrial Classification and data information.

Module-II

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

Module-III

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

Module - IV

Globalization and Indian Industry – Privatization- Issues relating to Disinvestment policy.

Module-V

Industrial Finance- Sources of Industrial Finance- Government and Private Finance- Foreign Direct Investment in India and Andhra Pradesh Industries.

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

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VIII-C: Cluster Elective –C: Entrepreneurship Paper VIII-C-2: Labour Economics

Objectives: the student enable to
Understand the basic problems related to labour.
Acquire the knowledge about labour productivity.
Equip labour welfare measures.

Module: I Introduction.

Labour economics- concept and definitions- Nature, scope, and importance – Labour as a unique factor of production

Module: II Labour market

Concept of labor market and its features – Determinants of the supply and demand for labour – organized and un-organised Labour – Short run and long run demand for labours – Firms demand and Market demand for Labour.

Module: III Wages

Wage concept and definitions –Wage determination – changing market conditions and wages – wage regulations and wage. Collective bargaining, wage differentials – wage policy – objectives and importance.

Module: IV Supply of Labour and Labour productivity.

Market supply of labour – Concept of labour productivity- Measurement and importance of labor productivity – Determinants – Causes for low labour productivity – Measures to increase labour productivity – Impact of technology on labour productivity.

Module: V Compensation and Incentives

Straight pay and variable pay –pay and effort of labour - Retirement and voluntary retirement – Schemes –Labour legislations and its impact on labour compensation -risk of injury benefits for labours. Need for

State intervention in labours matters – Labour social security and Labour welfare Measures – Labour Policy – Labour Unions and economic impact – Importance.

References:

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

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VIII-C: Cluster Elective –C: Entrepreneurship

Paper III- VIII C- 3 -INDUSTRIAL DEVELOPMENT IN INDIA

Objectives: To enable the students

- **To acquire basic knowledge on Indian industries.**
- **To understand features and objectives of different industries.**
- **To know the recent trend in making India.**

Module -I Introduction-Industrial development in India During five year plans-Development of Industrial corridors in India and Andhra Pradesh

Module -II MSME – structure- functions of MSME-problems and prospects of MSME

Module -III Make in India –meaning –features and objectives-planning-sectors covered in Make in India-Selected sectors- Leather, Food processing Industries –Introduction –features-development problems –prospects-Financial assistance-Role of FDI

Module -V Textile and Garment Industry –Tourism Industry- Introduction-Features-Development-Problems and Prospects-Financial assistance- Role of FDI in Textile and Tourism industries.

V-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,

References:

1. Indian economy, Dutt and Sundaram

2. Indian economy, S.K. Mishra and S.V. Mishra
3. Economic survey 2016-17
4. CMIE Recent Reports
5. NITI Ayog website.
6. Industrial Economics ,
7. Websites on Industrial Development in India and A.P.