



**ANDHRA MAHILA SABHA
ARTS & SCIENCE COLLEGE FOR WOMEN**
Autonomous-NAAC Re-Accreditation
O.U. Campus, Hyderabad-500007



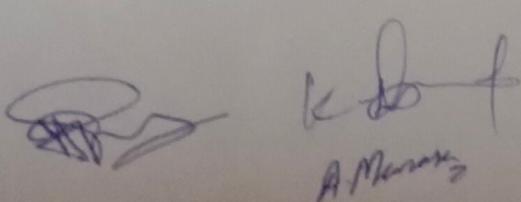
**Program B.A
DEPARTMENT OF ECONOMICS**

**Syllabus of I year- I & II Semester
(For the Academic Year 2025-2026)**
Approved by the BoS Meeting held on 04-09-2025

INDEX

22nd Board of Studies (BOS)

1. Agenda of 22nd BOS Meeting.
2. Invitation Letter to BOS -University Nominee.
3. Minutes of the 22nd BOS Meeting.
4. About the Institution and Department.
5. Program Educational Objectives (PEO'S), Program Objectives (PO'S), Program Outcomes (PO'S) and Program Specific Outcomes (PSO'S).
6. Scheme of Instruction and Evaluation.
7. I Year I Semester Course Objectives, Course outcomes, Syllabus and Question Bank.
8. I Year II Semester Course objectives, Course outcomes, Syllabus and Question Bank.
9. Assessment Pattern for the Semester End Examination.
10. Panel of Paper Setters and Examiners.
11. Department Academic Calender.
12. Course Articulation Matrix.
13. Revised Bloom' Taxonomy Action Verbs.



A. Maran
K. D. S.

ANDHRA MAHILA SABHA
ARTS AND SCIENCE COLLEGE FOR WOMEN
AUTONOMOUS - NAAC RE-ACCREDITED
O.U.Campus Road, Hyderabad – 500007

AGENDA OF THE 22nd BOS MEETING

Department of Economics

To discuss and seek approval to the following items:

22.1 *B.A 1st yr, Economics* syllabi for 2025–2026 batch

22.2 *Scheme of Teaching* of B.A (Economics

22.3 *Pattern of Question Papers* and *Scheme of Evaluation* covering Assignments (Quiz, Seminar, and Slip Test), Internal Assessment, and Semester-End Examinations for the *B.A* programme.

22.4 *Panel of Paper Setters and Evaluators* for the *B.A* programme(2025–2026 batch) for I, years.

22.5 Approval of the *Department Academic Calendar* for the academic year 2025–2026.

22.6 Consideration of *Any Other Matter with the Permission of the Chair*, including:

- Integration of Indian Knowledge Systems (IKS) into the curriculum.
- Memoranda of Understanding (MoUs).
- Internship for students.
- Employability, Entrepreneurship, Skill Development, and Career Counselling aspects of the course concerned.
- To follow Bloom's Taxonomy Framework

Agenda of the Meeting:

Take approval to the following items for the academic year 2025-26 Item No:

1. B.AI yr (Economics Optional Subject) Syllabus Approval for B.A I&II, Semester
2. Scheme of Instructions along with number of Classes to be taken Per Paper.
3. Scheme of Evaluation:
 1. Scheme of Evaluation for Internal Assessment.
 - Total Marks - 20Marks

1 st Internal Assessment test	10 Multiple Choice questions 10x1/2Marks	5 Marks	15Marks	30Min	AVERAGE OF TWO INTERNALS 15Marks
	10 Fill in the Blanks 10x1/2Marks	5 Marks			
	5 One word Questions 5x1 Marks	5 Marks			
2 nd Internal Assessment test	2 Long Questions with Internal Choice 1x7Marks	7Marks	15Marks	1Hr	15Marks
	6 Short Questions- Answer any 4 4x2 Marks	8 Marks			
Assignment ,PPT Presentations, Attendance			5Marks	-	5Marks

2. Scheme of Evaluation for Semester Examination.
 - SECTION -A Five Questions. $5 \times 4 = 20$ Marks.
 - SECTION -B Ten Questions with Internal Choice. $5 \times 12 = 60$ Marks.
3. Number of Credits allotted for each Paper.
 - Instructional hour's 5hrs/Week/Credits5
 - Since more than 95% of the students admitted into B.A. I Year are from a science background (MPC & BiPC), the Basics of Economics shall be incorporated into the syllabus to facilitate better understanding. This addition is made in alignment with the syllabus prescribed by Osmania University. As the college holds autonomous status and is permitted to revise up to 30% of the syllabus as per the regulations.
 - The following is the modification in B.A Ist yr I &II Semesters
 - Semester-I, Paper-I -MICRO ECONOMICS
 - **Module-1: CONSUMER BEHAVIOUR:** Evolution of Economics & Definition of Economics, Nature & scope of Economics, Micro & Macro Economics, Methods of Economics: Positive and Normative Economics, Inductive & Deductive method, Commodities and its types. Price elasticity of Demand, Price, Income and Cross Elasticity
 - **Module-II PRODUCTION ANALYSIS:** Factors of Production their Characteristics, Law of Variable proportion, Producers Equilibrium. Concepts of Short run and long run production function; properties of iso-product curves
 - **Module-III: COST AND REVENUE ANALYSIS.** Cost concepts: Accounting, real, opportunity, explicit, implicit cost.

M. H. P. K. Chandrasekhar
A. Memon

D. S. Ode

- **Module-IV: MARKET STRUCTURE:** Market, concept & Classification of Market, Perfect Competition Characteristics, Price and Output determination for firm & Industries.
- **Module-V: ANALYSIS OF BUSINESS FIRM AND PRICING STRATEGIES:** Characteristics of a business firm, Nature and scope of Business Economics
- **Semester-II , Paper-II**
- **MACRO ECONOMICS**
- **Module-1: Introduction Macro Economics -** Macro Economics— Macro Economic variables: Stock and flow
- **Module II: Theories of Income and Employment-** Aggregate Demand, Aggregate Supply& Effective Demand
- **Module- III: Investment & Interest:** . Neo-Classical and Keynesian Theories of Interest.
- **Module IV: Supply of Money & Demand for Money-**
- **Module- V: Inflation & Business Cycles Fluctuations**

4. Approval of the Certificate Courses:

1. B.A.I Year

Certificate Course- Basic Mathematical Economics

2. B.A.II Year

Certificate Course- Applied Econometric Techniques and Sampling Methods.

3.B.A.III Year

Certificate Course – Health Economics.

▪ Instructional Hours	30Hrs
▪ Duration of Internal Assessment	30min
▪ Marks for Internal Assessment	10 Marks
▪ Duration of Final Assessment	1 1/2hrs
▪ Marks for Final Assessment	40 Marks
▪ Maximum Marks	50 Marks

5. Approval of MoUs, internships, Field Work, Project Work.

6. Panel of Paper Setters & Evaluators for UG.

8. Approval of Course Combination with Economics Subject.

9. Any Other Matters:

- Workshops, FDPs, Guest Lecturers.
- Seminars – (State,National,International)
- Research Projects.
- Recruitment of Faculty.
- Competitive Examination.

K.Chandrasekhar

M.V.P. Oberoi

A. Manohar



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Autonomous - NAAC Re-Accredited, O.U.Campus, Hyderabad – 500 007
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Email: amsascw1968@gmail.com , ascwams@yahoo.co.in, Website: amsascw.org

Smt. Usha Kanda
President, AMS
Smt.K.Lakshmi Sundari
Vice-President (Hyd)
Smt.D.Padmavathi
Vice-President (Chennai)
Dr.(Smt)M.Lalitha Kameshwari
General Secretary
AMS/A&Sc/ / 2025

Sri.D.Chakrapani, IAS (Retd)
Chairman, AMS ASCW
Sri.Ch.V.Sai Prasad
Secretary and Correspondent
AMS, ASCW
Prof.K.Karuna Devi
I/c. Principal, AMS ASCW

Date: 02/09/2025

Date: 02/09/2025

To
Prof. B.Narayana
Department of Economics,
Osmania University,
Hyderabad, Telangana.

Sub: Board of Studies meeting

Sir,

We are pleased to have you in our board of studies for B.A I Year (I &II semesters). Economics program as a board of studies members for a period of one year w.e.f 2025-2026 academic year. We believe your expertise would certainly make great difference in framing the syllabus and incorporating innovative methods of teaching keeping in view the present needs of industry and society at large.

Agenda of the Meeting:

To seek approval to the following items for the academic year 2025-26 Item No:

- B.A I st year Economics syllabus of I &II semesters.
- Scheme of teaching of B.A Economics of I &II semesters.
- Pattern of Question Paper and scheme of evaluation for Assignment, Internal Assessment and Semester End Exam of B.A Economics I &II semesters.
- Panel of paper setters of B.A (I &II semesters).
- Any other matter with the permission of chairperson.

1. MoU

2. Internship for Students

3. Employability, Entrepreneurship, Skill Enhancement, Career Counselling aspects of the Programme or the course concerned.
We are conducting BoS Meeting on 4th September 2025 at 2:00 p.m.

Assist. Prof. G. Hima Bindu.
(HoD, Department of Economics)

Prof. K. Karuna Devi

Principal

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ARTS & SCIENCE COLLEGE FOR WOMEN

Autonomous – NACC Re-Accredited, O.U. Campus , Hyderabad-500 007

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Website:amsascw.org.in

Department of Economics

Minutes of the of Board of Studies Meeting

The 22nd Meeting of the of Board of Studies for B.A Economics course was held on 04-09-2025 at Board Room. Following is the composition of BOS:

Members Present

1. Asst.Prof.G.HimaBindu - HoD , AMSASCW - Chairperson.
2. Ms.K.Sai Deepika- Faculty in the department, AMSASCW - Member
3. Ms. A.Manasa- Faculty in the department, AMSASCW- Member
4. Prof.B.Narayana-Department of Economics, Osmania University, Hyderabad - University Nominee
5. Prof.M.Vara Prasad -BoS Department of Economics, Satavahana University, Karimnagar -
 - i. Member (AC Nominee)
6. Prof.K.Ravinder Reddy - HoD,Telangana University,Nizamabad -
 - i. Member(AC Nominee)
7. Prof.K.Chandra Sekhar - CESS, Begumpet, Hyderabad -
 - i. Member(Research area)
8. K. Oleeva -Alumini

The Chairperson, BoS, welcomed all the members present and stated the objective of conducting this BoS meeting.

K. M. V. P.
A. Manasa

4. Matters Arising from the Previous Meeting

The Chairperson led a discussion on the matters arising from the previous & Present meeting and they have provided with following resolutions for UG:

❖ Resolutions of the UG meeting:

As the syllabus for B.A. has been revised, and we have received only the First and Second Semester syllabus of B.A. I Year from Osmania University, the same is being placed before the BoS for approval."**

- It was resolved to approve the syllabus of B.A. Economics.
- It was resolved to approve the scheme of teaching of B.A Ist yr Economics course (I&IISemesters) for the academic year 2025-26.
- Here's a more refined version of your **Agenda Item and Resolution** with smooth flow and formal tone:
- Incorporation of Basics of Economics into B.A. I Year Syllabus
- Since more than 95% of the students admitted into B.A. I Year are from a science background (MPC & BiPC), the Basics of Economics shall be incorporated into the syllabus to facilitate better understanding. This addition is made in alignment with the syllabus prescribed by Osmania University. As the college holds autonomous status and is permitted to revise up to 30% of the syllabus as per the regulations, this modification is hereby approved by the Bos Members
- **MICRO ECONOMICS**
- **Module-1: CONSUMER BEHAVIOUR:** Evolution of Economics & Definition of Economics, Nature & scope of Economics, Micro &Macro Economics, Methods of Economics: Positive and Normative Economics, Inductive &Deductive method. Commodities and its types. Price elasticity of Demand, Price, Income and Cross Elasticity
- **Module-II PRODUCTION ANALYSIS:** Factors of Production their Characteristics, Law of Variable proportion, Producers Equilibrium. Concepts of Short run and long run production function; properties of iso-product curves
- **Module-III: COST AND REVENUE ANALYSIS.** Cost concepts: Accounting, real, opportunity, explicit, implicit cost.
- **Module-IV: MARKET STRUCTURE:** Market, concept & Classification of Market, Perfect Competition Characteristics, Price and Output determination for firm & Industries.
- **Module-V: ANALYSIS OF BUSINESS FIRM AND PRICING STRATEGIES:** Characteristics of a business firm, Nature and scope of Business Economics
- **Semester-II**
- **MACRO ECONOMICS**
- **Module-1: Introduction Macro Economics - Macro Economics-** Macro Economic variables: Stock and flow
- **Module II: Theories of Income and Employment-** Aggregate Demand, Aggregate Supply& Effective Demand,
- **Module III: Investment & Interest:** Neo-Classical and Keynesian Theories of Interest.
- **Module IV: Supply of Money & Demand for Money-**
- **Module-V: Inflation & Business Cycles Fluctuations**
- It was resolved to approve the pattern of question paper and scheme of evaluation of

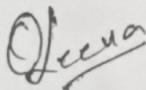
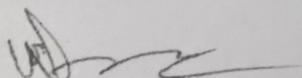
Amma *Qura* *Mrs. P. Chandrasekhar* *A. Manz*

DSC and DSE , Assignment, internal assessment and semester endexam of B.A Ist Economics (I&IISemesters)

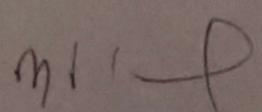
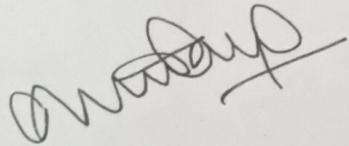
- It was resolved to approve the Panel of paper setters of B.A Ist Economics (I&IISemesters) for the academic year 2024-27.

Finally, the meeting concluded with the vote of thanks proposed byMs A.Manasa, Faculty in Department of Economics, AMSASCW

K.Chandrasekhar



K. S. S.
A. Manasa

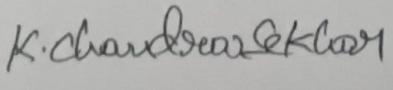


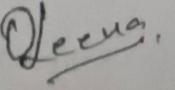
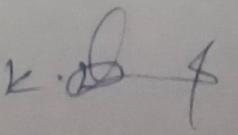
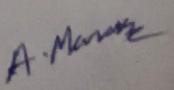
Signature of Members:

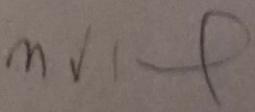
1. Asst.Prof.G.HimaBindu - HoD , AMSASCW - Chairperson.
- 2.Ms.K.Sai Deepika- Faculty in the department, AMSASCW - Member
- 3.Ms. A.Manasa- Faculty in the department, AMSASCW - Member
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 - ii. Member(AC Nominee)
- 7.Prof.K.Chandra Shekhar - CESS, Begumpet, Hyderabad -
 - iii. Member(Research area)
- 8.K. Oleeva -Alumini

Copy to the:

1. Chairperson, AMSASCW
2. Secretary/Correspondent, AMSASC
3. Principal, AMSASCW
4. Controller of Exams, AMSASCW
5. Establishment/accounts section, AMSASCW.





ANDHRA MAHILA SABHA
ARTS & SCIENCE COLLEGE FOR WOMEN
B.A. (ECONOMICS) SYLLABUS
Semester - I
MICRO ECONOMICS
Discipline Specific Core - Paper - I

Subject Code: ECO101

Instructional hour's	5hrs/Week/Credits5
Duration of Internal Assessment	30 min/1hr
Marks for Internal Assessment	20marks (15+5)
Duration of Semester Examination	3hrs
Marks for Semester Examination	80marks
Maximum marks	100marks

Module-1: CONSUMER BEHAVIOUR: Evolution of Economics & Definition of Economics, Nature & scope of Economics, Micro & Macro Economics, Methods of Economics: Positive and Normative Economics, Inductive & Deductive method. Commodities and its types. Price elasticity of Demand, Price, Income and Cross Elasticity. Demand, utility Analysis 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: Factors of Production their Characteristics, Law of Variable proportion, Producers Equilibrium. Concepts of Short run and long run production function; properties of iso-product curves 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. Cost concepts: Accounting, real, opportunity, explicit, implicit cost. 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, Premium, Dynamic pricing).

Module-IV: MARKET STRUCTURE: Market, concept & Classification of Market, Perfect Competition Characteristics, Price and Output determination for firm & Industries. 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

Dr. S. M. I. & K. Chandrasekhar

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: Characteristics of a business firm, Nature and scope of Business Economics, 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. HL 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

K. Chandrasekhar

Reddy

Ambedkar

Deva

K. D. T.

A. Marath

M. V. I. P.

**ANDHRA MAHILA SABHA
ARTS & SCIENCE COLLEGE FOR WOMEN
AUTONOMOUS, NAAC Re-accredited
O.U CAMPUS , HYDERABAD.
BA-I year Semester -I
FACULTY OF SOCIAL SCIENCES
ECONOMICS-Paper-I
MICRO ECONOMICS**

Time: 3Hrs

SubjectCode:No.ECO101
Max.Marks =80

SECTION -A

Note: Answer any five Questions. $5 \times 4 = 20$ 1)

- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)

SECTION -B

NOTE: Answer all questions using internal Choice. All questions carry equal marks.
 $5 \times 12 = 60$

9.a) One Question from Unit -I

Or

b) One Question from Unit -I

10.a) One Question from Unit -II

Or

b) One Question from Unit -II

11.a) One Question from Unit-III

01

b) One Question from Unit-III

12. a) One Question from Unit –IV

On

b) One Question from Unit- IV

13.a)One Question from Unit-V

On

b) One Question from Unit-V

John Doe

K. Chaudhury Sekhar 

K. J. M. V. I. P. Lee
E. M. W. K.

ANDHRA MAHILA SABHA
ARTS & SCIENCE COLLEGE FOR WOMEN
Faculty of Social Sciences
B.A. ECONOMICS-I Year
MACRO ECONOMICS
Semester-11
Discipline Specific Course - Paper-II

Subject Code: ECO101

Instructional hour's	5hrs/Week/Credits5
Duration of Internal Assessment	30 min/1hr
Marks for Internal Assessment	20marks (15+5)
Duration of Semester Examination	3hrs
Marks for Semester Examination	80marks
Maximum marks	100marks

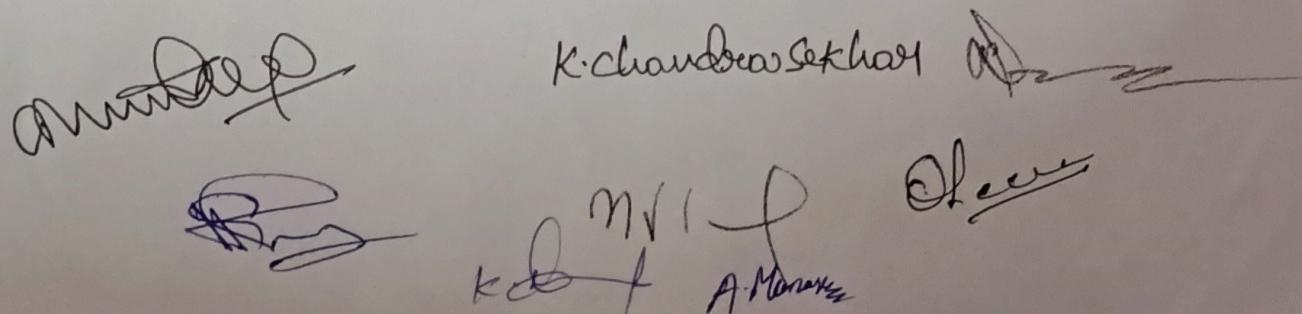
Module-1: Introduction Macro Economics - Macro Economics– Macro Economic variables: Stock and flow, Concept of Circular Flow of Incomes, National Income Analysis: Concepts and Components - Methods of Measurement Role of Big Data in accounting national income, Difficulties and Limitations in the Estimation of National Income.

Module II: Theories of Income and Employment- Aggregate Demand, Aggregate Supply& Effective Demand, Keynesian Theory of Income and Employment: Effective Demand, Behavioral Macroeconomics, and 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. **Neo-Classical and Keynesian Theories of Interest.** 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 Block chain in Financial Transactions.

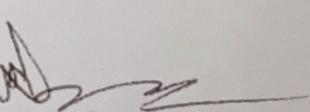
Module- V: Inflation & Business Cycles Fluctuations: Inflation- Concept, Types, Causes and Measurement- Effects of Inflation, Measures to Control Inflation Concepts of Phillips Curve, Deflation and Stagflation: Role of AI in forecasting Inflation Concept of Business Cycle, Fluctuations in Digital Markets,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

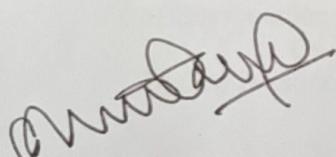


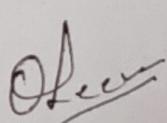
Handwritten signatures of faculty members, including K. Chandra Sekhar, M. V. I. P. Rao, and A. Manasa, are visible at the bottom of the page.

Reference Books:

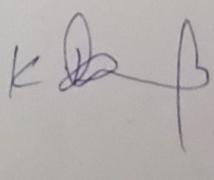
1. Ackley, G (1976): Macro Economics: Theory and Policy, Macmillan, New York.
2. Shapiro, E (1996): Macro Economic Analysis, Galgotia Publications, New Delhi.
3. Hansen A H (1953): A Guide to Keynes, McGraw Hill, New York.
4. Keynes JM (1936): The General Theory of Employment, Interest and Money.
5.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

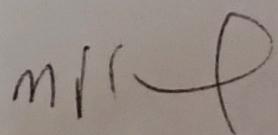
K. Chandrasekhar 








A. Munroe



ANDHRA MAHILA SABHA
ARTS & SCIENCE COLLEGE FOR WOMEN
AUTONOMOUS, NAAC Re-accredited O.U CAMPUS, HYDERABAD.

BA-II Year Semester-II
FACULTY OF SOCIAL SCIENCES
ECONOMICS Paper-II
MACRO ECONOMICS

Time: 3Hrs
Subject Code No. ECO151
Max. Marks = 80

SECTION -A

Note: Answer any five Questions. $5 \times 4 = 20$ 1)

- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)

SECTION -B

NOTE: Answer all questions using internal Choice. All questions carry equal marks.

$5 \times 12 = 60$

- 9. a) One Question from Unit -I
Or
b) One Question from Unit-I

- 10. a) One Question from Unit -II
Or
b) One Question from Unit -II

- 11. a) One Question from Unit -III
Or
b) One Question from Unit -III

- 12. a) One Question from Unit -IV
Or
b) One Question from Unit -IV

- 13. a) One Question from Unit -V
Or
b) One Question from Unit -V

Amulya *K. Chandrasekhar* *W*
B. M. I. & Seera
K. D. A. Manasa