## Program Educational Objectives (PEO's)

### Semester -1

### Micro Economics

**Module I: Foundations of Economics & Demand Theory**

**PEO 1** - Develop understanding of micro and macroeconomic concepts, consumer behavior, and demand analysis, applying elasticity and AI insights to interpret modern market demand.

**Module II: Production Analysis**

**PEO 2** - Analyze production functions and factors of production, applying laws of variable proportion and returns to scale while evaluating the impact of AI, automation, and Big Data on sustainable production efficiency.

**Module III: Cost & Revenue Analysis**

**PEO 3** - Understand and apply cost and revenue concepts to business decisions, evaluating AI-driven and digital-era revenue models for effective pricing and profitability.

**Module IV: Market Structure**

**PEO 4** - Compare and evaluate different market structures, analyzing price and output decisions and assessing competitive dynamics in digital and tech-based markets.

**Module V: Business Firm & Pricing Strategies**

**PEO 5** -Examine business objectives, profit maximization, and ethical pricing strategies by integrating AI-based tools and ESG principles for sustainable and responsible business growth.

### Semester -II

### Macro Economics

**Module I: Introduction to Macroeconomics**

**PEO 1** -This module focuses on building a strong foundational understanding of macroeconomic systems, their structure, and functioning. Students will explore key concepts such as national income, GDP, fiscal and monetary policy, and overall economic performance. The module aims to develop analytical ability to interpret major economic indicators, understand policy implications, and assess how macroeconomic variables influence national and global economies.

**Module II: Theories of Income and Employment**

**PEO 2 -**This module introduces major theoretical frameworks explaining income determination and employment, including Classical, Keynesian, and modern models. Students will apply these theories to analyze real-world employment and output trends. The focus is on strengthening analytical and problem-solving skills by evaluating how changes in aggregate demand, government spending, and monetary policy affect overall economic stability and growth.

**Module III: Investment and Interest**

**PEO 3**- This module enhances understanding of investment behavior, interest rate determination, and capital formation. Students will develop financial analytical capability to interpret the relationship between investment, savings, and economic development. Emphasis is placed on evaluating sustainable and innovative investment practices, exploring the role of technology and green finance, and understanding how interest rate policies influence macroeconomic stability.

**Module IV: Supply of Money and Demand for Money**

**PEO 4 -**This module provides conceptual clarity on monetary economics by examining the nature, supply, and demand for money in an economy. Students will learn about monetary aggregates, money creation, and the role of central banks in regulating money supply. The module integrates technology with economic understanding by exploring digital currencies, fintech innovations, and the impact of technological advancements on modern monetary systems and financial transactions.

**Module V: Inflation and Business Cycle Fluctuations**

**PEO 5 -**This module focuses on understanding macroeconomic instability through the study of inflation and business cycles. Students will analyze the causes and effects of inflation, deflation, and cyclical fluctuations on economic growth. It aims to foster innovative thinking and data-driven decision-making by applying statistical and analytical tools to predict and manage economic fluctuations, enabling students to propose sustainable policy solutions for economic stability.

## Program Outcome (PO's) :

**Semester -1**

**Micro Economics**

**Module 1: Consumer Behavior**

**PO 1 -** Understand the foundational concepts of economics and Comprehend consumer behavior and market demand patterns , Using analytical tools to assess the market trends ,Critically evaluate digital market behaviors and Judge the ethical and practical implications of AI in consumption to Develop AI-driven consumer engagement models.

**Module 2: Production Analysis**

**PO 2 -**Recognize fundamental production principles to grasp how production scales affect efficiency and Applying quantitative models to production data and to understand the impact of technology on productivity, assess eco-friendly and data-driven production strategies and Innovate efficient, sustainable production systems.

**Module 3: Cost and Revenue Analysis**

**PO 3** - Gain basic financial understanding of profit behavior and firm dynamics , use quantitative analysis for decision-making , analyze business models in digital economies and Judge firm efficiency and cost-effectiveness to design data-driven revenue models for digital firms.

**Module 4: Market Structure**

**PO 4 -** Acquire basic market classification knowledge Understand competitive behaviors to evaluate competition in digital industries and to develop strategic insights on digital market power by evaluating ethical and regulatory implications to create innovative, compliant market strategies.

**Module 5: Analysis of Business Firm and Pricing State**

K. [illegible] A. Manam

**PO 5 -** Apply break-even and profit concepts to decision-making to perform business and financial analysis by examining how AI and data affect pricing , profit optimization , Analyzing digital transformation in business models and evaluate ESG-based and AI-driven strategies to develop judgment on sustainable profit-making to design AI-based, ESG-aligned business strategies and will be able to innovate responsible and profitable business frameworks.

**Semester -2**

**Macro Economics**

**Module I: Introduction to Macro Economics**

**PO 1 -** Understand key macroeconomic variables and the concept of circular flow of income; analyze national income components and measurement methods; and evaluate the role of Big Data, along with the challenges and limitations in estimating national income.

**Module II: Theories of Income and Employment**

**PO 2 -** Apply Keynesian and behavioral macroeconomic theories to study income, employment, and consumption; analyze factors influencing saving and investment behavior; and assess the impact of automation on employment trends.

**Module III: Investment and Interest**

**PO 3 -** Develop financial understanding of investment types and determinants; compare classical and Keynesian theories of interest; and evaluate sustainable, green, and digital investments using behavioral finance perspectives.

**Module IV: Supply of Money and Demand for Money**

**PO 4 -** Gain conceptual clarity on money, its functions, and classifications; examine modern monetary innovations such as CBDCs, fintech, mobile payments, and block chain; and apply theoretical models to understand money demand and supply dynamics.

**Module V: Inflation and Business Cycle Fluctuations**

**PO 5 -** Understand inflation and business cycles—their causes, effects, and control measures; analyze digital market fluctuations using AI and Big Data; and evaluate technological tools in forecasting inflation and predicting recessions.

**Semester – 2**

**Micro Economics**

**Module I: Consumer Behavior**

**PSO 1 -** Develop a foundational understanding of micro and macroeconomic concepts, consumer demand, and utility analysis; apply elasticity and behavioral theories, including AI and digital market influences, to analyze modern consumer decision-making and market dynamics.

**Module II: Production Analysis**

**PSO 2 -** Understand the factors and laws of production, short-run and long-run production functions, and producer equilibrium; analyze the impact of automation, AI, and Big Data on production efficiency and sustainability in digital platforms.

**Module III: Cost and Revenue Analysis**

**PSO 3** - Gain insight into cost and revenue concepts, relationships between cost measures, and economies of scale; evaluate AI-driven and digital revenue models such as subscription, premium, and dynamic pricing systems for effective business decisions.

**Module IV: Market Structure**

**PSO 4** - Comprehend various market forms—perfect, monopoly, monopolistic, oligopoly, and duopoly; analyze pricing and output decisions under each structure; and assess competition, monopoly power, and regulatory challenges in digital and tech-based markets.

**Module V: Analysis of Business Firm and Pricing Strategies**

**PSO 5** - Understand the nature and objectives of business firms, including ESG principles; apply profit and break-even concepts; and design AI-based pricing and profit optimization strategies for ethical, sustainable, and technology-driven business management.

**Semester -2**

**Macro Economics**

**Module I: Introduction to Macro Economics**

**PSO 1** - Understand the fundamental concepts and variables of macroeconomics; analyze the circular flow of income and national income components; and evaluate the role of Big Data in measuring and interpreting national income amid estimation challenges.

**Module II: Theories of Income and Employment**

**PSO 2** - Apply classical, Keynesian, and behavioral macroeconomic theories to understand income and employment determination; analyze consumption and saving behavior; and assess the impact of automation on employment in the modern economy.

**Module III: Investment and Interest**

**PSO 3** - Gain insight into investment types, determinants, and interest theories; evaluate sustainable and green investments; and understand the influence of digital assets and behavioral finance on modern investment decisions.

**Module IV: Supply of Money and Demand for Money**

**PSO 4** - Comprehend the nature, functions, and classification of money; analyze money supply mechanisms and demand theories; and explore the role of FinTech, CBDCs, blockchain, and mobile payments in transforming modern financial systems.

**Module V: Inflation and Business Cycle Fluctuations**

**PSO 5** - Understand inflation and business cycles—their types, causes, and effects; apply AI and Big Data tools to forecast inflation and predict recessions; and evaluate macroeconomic stability in the context of digital market fluctuations.

**SCHEME OF INSTRUCTION AND EVALUATION**

| Year | Semester | DSC/GE/ DSE/SEC | Paper | Title of the Paper | Credits | Hours PW |
|---|---|---|---|---|---|---|
| I | I | DSC*101 | Paper - I | Micro Economics | 5 | 5 |
| | II | DSC*201 | Paper - II | Macro Economics | 5 | 5 |

| | | | | | | |
|---|---|---|---|---|---|---|
| II | | | | | | |
| | III | DSE-301 | Paper - III | Statistics for Economics | 5 | 5 |
| | IV | DSC*401 | Paper - IV | Indian Economy | 5 | 5 |
| III | V | GE** | Paper - I | Telangana Economy | 4 | 4 |
| | | DSE*501 | Elective-A | Agricultural Economics | 5 | 5 |
| | | DSE*501 | Elective -B | Public Economics | 5 | 5 |
| | | DSE*501 | Elective-C | Economics of Environment | 5 | 5 |
| | | SEC-I | SEC-I | Basic computers applications in Economics | 2 | 2 |
| | | SEC-II | SEC-II | Digital Economics | 2 | 2 |
| | | VAC | VAC-I | | 3 | 3 |
| | VI | DSE*601 | Paper - A | International Economics | 5 | 5 |
| | | DSE*601 | Paper -B | Development Economics | 5 | 5 |
| | | DSE*601 | Paper- C | Industrial Economics | 5 | 5 |
| | | SEC-III | SEC-III | Financial Economics | 2 | 2 |
| | | SEC-IV | SEC-IV | Entrepreneurship & Development | 2 | 2 |
| | | VAC* | VAC-II | | 3 | 3 |
| | | Internship/Project | Project | | 4 | 4 |

**Course Objectives:**

**MICRO ECONOMICS AND DIGITAL MARKET ANALYSIS**

Incorporating AI, Behavioral Economics, and Digital Transformations

To provide a foundational understanding of microeconomic concepts and consumer behavior in traditional and digital contexts. To develop analytical skills for production, cost, and market analysis integrating digital and AI applications. To explore the evolving structure of markets and business strategies under digital transformation.

To enable critical thinking in applying economic theories to real-world business and policy scenarios.

A. Manasa

**Overall Course Outcomes:**

**Module–I: Consumer Behavior**

This module introduces the basic concepts of economics and consumer decision-making through both traditional and modern perspectives. Students progress from Remembering economic terms and methods to Analyze behavioral and AI-based decision models, and finally Creating case studies on AI-influenced consumer choices, integrating elasticity, utility, and nudge theory.

**Module–II: Production Analysis**

Focusing on production functions and digital transformation, this module helps learners Remember the factors of production, Understand laws of variable proportions, and Apply the Cobb-Douglas function to real-world data. At higher levels, students Analyze automation and AI effects on productivity, Evaluate sustainability, and Create innovative production models using Big Data insights.

**Module–III: Cost and Revenue Analysis**

This module builds understanding of cost and revenue concepts and their technological dimensions. Learners Remember cost and revenue types, Understand cost-output relations, and Apply quantitative tools to calculate business functions. At advanced levels, they Analyze digital pricing models, Evaluate technology's role in optimization, and Create innovative digital business strategies for revenue generation.

**Module–IV: Market Structure**

Here, students explore traditional and digital market structures, Remembering their characteristics and Understanding price-output determination across different forms. They Apply real-world cases like platform competition, Analyze monopoly and brand loyalty in tech markets, Evaluate social impacts of digital monopolies, and Create policy recommendations for fair digital competition.

**Module–V: Analysis of Business Firm and Pricing Strategies**

This module focuses on firm objectives, profitability, and sustainable digital strategies. Students Remember business objectives, Understand profit concepts and break-even analysis, and Apply AI tools for pricing. They Analyze ESG-based strategies, Evaluate AI's role in data-driven decisions, and Create pricing models that balance profit with sustainability.

**Course Objectives:**

**MACRO ECONOMICS**

**Module–I: Introduction to Macro Economics**

Learners begin by Remembering macroeconomic concepts such as stock, flow, and circular income flow and Understanding national income measurement. They Apply accounting techniques, Analyze estimation challenges, and Evaluate how Big Data improves accuracy in national income analysis.

**Module–II: Theories of Income and Employment**

This module deepens understanding of Keynesian and modern income-employment theories. Students Remember aggregate concepts, Understand Keynesian theory, Apply consumption and saving measures, Analyze automation's role in employment, and Evaluate effective policies for balanced income generation.

**Module–III: Investment and Interest**

Students explore determinants and theories of investment and interest, beginning with Remembering types of investment and Understanding MEC and MEI concepts. They Apply

classical and Keynesian theories to real cases, Analyze digital and green investment trends, and Evaluate behavioral influences shaping investment patterns.

**Module–IV: Supply and Demand for Money**
This module emphasizes the evolution of money from traditional to digital forms. Students Remember definitions and functions of money, Understand classical quantity theories, and Apply knowledge to modern monetary systems. They Analyze fintech and blockchain's role in digital transactions and Evaluate their implications for monetary policy.

**Module–V: Inflation and Business Cycles**
Learners study inflation and cyclical fluctuations, Remembering their types and causes and Understanding theories like the Phillips Curve. They Apply methods to measure inflation, Analyze business cycles in digital markets, and Evaluate the predictive use of AI and Big Data in monitoring inflation and recession trends

**Andhra Mahila Sabha**

**Arts & Science College for Women**
**(AUTONOMOUS), NAAC Re-accredited**
**O.U.Campus, Hyderabad.**

## Semester–End Examination pattern for B.A Iyear
## Semester - I

**[Duration:3Hours]** **[MaxMarks=80M]**

**Part–A** **(5QX4M= 20Marks)**

| | **Answer Any 8 the following short questions:** | **M** | **CO** | **BT** |
|---|---|---|---|---|
| 1 | Unit-I | (4) | Unit-I | Level-I,II,III,IV,V,VI |
| 2 | Unit-II | (4) | Unit-II | Level-I,II,III,IV,V,VI |
| 3 | Unit-III | (4) | Unit-III | Level-I,II,III,IV,V,VI |
| 4 | Unit– IV | (4) | Unit-IV | Level-I,II,III,IV,V,VI |
| 5 | Unit- V | (4) | Unit-V | Level-I,II,III,IV,V,VI |
| 6 | From any Unit | (4) | From any Unit | Level-I,II,III,IV,V,VI |
| 7 | From any Unit | (4) | From any Unit | Level-I,II,III,IV,V,VI |
| 8 | From any Unit | (4) | From any Unit | Level-I,II,III,IV,V,VI |

**Part–B** **(5QX12M= 60Marks)**

| | | **Answer any ONE of the two essay questions from Each of the following units:** | **M** | **CO** | **BT** |
|---|---|---|---|---|---|
| 9 | (a) | **Unit – I** | (12) | Unit-I | Level-I,II,III,IV,V,VI |
| | | **(OR)** | | | |
| | (b) | **Unit – I** | (12) | Unit-I | Level-I,II,III,IV,V,VI |
| 10 | (a) | **Unit – II** | (12) | Unit-II | Level-I,II,III,IV,V,VI |
| | | **(OR)** | | | |
| | (b) | **Unit – II** | (12) | Unit-II | Level-I,II,III,IV,V,VI |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | |
| 11 | (a) | **Unit – III** | (12) | Unit-III | Level-I,II,III,IV,V,VI |
| | | **(OR)** | | | |
| | (b) | **Unit – III** | (12) | Unit-III | Level-I,II,III,IV,V,VI |
| | | | | | |
| 12 | (a) | **Unit – IV** | (12) | Unit-IV | Level-I,II,III,IV,V,VI |
| | | **(OR)** | | | |
| | (b) | **Unit – IV** | (12) | Unit-IV | Level-I,II,III,IV,V,VI |
| | | | | | |
| 13 | (a) | **Unit – V** | | Unit-V | Level-I,II,III,IV,V,VI |
| | | **(OR)** | | | |
| | (b) | **Unit – V** | | Unit-V | Level-I,II,III,IV,V,VI |

**Abbreviations used herein**

M = Weightage of marks CO=Course Outcomes
BT=Blooms Taxonmy Level

Summary

Indicate the Percentage of each of the following criteria from the ~~re~~questions framed

1) Fundamental Knowledge from Level 1&2 ____ %.

2) Knowledge on application and analysis from Level 3&4 ____ %.

3) Evaluating and Creating from Level 5&6 ____ %.

## *Assessment Integrating Blooms Taxonomy Levels*

| BTL | Cognitive process | Mapping level | Weightage | Keywords (Sample) for Questions |
|---|---|---|---|---|
| L-I | Remembering | Fundamental Knowledge | 60% | Define, Describe, Identify |
| L-II | Understanding | | | Classify, Compare & Contrast, summarize |
| L-III | Applying | Knowledge on Application & Analysis | 30% | Solve, Sketch, Discover |
| L-IV | Analysing | | | Correlate, Illustrate, Categorize |
| L-V | Evaluation | Case Studies / Problems/ Numerical etc. | 10% | Criticize, Evaluate, Develop |
| L-VI | Creating | | | Design, Modify, Invent |

**Revised Bloom's Taxonomy Action Verbs (Levels I–VI)**

| Remember | Understand | Apply | Analyze | Evaluate | Create |
|---|---|---|---|---|---|
| Choose | Classify | Apply | Analyze | Agree | Adapt |
| Define | Compare | Build | Assume | Appraise | Build |
| Find | Contrast | Choose | Categorize | Assess | Change |
| How | Demonstrate | Construct | Classify | Award | Choose |
| Label | Explain | Develop | Compare | Choose | Combine |
| List | Extend | Experiment | Conclusion | Compare | Compile |
| Match | Illustrate | with | Contrast | Conclude | Compose |
| Name | Infer | Identify | Discover | Criteria | Construct |
| Omit | Interpret | Interview | Dissect | Criticize | Create |
| Recall | Outline | Make use of | Distinguish | Decide | Delete |
| Relate | Relate | Model | Divide | Deduct | Design |
| Select | Rephrase | Organize | Examine | Defend | Develop |
| Show | Show | Plan | Function | Determine | Discuss |
| Spell | Summarize | Select | Inference | Disprove | Elaborate |
| Tell | Translate | Solve | Inspect | Estimate | Estimate |
| What | | Utilize | List | Evaluate | Formulate |
| When | | | Motive | Explain | Happen |
| Where | | | Relationships | Importance | Imagine |
| Which | | | Simplify | Influence | Improve |
| Who | | | Survey | Interpret | Invent |
| Why | | | Take part in | Judge | Make up |
| | | | Test for | Justify | Maximize |
| | | | Theme | Mark | Minimize |
| | | | | Measure | Modify |
| | | | | Opinion | Original |
| | | | | Perceive | Originate |
| | | | | Prioritize | Plan |
| | | | | Prove | Predict |
| | | | | Rate | Propose |
| | | | | Recommend | Solution |
| | | | | Rule on | Solve |
| | | | | Select | Suppose |
| | | | | Support | Test |
| | | | | Value | Theory |