

B.A., (Economics Major-I) Syllabus
Choice Based Credit System- w.e.f. 2025-2026
Common core Syllabus
Telangana State

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

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

DSC - Discipline Specific Course
DSE - Discipline Specific Elective,
MDC - Multi Disciplinary Course for non-economics students,
SEC - Skill Enhancement Course
VAC - Value Added Course

Programme Objectives:

1. To develop strong understanding on economic theories about the economic systems.
2. To develop ability to analyse real economic problems by using the data.
3. To develop the critical thinking to find solutions to economic problems.

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Programme Outcomes:

1. Understands Economic Principles that effects the economic systems.
2. Ability to analyse the economic data and identifies economic issues.
3. Develops rational analysis to find solutions to economic problems.

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B.A First Year Economics - Semester -I - Revised Syllabus (w.e.f. 2025-26)

Topic wise Division of Syllabus

Total Periods: 75 (15 Hours per Unit)

Sl. No	Module	Topic	No. of Periods
1	I-Consumer Behaviour	A) Consumer equilibrium in ordinal utility analysis	
		i. Ordinal utility analysis-Assumptions	01
		ii. Indifference schedule and curve	01
		iii. Budget line	01
		iv. Consumer equilibrium through indifference curve analysis	01
		B) Nudge theories	
		i. Introduction to the Nudge theory, Origins and Principles of Nudge theory	01
		ii. Application of Nudge theory	01
		iii. Benefits, Ethical considerations and criticisms on Nudge theory	01
		C) Role of AI in consumer Decision making	02
		D) Demand elasticities in Digital Markets	02
		E) Network effects on consumer demand	01
		F) Price, income and substitution effects on consumption	
		i. Price Effect & Price consumption curve	01
		ii. Income Effect & Income consumption curve	01
iii. Substitution Effect-Separation of price effect into income and substitution effects	01		
Total No. of Periods (Module-I)			15

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Sl. No	Module	Topic	No. of Periods
2	II-Production Analysis	A) Concepts of Production Function	
		i. Production Function Equation-Factors of Production	01
		ii. Short-run Production Function Law of Variable Proportions-Importance and Limitations.	02
		B) Automation and AI in Production	
		i. Types of Automation	01
		ii. Role of AI in promotion of Automation	01
		iii. Role/Importance of AI and Automation in Production - Challenges	02
		C) Sustainable Production Method	01
		D) Returns to Scale	02
		E) Scope of Economies in Digital Platforms and Production Efficiency	02
		F) Cob-Douglas Production Function	01
G) Role of Bigdata in Production Analysis	02		
Total No. of Periods (Module-II)			15

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Sl. No	Module	Topic	No. of Periods
3	III-Cost and Revenue Analysis	A) Short run Costs and Cost Curves	
		i. Total Costs – TC, TFC & TVC curves	02
		ii. Average Costs–AC, AFC, AVC & MC curves	02
		iii. Relation between AC and MC	01
		iv. Long run costs curves - LAC, LMC	01
		B) Economies of Scale	
		i. Internal Economies of Scale	01
		ii. External Economies of Scale	01
		iii. Digital and Technological Economies	01
		C) Revenue Concepts	
		i. Total, Average and Marginal Revenue	01
		ii. Relationship between AR and MR in perfect competition market	01
		iii. Relationship between AR and MR in Imperfect competition market	01
		D) Revenue Models in Digital Markets	
		i. Subscription Model-Advantages and Disadvantages	01
		ii. Freemium Model-Advantages and Disadvantages	01
		iii. Dynamic Model-Advantages and Disadvantages	01
Total No. of Periods (Module-III)			15

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Sl. No	Module	Topic	No. of Periods
4	IV-Market Structure	A) Imperfect Competition	
		i. Features of Monopoly-Price determination-short run and long run equilibrium of the firm under Monopoly	02
		ii. equilibrium of the firm under discriminating Monopoly	01
		B) Monopoly power in Tech firms	01
		C) Antitrust laws	01
		D) Digital market monopolies	01
		E) Monopolistic competition	
		i. Features of monopolistic competition	01
		ii. Price determination and short run and long run equilibrium of the firm under Monopolistic competition	02
		iii. Brand loyalty Monopolistic competition	01
		iv. Consumer psychology in Monopolistic competition	01
		v. Social media in Monopolistic competition	01
		F. Oligopoly	
		i. Collusion in digital market places	01
		G. Duopoly	
		i. Platform competition in duopoly market	01
ii. Digital market duopolies	01		
Total No. of Periods (Module-IV)			15

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Sl. No	Module	Topic	No. of Periods
5	V-Analysis of Business firm and Pricing Strategies	A) Objectives of Business Firm	02
		B) Environment, Social and Governance (ESG) Consideration in Business Strategy	
		i. Benefits of ESG consideration in Business Strategy	01
		ii. Steps included to integrate ESG in Business Strategy	01
		iii. Challenges in ESG integration	01
		C) Accounting and Economic Profit	
		i. Meaning, Definitions, Formulas and examples of accounting profit and Economic Profit	02
		ii. Differences between accounting profit and Economic Profit	01
		D) Break Even Point	02
		E) Role of AI in Profit Optimisation	02
		F) AI based Pricing Models	
		i. Working of AI based pricing models	01
		ii. Types of AI based pricing models	01
		iii. Advantages and Disadvantages of AI based pricing models	01
Total No. of Periods (Module-V)			15

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B.A. (ECONOMICS as Major) SYLLABUS
Semester - I
MICRO ECONOMICS
Discipline Specific Course - Paper - I

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

Module-II PRODUCTION ANALYSIS: Concepts of production function- Automation and AI in production, sustainable production method, Returns to scale- scope of economies in digital platforms and production efficiency, Cobb-Douglas function- Role of Big data in production analysis.

Module-III: COST AND REVENUE ANALYSIS. Total cost, total fixed cost, total variable cost, average cost, average fixed cost, average variable cost, marginal cost and the relationship between average and marginal cost, Economies of scale- Digital and technological economies, Revenue concepts: total, average and marginal, relationship between Average & marginal revenue, Revenue models in digital markets (Subscription, Freemium, Dynamic pricing).

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

Module-V: ANALYSIS OF BUSINESS FIRM AND PRICING STRATEGIES: Objectives of business firm: ESG (Environment, Social & Governance) consideration in Business strategy. Profit concepts- Accounting and economic profit, break-even point, Role of AI in profit optimization, AI-based pricing models.

References:

1. M L Seth : Micro Economics
2. NITI Aayog. (2022). India's Booming Gig and Platform Economy: Perspectives and Recommendations on the Future of Work. June, 2022
3. H L Ahuja: Modern Micro Economics
4. Koutsainies; : Modern Micro Economics
5. Stonier and Hague : Micro Economics
6. Salvatore : Micro economics
7. Schaum Series : Micro economics
8. Pyndick : Micro economics
9. Gregory Mankiw : Principles of Micro Economics

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

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

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

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

Module – IV: Supply of Money & Demand for Money- Functions and Classification of Money – Money Supply –CBDCs (Central Bank Digital currencies), role of FinTech –Fisher’s and Cambridge Versions of Quantity Theory of Money. Mobile payments and Blockchain in Financial Transactions.

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

Reference Books:

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

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