

SRI VS SIVALINGAM CHETTIAR GOVERNMENT DEGREE COLLEGE(A)SULLURUPETA

B.A. ECONOMICS MAJOR – COURSE OUTCOMES

SEMESTER–I COURSE 1: INTRODUCTION TO ECONOMICS

1. Understand basic concepts like scarcity, choice, and opportunity cost.
2. Learn the nature and scope of economics (micro & macro).
3. Identify different economic systems and their features.
4. Understand production, consumption, and distribution activities.
5. Develop analytical thinking for real-life economic problems.

SEMESTER–I COURSE 2: MICRO ECONOMICS

1. Understand demand, supply, and market equilibrium.
2. Analyze consumer behavior using utility and indifference curve approaches.
3. Learn production functions and cost concepts.
4. Study market structures: perfect competition, monopoly, monopolistic competition.
5. Evaluate pricing and output decisions of firms.

SEMESTER–II COURSE 3: MACRO ECONOMICS

1. Understand national income concepts and measurement.
2. Analyze consumption, saving, and investment functions.
3. Learn theories of income and employment.
4. Study inflation, deflation, and unemployment.
5. Understand role of monetary and fiscal policy.

SEMESTER–II COURSE 4: DEVELOPMENT ECONOMICS

1. Understand economic growth vs development.
2. Study indicators like HDI, poverty, and inequality.
3. Analyze theories of economic development.
4. Learn role of agriculture, industry, and services.
5. Evaluate government policies for development.

SEMESTER–III COURSE 5: MACROECONOMICS (ADVANCED)

1. Study classical and Keynesian theories in detail.
2. Understand IS-LM model and equilibrium.
3. Analyze business cycles and fluctuations.
4. Learn international trade linkages in macroeconomics.
5. Evaluate macroeconomic stabilization policies.

SEMESTER–III COURSE 6: ECONOMIC THOUGHT & POLITICAL ECONOMY

1. Understand contributions of classical economists (Adam Smith, Ricardo).
2. Learn Marxian economic ideas.
3. Study Keynesian revolution in economics.

4. Analyze evolution of economic thought over time.
5. Understand relationship between economy and politics.

SEMESTER–III COURSE 7: DEVELOPMENT ECONOMICS (ADVANCED)

1. Study advanced development models (Harrod-Domar, Solow).
2. Analyze human capital and sustainable development.
3. Understand globalization and development issues.
4. Learn role of institutions in development.
5. Evaluate development strategies in India.

SEMESTER–III COURSE 8: PUBLIC ECONOMICS

1. Understand role of government in economic activities.
2. Study public revenue and taxation systems.
3. Learn public expenditure theories.
4. Analyze fiscal policy and budget.
5. Evaluate welfare economics and public goods.

SEMESTER–IV COURSE 9: INDIA & ANDHRA PRADESH ECONOMY

1. Understand structure of Indian economy.
2. Analyze agricultural and industrial development in India.
3. Study economic reforms (LPG reforms).
4. Evaluate Andhra Pradesh economy after bifurcation.
5. Understand poverty, unemployment, and welfare programs.

SEMESTER–IV COURSE 10: STATISTICAL METHODS FOR ECONOMICS

1. Understand basic statistical concepts and data collection.
2. Learn measures of central tendency and dispersion.
3. Study correlation and regression analysis.
4. Analyze index numbers and time series.
5. Apply statistics in economic analysis.

SEMESTER–IV COURSE 11: INTERNATIONAL ECONOMICS

1. Understand theories of international trade.
2. Analyze balance of payments and exchange rates.
3. Study trade policies and tariffs.
4. Learn role of WTO, IMF, and World Bank.
5. Evaluate globalization and its impact on India.

Semester-V Course 12 Entrepreneurship and MSMEs

CO1: Understand and explain the basic concepts, types, and theories of entrepreneurship, including women entrepreneurship.

CO2: Apply SCAMPER techniques to generate innovative ideas and prepare simple business plans for rural and urban ventures.

CO3: Analyze and evaluate entrepreneurial opportunities and assess the feasibility of starting enterprises under MSMEs.

CO4: Develop a viable financial and legal plan for establishing a business in India.

CO5: Identify and examine major government schemes and support programs available for startups and MSMEs.

Here are the Course Outcomes (COs) for:

SEMESTER-V COURSE 13B: INSURANCE SERVICES

1. Understand the concept and principles of insurance

Explain the meaning, importance, and fundamental principles of insurance such as utmost good faith, indemnity, insurable interest, and risk sharing. Understand the functioning of insurance service agencies.

2. Knowledge of Life Insurance Products

Understand various life insurance products such as term insurance, endowment plans, whole life policies, and ULIPs. Analyze their features and benefits.

3. Understanding General Insurance

Identify the need for general insurance and different types such as health insurance, motor insurance, fire insurance, and property insurance.

4. Practical and Employability Skills

Demonstrate practical skills required to work in insurance services or to start an insurance agency. Understand marketing, customer handling, and policy documentation.

5. Analytical and Evaluation Skills

Evaluate insurance services through case studies. Understand customer behavior, claim settlement processes, and the role of regulatory and supporting institutions under existing laws.

SEMESTER-VI COURSE 14B: RETAIL AND DIGITAL MARKETING

1. Understanding Retail and Digital Marketing Concepts

Explain the concepts, principles, and scope of retail and digital marketing. Understand the evolution and importance of modern marketing practices.

2. Consumer Behaviour Analysis

Identify and analyze consumer behaviour patterns to promote effective retail marketing strategies. Understand factors influencing buying decisions.

3. Retail Marketing Strategies

Analyse and compare different retail marketing strategies such as pricing, promotion, store layout, and customer relationship management.

4. Application of Digital Marketing Tools

Apply digital marketing tools and techniques such as social media marketing, SEO, email marketing, and online advertising in real or simulated business environments.

5. Evaluation and Decision Making

Evaluate retail and digital marketing models using case studies and real-world examples. Develop decision-making skills for effective marketing management.

SEMESTER-VI COURSE 15A: DATA ANALYSIS AND CASE STUDIES

1. Basic Knowledge of Data Tools

Acquire fundamental knowledge of operating Google Sheets for statistical analysis of economic data. Understand basic functions, formulas, and data handling techniques.

2. Analysis of Agricultural and Rural Data

Analyse data related to Indian agriculture and rural development using Google Sheets to understand trends, patterns, and policy impacts.

3. Industrial and Infrastructure Data Analysis

Examine India's industrial and infrastructure data through proper sourcing, organization, and analysis using digital tools like Google Sheets.

4. Application of Advanced Data Techniques

Apply advanced Google Sheets tools such as charts, pivot tables, and functions to analyse public finance and external sector data.

5. Project Work and Field-Based Analysis

Collect primary data, analyse it, and prepare a mini project report on local economic issues. Develop practical research and reporting skills.

Signature of the Lecturer

Signature of the Principal

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B.A. ECONOMICS MAJOR – PROGRAMME OUTCOMES

PO1: Knowledge of Economics

Acquire comprehensive knowledge of Microeconomics, Macroeconomics, Development Economics, Public Finance, and International Economics. Understand economic concepts, theories, and real-world applications.

PO2: Critical Thinking

Develop the ability to think critically about economic issues. Analyse causes, effects, and policy implications of economic problems logically.

PO3: Analytical Skills

Apply quantitative and qualitative techniques to analyze economic data. Interpret graphs, tables, and statistical results effectively.

PO4: Research Skills

Use basic research methods in economics. Collect, organize, and interpret economic data from various sources.

PO5: Problem Solving Ability

Apply economic reasoning to solve real-life problems such as inflation, unemployment, poverty, and resource allocation.

PO6: Communication Skills

Express economic ideas clearly through writing and presentations. Present data and arguments effectively in academic and professional contexts.

PO7: Social and Economic Awareness

Understand socio-economic issues like inequality, development, sustainability, and public welfare. Develop awareness of national and global economic challenges.

PO8: Ethical Values

Develop ethical responsibility in economic decision-making. Understand issues related to equity, justice, and inclusive growth.

PO9: Lifelong Learning

Develop interest in continuous learning and updating knowledge in economics and related fields.

PO10: Employability Skills

Gain skills useful for careers in banking, civil services, teaching, research, business, and public administration.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: Subject-Specific Knowledge

Gain in-depth knowledge of economic theories and their practical applications in Indian and global contexts.

PSO2: Data Analysis and Interpretation

Analyze economic data using statistical tools. Interpret economic trends, reports, and indicators.

PSO3: Policy Analysis

Evaluate government policies related to taxation, public expenditure, trade, and development.

PSO4: Research and Methodology

Apply economic research methods. Conduct basic surveys, projects, and field studies.

PSO5: Indian Economy Understanding

Understand structure, performance, and challenges of the Indian economy and Andhra Pradesh economy.

PSO6: Global Economic Understanding

Analyze international trade, globalization, exchange rates, and global economic institutions.

PSO7: Interdisciplinary Approach

Relate economics with other disciplines like political science, sociology, geography, and commerce.

PSO8: Skill Development

Develop skills in critical thinking, data handling, report writing, and presentation using digital tools.

PSO9: Career Orientation

Prepare for careers in banking, finance, civil services, academia, and corporate sectors.

Signature of the Lecturer.

Signature of the Principal