

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



**University of Mysore**

(Estd.1916)

**M.B.A. in AGRIBUSINESS  
MANAGEMENT**

**Choice Based Credit  
System (CBCS)  
and  
Continuous Assessment  
Grading Pattern  
(CAGP)**

**(CBCS)**



**UNIVERSITY OF MYSORE**  
**Department of Studies in Agribusiness Management**  
**Manasagangothri, Mysuru-570006**

**Regulations and Syllabus**  
**Master of MBA in Agribusiness Management**  
**(Two-year semester scheme)**

**Under**  
**Choice Based Credit System (CBCS) and**  
**Continuous Assessment Grading Pattern (CAGP)**

*S?*  
CHAIRMAN BOS in *Agribusiness*

*R. S. C.*  
CHAIRMAN BOS in *Development*  
*Studies*  
Institute of Development Studies  
University of Mysore,  
Manasagangothri, Mysore - 570006



## UNIVERSITY OF MYSORE

### GUIDELINES AND REGULATIONS LEADING TO MBA in AGRIBUSINESS MANAGEMENT (TWO - YEAR SEMESTER SCHEME) UNDER CHOICE BASED CREDIT SYSTEM (CBCS) AND CONTINUOUS ASSESSMENT GRADING PATTERN (CAGP)

#### Programme Details

<b>Name of the Department</b>	: Department of Studies in Agribusiness Management
<b>Subject</b>	: MBA in Agribusiness Management
<b>Faculty</b>	: Science and Technology
<b>Name of the Programme</b>	: MBA in Agribusiness Management
<b>Duration of the Programme</b>	: 2 years divided into 4 semesters

MBA (Agri-Business Management) is well-designed course to equip the students to face new challenges in development and understanding of the needs of the emerging markets. It has become necessary to impart quality education to talented students to manage the business in the new economic environment. To meet the challenges and to assist the industry and to train the Agri -Business Managers, this inter- disciplinary course has been designed. The Institute takes pride in pioneering Agri-Business activities, which has been acclaimed by the National and International Organizations. This course has been listed as a professional course in the United Nations Directory. The Ministry of Agriculture & Rural Development, Government of India has also emphasized the uniqueness of this programme.

#### Programme Objective

The 2 year (4 Semester) MBA in Agri-Business Management has been evolved by the combining various disciplines and emphasis is on imparting the analytic skills making them understand and appreciate the various dimensions of Agri-Business Management both at the national and international level.

#### Programme Outcome

The Agri-Business Management assumes greater significance in the context of new economic regime & globalization of the Indian Agriculture & food industry. The Programme is structured so that core courses are taught and the field experience is provided enabling the students to understand and appreciate the



various problems involved in Food and Agribusiness Management. The students are required to follow their own interest and specialization by undertaking an in-depth study and writing a dissertation, which is followed by a comprehension. Each student works under an academic supervisor. The programme also uses other training methods like seminars, tests, field visits, projects, guest lectures, case studies etc.

Agri-Business Management This, in true sense, is a job oriented programme. This will open new vistas for young graduates in the field of Commerce, Business Management, Agriculture and allied sectors. They will find job opportunity in public and private sector companies on the one hand and on the other hand they may feel encouraged and equipped to start their own ventures.

- The programme provides ample job opportunities at managerial, executive and officer levels in both private and public sector undertakings.
- This programme will also prepare students to start their own ventures.
- Beside updating and inclusion of core courses from management stream, applied courses have been developed to take care of needs of various industries and stakeholders in agricultural and allied sector.
- The provision of compulsory Project Work/ Industry Internship and Dissertation will provide practical exposure of real life situations to students.
- In order to help the students, Course objectives and Suggested readings have also been provided for each course
- The special provision given to student to select any subject to study in second semester under Open Elective scheme and he can earn 4 credits from outside the Institute.
- List of Journals have also been given to keep pace with latest developments in the agribusiness management area. As this is a professional course; Guest lectures, Case Studies, Business Games, Role Plays, Exercises, Projects, Assignments, Presentations and Discussions in the form of Choice Based Credit System etc.; are sine-qua-non for the programme. For this, proper infrastructure, trained teachers, computers with internet connections, industrial linkages, guest lectures, industrial tours and plant visits will be required.

#### **Programme specific outcomes**

1. Agri-Business Management This, in true sense, is a job oriented programme.
2. This will open new vistas for young agricultural graduates.
3. They will find job opportunity in public and private sector companies on the one hand and on the other hand they may feel encouraged and equipped to start their own ventures.
4. The programme provides ample job opportunities at managerial, executive and officer levels in both private and public sector undertakings.
5. This programme will also prepare students to start their own ventures.
6. Beside updating and inclusion of core courses from management stream, applied



courses have been developed to take care of needs of various industries and stakeholders in agricultural sector.

7. The provision of compulsory Summer Training/industrial attachment will provide practical exposure of real life situations to students.
8. In order to help the students, Course objectives and Suggested readings have also been provided for each course List of Journals have also been given to keep pace with latest developments in the area.

### **Programme Pedagogy**

- This PG programme has been designed in such a way to make use of different teaching strategies(or) methods by properly sequencing and organising the course contents.
- For this programme the Instructional design depends on the subject matter to be taught and the understanding of diverse needs of different learners attending the courses.
- The faculty adopt an effective pedagogy in this programme which can lead to both academic achievement and social-cum-emotional development.
- It provides enough opportunity to the students to acquire knowledge on general ability to contribute to the society with proper acquisition of programme specific skills.
- The pedagogy involves meaningful incorporation of teaching and learning materials in addition to use of text books and reference works.



**SCHEME OF EXAMINATION AND DETAILS OF COURSE PATTERNS FOR  
M.B.A DEGREE COURSE  
UNDER CHOICE BASED CREDIT SYSTEM (CBCS)  
AND  
CONTINUOUS ASSESSMENT GRADING PATTERN (CAGP)**

First Semester							
Sl. No.	Code	Title of the Paper	Credit pattern in			Credit value	Teaching hours/ week
			L	T	P		
1	60627	Agribusiness Management	2	1	1	4	
2		Managerial Accounting	3	0	0	3	
3	32854	Marketing Management	3	0	0	3	
4		International Trade in Agriculture	3	0	0	3	
5	32851	Organizational Behaviour	3	0	0	3	
6	32856	Managerial Communication	3	0	0	3	

Second Semester							
Sl. No.	Code	Title of the Paper	Credit pattern in			Credit value	Teaching hours/ week
			L	T	P		
1	60621	Commodity Markets and Futures Trading	2	1	1	4	
2	60622	Research Methods and Quantitative Techniques	2	0	2	4	
3	60623	Rural Marketing	2	1	1	4	
4	60624	Managerial Economics	3	1	0	4	
5	60625	Agri Supply Chain Management	2	1	1	4	
6	60626	Consumer Behaviour and Market Research	2	1	1	4	
7	60627	Agribusiness Management	2	1	1	4	

Third Semester							
Sl. No.	Code	Title of the Paper	Credit pattern in			Credit value	Teaching hours/ week
			L	T	P		
1	60641	Project Management and Entrepreneurship	2	1	1	4	



		Development					
2	60642	Agricultural Marketing & Cooperative Management	2	1	1	4	
3	60643	Business Law and Ethics	3	1	0	4	
4	60644	IT in Agribusiness	2	1	1	4	
5	60645	Corporate Social Responsibility in Agribusiness	2	1	1	4	
6		Project Work /Industry Internship	0	1	2	3	

Fourth Semester							
Sl. No.	Code	Title of the Paper	Credit pattern in			Credit value	Teaching hours/ week
			L	T	P		
1	60661	Food Retail Management	2	1	1	4	
2	60662	Human Resource Management	2	1	1	4	
3	60663	Food Marketing	2	1	1	4	
4	60664	Plantation Crops Management	2	1	1	4	
5	60665	Farm and Dairy Business Management	2	1	1	4	
6	60666	Management of Agricultural Input Marketing	2	1	1	4	
7		Dissertation (Hard Core)	0	0	4	4	

## FIRST SEMESTER

### HARD CORE

#### COURSE – I : AGRIBUSINESS MANAGEMENT

##### Course Outcome:

The students will expose learners to the environment in which the agri-business is conducted. Focus will be on understanding micro and macro environmental forces and their impact on agri-business and management.

##### COURSE CONTENTS:

###### UNIT - I

**Indian Agriculture:** Place of Agriculture in Indian Economy, trends in the structure of Indian Economy- Role of Agriculture in Economic Development in India. Trends in agricultural production and productivity, cropping pattern- size of farms and farm efficiency.

###### UNIT - II

**Functions of Management** – Planning, organizing, staffing, motivation and control and Principles of Management.

###### UNIT III

**Agribusiness** - Linkages among sub-sectors of the Agribusiness sector; Economic Reforms and Indian agriculture; Impact of Liberalization, Privatization and Globalization on Agribusiness sector.

###### UNIT IV

**Agribusiness Management:** Definition, importance, Scope of Agribusiness Management, Agribusiness Management- Nature, definition, scope and functions. Agribusiness input and output services, Agricultural credit and foreign trade, Planning and Organizing Business- Importance of small agribusiness.

###### UNIT V

**New trends in Agribusiness:** Contract farming, Types and Scope of contract farming, Working of Contracts, Contract Models, Organic Farming, Genetically Modified Food, Farmer Producers' Organizations (FPO).

##### Case Studies

##### Suggested Readings

Adhikary M. 1986. *Economic Environment of Business*. S. Chand & Sons. Aswathappa K. 1997. *Essentials of Business Environment*. Himalaya Publ. Francis Cherunilam 2003. *Business Environment*. Himalaya Publ. Broadway and Arif A Broadway. *Agribusiness Management*



Davis J. and Gold berg. *Introduction to Agri-Business Management*  
Ruddra Datta and K. P. M. Sundram. *Indian Economy*

## **COURSE – II : MANAGERIAL ACCOUNTING**

### **Course outcome:**

The students will learn the concept and methods of financial and management accounting. Focus will be on understanding techniques, uses and applications of financial and management accounting.

### **COURSE CONTENTS:**

#### **UNIT - I**

**Introduction to Accounting:** Meaning, accounting concepts, Principles and conventions – Financial Accounting V/s Management Accounting – Recording, classifying and summarizing business transactions leading to preparation of final accounts of sole proprietary, Merchandizing manufacturing and services business.

#### **UNIT - II**

**Company Final Accounts in India:** requirements of companies Act of 2013 with respect to preparation of Final Accounts of companies – Annual reports and its contents.

#### **UNIT - III**

**Financial Statement Analysis-**Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of Financial Statements- Ratios, Comparative and Common Size Statements, preparation of Cash Flow and Funds Flow Analysis, Management Audit and Financial.

#### **UNIT - IV**

**Excel Applications:** Preparation and Analysis of Income Statement, Balances Sheet, Cash Flow Statement, Ratios and Projections by using Excel.

#### **UNIT - V**

**Cost Accounting** – Nature, Course Objective, Significance of Cost Accounting; Classification of Cost, Preparation of Cost Sheet, Costing for Material, Labour, and Overheads; Marginal Costing and cost volume profit Analysis- Its Significance, Uses and Limitations; Standard Costing – Its Meaning, Uses and Limitations; Determination of Standard Cost, Variance Analysis- Material, Labour and Overhead.

#### **Suggested Readings**

Hornngren. 2008. *Introduction to Financial Accounting*. 8th Ed.

Pearson Edu. Khan MY & Jain PK. 2004. *Management Accounting*. Tata McGraw Hill.

Battacharya and Dearden. *Accounting for management*

R. Narayanaswamy. *Financial accounting: A managerial Perspective*

Duncan Williamson. *Cost and managerial Accounting* Biggs. *Cost Accounting*



Robert Anthony and Reece. *Accounting Principles*

### **COURSE – III : MARKETING MANAGEMENT**

**Course outcome:** The students will develop an understanding of the field of Marketing. The focus will be on imparting knowledge of the basic concepts, tools and functions of marketing.

#### **COURSE CONTENTS:**

##### **UNIT - I**

**Introduction to Marketing Management:** Marketing Environment; Marketing Mix, Strategic Marketing, Market Segmentation, Targeting, and Positioning; Buyer Behavior, Marketing Information System, Marketing Organization and Control. Organizational Behaviour

##### **UNIT - II**

**Product :** Features of Products, Classification of Products; Product Policies, Product Line and depth, Product Life Cycle; New Product Development; Product Line and Product Mix; Branding, Packaging and labelling.

##### **UNIT - III**

**Pricing:** Importance of price, Pricing objectives, factors affecting pricing decisions, procedures for price determination, Kinds of pricing, price differentials, Factors affecting prices

##### **UNIT - IV**

**Channels of Distribution:** Definition, Importance, Marketing and distributions, Types of Distribution channels – Functions, Channels Management Decisions,

##### **UNIT - V**

**Promotion Mix;** Introduction to Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations and Direct marketing, managing integrated marketing promotion, Customer Relationship Management.

#### **Case Studies**

#### **Suggested**

#### **Readings**

Brassington 1997. *Marketing Management*. Pitman Publ. House.

Kotler P. 2002. *Marketing Management – Analysis, Planning, Implementation and Control*. Pearson Edu.

McCarthy 2003. *Marketing Management*. Tata

McGraw-Hill. Saxena R. 2002. *Marketing Management*. Mc Graw Hill.

Stanton WJ, Etzel MJ & Walker BJ. 1996. *Fundamentals of Marketing*. McGraw- Hill



## **COURSE – IV: INTERNATIONAL TRADE IN AGRICULTURE**

**Course outcome:** opportunity to impart knowledge to the students on international trade in agriculture and various provisions under WTO in the new trade regime.

### **COURSE CONTENTS:**

#### **UNIT - I**

**Need and importance of International Trade in Agriculture:** Scope of gains from international trade, theory of comparative advantage, Concept of Exchange rates and Balance of payment, terms of trade – Meaning and classification. Offer curves. Theories of International trade – Ricardian Theory, Heckscher- Ohlin theory and Demand pattern theory.

#### **UNIT - II**

**International Trade** – GATT and WTO, Structure and functions, its implications for Indian economy in general and agriculture sector in particular.

#### **UNIT - III**

**TRIPS, TRIMS quotas, anti dumping duties,** quantitative and qualitative restrictions, tariff and non-tariff measures, trade liberalization, subsidies, green and red boxes, issues for negotiations in future in WTO; CDMs and carbon trade.

#### **UNIT - IV**

**Regional Trade Blocks and Trade cooperation,** SAARC, OPEC, EEC, ASEAN, NATA, SOFTA.

#### **UNIT - V**

**Indian Agri-Export Policy** –Export Procedure, Export documentation and Process – EXIM Policy, FDI and Merchant Banking. Agri Export Zones (AEZ) – Role and functions, SEZ, Export promotion councils. India's Export-Import Scenario – International Marketing Information System. Export specification for fruits and vegetables and SWOT analysis, Export Financing for agri-products and Export Insurance.

#### **Case Studies**

#### **Suggested**

#### **Readings**

1. International Marketing and Export Management – Albaam and Gerald S
2. Agricultural Research Through International Cooperatives – Ravi Shrivastava and G. C. Shrivastava
3. Money, Banking, International Trade and Public Finance – Dr. D.MMithani
4. International Economy – Myrdal
5. Trade Policies of India – Panchamukhi
6. Money, Banking, International Trade and Public Finance – M.L. Jhingan
7. Export Management – Prof. Laxmi Naraiian



8. NCDEX Publications
9. APEDA Publications
10. India's Foreign Trade – DGFT, GOI, Kolkata.

## **COURSE – V: ORGANIZATIONAL BEHAVIOUR**

**Course outcome:** To acquaint the Students on meaning and concepts of organizational behaviour. Focus will be on understanding the concepts, processes, significance, and role of organizational behaviour.

### **COURSE CONTENT:**

#### **UNIT - I**

**Fundamentals of Organizational Behaviour:** Nature, Scope and Significance of Organizational Behaviour; Evolution and Historical Background of Organizational Behaviour; Models of Organizational Diversity.

#### **UNIT - II**

**Individual Dimensions in Organizational Behaviour:** Micro Organizational behaviour – Individual differences – Personality, self-concept, self-esteem and Self-Efficacy; Attitudes, Perception, Power – types & structures.

#### **UNIT - III**

**Group Dynamics:** Group behaviour, team development, group cohesiveness- group decision making process, Effective teams, organizational conflicts, and conflict resolution, interpersonal skills, Johari Window and transactional Analysis

#### **UNIT - IV**

**Motivation:** Types of motivation. Theories of motivation, Applications of motivation. Transactional analysis-Johari window-self fulfilling prophecy, Interpersonal relations-understanding, determinants, and developing; leadership styles and influence process; leadership theories; types of leaders, and effective leader; group dynamics-, types of groups, group formation, Group decision making, Team Building.

#### **UNIT - V**

**Management Change:** Organizational culture or climate-concept, dimensions, ethos, determinants; organizational changes - types, resistances to change, role of change agents.

#### **Case Studies**

#### **Suggested**

#### **Readings**

Fred Luthans 1998. *Organizational Behavior*. Tata McGraw Hill.  
Harold Koontz & Keing Weighrlich. *Essentials of Management*.  
McGraw Hill. John W Newstrom & Keith Davis. 1997. *Human*



*Behaviour at Work*. Tata McGraw. Robert C Appleby. 1997. *Modern Business Administration*. Macmillan India.  
Stephen P Robbins 2007. *Organizational Behaviour*.  
Prentice Hall. Stoner James AF. 2005. *Management*.  
Pearson Edu.

## SOFT CORE

### COURSE – VI: MANAGERIAL COMMUNICATION

#### Course outcome:

The course aims to

- make students proficient in written as well oral communication. The focus will be on business related communication.

#### COURSE CONTENTS:

##### UNIT - I

**Introduction to communication:** Communication process, Barriers to Communication, Effective Communication, types of communication in organisations viz. Downward, Upward, Horizontal, Static Vs dynamic.

##### UNIT - II

**Non-Verbal Communication:** Communication through clothes/ colours / space/ symbol, Body language and etiquettes, Interpersonal Communication, Self-concept and communication, Assertive Communication.

##### UNIT - III

**Writing Skills:** Types of business writing viz, Newsletters, Reports, Folders, Fact Sheets, Press release; Readership and writing style - human aspects of writing, exercises in drafting letters, memo, e-mail, proposals, resume writing. Structure and process of creating business messages.

##### UNIT - IV

**Communication for Problems Solving:** Meetings - Planning for meeting, tips for chairing, opening, progress & ending, Behavior of ordinary members, the character of business meeting, Energies for meetings, Group discussions, brain storming sessions and presentations.

##### UNIT - V

**Oral Communication:** Handling personal communication - Letters, dictation, reading, problem- solving, listening skills, self-talk, self - reflection, steps to personal creativity, public speaking, body Language and kinesics, business etiquettes.



### **Suggested Readings**

- Bovee. 2008. *Business Communication Today*. 7th Ed. Pearson Edu.  
Brown L. 2006. *Communication Facts and Ideas in Business*.  
Prentice Hall. Lesikar. 2004. *Basic Business Communication*.  
McGraw Hill.  
Ramchandran KK, Lakshmi KK & Karthik KK. 2007. *Business Communication*. Macmillan.

## **SECOND SEMESTER**

### **HARD CORE**

#### **COURSE – I: COMMODITY MARKETS AND FUTURES TRADING**

##### **Course outcome:**

Commodity future markets are an important instrument of risk management in agricultural markets. The students will be trained and familiar with the logic, practice and instruments of the commodity futures and derivatives. These markets are increasingly becoming functional now under the market and policy environment. "The course will examine the nature of these markets, major instruments and tools of their performance assessment and global trends.

##### **COURSE CONTENT:**

###### **UNIT - I**

**Overview of Commodity Marketing System:** food grains, oilseeds, fibers, livestock and poultry, dairy products, horticultural products, spices marketing and forest products. Production pattern, regional variation in trends, marketing channels, marketing problems such as storage, transport, grading, processing and packaging, marketing costs and margins, price spread and pricing of agricultural products and Market intervention.

###### **UNIT - II**

**Commodity Markets:** Indian Commodity Futures Market, Price Discovery. Physical Markets/Spot Market, Forward Contract, Futures Contract, Auction and Reserve auction, Futures, The challenges and opportunities in commodity trading, Behaviour of Agriculture Commodity Markets,

###### **UNIT - III**

**Commodity Futures:** Trading activities on Futures Market, Individual Trading Behaviour, Hedging and Speculation in Futures Market, Forward, Futures Options, Sectoral Analysis (Agri. Commodities), Technical Analysis, Performance and Efficiency and Futures Market, Online Marketing Systems in Indian Futures Market, Different type of Futures Markets in India.

###### **UNIT - IV**

**Commodity Stock Exchanges:** Options in future trade strategies (Derivates Trade),



FMC. Functions of National Commodity Exchanges - MCX, NCDEX, NMCX, NSE, BSE, process of trading and contracts.

#### UNIT - V

**Capital markets** – Public issues, privileged subscription, regulation of security offering, private placement, initial financing, signaling effects, secondary market.

#### Case Studies

#### Suggested

#### Readings

1. Indian Food grain marketing , Moore and Khursor
2. Pricing efficiency of the Indian Wheat market – Cummings JR & Ralph W
3. Marketing Efficiency in Indian Agriculture – Janadanwalla
4. Agricultural Marketing in India – Prasad A. S.
5. Survey of Indian Agriculture ,The Hindu Publication
6. National Commodity and Derivatives Exchanges (NCDEX) Publications

### COURSE – II: RESEARCH METHODS AND QUANTITATIVE TECHNIQUES

#### Course Outcome:

The students develop an understanding of research methodology. The focus will be on process and Models and techniques of research.

#### COURSE CONTENTS:

##### UNIT - I

**Research Methodology:** Meaning, Course Objective, types, and process of research; research methodology in management- exploratory, descriptive, experimental, diagnostic, Problem formulation, setting of Course Objective, formulation of hypotheses.

##### UNIT - II

**Scales of Measurement:** nominal, ordinal, interval, ratio, Likert scale and other scales; Primary and secondary data, sources of data, instruments of data collection, data editing, classification, coding, validation, tabulation, presentation, analysis. Frequency Distribution, Measures of Central Tendency, Measures of Variation, Skewness and Kurtosis

##### UNIT III

**Sampling:** Probability and non-probability sampling techniques including Simple Random Sampling, Stratified Sampling, Multi-stage Sampling, Systematic Sampling, Purposive Sampling, Quota sampling, judgment sampling, and convenience sampling, sample size determination, sampling and non-sampling errors.

##### UNIT - IV



**Quantitative Techniques:** Role and uses of quantitative techniques in business decision making, Use of Equations, Use of Determinants and Matrices in business decisions, Simple, partial, and multiple correlation, simple and multiple regression, Index Numbers, Hypothesis testing, ANOVA, Factor analysis, cluster analysis, Multivariate analysis, Application of Statistics in Business, SPSS package.

UNIT - V

**Report Writing:** Types of report, essentials and contents of good report writing.

**Suggested Readings**

Cooper DR & Schindler PS. 2006. *Marketing Research Concepts and Cases*. Tata McGraw Hill. Green PE, Tull DS & Albaum G. 1998. *Research for Marketing Decisions*. Prentice Hall of India. Kothari CR. 1989. *Research Methodology*. Wiley Eastern.  
C.R. Kothari. *Quantitative Techniques*.  
Vohra N. D. *Quantitative Techniques in Management*

**COURSE – III: RURAL MARKETING**

**Course Outcome:**

Is to develop and understand issues in rural markets like marketing environment, consumer behaviour, distribution channels, marketing strategies, etc.

**COURSE CONTENTS:**

UNIT - I

**Concept and scope of Rural Marketing:** nature and characteristics of rural markets, potential of rural markets in India, rural communication and distribution.

UNIT - II

**Environmental Factors:** socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.

UNIT - III

**Periodic Markets:** Markets as central places-hierarchies-Models of itinerant trading-Social relations- organization of markets-Markets as service centers-Periodic markets and spatial development. Rural markets in Karnataka- Spatial distribution, Characteristics, functions, growth and its relationship with urban wholesale markets.

UNIT - IV

**Rural Marketing Strategy:** Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; product mix, pricing Course Objective, pricing policy and pricing strategy, distribution strategy.

UNIT - V



**Promotion and Communication Strategy:** Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing.

### **Case Studies**

### **Suggested**

### **Readings**

Krishnamacharyulu C & Ramakrishan L. 2002. *Rural Marketing*. Pearson Edu. Ramaswamy VS &

Nanakumari S. 2006. *Marketing Management*. 3rd Ed. MacMillan Publ.

Singh AK & Pandey S. 2005. *Rural Marketing*. New Age. Singh Sukhpal. 2004.

*Rural Marketing*. Vikas Publ. House.

## **SOFT CORE**

### **COURSE – IV: MANAGERIAL ECONOMICS**

#### **Course Outcome:**

The students will be familiarize with fundamentals of economic concepts and principles in the context of managerial decision making

#### **COURSE CONTENTS:**

##### **UNIT - I**

**Introduction to Managerial Economics:** Scope of managerial economics, objective of the firm and basic economic principles; mathematical concepts used in managerial economics.

##### **UNIT - II**

**Demand Analysis:** meaning, types and determinants of demand; demand function; demand elasticity; demand forecasting-need and techniques.

##### **UNIT - III**

**Production, cost and supply analysis:** production function, least-cost input combination, factor productivities and returns to scale, cost concepts, cost-output relationship, short and long-run supply functions.

##### **UNIT - IV**

**Pricing:** Determinants of Price, pricing under different market structures, pricing of joint products, pricing methods in practice, government policies and pricing.

##### **UNIT - V**

**The National Income:** circular flow of income: consumption, investment and saving: money- functions, demand & supply; inflation; economic growth; business cycles and business policies; business decisions under uncertainty.



## Case Studies

### Suggested Readings

- Baumol WJ. 1980. *Economic Theory and Operations Analysis*. Prentice Hall of India. Craig PH & Chris LW. 1996. *Managerial Economics*. Prentice Hall of India.
- Dernberg TF. *et. al.* 1986. *Macro Economics: Concepts, Theories and Policies*. McGraw Hill.
- Dwivedi DN. 2002. *Managerial Economics*. Vikash Publ. Gupta GS. 1997. *Managerial Economics*. Tata McGraw Hill.
- Koutsoyiannis A. 1989. *Modern Micro Economics*. Mac Millan Press.

## COURSE – V: AGRI SUPPLY CHAIN MANAGEMENT

### Course Outcome:

The students learn the concepts and processes of agricultural supply chain management, framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain

### COURSE CONTENTS:

#### UNIT - I

**Supply Chain:** Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM.

#### UNIT - II

**Demand Management in Supply Chain:** Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management.

#### UNIT - III

**Procurement Management in Agri. Supply chain:** Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI).

#### UNIT - IV

**Logistics Management:** History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology.



## UNIT - V

**Concept of Information Technology:** IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management- Benchmarking: introduction, concept and forms of Benchmarking.

### Case Studies

#### Suggested Readings

Altekar RV. 2006. *Supply Chain Management: Concepts and Cases*. Prentice Hall of India.

Monczka R, Trent R & Handfield R. 2002. *Purchasing and Supply Chain Management*. Thomson Asia.

van Weele AJ. 2000. *Purchasing and Supply Chain Management Analysis, Planning and Practice*. Vikas Publ. House.

## COURSE – VI: CONSUMER BEHAVIOUR AND MARKET

### RESEARCH COURSE CONTENT:

#### UNIT - I

**Consumer Behavior:** Factors affecting purchases. Impact of distribution of consumers – age, sex, location, income and group dynamics – on purchases. Quality and price consciousness of consumers. Perception, learning, knowledge, attitude and motivation in consumer behaviour. Role of sales promotion measures in consumers' choice of stores and products.

#### UNIT - II

**Market and consumer research:** objectives and scope Market surveys – selection of products, markets and consumers. Methods of conducting market surveys. Importance of market segmentation in consumer research.

#### UNIT - III

**Theory of Consumer Behaviour:** Cardinal Utility Approach - Ordinal Utility Approach – Income effect and substitution effect – Applications of Indifference curve approach – Consumer surplus - Derivation of Demand curve – Elasticity of demand.

#### UNIT - IV

**Collection of data for market research:** types of sources and methods. Compilation and analysis of data. Interpretation of results and presentation of report. Interpretation of report for decision making, PRA, RRA, Focus group discussions, Delphi Method.

#### UNIT - V



**Market information system:** Sources and process of collection, analysis and dissemination of market news information.

### Case Studies

### Suggested Readings

1. Conceptual Issues in Consumers Behaviour – The Indian Context – Kumar - Pearson Education - 2003
2. Consumer Behaviour and Consumer Protection in India : Agrawal, Meenu
3. The Essence of Consumer Behaviour (Essence of Management Series)
4. Consumer Behaviour – Foxel

## OPEN ELECTIVE

### COURSE-VII: AGRIBUSINESS MANAGEMENT

#### Course Outcome:

The other than MBA Agribusiness Management students can opt this subject as Open Elective and they exposed to learn to the environment in which the agri-business is conducted. Focus will be on understanding micro and macro environmental forces and their impact on agri-business and management.

#### COURSE CONTENTS:

##### UNIT - I

**Indian Agriculture:** Place of Agriculture in Indian Economy, trends in the structure of Indian Economy- Role of Agriculture in Economic Development in India. Trends in agricultural production and productivity, cropping pattern- size of farms and farm efficiency.

##### UNIT - II

**Functions of Management** – Planning, organizing, staffing, motivation and control and Principles of Management.

##### UNIT - III

**Agribusiness** - Linkages among sub-sectors of the Agribusiness sector; Economic Reforms and Indian agriculture; Impact of Liberalization, Privatization and Globalization on Agribusiness sector.

##### UNIT - IV

**Agribusiness Management:** Definition, importance, Scope of Agribusiness Management, Agribusiness Management- Nature, definition, scope and functions. Agribusiness input and output services, Agricultural credit and foreign trade, Planning and Organizing Business- Importance of small agribusiness.

##### UNIT - V



**New trends in Agribusiness:** Contract farming, Types and Scope of contract farming, Working of Contracts, Contract Models, Organic Farming, Genetically Modified Food, Farmer Producers' Organizations (FPO).

### **Case Studies**

#### **Suggested Readings**

Adhikary M. 1986. *Economic Environment of Business*. S. Chand & Sons. Aswathappa K. 1997. *Essentials of Business Environment*. Himalaya Publ. Francis Cherunilam 2003. *Business Environment*. Himalaya Publ. Broadway and Arif A Broadway. *Agribusiness Management* Davis J. and Gold berg. *Introduction to Agri-Business Management* Ruddra Datta and K. P. M. Sundram. *Indian Economy*

## **THIRD SEMESTER**

### **HARD CORE**

#### **COURSE - I: PROJECT MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT**

##### **Course Outcome:**

The idea of this course is to provide opportunities to students to acquit the knowledge in the fields of project management and entrepreneurship development. Focused to train the students to develop new projects and encouraging them to start their own ventures.

##### **COURSE CONTENTS:**

###### **UNIT - I**

**Introduction to Projects:** Concept, characteristics of projects, types of projects, project identification, and Project's life cycle.

###### **UNIT - II**

**Project Plan:** Organizational plan, Financial plan (types of capital), Marketing plan, Project feasibility - Market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis.

###### **UNIT - III**

**Network Methods:** Meaning, Network Analysis, Requirements for Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation. SWOT Analysis, PESTLE,



#### UNIT - IV

**Financial Appraisal/Evaluation Techniques-** discounted/non-discounted cash flows; Net present values, profitability index, Internal Rate of Returns; Cost benefits ratio; Accounting rate of return, Pay back period, Project implementation; Cost over run, Project control and information system.

#### UNIT - V

**Entrepreneurship:** Significance of entrepreneurship in economic development qualities of entrepreneur, entrepreneurship development programs and role of various institutions in developing entrepreneurship, life cycles of new business, environmental factors affecting success of a new business, reasons for the failure and visible problems for business, Developing effective business plans, Procedural steps in setting up of an industry. Creativity and Innovation, Institutional support for Entrepreneurship Development, Venture Capital and Family Business in Entrepreneurship.

#### Case Studies

#### Suggested

#### Readings

1. Chandra P. 2005. *Project Management*. Tata McGraw Hill.
2. Gopal Krishan P & Nagarajan K. 2005. *Project Management*. New Age.
3. Hisrich RD & Peters MP. 2002. *Entrepreneurship*. Tata McGraw Hill.
4. Kaplan JM. 2003. *Patterns of Entrepreneurship*. John Wiley & Sons.
5. Nandan H. 2007. *Fundamentals of Entrepreneurship Management*. Prentice Hall.
6. Ramamoorthy VE. 2005. *Textbook of Project Management*. MacMillan.

### **COURSE – II: AGRICULTURAL MARKETING & COOPERATIVE MANAGEMENT**

#### **Course Outcome:**

an understanding of concept, various policies, strategies and decisions relating to marketing that can be developed by agribusiness firms.

#### **COURSE CONTENTS:**

##### UNIT - I

**Introduction to Agricultural Marketing:** Meaning and scope, agricultural marketing and economic development; Agricultural market structure – meaning, components and dynamics of market structure; marketing strategy – meaning & significance, formulation of marketing strategy; Markets: Definition of market and agricultural marketing, historical development, classification of markets- according to nature of commodities. Markets and market structure approaches to study the marketing. Marketing functions and services- transportation, storage, processing, Packaging and warehousing, grading and standardization, financing.



## UNIT - II

**Agricultural Marketing Organizations:** Role, Functions and Schemes of CACP, FCI, CCI, JCI, APEDA, NHB, DMI, Bureau of Indian Standards (BIS), CWC, SWC, Export Promotion Council, Agricultural Marketing Boards, Forward Markets Commission.

## UNIT - III

**Introduction to Co-operative:** Introduction to managing co-operatives, emergence, endurance and growth of co-operatives, Principles of co-operation, silent and unique management challenges in co-operatives, the design issues in co-operatives and leadership issues in co-operatives. The design of Anand pattern –the federal structure causes of sickness, and managing boards.

## UNIT - IV

**Co-operative Management;** Need, Scope and Importance of Cooperatives Management; Management Process: Planning, organizing, staffing, leading and controlling.

## UNIT - V

**Agribusiness Cooperatives** – credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperative. Cooperative Institutions- NDDDB, NAFED, NCDC, Dairy co-operatives, Credit and Consumers Co-operatives, Marketing Co-operatives – HOPCOMS

## Case Studies

### Suggested Readings

Acharya SS & Agarwal NL. 2004. *Agricultural Marketing in India*. 4th Ed. Oxford & IBH. Kohls RL & Uhj JN. 2005. *Marketing of Agricultural Products*. 9th Ed. Prentice Hall.  
Acharya S.S 2012. *Agricultural Marketing in India*  
The Hindu Publication. *Survey of Indian Agriculture*  
National Commodity and Derivatives Exchanges (NCDEX) Publications

## SOFT CORE

### COURSE – III: BUSINESS LAW AND

### ETHICS

#### Course Outcome:

to expose the learner to various ethical issues and laws affecting business. Focus will be on understanding provisions of various business laws and also ethical practices to conduct the business properly

### COURSE CONTENTS:

#### UNIT - I



**Introduction to Indian legal system:** Scope and importance of Business Law – Sources of Law, Business Law and Social obligations and business ethics. The Indian Contract Act, Contract meaning, nature, significance, types of contract, essentials of a valid contract, offer and acceptance, capacity to contract, free consent, performance of contract. RTI Act

UNIT - II

**Companies Act-2013:** Incorporation, Commencement of Business, Types of Companies, Management, Winding of Companies, Negotiable Instruments Act. Producer Company Act

UNIT - III

**Essential Commodities Act,** The Food Safety & Standards Act 2006, The Consumer protection Act, BIS Act and. Agricultural Marketing Policy – 2013.

UNIT - IV

**Industries Development and Regulation Act (IDR) Act 1951,** Bureau of Indian Standards Act 1986,

UNIT - V

**Ethics:** Nature and importance of ethics and moral standards; corporations and social responsibilities, scope and purpose of business ethics; Ethics in business functional areas; industrial espionage; solving ethical problems; governance mechanism.

**Suggested Readings**

Gulshan SS & Kapoor GK. 2003. *Business Law including Company Law*. 10th Ed. New Age Publ.

Kapoor ND. 2005. *Business Law*. S. Chand & Sons. Tulsain PC. 2006 *Business Law*.

Tata McGraw Hill.

Tuteja SK. 2005. *Business Law for Managers*. S. Chand & Sons.

**COURSE – IV: IT in Agribusiness**

**Course Outcome:**

to develop an understanding and utility of IT in Agribusiness. The focused on imparting knowledge of the basic concepts, development, functions and usage of Information Technology in agribusiness

**COURSE CONTENT:**

UNIT - I

**Information Technology:** Concept, Meaning, definition, applications, advantages of information Technology in Agribusiness, Impact of Information technology on Agribusiness sector in India. Problems in using Information Technology. Information Technology for Agricultural production and Marketing.

UNIT - II



**Application of Computers:** Industry, Management, Commerce, Internet. Computer and communication: Single user, Multi-user, and Overview of LAN, WAN: Overview of modem, E-Mail, Fax Internet facilities through WWW Web resources and intranet, NICNET

#### UNIT - III

**Information Concept and Processing:** Data concept; Elements of data processing and special application ; Concept of software; Concept of Operating system; Computer and communication; Internet and Intranet ; IT application in agribusiness; Data Base and Information System: Data base and data base Management system, Information system, Management Information System- MIS

#### UNIT - IV

**IT and Computers;** Stepping in the Computer; Input and Output Devices; Secondary Storage; Programming; Systems Software; Applications Software; Systems Development; Computer Security; Software Utilities; Issues and Trends in IT.

#### UNIT - V

**Use of popular computer software in Business:** - SPSS, Tally, E- Commerce, E-Government: Government- to Citizens, Interdisciplinary Nature of EC-EC Success – EC failures. Business Models, Plans and Cases, Structure of Business models online, direct marketing – Electronic tendering systems, Benefits of E- Commerce to Organizations, Consumers, Society, Inter Organization and collaboration, The limitation of E-Commerce - Technical limitations. Hands on experience with process of CMIE and a few sample exercises on ratio analysis using the package. Hands on experience with SPSS package and a few sample exercises on statistical analysis.

#### **Suggested Readings**

Newman and Michael E. *Computer Application in Agriculture and Agribusiness* Carlos Arthur B. *e-Commerce in Agribusiness* Lucas. 2004. *Information Technology for Management*. McGraw Hill.  
Norton P. 1998. *Introduction to Computers*. 2nd Ed. Tata McGraw Hill.  
Rajaraman V. 2006. *Introduction to Information Technology*. Prentice Hall of India.

#### **COURSE – V: CORPORATE SOCIAL RESPONSIBILITY IN AGRIBUSINESS**

##### **Course Outcome:**

to develop an understanding and appreciation of the importance of value system, ethical conduct in business and role and responsibilities of corporate in social systems.

##### **COURSE CONTENTS:**

#### UNIT - I

**Moral Values and Ethics:** Values – Concepts, Types and Formation of Values,



Ethics and Behaviour. Values of Indian Managers; Managerial Excellence through Human Values; Development of Ethics, Ethical Decision Making, Business Ethics.

#### UNIT - II

**Managing Ethical Dilemmas at Work:** The Corporation and External Stakeholders, Corporate Governance: From the Boardroom to the Marketplace, Corporate Responsibilities towards Consumer Stakeholders and the Environment; The Corporation and Internal Stakeholders; Values-Based Moral Leadership, Culture, Strategy and Self-Regulation; Spiritual Leadership for Business Transformation. Organizational Excellence and Employee Wellbeing through Human Values.

#### UNIT - III

**Corporate Social Responsibility:** A Historical Perspective from Industrial Revolution to Social Activism; Moral Arguments for Corporate Social Responsibility, Development of Corporate Conscience as the Moral Principle of Corporate Social Responsibility.

#### UNIT - IV

**Corporate Social Responsibility in Agribusiness,** Employees, Consumers and Community. Corporate Governance and Code of Corporate Governance, Consumerism, Current CSR Practices of the Firms in India and Abroad. Challenges of Environment: Principles of Environmental Ethics, Environmental Challenges as Business Opportunity, Affirmative Action as a form of Social Justice.

#### UNIT - V

**Issues in Moral conduct of Business and CSR :** Failure of Corporate Governance, Social Audit, Unethical Issues in Sales, Marketing, Advertising and Technology: Internet Crime and Punishment, Intellectual Property Rights, Corruption in Business and Administration. BS / ISO Guideline on CSR Management (ISO-26000).

#### Case Studies

#### Suggested Readings

1. Hartman , Laura P. and Joe DesJardins (2007). Business Ethics: Decision-Making For Personal Integrity And Social Responsibility, McGraw-Hill/Irwin. w.e.f Academic Session 2010-2011
2. Hartman, Laura P and Abha Chatterjee (2006 ). Perspectives in Business Ethics , Tata McGraw Hill
3. Manuel G.Velasquez (2007) , Business Ethics Concepts , PHI
4. Baxi C.V. and Prasad Ajit (2007): Corporate Social Responsibility , Excel Books

#### HARD CORE

#### Project work /Industry Internship



**Course Outcome:**

The students are given opportunities to conduct market survey on current agribusiness problems/issues in between second and third Semester as a part of a curriculum. This Project work/Internship is designated to facilitate the students to understand the agribusiness firms/Industry/market situation by conducting such surveys and working with the industry for 2 weeks on the subject chosen for the study. This would be the individual work of each student which will be carried out under the supervision of a guide.

This would be the individual work of each student which will be carried out under the supervision of a guide. The final report has to be prepared in consultation with the respective guides. The project report / Internship report should be comprehensive and the final report has to be submitted for assessment before the commencement of the third semester examination which carries 100 marks in third semester. The Project work/ Internship will be assigned before the commencement of the third semester so that the students can visit the agribusiness industry to carry out their work during the break between second and third semester.

**FOURTH SEMESTER****HARD CORE****COURSE – I: FOOD RETAIL MANAGEMENT****Course Outcome:**

to assist students in understanding the structure and working of food marketing system in India, to examine how the system affects farmers, consumers and middlemen and to illustrate the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time

**COURSE CONTENT:****UNIT - I**

**Retail Marketing:** Definition and concepts, Economic significance of retailing – opportunities in retailing, types of retailers- trends in the retailing industry.

**UNIT - II**

**General Merchandise:** Retailers – services retailing. Store versus Store-Based Retailers – Electronic Retailing – Catalog and Direct – Mail Retailing – Shopping – Vending Machine Retailing. Retail market strategy – Target Market and Retail Format Growth, Retail locations and site selection. Strategic advantages gained through Supply Chain Management.

**UNIT - III**

**Revolution in Retailing:** Super Markets, Discounts Shops, Warehouse Shops, Franchising, Multi Brand and Signal Brand Retailing,



UNIT - IV

**Foreign Direct Investment:** Food Retailing, FDI in Retailing.

UNIT - V

**Retail Sales Management:** Types of Retail Selling, Salesperson selection, Salesperson training, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.

**Case Studies**

**Suggested Readings:**

1. Retail Marketing – Malcolm Sullivan and Dennis Adcock
2. Retail Marketing – Akehurst Gary
3. Retail Marketing and Strategy – Samli A. Coskun
4. Retail Marketing Management – David Waters and David White
5. Hand Book of Retailing – Allen Wort (Dd)

**SOFT CORE**

**COURSE – II: HUMAN RESOURCE MANAGEMENT**

**Course Outcome:**

to expose the learner to the field of human resource management. The focus will be on human resource practices and their utility for managers.

**COURSE CONTENTS:**

UNIT - I

**Introduction to Human Resources Management:** Human Resource Planning- Nature and Significance, Job Analysis, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation, Job evaluation.

UNIT - II

**Recruitment and Selection Process:** Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, Internal mobility including Transfers, Promotions, employee separation.

UNIT - III

**Performance Appraisal:** Significance and methods, Compensation management, Wage and Salary Administration - Course Objective; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing.

UNIT - IV

**Industrial Relations:** Role and Status of Trade Unions; Collective Bargaining; Worker's Participation in Management, Career planning and employee retention.



#### UNIT - V

**Quality of work life:** employee welfare measure, Disputes and grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources; Human Resources accounting, Human Resources outsourcing.

#### Case Studies

#### Suggested Readings

Ashwathapa K. 1997. *Human Resource Management*.

Tata McGraw. Flippo EB. 1984. *Personnel, Management*. McGraw-Hill.

Garry D. 2001. *Human Resource Management*. 7th Ed. Prentice-Hall of India. Mamoria CB. 1996. *Personnel Management*. Himalaya Publ. House.

Subba Rao P. 2004. *Essentials of Human Resource Management and Industrial Relations*. Himalaya Publ. House.

Venkantavatnam CS & Srivastav BK. 1991. *Personnel Management and Human Resources*. Tata McGraw-Hill.

### ELECTIVE

#### COURSE-III: FOOD MARKETING

#### Course Outcome:

is to introduce students to the marketing system for processed food products. This also helps them in understanding the relationship between agricultural markets and market for processed food.

#### COURSE CONTENT:

#### UNIT - I

**Food Industry:** The science of food-Introduction to food processing-Food industry-Over view of the Global Food Industry and Indian scenario. Introduction to food marketing-analysis of food markets, food consumption and marketing-market development and demand expansion.

#### UNIT - II

**Demand for Food.** Factors influencing demand for food-changes in population, income, tastes and preferences, family size, urbanization. Gender issues, Drivers of change Food Value Chain, Institutions , Government Food Policies.

#### UNIT - III

**Food Strategic Management:** Application BCG Matrix, Ansoff Matrix, Porter's 5 forces, Porter's generic strategy.



#### UNIT - IV

**Food Distributing:** case studies. Macdonald, GM Foods, Pizza Hut, KFC, Maggi and other multinational companies operating in different regions of the world.

#### UNIT - V

**Recent Developments in Food Marketing:** Food policy-evolution-Markets and Famines- policy issues-The concept of food Security. Right to Food. Government Intervention. Recent developments. Mad cow diseases (BSE CJD), Swine flu, Bird flu, Food crisis in developed countries.

#### Case Studies

#### Suggested Readings:

1. Food Marketing- L.B. Darrah (Ronald Press Company).
2. Marketing Structure for selected process food products in USA, Sweden, Denmark, Norway, Canada and UK-USDA publications.
3. Modern Marketing of farm products-Martinson (Interstate Press)
4. Marketing perishable food products-Adems and Arther
5. The story of Macdonald-2000
6. Chopra-Evolution of food policy in India Oxford 1981
7. Martin Ravillion-Markets and farmers-Ctarendon Press Oxford 1987
8. IFPRI-Reports and publications.

### COURSE-IV: PLANTATION CROPS MANAGEMENT

#### Course Outcome:

The students will be well equipped with plantation crops production, processing and marketing of plantation crops in theory as well practical knowledge.

#### COURSE CONTENT:

#### UNIT - I

**Plantation Commodities in India:** Production of Plantation crops and their Management - Cashew nut, Tea, Coffee, Rubber, Spices, Coconut, Cocoa, Areca nut and other minor plantation crops. Detailed study of the Commodity Boards like Coffee Board, Tea Board, Rubber Board, Spices Board, and the problem relating to the functioning of these Boards.

#### UNIT - II

**Marketing of Plantation Crops:** Market Structure, marketing of plantation crops marketing channels, product development, branding, pricing and promotion, export of plantation crops, logistics management-purchase, stores and transport, finance in plantation crops.

#### UNIT - III

**Commodity Boards:** and Promotional agencies and cooperatives, public and private agencies,



#### UNIT - IV

**Market Intervention:** Role of government in market Intervention of plantation commodities in India, and their functions, activities and Policy implications.

#### UNIT - V

**Emerging Issues in Plantation Crops:** Problems and prospects of the major plantation sectors.

#### Case Studies

#### Suggested Readings:

1. Survey of Indian Agriculture
2. FAO Year Book
3. Commodity Boards Publications
4. Plantation corps Research Institute Publications
5. Industry Survey Reports
6. NHB Publications
7. APEDA Publications
8. Agricultural Marketing in India – S. S. Acharya, 2012
9. Economic Survey of India, Govt. of India
10. Export Competitiveness for Agricultural commodities in India – Ashok Gulathi

### COURSE-V: FARM AND DAIRY BUSINESS MANAGEMENT

#### Course Outcome:

the students will acquaint with the basic principles of farm management dealing with the analysis of farm resources having alternatives within the framework of resource restrictions. To impart knowledge about management of livestock products, product development, quality control, preservation and marketing strategies for livestock products

#### COURSE CONTENTS:

##### UNIT - I

**Farm Business Management:** Nature, scope, characteristics and role of farm business management; farm management decisions; farm management problems.

##### UNIT - II

**Principles of farm management Decisions:** principle of variable proportion, cost principle, principle of factor substitution, law of equi-marginal returns, opportunity cost principle, etc.

##### UNIT - III

**Tools of farm management and farm business analysis:** farm planning and budgeting; Farm records and accounts, types and problems in farm records and accounts, net worth statement, farm efficiency measures.

##### UNIT - IV

**Management of farm resources:** Land, Labour, Farm machinery, Farm building,



etc. Risk and uncertainty in farming-sources of uncertainty in farming, management strategy to counteract uncertainty and decision making process in farm business management under risks and uncertainty.

#### UNIT - V

**Present status of livestock products industry in India** – dairy, meat poultry, skin, hides, wool, etc; Dairy Products- Manufacturing technologies of various dairy products and by-product utilization. Meat and Poultry Products- Manufacturing technologies of meat and meat products, egg and poultry products; production processing and utilization of wool and animal by-products.

#### Case Studies

##### Suggested

##### Readings

Heady EO & Jensen H. 1960. *Farm Management Economics*.

Prentice Hall. Johl SS & Kapoor TR. 1973. *Fundamentals of Farm Business Management*. Kalyani Publ.

Kahlon AS & Singh K. 1992. *Economics of Farm Management in India*. Allied Publ. Panda SC. 2007. *Farm Management & Agricultural Marketing*. Kalyani Publ.

Walstra et al. 2006. *Dairy Science and Technology*. 2nd Ed. Taylor & Francis.

#### COURSE-VI: MANAGEMENT OF AGRICULTURAL INPUT MARKETING

##### Course Outcome:

the students will understand the different marketing concept and marketing system in context of agricultural inputs.

##### COURSE CONTENTS:

#### UNIT - I

**Agricultural Input Marketing:** meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural Inputs and their types – farm and non-farm, role of cooperative, public and private sectors in agri input marketing.

#### UNIT - II

**Irrigation:** Definition, Types, Methods of irrigation – importance and advantages and

**Seed:** Importance of seed input; Types of seeds- hybrid, high yielding and quality seeds; Demand and supply of seeds; Seed marketing channels, pricing, export import of seeds; Role of NSC and State Seed Corporation.

#### UNIT - III

**Chemical Fertilizers:** Production, export-import, supply of chemical fertilizers, Demand/consumption, Prices and pricing policy; subsidy on fertilizers; marketing system – marketing channels, problems in distribution; Role of IFFCO and KRIBCO in fertilizer marketing.



#### UNIT - IV

**Plant Protection Chemicals:** Production, export/import, consumption, marketing system – marketing channels; Electricity/Diesel Oil- marketing and distribution system; pricing of electricity for agriculture use; subsidy on electricity.

#### UNIT - V

**Farm Machinery:** Production, supply, demand, Marketing and distribution channels of farm machines; Agro-industries Corporation and marketing of farm machines / implements/Equipments.

#### Case Studies

#### Suggested Readings

Acharya SS & Agarwal NL. 2004. *Agricultural Marketing in India*. 4th Ed. Oxford & IBH.

Broadway AC & Broadway Arif A. 2003. *A Text Book of Agri-Business*

*Management*. Kalyani. Singh AK & Pandey S. 2005. *Rural Marketing*. New Age.

Singh Sukhpal 2004. *Rural Marketing- Focus on Agricultural Inputs*.

Vikas Publ. House.

### Dissertation (Hard Core)

#### Course Outcome:

this would be the first hand exposure to the students to analyse agribusiness management related problems and to enable them to develop problem solving skills. Students will employ several techniques and also collect primary and secondary information. Each student is expected to carry out original study under the supervision of faculty designated on the issues related to trade, business, commerce, industry, finance, corporate governance and the other allied areas.

The objective of introducing dissertation on a mandatory requirement is to give a first hand exposure to the students to analyse agribusiness management related problems and to enable them to develop problem solving skills. Students are required to employ several techniques and also collect primary and secondary information. Each student is expected to carry out original study under the supervision of faculty designated on the issues related to trade, business, commerce, industry, finance, corporate governance and the other allied areas. The Continuous assessment component (30 marks) will be assessed based on the progress of the students by conducting periodic reviews. The dissertation report (two copies) with the certificate from the guide will have to be submitted for assessment before the commencement of the fourth semester examination (70 marks).

### Comprehension on Agribusiness Management

#### Course Outcome:

The students will enhance the ability of students to understand and comprehend situation, fact and issues on Agribusiness Management. It also facilitates them to articulate their views and opinions about the current status of Agribusiness and its



prospects. Hence, the students have to be rigorous trained and equipped in the fourth semester.

The objective of introducing comprehension is to enhance the ability of students to understand and comprehend situation, fact and issues on Agribusiness Management. It also facilitates them to articulate their views and opinions about the current status of Agribusiness and its prospects. Hence, the students have to be rigorous trained and equipped in the fourth semester. The Comprehension examination will be conducted by Chairman of BoE and one External Examiner and internal faculty members of the BoE. The Comprehension examination will be continuously assessed as Viva Voce in C1 for 15 marks, C2 for 15 marks and d C3 for 70 marks respectively.

### Pedagogy

The MBA (ABM) will have three components associated with the teaching - learning process of the course, namely (i) Lecture–L (ii) Tutorial – T (iii) Practicals - P, where L stands Lecture session. T stands Tutorial session consisting participatory discussion / self-study/ desk work/ brief seminar presentations by students and such other novel methods that make a student to absorb and assimilate more effectively the contents delivered in the Lecture classes. P stands for Practice session and it consists of Hands on experience / Laboratory Experiments / Field Studies / Case studies that equip students to acquire the much required skill component. In terms of credits, every one hour session of L amounts to 1 credit per semester and a minimum of two hour session of T or P amounts to 1 credit per semester, over a period of one semester of 16 weeks for teaching - learning process. The total duration of a semester is 20 weeks inclusive of semester - end examination.

The total credits earned by a student at the end of the semester upon successfully completing the course are L + T + P. The credit pattern of the course is indicated as L: T : P.

#### Details of Soft Core offered in odd and even semester

Sl. No.	Soft Core – Odd Semester	Credit
1	Organizational Behaviour	4
2	Managerial Communication	4
3	Business Law & Ethics	4
4	IT in Agribusiness	4
5	Corporate Social Responsibility in Agribusiness	4
	Total Credit	20

Sl. No.	Soft Core- Even Semester	Credit
1	Managerial Economics	4
2	Agri Supply Chain Management	4
3	Consumer Behaviour and Market Research	4
4	Agribusiness Management	4
5	Human Resource Management in Agribusiness	4
6	Food Marketing	4
7	Plantation Crops Management	4
8	Farm and Dairy Business Management	4



9	Management of Agricultural Input Marketing	4
	Total Credit	36

8



STANDARD FORM NO. 64

62