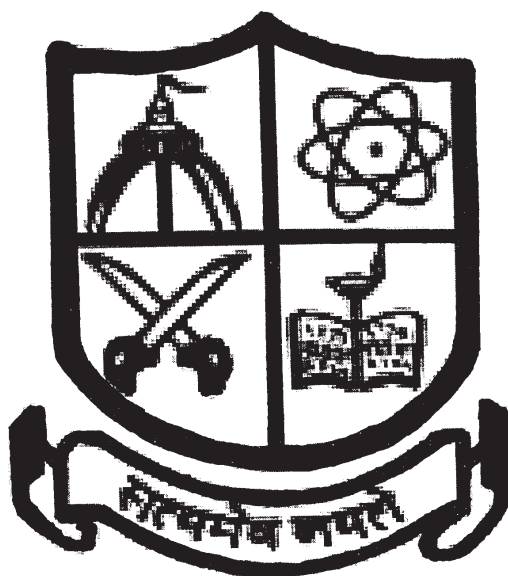


COURSES OF STUDIES
MBA
(AGRI BUSINESS)

Admission Batch - 2023-24



Buxi Jagabandhu Bidyadhar Autonomous College

Bhubaneswar - 751014

Accredited at the 'A' Level by

National Assessment and Accreditation Council (NAAC)

Telephone/Fax : 0674-2436971, Website : www.bjbcollege.ac.in

MBA (Agri-Business)
COURSE STRUCTURE, SESSION-2023-24
FIRST YEAR

Semester I			
Paper Code	Subject	Marks	Credit Hours
1.1	Management Principles & Ethics (MPE)	80+20	4
1.2	Managing Human Resources (MHR)	80+20	4
1.3	Communication for Management & Business (CMB)	80+20	4
1.4	Business Law (BL)	80+20	4
1.5	Marketing Management (MM)	80+20	4
1.6	Financial Management (FM)	80+20	4
1.7	Managerial Economics (ME)	80+20	4
1.8	Agri Science & Technology (AS & T)	80+20	4
1.9	Agri-Supply Chain Management (ASCM)	80+20	4
1.10	Food Retail Management (FRM)	80+20	4
Semester-II			
2.1	Organizational Behaviour (OB)	80+20	4
2.2	Managerial Accounting (MA)	80+20	4
2.3	Agri-Business Environment (ABE)	80+20	4
2.4	Rural Marketing (RM)	80+20	4
2.5	Business Statistics & Analytics (BS & A)	80+20	4
2.6	Agricultural Marketing Management (AMM)	80+20	4
2.7	Research Methodology (RM)	80+20	4
2.8	Farm Business Management (FBM)	80+20	4
2.9	Seed Production Technology & Management (SPTM)	80+20	4
2.10	Internship & Report	75+25	3
SECOND YEAR			
Semester III			
3.1	Entrepreneurship Development (ED)	80+20	4
3.2	Computer Applications & MIS (CAM)	80+20	4
3.3	Strategic Management (SM)	80+20	4
3.4	Production & Operations Management (POM)	80+20	4
3.5	Food Technology & Processing Management (FTPM)	80+20	4
3.6	International Trade in Agri Business (ITAB)	80+20	4
3.7	Agri infrastructure and warehousing management (AI & W)	80+20	4
3.8	Livelihood and development management (L & DM)	80+20	4
3.9	Management of Floriculture (MF)	80+20	4
	ELECTIVE-I (Any one of the following)		
3.10 (A)	Diary Business & Management (DBM)	80+20	
3.10 (B)	Agri-Commodity Markets and Futures Trading (ACM & F)	80+20	44
Semester-IV			
4.1	Seminar Presentation	50+50	3
4.2	Dissertation , Project Report & Viva Voce	75+25	7

Programme Specific Outcome

Agri-Business Management is a specialised management programme that focuses towards the growth of agricultural industry. India is an agricultural country and growth in agricultural sector is needed for its economic growth. This programme assists the agricultural sector by providing professionals and business leaders. It provides the management course focusing on the management of agriculture production and its international trade by making crucial business decisions through minimising risk.

Agri-Business Provides tremendous opportunity in various fields which include farming, real-estate, retail marketing, food-processing, food production, farming industry, banking, micro-finance, fertilizer industry and many more.

As agriculture has evolved into a business, now there has been a requirement for professional management and the application of modern technology in a variety of fields. In India, commercial agriculture has long been regarded as a sector with enormous possibilities. With different government and private sector initiatives, the sector has witnessed significant growth patterns over the last few years. This has resulted in a demand for professional agribusiness management courses.

SEMESTER-I

Paper-1.1

Management Principles & Ethics (MPE)

80+20=100

Course Outcomes:

To impart the knowledge of various management concept and its philosophy with ethics and moral values.

UNIT-1

Concept, meaning, nature and scope of Management - Evolution of Management Thoughts: Taylor's Scientific Management -Fayol's Principles of Management, Social Responsibilities of Managers - Moral, Cultural and Social values in decision-making - Professional Codes and Morality, etc.

UNIT 2

Planning and Management Process: Nature and Purpose of Planning - Types of Plans - Basic steps in Planning - Tools and techniques for Planning – Decision-making: Decision-making process and Decision-making under Certainty - Risk and Uncertainty.

UNIT 3

Organizing: Nature and purpose of Organizing - Formal and Informal organizations – Departmentation - Organization levels and Span of Management - Centralization and Decentralization of Authority - Delegation of Authority.

UNIT 4

Staffing& Controlling: Nature and purpose of staffing - Leading: Concepts and needs of Directing - Coordinating and Communicating - Controlling: Meaning and purpose of Control - Control Process - Different methods of Control - Characteristics of an effective Control System - Span of Control.

UNIT 5

Concept of Ethics - Difference between Ethics & Moral - Process of practicing and monitoring Ethical Practices in an Organization- Ethics and Corporate Governance - Code of Ethics - Key ethical issues in HRM.

REFERENCES:

- | | |
|---------------------------------|---|
| Bhusan, Y.K | : Organization and Management, S.Chand & Sons |
| Griffin, R. W | : Management. New Delhi, Cengage |
| Hellriegel, Jackson and Slochan | : Management: A Contemporary Based Approach, Thomson Asia |
| Koontz and O'Donnel | : Essentials of Management; McGraw Hill |
| Kreitner, R | : Management: Theory and Applications. New Delhi, Cengage |
| Robbins, De Cenzo, & Coulter | : Fundamentals of Management. New York, Pearson |
| Stonner, Gilbert, Freema | : Management, Pearson Education |
| VSP Rao, V. Hari Krishnan | : Management Text and Cases, Excel Books |
| CSV Murthy | : Business Ethics, Himalaya Publishing House |
| R K Sharma & Goel | : Business Ethics & Corporate Governance, Kalyani Publication |
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Paper-1.2 Managing Human Resources (MHR)

80+20=100

Course Outcomes:

To impact various HR practises with HR strengths and weaknesses to become them assets for the organisation.

UNIT-1

Concept, Philosophy and Scope of HRM – Growth and Development of Human Resource Management functions in India – Objectives of HRM – Emerging trends in HRM- Changing Role of HRM.

UNIT 2

Human Resource Planning (HRP) – Factors influencing HR Planning – Corporate Planning – HR Policy – Techniques of HRP - Corporate objectives and human resource planning - Career Succession Planning - Job Analysis and Role Description.

UNIT 3

Recruitment: Concept, Policy, Objectives, Methods and Sources – Attracting and selecting human resources, Induction and Socialisation - Selection: Concept, Objectives, Steps and Methods – Selection Procedure – Tests and Interviews.

UNIT 4

Manpower Training and Development - Placement, Induction, Promotion and Transfer - Performance Appraisal - Job evaluation and Wage Determination - Wage and Salary Administration - Compensation Management - Employee Welfare – HR Audit – HRIS.

UNIT 5

Profile of Indian Workers and Managers - Industrial Relations and Trade Unions - Dispute Resolution and Grievance Management - Employee Empowerment – Workers' Participation in Management – Collective Bargaining.

REFERENCES:

- | | |
|--------------------|---|
| Aswathapa | : Human Resource & Personnel Management, TMH |
| B.R Virmani | : Indian Management, Vision Books |
| C.B Mamoria | : Personnel Management, Himalaya Publishing House |
| E.B Flippo | : Principles of Personnel Management, McGraw Hill |
| Garry Dessler | : Human Resource Management, Pearson / PHI |
| JyothiVenkatesh | : Human Resource Management, Oxford |
| Michael Armstrong | : A Hand Book of HRM, Aditya Book Ltd. |
| MRR Nair & T.V Rao | : Excellence through HRD, Indian Book & Periodicals |
| V.S.P. Rao | : Human Resource Management, Excel Books |
| W.F.Cascio | : Managing Human Resources, TMH |
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Paper-1.3

Communication for Management & Business (CMB)

80+20=100

Course Outcomes:

To develop the oral & written business communication and personality development.

UNIT I

Concepts of Communications: Definition - Objectives of Communication - Characteristics of Communication - Process of Communication - Forms of communication - Roles of a Manager - Overcoming Communication Barriers - Effectiveness in Managerial Communication.

UNIT 2

Role of Verbal & Non-verbal Symbols in communication: Forms of Nonverbal Communication - Interpreting Non-verbal messages - Tips for effective use of non-verbal Communication - Interpersonal communication.

UNIT 3

Listening: Definition - Features of a Good Listener - Types of Listening Skills, Spoken Communication: Oral Presentation: Planning Presentation - Delivering Presentation - Developing & displaying visual aids - Telephone, Teleconferencing - Challenges and Etiquettes.

UNIT 4

Group Discussion & Interviews: Role Functions in Group Discussions - Characteristics of Effective Groups - Group Decision-Making - Fundamental Principles of Interviewing - Types of Interviewing Questions - Meetings: Planning a Meeting - Meeting Process - Writing Agenda and Minutes of Meetings - Web Conferencing.

UNIT 5

Forms of Communication: Written Business Communication - Tips for Effective Writing - The Seven Cs of Letter Writing - Writing Business Reports - Kinds of Business Letters - Job Application Letters - Job Applications & Resume - Writing E-mail - Business Reports - Business Proposals - Effective E-mail - Writing Business Reports and Proposals - Format of Business Proposals - Practice for Writing Business Reports.

REFERENCES:

- Raymond V. Lesikar & M. E. Flatley : Basic Business Communication, Tata McGraw-Hill
- Bovee, Thill & Schatzman : Business Communication Today, Prentice Hall of India
- Murphy, Hildebrandt & Thomas : Effective Business Communication, Tata McGraw-Hill
- Monipally : Business Communication Strategies, Tata McGraw-Hill
- Mary Ellen Guffey : Essentials of Business Communication, South-Western Educational
- Asha Kaul : Business Communication, Prentice Hall of India
- Aruna Koneru : Professional Communication, Tata McGraw-Hill
-

Paper-1.4 Business Law (BL)

80+20=100

Course Outcomes:

To impart the knowledge of various regulations and enactments relating to business.

UNIT-1

Indian Contract Act, 1872- Definitions - Nature of Contract - Offer & Acceptance - Free Consent and Consideration - Expressly declared void agreement - Performance of Contracts - Breach of Contract -Remedies for Breach of Contract - Indemnity and Guarantee Contracts - Specific Contracts -Bailment, Pledge and Agency.

UNIT-2

Sale of Goods Act, 1930 - Contract of Sale – Essentials of Contract of Sale – Sale vs. Agreement to Sell – Conditions & Warranties – Doctrine of Caveat Emptor.

UNIT-3

Partnership Act, 1932 - Nature and characteristics of Partnership - Registration of Partnership firm - Partnership Deed - Types of Partners - Rights and Duties of Partners - Limited Liability Partnership -Differences between LLP and Partnership and company - LLP Agreement.

UNIT-4

Consumer Protection Act, 1986- Main Provisions - Consumer Disputes - Redressal Machinery - Negotiable Instruments Act, 1881 - Meaning and Characteristics of Negotiable Instrument - Operational Rules of Evidence –Classification of Negotiable Instruments.

UNIT-5

Foreign Exchange Management Act, 1999 (FEMA) - Objectives and Main Provisions - Introduction to Intellectual Property Rights Act - Copyright, Patent and Trademark.

REFERENCES:

M.C.Kuchhal & Vivek Kuchhal	: Business Law, Vikas Publishing House
Avtar Singh	: Business Law, Eastern Book Company
Ravinder Kumar	: Legal Aspects of Business, Cengage Learning
N.D.Kapoor	: Business Law, Sultan Chand & Sons
Sushma Arora	: Business Laws, Taxmann Publications

Paper-1.5 Marketing Management (MM)

80+20=100

Course Outcomes:

To understand the Market structure, emerging trends in marketing, demand forecasting and the relation between demand and supply.

UNIT-1

An Overview of Marketing: What is marketing? - Marketing concepts, importance and tools - Marketing Environment - The Marketing Management Process - Tasks of Marketing.

UNIT-2

The Marketing Environment: External and Internal Marketing Environment - Macro and Micro Environment - Marketing of Services - Consumer Behaviour.

UNIT-3

Marketing Information Systems: Gathering information for Decision-Making - The information system in marketing and the role of MIS in decision - making.

UNIT-4

Segmenting, Targeting and Positioning (STP Strategy): Rationale for Market Segmentation - Bases for segmenting markets - Steps in Segmenting - Strategies for selecting Target Markets - Positioning.

UNIT-5

Product Decisions: Product Mix Strategy - Product Life Cycle - New product development process - Branding and Packaging decisions - Pricing Methods and Strategy.

REFERENCES:

- Rajan Saxena : Marketing Management, Tata McGraw Hill Education
Philip Kotler : Marketing Management, Prentice Hall
Phillip Kotler : Principles of Marketing, Prentice Hall
C.N. Sontakki : Marketing Management, Kalyani Publishers
Peter Drucker : Management: Tasks, Responsibilities, Practices, Harper Business

Paper-1.6 **Financial Management (FM)**

80+20=100

Course Outcomes:

To gain the knowledge about Modern concept of finance, financial decisions, financial environment and financial support to business, the essence of revenue, cost, profit and loss and overall knowledge of financial market and the function of banking, financial institutions and Insurance.

UNIT-1

Introduction: Nature, Objectives and Scope of Financial Management - Modern Concept of Finance - Financial Decision – Types of Financial Decisions - Role of Financial Manager in the Firm's Management - Principles and Functions of Financial Management.

UNIT-2

Financial Environment and Financial Support of the Business: Financial Markets (money market, capital market, financial instruments market) - Financial Institutions (investment companies, financial intermediaries, organizations providing financial services, bank service).

UNIT-3

Management of Business Profitability - The Essence of Terms Revenue, Expenses and Profit/Loss - Cost Classification (fixed/variable, semi-fixed/semi-variable, direct/indirect) - Methods of

Cost Allocation into Fixed and Variable - Activity Based Costing - Cost-Volume-Profit Analysis (CVP-Analysis).

UNIT-4

Budgeting as the Instrument of Working Capital Management - Budgeting in the System of Financial Planning - Types of Budgets - Sales Budget - Production Budget - Direct Material Cost Budget - Overhead Production Budget - Sales and Administrative Expenses Budget - Profit and Loss Statement Budget Preparation - Cash Flow Budget Preparation - Capital Budget Preparation - Balance Sheet Budget Preparation.

UNIT-5

Working Capital Management - Current Assets Management - Essence of the Working Capital - Current Assets: Classification and Methods of Management - Operating Cycle of the Enterprise: Purchase, Storage and Sale - Short-term and Long-term Financing of the Current Assets - Calculation of Working Capital Need.

REFERENCES:

- | | |
|---|---|
| Van Horne James C | : Financial Management and Policy, Prentice Hall of India |
| Prashna Chandra | : Financial Management, McGraw Hill |
| Pandey, I.M | : Financial Management, Vikas Publishing |
| Khan and Jain | : Financial Management, McGraw Hill |
| Ross S.A, R.W. Westerfield and J. Jaffe | : Corporate Finance, McGraw Hill |
| Richard A. Brealey, and Stewart Myers | : Principles of Corporate Finance, McGraw Hill |
| V Saran | : Financial Management, Prentice Hall of India |

Paper-1.7 Managerial Economics (ME)

80+20=100

Course Outcomes:

Fundamental knowledge of Principles of Managerial Economics and its relevance in business decision, Market Structure and Product Pricing, the knowledge of monetary and fiscal policy, production function, Causes, Effect and Control of Inflation.

UNIT-1

Nature and Scope of Economics: Micro Economics and Macro Economics - Managerial Economics and its Relevance in Business Decisions - Fundamental Principles of Managerial Economics.

UNIT-2

Concepts and Techniques - Nature of Business - Decision-Making - Marginal and Optimization Concepts - Theory of Demand - Law of Demand- Demand Functions - Elasticity of Demand - Demand Forecasting Supply - Demand and Supply Forces - Equilibrium Price.

UNIT-3

Production and Cost – One Variable Production function, Iso-Quant, Producer's Equilibrium Returns to Scale - Cost Curves - Short-run and Long-run Cost Curves - Economies of Scale-Profit Maximization.

UNIT-4

Macro Economics Aggregates and Concepts of National Income - Determination of National Income, Consumption Function - Decision to Invest - Concept and Measurement of Investment – Inflation Causes, Effect And Control , Monetary Policy, Fiscal policy.

UNIT-5

Market Structure and Product Pricing: Perfect and Imperfect Market Structures (Perfect Competition, Monopoly, and Oligopoly)- Equilibrium Price - Pricing Decision: Pricing under Different Market Structures: - Pricing Policies and Strategies.

REFERENCES:

- A.Kumar & R.Sharma : Managerial Economics, Atlantic Publishers & Distributors
D.D. Chaturvedi : Managerial Economics, Brijwasi Book Distributors
Dominick Salvatore : Managerial Economics
G.S.Gupta : Managerial Economics, Tata McGraw Hill Education
P.N.Chopra : Macro Economics
Suma Damodaran : Managerial Economics, Oxford
W. Samuelson & S. Marks : Managerial Economics, John Wiley & Sons

Paper-1.8 **Agriculture Science and Technology (AS & T)**

80+20=100

Course Outcomes:

To provide the students a basic knowledge of Agricultural science and technology to strengthen the students in all aspects of Agricultural science mainly focusing on the practical and field experience, which will ultimately help them in future to sustain in the agri- commodity market.

Unit 1:-

Agronomy: Definition, Classification of crops; crop rotation; principles and advantages, multiple cropping systems; factors affecting maximization of crop yield; Tillage; water requirement of crops, Importance of irrigation and drainage in cropland, principles and management. Agro-meteorology, Agro climatic zones of India, effects of climate and weather on crops. Crop production technologies of important crops, weeds, their classification and their management. Dry land farming- principle and practices of water shed management-objectives and practices of farming systems.

Unit 2:-

Soil Science: Soil: Its origin and definition, soil profile, rocks and minerals, their weathering, soil formation and factors affecting soil formation. Soil properties: physical, chemical and biological, soil fertility and productivity, organic manures, fertilizers and Management: Acid soils and salt affected soils.

Unit 3:-

Horticulture: Definition, importance and classification of horticultural plants, soil and climatic influences on horticultural crops. Fruit crops, plantation crops, vegetables- importance, types and production techniques. Principles of vegetable seed production, Ornamental Horticulture,

medicinal and aromatic plants and their importance. Agro-forestry- concepts and management. Post harvest management of fruits and vegetables.

Unit 4:-

Plant Breeding: Classification of plants, Factors affecting plant growth, plant breeding, objectives, development and release of hybrids.

Unit 5:-

Seed Technology: Importance, stages of seed production and multiplication, seed testing, seed health management, legislation & certification. Agricultural policies in relation to seed production and distribution.

Unit 6:-

Entomology: Insects, their characteristics, classification and importance in crop production. Major insect pests for different crops, classification of non-insect pests & storage pests. Methods of pest control-natural and applied, Insecticides and their classification. Integrated pest management-principles and practices. Plant protection organizations, Economic Entomology: sericulture, Apiculture and lac culture.

Unit 7:-

Plant Pathology: Definition, developments, causes and classification of plant diseases, symptoms. Epidemiology and defence mechanisms in plants. Diseases of important crops & their management. Fungicides-their classification and uses. Integrated disease management and biological pest control. Mushroom cultivation and economics.

Unit 8:-

Nematology: Definition, importance and classification

Books Recommended:

1. Text Book of Field Crops : Mukund Joshi
2. Essentials of Horticulture : M.S. Patil, A.R. Karale
3. Fundamentals of Plant Pathology : N.G. Ravichandran
4. Climate Change and Agriculture over India : Prasada Rao

Paper-1.9 Agri-Supply Chain Management (ASCM)

80+20=100

Course Outcomes:

To impart the knowledge of Logistics and Supply Chain Management ,Performance Measurement of Logistics and Supply Chain Management, Issues in Marketing and Customer Service with special reference to Agri- business , Logistics & Supply Chain Management and Information Technology in Agri - Business

UNIT-1

Overview of Logistics: Introduction - Nature - Concepts of Logistics and Supply Chain Management- Logistics - Objectives, Components, Significance – Logistics & the Organization - Third Party Logistics (3PL).

UNIT-2

Elements of Logistics and Supply Chain Management - Demand Forecasting - Functions of Inventory, Warehousing and Distribution centres - Transportation, Protective Packaging, Order Processing, Material Handling with special reference to Agri- products.

UNIT-3

Performance Measurement of Logistics and Supply Chain Management - Dimensions, basic tools, impediments to Improved Performance - Logistics and Supply Chain Management in Indian Agri-industries like Edible Oil industry, Sugar industry, Bakery and Confectionary industry, Cereal and Pulses industry.

UNIT-4

Issues in Marketing and Customer Service with special reference to Agri- business - Changing Environment and the Importance of CRM - Gap Analysis for Customer Service Management - Efficient Customer Response - Planning for Uncertainty - Product Costing for Uncertainty.

UNIT-5

Logistics & Supply Chain Management and Information Technology in Agri - Business - Vertical integration to Virtual integration - Emerging Technologies in L&SCM - Performance Measurement and Controls in Agri - Supply Chain Management- Benchmarking: introduction, concept and forms of Benchmarking.

REFERENCES:

- R.V.Altekar : Supply Chain Management: Concepts and Cases, Prentice Hall of India
Monczka, Trent & Handfield : Purchasing and Supply Chain Management, Thomson Asia
A.J. Van Weele : Purchasing and Supply Chain Management Analysis, Vikas Publishing
Raghuram & Chandrasekaran : Agribusiness Supply Chain Management, CRC Press

Paper-1.10 **Food Retail Management (FRM)**

80+20=100

Course Outcomes:

To understand the significant trends in food retailing and wholesaling, brand management in retailing, public distribution system, legal and ethical side of a food retail business and detailed study of retail floor and retail store management.

UNIT-1

Retail Management – Concept & Characteristics - Food Retailing - The Nature of Change in Retailing – Organised Retailing in India - E-retailing - Understanding Food Preference of Indian Consumer - Demographic and Psychographic factors affecting Food Pattern of Indian Consumer - International Food Market - India's Competitive Position in World Food Trade – Foreign Investment in Global Food Industry.

UNIT-2

Significant Trends in Food Wholesaling and Retailing - Changing Nature of Food Stores - Various Retailing formats - Competition and Pricing in Food Retailing - Market Implications of New Retail Developments - Value Chain and Value Additions across the Chain in Food Retail - Food Service Marketing.

UNIT-3

4 Ps in Food Retail Management - Brand Management in Retailing - Public Distribution System - Promotion Mix for Food Retailing - Management of Sales Promotion and Publicity - Advertisement Strategies for Food Retailers.

UNIT-4

Managing Retail Operations - Managing Retailers' Finances - Merchandise buying and Inventory handling - Merchandise Pricing – Pricing Strategies applied in Conventional and Non-conventional Food Retailing –Logistics - Procurement of Food Products - Handling Transportation of Food Products.

UNIT-5

Retail Sales Management - Types of Retail Selling - Managing Human Resources in Retailing - Salesperson Selection - Salesperson Training - Evaluation and Monitoring - Customer Relationship Management - Legal and Ethical Issues in Retailing.

REFERENCES:

- Russell Zwanka : Food Retail Management: Strategic Cases, Createspace Independent Publishers
- Berman & Evans : Retail Management: A Strategic Approach, Prentice Hall of India
- Cox : Retailing: An Introduction, Pearson Education
- Levy, Weitz& Pandit : Retailing Management, Tata McGraw Hill
- G.G.Vedamani : Retail Management: Functional Principles & Practices, Jaico Publishing House
- Swapna Pradhan : Retailing Management: Text & Cases, Tata McGraw Hill
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SEMESTER-II

Paper-2.1

Organizational Behaviour (OB)

80+20=100

Course Outcomes:

To study about the human behaviour in organisational settings, interface between human behaviour and the organisation itself and to revitalize organisational theory and develop a better conceptualisation of organisational life.

UNIT-1

Concept, Nature and Scope of OB - Organization Structure and Design: Determinants of Organization Structure - Types of Organization Structures - Line & Staff, Functional, Divisional, Matrix and Network.

UNIT-2

Personality: Determinants and theories of personality – Matching personality with job - Learning: Process and theories - Attitude: Formation, Components - Characteristics and Measurement of Attitude.

UNIT-3

Motivation: Concept, Process, Theories of Motivation - Abraham Maslow's Hierarchy of Needs - Frederick Herzberg: Hygiene Factors and Motivation - The Expectancy Model of Motivation - McClelland's Human Motivation - Organizational Ethos.

UNIT-4

Understanding Group Dynamics - Formation of Groups - Group Development - Types of Groups - Group Norms, Cohesiveness - Conflict and Conflict Resolution – Team Building and Group Decision-Making.

UNIT-5

Management of Stress - Work Commitment - Job Satisfaction and Work Life Balance – Leadership – Concept, Scope, Leader Vs. Manager - Types of Leadership - Leadership Styles - Leadership Traits - Theories of Leadership (Behavioural, Trait, Path-Goal and Contingency) - Basic Skills for Team Leader.

REFERENCES:

- | | |
|---------------------|--|
| Aswathapa.K | : Organizational Behaviour, Himalaya Publishing House |
| Hellriegel | : Organizational Behaviour – Thomson Learning |
| Hersey & Blanchard | : Management of Organizational Behaviour, PHI |
| K. Davis | : Human Behaviour at Work, Tata McGraw Hill |
| Luthans | : Organizational Behaviour - TMH |
| Rao and P.S Narayan | : Organizational Theory and Behaviour, Konark Publishing |
| Robins & Sanghii | : Organizational Behaviour, Pearson Education |
| S.P Robbins | : Organizational Behaviour, PHI |
| Udai Pareek | : Understanding Organizational Behaviour, Oxford |
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Paper-2.2 Managerial Accounting (MA)

80+20=100

Course Outcomes:

To impart the knowledge of accounting, capital and revenue, preparation of books of account and financial statement, analysis of financial statement and fundamental knowledge of taxation.

Unit 1:- Introduction to Accounting:

Need and types of Accounting, users of Accounting, concepts and conventions of Accounting, Relation of Accounting with other disciplines, Capital and Revenue Expenditure and Receipt, Accounting Equation.

Unit 2:- Preparation of books of Accounts:

Journals, ledgers, 3 column cash book and trial balance, Depreciation- Straight line and Written down Value Methods.

Unit 3:- Preparation of Financial Statements:

Preparation of final accounts of sole traders in horizontal form, Preparation of final accounts of companies in vertical form as per Companies Act, 2013 (Basic problems of Final Accounts), Window dressing.

Unit 4:- Analysis of Financial Statements:

Ratio Analysis, Preparation of financial statements using ratios, Preparation of Cash flow Statement (only indirect method).

Unit 5:- Emerging issues in Accounting:

Human Resource Accounting, Forensic Accounting, Sustainability Reporting. Accounting Standards and IFRS: Nature and significance.

Unit 6:- Fundamentals of Taxation:

Basic concepts of Direct & Indirect Tax. Heads of Income, Deductions u/s 80C, Rate of Income Tax of current assessment Year for Individuals only (only theory). Collection of Annual reports of the companies and analyzing the financial statements using different techniques and presentations. Analysis of the companies' cash flow statements and presentations. Exposure to usage of accounting softwares (Preferably Tally). Filling up of ITR forms and identifying the sustainability report of a company and study the contents.

Books Recommended:

1. Management Accountancy : Willey
 2. Text Book of Management Accountancy : Patankar & Sanjay (10th Edition)
 3. Management Accountancy – Text, Problems & Cases : Y.M. Khan, P.K. Jain (4th Edition)
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Paper-2.3

Agri-Business Environment (ABE)

80+20=100

Course Outcomes:

Fundamental knowledge of business environment, economic environment of India, agribusiness policies, agricultural price and marketing policies, current environmental issues and their impact on agricultural environment and sustainable development.

UNIT-1

Concept and Characteristics of Business Environment - Various Dimensions of Business Environment - Relevance of Business Environment to Business - Role of Agriculture in Indian Economy - Problems and Policy changes relating to Farm Supplies - Farm Production, Agro Processing, Agricultural Marketing, Agricultural Finance etc. in the Country.

UNIT-2

Economic Environment of India: Patterns, trends and development strategies of Economic Development in India since Independence - Role of Agriculture in Indian Economy - Role of Public and Private Sectors in the Economic Development of India - Structure of Agriculture - Linkages among Sub-sectors of the Agribusiness Sector - Economic Reforms and Indian Agriculture - Impact of Liberalization, Privatization and Globalization on Agri-business Sector.

UNIT-3

Emerging trends in Production, Processing, Marketing and Exports - Policy Controls and Regulations relating to the Industrial Sector with specific reference to Agro-industries.

UNIT-4

Agribusiness policies- Concept and Formulation and new dimensions in Agribusiness Environment and Policy - Agricultural Price and Marketing policies - Public Distribution System and other Policies.

UNIT-5

Ecological Environment and Sustainable Development: Current Environmental issues and their Impact on Natural Resources and Human Life - Pollution and Wild life and associated socio-cultural aspects with special reference to developing countries - Eco-planning Concepts.

REFERENCES:

- S.L. Bairwa, C. Sen & others : Agribusiness Management-Theory & Practices, Write & Print Publications
- P. Hegde : Agribusiness Management, Discovery Publishing House (P) Ltd.
- K. Mahendran, S. Praveena & others : Agribusiness Management, Himalaya Publishing House
- Sujit Sahgal : Agribusiness & Technology, SAGE
- M.Adhikary : Economic Environment of Business, S. Chand & Sons
- K.Aswhathappa : Essentials of Business Environment, Himalaya Publishing House
- Francis Cherunilam : Business Environment, Himalaya Publishing House
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Paper-2.4 Rural Marketing (RM)

80+20=100

Course Outcomes:

To understand the process of developing, pricing, promoting and distributing rural specific products and services leading to exchange between rural and urban market which satisfies consumer demand and also helps in achieving organisational objectives.

Unit 1 -

Rural Markets – Characteristics and Environment of Rural Markets in India, Rural Marketing – Domain and Perspective,

Unit 2 -

Rural Marketing framework for Managerial Action, Market Planning, Changing Profile of Rural Customers, Product Adoption, Strategic issues in Rural Marketing (product and Pricing), Marketing of Rural Products,

Unit 3 -

Research in rural markets, Marketing of agricultural inputs and equipments, Marketing of consumer durables and non-durables, Marketing of services, Agricultural marketing and marketing of handicrafts and handloom products.

Unit 4 -

Changing scenario of Rural Markets and Consumer choices in India.

Unit 5 -

Practical case analysis and presentations.

Books Recommended:

1. Rural Marketing – Pradeep Kashyap
2. Rural Marketing – Challenges & Opportunities – Dinesh Kumar & Punam Gupta
3. Rural Marketing – N.V. Badi & R.V. Badi
4. Rural Marketing – Text & Cases – C.S.S Krishnamacharyulu & Lalitha Ramakrishnan

Paper-2.5 Business Statistics and Analytics (BS & A)

80+20=100

Course Outcomes:

An introductory study of business statistics and analytic, organisation and source of data, data mining, use of Excel to solve business problem, capital budgeting and portfolio optimisation and decision making under uncertainty stimulation.

Unit 1 -

Definition, scope and limitations of statistics; Descriptive statistics: central tendency, dispersion, probability rules, Independent events and conditional probability. Construction of frequency distribution. Measures of central tendency - mean, median and mode, Measures of dispersion-range, standard deviation and variance .

Unit 2 -

Simple correlation and regression - correlation analysis, estimation using regression line. Random variable and probability distributions. Concept of random sampling. Theory of estimation and testing of hypothesis. Large and small sample tests and chi-square tests. Non parametric tests- Difference between parametric and non-parametric tests, advantages and disadvantages of nonparametric tests.

Unit 3 -

Analysis of variance - Definition, assumptions and uses. Analysis of one-way and two-way classified data. Time series and forecasting - Concept and definition of a time series, components of time series and their measurements, time series analysis in forecasting. Application of Statistical Packages SPSS.

Unit 4 -

Introduction to Analytics, Organization/sources of data- Importance of data quality, dealing with missing or incomplete data, data Classification, Introduction to Data Mining: Data Mining Process, Data mining tool, Optimization Use of Excel to solve business problems: e.g. marketing mix, capital budgeting, portfolio optimization etc.

Unit 5 -

Decision Making under uncertainty simulation. Introduction to types of problems: inventory management, capital investment analysis, market share estimation, sensitivity analysis. Practical sessions and case studies.

Books Recommended:

1. Business Statistics & Analysis – S. Panneerselvam & P. Nagesh
2. Data Analysis – The Complete Beginner's Guide – Byron Francis
3. Business Analytics – Data Analysis & Decision Making – S. Christian Albirique

Paper-2.6 Agricultural Marketing Management (AMM)

80+20=100

Course Outcomes:

The marketing system including the Process that involves assembling, storage, processing, transportation, packaging, grading and distribution of different agricultural commodities across the country, agricultural marketing system is a link between the farm and the non farm sectors.

UNIT-1

Introduction of Agriculture and Agricultural Products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of Marketing - Concepts - Goods and Services - Movement of Product from Farm to Consumer – Middlemen – Moneylenders - Types of Agricultural Markets (basic classification).

UNIT-2

Agricultural Marketing: Concept, Nature & Scope - Classification of Agricultural Products and their difference with Manufactured Goods - Agriculture Market: Meaning, Components, Dimensions and Classification - Market Structure: Dynamics of Market Structure - Components of Market Structure and Market Forces.

UNIT-3

Market Management and Channel Strategy: Modern Marketing Management and Agricultural Products, Structured Organized Markets-Commodity Exchange and Produce Exchange - Cash Market, Forward Dealing, Exchange Market, Speculative Market - Channels of Distribution for Consumer Goods - Agricultural Consumer Goods and Agricultural Raw Materials.

UNIT-4

Rural Market in India: Image of Indian Rural Marketing - Approach to Rural Markets of India - Regulated Market - Genesis of Regulated Market in India - Limitations in present Marketing Regulation - Advantages and Limitations of Regulated Market - Organization of Regulated Market - Future of Regulated Markets in India.

UNIT-5

Marketing of Farm Products: Packaging - Packing and Packaging, Packing Material - Transportation Advantages - Means of Transport and Transportation cost - Grading and Standardization - Meaning, Type, Criteria, Labeling and Specification - Storage, Warehousing, Processing and Selling.

REFERENCES:

- Gopaldaswamy : Rural Marketing, Vikas Publishing House
 Habeeb U.R., Rahman K.S. : Rural Marketing in India, Himalaya Publishing
 D. Balram G. Karmider : Rural Marketing concepts and practices, Tata McGraw Hill
 S. Singh : Rural Marketing Management, Vikas Publishing House
 Mishra and Puri : Development Issues of Indian Economy, Himalaya Publishing
 SS.Acharya & NL.Agarwala : Agricultural Marketing in India, Oxford and IBH Publications
 S.S.Chinna : Agricultural Marketing in India, Kalyani Publishers

Paper-2.7 Research Methodology (RM)

80+20=100

Course Outcomes:

To gain an introductory knowledge about research, research problems, various sources of data, questionnaire designing, data processing and editing and testing of hypothesis.

Unit 1 -

Introduction to Research, its meaning and types. Exploratory research, Conclusive research; The process of research; Research applications in social and business sciences; Features of a Good research study. Research Problem: Defining the Research problem; Management Decision Problem; Problem identification process; Components of the research problem. Formulating the Research Hypothesis: Types of Research hypothesis; Writing a research proposal- Contents and types. Research Design: Meaning, nature and classification of Research Designs; Exploratory Research Designs: Secondary Resource analysis, Case study Method, Expert opinion survey, Focus group discussions; Descriptive Research Designs: Cross-sectional studies and Longitudinal studies; Experimental Designs, Errors affecting Research Design.

Unit 2 -

Primary and Secondary Data: Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and sources; Primary Data Collection: Observation method, Focus Group

Discussion, Personal Interview method. Attitude Measurement and Scaling: Types of Measurement Scales; Attitude; Classification of Scales: Single item vs Multiple Item scale, Comparative vs Non-Comparative scales, Measurement Error, Criteria for Good Measurement.

Unit 3 -

Questionnaire Design: Questionnaire method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method. Sampling: Sampling concepts- Sample vs Census, Sampling vs Non Sampling error; Sampling Design- Probability and Non Probability Sampling design; Determination of Sample size- Sample size for estimating population mean, Determination of sample size for estimating the population proportion.

Unit 4 -

Data Processing: Data Editing- Field Editing, Centralized in house editing; Coding- Coding Closed ended structured Questions, Coding open ended structured Questions; Classification and Tabulation of Data. Univariate and Bivariate Analysis of Data: Descriptive vs Inferential Analysis, Descriptive Analysis of Univariate data- Analysis of Nominal scale data with only one possible response and with multiple category responses, Analysis of Ordinal Scaled Questions, Measures of Central Tendency, Measures of Dispersion; Descriptive Analysis of Bivariate data.

Unit 5 -

Testing of Hypotheses: Concepts, Steps and hypothesis about population mean; Tests concerning Means- the case of single population; Tests for Difference between two population means; Tests concerning population proportion- the case of single population; Tests for difference between two population proportions. Chi-square Analysis and various Chi-square tests. Analysis of Variance. Research Report Writing: Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and Suggested Recommendations; Report writing: Formulation rules for writing the report: Guidelines for presenting tabular data, Guidelines for visual Representations.

Books Recommended:

1. Introducing Research Methodology: A Beginner's Guide to doing a Research Project
2. Research Design: Qualitative, Quantitative and Mixed Method Approaches – John W. Creswell
3. The Research Method Knowledge Base – William M.K. Trodim

Paper-2.8 Farm Business Management (FBM)

80+20=100

Course Outcomes:

Is a management system that helps in making and implementing of decision involved in organising and operating a farm for maximum production and profit. It draws on agricultural economics for information on crisis, Market, agricultural policies and economic institutions such as leasing and credit.

UNIT-1

Basic Principles of Farm Management - Nature, Scope and Characteristics - Role of Farm Business Management - Farm Management Decisions - Farm Management Problems.

UNIT-2

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-3

Tools of Farm Management and Farm Business Analysis - Farm Planning and Budgeting - Farm Records and Accounts - Types and Problems in Farm Records and Accounts - Farm Efficiency Measures - Methods of Valuation - Cost Concepts & Estimation of Cost of Cultivation /Production.

UNIT-4

Management of Farm Resources – Land, Labour, Farm Machinery - Farm Building, etc.

UNIT-5

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.

REFERENCES:

- E.O.Heady & H.Jensen : Farm Management Economics, Prentice Hall
S.S.Johl & T.R.Kapoor : Fundamentals of Farm Business Management, Kalyani Publication
A.S.Kahlon & K.Singh : Economics of Farm Management in India, Allied Publication
S.C.Panda : Farm Management & Agricultural Marketing, Kalyani Publication

Paper-2.9

Seed Production Technology & Management (SPTM)

80+20=100

Course Outcomes:

To acquire basic knowledge of importance of quality seed in agriculture, development and management of seed programmes, principles of seed certification and seed testing, seed laws and enforcement of seed laws, genetically modified crops, IPR, PPV and PBR and present status of seed industries in India and future prospects.

UNIT-1

Importance of Quality Seeds in Agriculture - Principles and Methods of Seed Production of Cereals, Pulses, Oilseeds and Miscellaneous Field Crops - Seed Processing: Drying, Cleaning, Grading, Treatment, Weighing, Bagging and Handling of Seeds - Installation and Management of Seed Processing Plants.

UNIT-2

Development and Management of Seed Programmes - Seed Village Concept - Basic Strategy of Seed Production - Planning and Organization of Seed Programme - Types of Seed Programme – Nucleus seed, Breeders seed, Foundation seed and Certified seed etc.

UNIT-3

Principles of Seed Certification and Certification Agency - Seed laws and Seed law enforcement - Maintenance of Genetic purity - Minimum Seed Certification Standard - Management of Breeders & Nucleus Seed - Management of Seed testing Laboratory, Research and Development.

UNIT-4

Seed Marketing - GM Crop Seed, IPR, PBR - Patents and related issues and their impact on Developing countries - Statutory intervention in the Seed industry - Seed Legislation and Seed Law enforcement - Seed Act - Orientation and Visit to Seed Production Farms, Seed Processing Units, NSC, RSSC, RSSCA and Seed Testing Laboratories.

UNIT-5

Seed industry in India - Present status and future prospects - Role of public, private and cooperative sectors; - National policy and programmes - Seed demand and supply - Forecasting Seed Demands - Seed Trade and Export potential - Organization of Seed industry in India - Human Resource Development in Seed industry - Managing Seed industry efficiently.

REFERENCES:

- R.L.Agrawal : Seed Technology, Oxford & IBH
B.B.Desai, P.M.Katecha & D.K.Salunkhe : Seed Handbook, Marcel Dekker
A.Kelly : Seed Production of Agricultural Crops, Longman
M.B.McDonald Jr. & L.O.Copeland : Seed Production: Principles and Practices. Chapman & Hall
J.R.Thompson : An Introduction to Seed Technology, Leonard Hill

Paper-2.10 Internship & Report

75+25=100

Course Outcomes:

The internship is designed to provide the students with an opportunity to work closely with experienced managers in an organizational setting, which will ultimately help them in their future

Project Report Presentation - 75 marks

Viva Voce - 25 marks

Every student will be required to make a presentation of his/her practical training/ internship report, including that of Project work undertaken by him/her during training, before the teachers of the Faculty of Agri-Business. This presentation will be evaluated, out of 75 marks, by a board consisting of teachers of the Faculty nominated for the purpose by the Board of Examiners/Dean of Faculty /Head of the Department/The Coordinator, Master in Agri-Business Management.

The traineeship is designed to provide the students with an opportunity to work closely with experienced managers in an organizational setting. Every student will select a research project in his / her field of specialization in consultation with the advisor / head of the department and will submit a written project report. The report will be evaluated jointly by the external and internal examiners who will also conduct viva-voce based on the project report.

Viva Voce will be conducted for at least 15 minutes for each student/ group in the presence of faculty members and an external member and will be evaluated, out of 25 marks.

SEMESTER-III

Paper-3.1

Entrepreneurship Development (ED)

80+20=100

Course Outcomes:

To know about the process of enhancing the skill set and knowledge of Entrepreneurs regarding the development, management and organisation of business ventures, while keeping in mind the risk associated with it. It also promotes innovation and competition leading to new and improved products and services that contribute to economic growth and development.

UNIT-1

Entrepreneur and Entrepreneurial Development: Views of Economists, Sociologists, Psychologists and Managers on the making of an Entrepreneur - Role of Entrepreneurs in socio-economic development of a Country - Growth of Entrepreneurship in India.

UNIT-2

Entrepreneurial Competencies and Skills: Meaning and Components of Entrepreneurial Competencies - Developing Competencies - Entrepreneurial Mobility: Factors influencing Mobility - Occupational Mobility - Locational Mobility.

UNIT-3

Functions of an Entrepreneur - Types of Entrepreneurs - Entrepreneur – Intrapreneur and Professional Manager - Women Entrepreneur: Concept and Functions of Women Entrepreneurs - Problems of Women Entrepreneurs – Promoting Women Entrepreneurs – Recent Trends.

UNIT-4

Factors influencing Entrepreneurship: Individual factors - Environmental factors - Socio-cultural factors. Support systems - Entrepreneurial Motivation: Motivation Theories - Motivating Factors.

UNIT-5

Small Entrepreneurs - Government Policy for Small Scale Industries (SSIs) - Institutional support systems for Small Entrepreneurs - Role of DIC, SFCs, Commercial Banks, SIDBI - Entrepreneurship Development Institutes (EDIs) - Entrepreneurial Development Programmes (EDPs) - Needs and Objectives of EDP - Evaluation of EDP.

REFERENCES:

- S.S.Khanka : Entrepreneurial Development, S.Chand Publishing
- S.A.Kumar & Others : Entrepreneurship Development, New Age International
- C.Poornima M : Entrepreneurship Development & Small Business Enterprises, Pearson
- P.K.Padhi & M.Mishra : Entrepreneurship Development for Small Business, Repro Books
- Vasant Desai : Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.
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Paper-3.2 Computer Applications & MIS (CAM)

80+20=100

Course Outcomes:

Basic of operating system, windows, ms office, use of computers in business organisation, concept of MIS and role of MIS in managerial decision making, and basic concept, application and advantages of information technology.

UNIT-1

Evolution of Computers: Introduction to Computer Hardware and Software - Problem Analysis - Flow Charts and Algorithm - Basics of operating systems with exposure to DOS, UNIX and WINDOWS - Input-Output Devices - Storage Units (Disks, CD-ROM, DVD-ROM, Blue Ray Disk and tapes) - Memory Types (Cache, RAM, ROM), Memory Units - Generation and types of Microprocessor.

UNIT-2

Use of computers in business organizations: Impact of computers on Indian society - Data and Information - Data Definition - Data Processing Systems - Data Processing- Introduction to Data Processing - Computer as a Tool for Data Processing - Data Processing Cycle - Data Processing Techniques - Data Analysis - Data Inputs and Outputs - Data Processing Management - Data Security.

UNIT-3

Concept of MIS: Role of MIS in Managerial decision-making - Types/Classification of Information System for organizations - Office Automation Systems - Decision Support System - Executive Support System - Knowledge Based Expert System.

UNIT-4

Information Technology - Concept, applications, advantages and prerequisites - Choice of Information Technology - Social and Legal Dimension of IT.

UNIT-5

System Analysis and Design: System Life Cycle - Data Flow Diagram (DFD) - Data Dictionary (DD) - Simon's and Anthony's models in information system - Information Retrieval and its Techniques - Applications of MIS in the areas of Human Resource Management - Financial Management - Production/Operations Management - Materials Management - Marketing Management.

REFERENCES:

- | | |
|----------------------------|---|
| J. Sholly and R. Hunt | : Computer Studies- A First Course, Wheeler Publishing |
| Mary Sumner | : Computers- Concepts and Uses, PHI |
| D. H. Sanders | : Computers Today, McGraw Hill |
| E.M. Scott | : Principles of Management Information Systems, McGraw Hill |
| G.B. Davis and M.H. Olson | : Management Information Systems, McGraw Hill |
| J. Kanter | : Management Information Systems, PHI |
| Murdick, Ross and Claggett | : Information Systems for Modern Management, PHI |
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Paper-3.3 Strategic Management (SM)

80+20=100

Course Outcomes:

To gain knowledge about the management strategy that involves developing and implementing plans to help an organisation achieve its goals and objectives this management process can include formulating strategy, planning organisation structure and resources allocation, leading change initiatives and controlling processes and resources.

UNIT-1

Introduction to Business Strategy and Business Policy - Business Strategy - Introduction and Concept of Business Strategy - Need for Business Strategy and Functions of Business Strategies - Business Policy: Introduction – Definition - Factors influencing Business Policy - Business Policy vs. Strategy - Policy Decisions and their Impact on Business Strategies.

UNIT-2

Basic Concept: Concept of Strategy - Levels of Strategy - Vision-Mission – Objectives – Goals - Target - Approaches to Strategic Decisions - Mintzberg's Model - Strategic Management Process.

UNIT-3

Strategy Choice and Formulation - Environmental Scanning and Appraisal - SWOT Analysis - Porter's Five Forces Model - Value Chain Analysis - Growth Strategies - Mergers & Acquisitions – Turnaround – Divestment – Liquidation - Benchmarking.

UNIT-4

Strategy Implementation: Issues in Strategy Implementation - Resource Allocation - Structural Considerations - Structures for Strategies - Organizational Design and Change - Functional Strategies: Marketing, Finance, HR, Operations and R&D Policies - McKinsey's 7-S Framework.

UNIT-5

Strategy Evaluation & Control - Overview of Strategic Evaluation - Strategic Control - Techniques of Strategic Evaluation and Control - Limitations and Problems in Evaluation - Balanced Score Card Approach to Strategy.

REFERENCES:

- Kazmi Azhar : Business Policy & Strategic Management, Tata McGraw Hill
Kachru : Strategic Management, Excel Books
Wheelen T.L/Hunger J.David : Essentials of Strategic Management, PHI
Porter M : Competitive Strategy, Free Press
Porter M : Competitive Advantage of Nation, McMillan
Cherunilam : Strategic Management, Himalaya
Aswathappa K : Business Environment for Strategic Management, Himalaya
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Paper-3.4

Production & Operations Management (POM)

80+20=100

Course Outcomes:

To gain knowledge about Production and operation management, system approach of operations management, operations planning and control, inventory management and managing the natural resources for ultimate production.

UNIT-1

Nature and Scope of Operations Management - Operations Management and Production Management - Systems Approach and Operations Management - Production Management vs. Project Management - Characteristic features of Job, Batch and Flow Production - Automation and Mechanization - Duties and Responsibilities of Operations Manager.

UNIT-2

Factors governing the location of a Plant - Different Types of Plant Layout - Principles of Materials Handling - Material handling equipment and their uses - Productivity: Concept and Definitions - Factors contributing to Productivity Improvement - Techniques for Productivity Improvement - Value Engineering - PERT Model - Determination of Critical Path - Distribution of Project Completion Time - CPM Model - Time/Cost Relation.

UNIT-3

g - Materials Requirements Planning (MRP) - Loading, Sequencing, Routing, Scheduling, Dispatching and Expediting - Line Balancing.

Maintenance Management: Maintenance objectives - Concepts, Advantages and Limitations of Break down - Maintenance & Preventive Maintenance - Maintenance Costs and the Problem of their Minimization - Total Productive Maintenance (TPM).

UNIT-4

Inventory Management: Economic Order Quantity and its Determination - Discount on Purchases - Buffer Stock, Safety Stock and Reserve Stock - Reorder Point - P & Q Inventory Models - Inventory Classification Systems - JIT System of Inventory Management - Statistical Quality Control: Concepts of Quality - Objectives of SQC - ISO 9000 Standards, Total Quality Management (TQM).

UNIT-5

Managing Natural Resources - Agricultural Productivity Management - Operations Management of an Agro Industrial Unit including Operations System and Processes - Operations Planning and Control - Materials Management - Procurement of Raw Materials and their Utilisation and Optimisation of Storage Capacity - Quality Management - Integrative Case Analysis of Operators Management Situations.

REFERENCES:

- N. S. Gupta, B. Valarmathi : Total Quality Management, Tata McGraw Hill
S.C. Sawhney : Productivity Management, Tata McGraw Hill
Sridhar Bhatt : Total Quality Management, HPH
R. Paneerselvam : Production & Operations Management, PHI Learning
S. Anil Kumar & N. Suresh : Production & Operations Management, New Age International
-

K.Aswathappa & K.S.Bhat : Production & Operations Management, Himalaya Publishing House
S.Gupta & M.Starr : Production & Operations Management Systems, CRC Press

Paper-3.5

Food Technology & Processing Management (FTPM)

80+20=100

Course Outcomes:

To get information about food science that deals with the technique involved in production for processing, preservation, packaging, labeling, quality management and distribution of food products which deals with the creation of new food products their packaging and methods of preservation.

UNIT-1

Introduction to Food Science - Different kinds of Food Industries - Components of Food industries - Scope of Food Processing and Technology - Introduction to Food Preservation Techniques - Define: Pasteurization, Sterilization, Ultra High temperature, Blanching, etc - Low Temperature Preservation Techniques: Cooling, Evaporation, Refrigeration and Freezing.

UNIT-2

Basic Principles of Food Processing and Food Preservation by manipulation of parameters - Factors and Application of Energy, Radiations, Chemicals and Biotechnological Agents - Packaging of Foods.

UNIT-3

Quality Management: TQCM (Total quality control management) - Control of Raw Materials, Process and Finished Products - Quality Standards: FSSAI, BIS, PFA, HACCP, ISO etc. - Food Plant Sanitation.

UNIT-4

Analysis of Costs in Food Organization; Risk Management- Post-Harvest Process - Losses and Management for Loss Reduction - Management for Value addition in Food Products - Laws and Regulations related to Food Industry and Food Production and Marketing - Quality Management - Quality Standards, FSSAI, PFA, ISO, etc.

UNIT-5

Milk and Dairy Products - Cereal milling - Oil-seed and Pulse milling - Sugarcane milling - Honey production - Baking, Confectionery, Oil and Fat Processing - Fruits and Vegetable Storage and Handling - Processing of Fruits and Vegetables, Egg, Poultry, Fish and Meat Handling and Processing, etc. - Material Handling & Transportation- Belt Conveyor, Bucket Elevator, Screw Conveyor, Pneumatic Conveyor - Protection of Food during Storage and Transportation - Packaging Distribution of Food Products - Packaging (Metal Containers, Glass Containers, Rigid Plastic Containers, Retort Pouches).

REFERENCES:

M. Swaminathan : Advanced Textbook on Food and Nutrition, Bangalore Printing and Publishing
N.S.Manay & M.Shadakshasawamy : Foods: Facts and Principles, New Age International Publishers

M.J.Lewis	:	Physical Properties of Foods and Food Processing Systems, Woodhead Publishing
P.J.Fellos	:	Food Processing Technology: Principle & Practice, CRC Press
VH Potly & MJ Mulky	:	Food Processing, Oxford & IBH
H.Ramaswamy & M.Marcotte	:	Food Processing: Principles & Applications, Taylor & Francis
P. Jelen	:	Introduction to Food Processing, Reston Publishing

Paper-3.6

International Trade in Agri Business (ITAB)

80+20=100

Course Outcomes:

An introductory study of marketing, pricing and export statistics of agricultural products, quality standards and technology advancement on agricultural products.

Unit 1 -

Introduction to Agriculture - Forms of Agriculture - Product Catalog - Export Statistics of Agricultural Products –

Unit 2 -

Marketing of Agricultural Products - Pricing of Agricultural Products - EU regulation of Imports

Unit 3 -

Quality Standards - Role of Export Promotion Councils and Development programs

Unit 4 -

Technology Advancement on Agricultural products : Overview of World agricultural trade; issues impacting international agricultural trade, including agricultural policy, foreign direct investment, macroeconomic forces, technical barriers, and trade agreements;

Unit 5 -

basic steps of exporting and international marketing, including export market analysis, export planning, and documentation requirements.

REFERENCES:

1. Agricultural Trade, Policy Reference and Global Food Security – Kym Anderson
 2. International Trade in Agricultural Products – Michael Reed
 3. Global Marketing – Warren J. Keegan
-

Paper-3.7

Agri Infrastructure and Warehousing Management (AI&W)

80+20=100

Course Outcomes:

Get brief knowledge about agricultural infrastructure in India, warehousing management its type and functions, promotion policies of central government for agri infrastructure and warehousing industry.

Unit 1:

Agricultural Infrastructure in India: Incentive schemes, Agri-infra fund, Agri-market Infrastructure, Agri-technological infrastructure fund, Central Government policy on Infrastructure promotion for the development of primary sector such as Irrigation, Watershed development, Rural electrification, Connectivity, Communication and Markets in coordination with the Institutional framework.

Unit 2:

Warehouse Functions: Meaning of Warehousing - Importance –Functions: Receiving: Logistics support for Inward Transportation, Unloading, Inspection, Acceptance and Recording; Storing: Space allocation, Facilitation to stocking, Guarding &Recording; Risk bearing- Processing- Grading and branding – Disinfecting services -Issuing: Order preparation, Picking, Dispatching/ Delivery & Recording- Handling, Transportation & Storage of ISO Containers– Utility and Advantages of warehouses- Problems and issues in receiving processes.

Unit 3:

Warehouse Types, Characteristics: Warehouse Types, Characteristics of ideal warehouses- Warehouse Layout-Principles and Facilities- Types, Internal Operations: Measures and metrics of warehouse operations, Logistics in the warehouse- Localization of materials in a warehouse, Identification and classification of Materials and products in the warehouse, Managing the material/ products turns in warehouse (FIFO/LIFO) - Problems and issues in shipment processes. Warehousing Equipment, Inventory management

Unit 4 :

Agri-warehousing Management in India: Agri-warehousing in India, capacity development and utilisation, Role and significance of Central Warehousing Corporation, State warehousing Corporation, Private sector in Agri-warehousing. Status of Warehousing Industry: Agri-warehousing organisations in India, e-NAM to promote agri-warehouse

Suggested Reading

- Study materials of NABARD as well as by the Ministry of Rural development
 - Edward F. 2001. World-Class Warehousing and Material Handling, McGraw Hill
 - Jeroen P. Van Den Berg. 2009. Integral Warehouse Management, Management Outlook Max Muller. 2009. Essentials of Inventory Management. AMACOM
 - Steven M. Bragg. 2011. Inventory Best Practices. Wiley
-

Paper-3.8 Livelihood and Development Management (L& DM)

80+20=100

Course Outcomes:

To gain a conceptual knowledge of livelihood, livelihood process income and outcomes, various concepts of rural development and sustainable framework of livelihood analysis in developing countries like India.

Unit 1 -

Livelihood: Concept, Income and Livelihood process and outcome.

Unit 2 -

Livelihood in Developing countries: Diversity and Diversification, Sustainability, A Framework of a Livelihood Analysis.

Unit 3 -

Concept of Development, Theories of Development, Measures of Development, Determinants of Development,

Unit 4 -

Concepts of Rural Development, Rural Development Theories, Rural Development Planning, Rural Development Policies and Strategies.

Suggested Reading

- Anonymous. 2010. State of India's Livelihood Report. Edited by Sankar Datta and Vipin Sharma. Sage Publications, New Delhi.
- Carney D, Drinkwater M, Rusinow T, Neefjes K, Wanmali S and Singh N. 1999. Livelihoods approaches compared: A brief comparison of the livelihoods approaches of the UK Department for International Development (DFID), CARE, Oxfam and the United Nations Development Programme (UNDP).
- Desai RM and Joshi S. 2014. Can Producer Associations Improve Rural Livelihoods? Evidence from Farmer Centres in India, *The Journal of Development Studies*, 50 (1): 64-80.
- Ellis F. 2012. *Rural Livelihoods and Diversity in Developing Countries*, Oxford.
- Mahajan V, Datta S and Thakur G. 2009. *A Resource Book for Livelihood Promotion*, The Livelihood School, BASIX, Hyderabad.
- Morse S and McNamara N. 2009. *Sustainable Livelihood Approach: A critique of theory and practice*, Springer Science. (Chapter 2)

Paper-3.9 Management of Floriculture (MF)

80+20=100

Course Outcomes:

A detailed study of indoor and ornamental plants, nursery management, landscaping and gardening, value addition in floriculture Industry and recent advances in floriculture Industry.

UNIT-1

Introduction: Introduction, Importance And Scope Of Floriculture Industry And Landscaping; Recent Advances In Floriculture Industry.

UNIT-2

Indoor And Ornamental Plants: Rising Of Foliage Plants In Pots, Production Technology Of Ornamental Plants, Commercial Cultivation Of Flower Crops (Rose, Jasmine Gladiolus, Tuberose, Marigold, Aster, Carnation, Gerbera, Ciliium Chrysanthemum; Special Techniques For Forcing Of Flowers For Export.

UNIT-3

Nursery Management, Pro-tray Nursery under Shade Nets - Transplanting Techniques - Soil and Climate Requirements - Field Preparation - Systems of Planting - Precision Farming Techniques.

UNIT-4

Importance and Scope of Landscape Gardening - Lawn establishment - Maintenance and Management - Style of Gardening - Landscape Designs - Types of Gardens: English, Mughal, Japanese, Persian, Spanish, Italian - Styles of Garden: formal, informal and free style gardens - Urban Landscaping - Landscaping for Specific Situations: Institutions, Industries, Residence, Hospitals, Roadsides, Traffic islands, IT Parks - Special Types of Gardens: Vertical Garden, Roof Garden, Bog Garden, Sunken Garden, Rock Garden, Temple Garden, Sacred Groves.

UNIT-5

Value Addition in floriculture: Extraction, purification and storage of essential oils and perfumes; post-harvest storage changes; packing techniques of produce harvesting of flowers for export and home use, Export-Import trade in flowers and their specifications along major trading countries.

REFERENCES:

- A.Lauria & V.H.Ries : Floriculture – Fundamentals and Practices, Agrobios
S.Prasad & U.Kumar : Commercial Floriculture, Agrobios
G.S.Randhawa & A.Mukhopadhyay : Floriculture in India, Allied Publications
T.K.Bose & L.P.Yadav : Commercial Flowers, Naya Prokash
D.Hota : Bio Active Medicinal Plants, Gene Tech Books
S.Prasad & U.Kumar : Commercial Floriculture, Agrobios
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ELECTIVE-I
Paper-3.10(A)
Diary Business & Management (DBM)

80+20=100

Course Outcomes:

To impart the knowledge of dairy development in India, functioning of a dairy organisation, dairy plant management, marketing supply chain and international trade in dairy, cost volume and profit analysis in dairy sector and various problems and policies related to dairy business.

Unit 1:

Dairy Development in India: Dairy organizations: functioning, Challenges and Opportunities, An and pattern dairy Cooperatives: features and impact; Public sector dairy schemes, Dairy Development schemes, Dairy problems and policies, National Dairy Plan-I, Rise of Producer Companies. Policy Frameworks in context to dairying.

Unit 2:

Dairy Plant Management System: Production Planning and control in dairy plants, milk procurement from the rural milk producer, milk processing and products manufacturing. Pricing and marketing of milk and milk products. Survey on milk production potential and marketed surplus of milk for setting up of milk plants, energy utilization, Conventional and nonconventional sources of energy used in dairy sector. Concept of Quality; TQM concept and Kaizen in Dairy Industry, new concepts in quality assurance (HACCP; ISO certification); patent laws, pollution control laws in relation to dairy plants. Guidelines for obtaining ISO/HACCP certification for dairy plants. SQC in dairy operations.

Unit 3:

Marketing Management, Supply Chain and International Trade in Dairy sector: Marketing- mix in relation to dairy sector, marketing environment,. Marketing Opportunities Analysis in Milk and Milk Products: Demand status of Milk and milk products in the country, growth rates, Marketing research and marketing information systems; Market measurement present and future demand; Market forecasting. Market segmentation, Product-mix; Promotion mix decisions. Advertising; Sales Promotion. Food and Dairy Products Marketing, Consumer Buying Behaviour; New product development process Price determination and pricing policy International Marketing Marketing; Composition & direction of Indian exports Exports- Direct exports, indirect exports; WTO and its Implications; SPS/ TBT; Supply chain Management in Dairy sector Logistics Management: Primary and Secondary Markets; Distribution channels; chilling points

Unit 4:

Financial Management and Financial Analysis in dairy sector: Nature and uses of financial analysis, Liquidity ratios, Leverage ratios, Activity ratios, Profitability ratios, Utility of Ratio analysis. Sources of long term capital in dairy Industry: Grants from NDDDB, Grants from NABARD, Government and Other Schemes, cost of debt, debentures, preference share capital, equity share capital & retained earnings, overall cost of capital. Capital budgeting in dairy Industry. Various techniques: NPV, IRR, etc. Financial Planning and control in dairy Industry: Budgeting process, Problems and practices in Budgeting and evaluation.

Unit 5:

Cost Volume– Profit analysis and operating leverage, Break-even analysis, Profit analysis and operating analysis, Utility of CVP analysis. Costing in Dairy sector: Costing Techniques and Costing of various dairy products – Milk costing based on Fat and SNF, Ice cream, milk, Paneer,

etc. Essentials of sound costing system. Different methods of costing, elements of cost: Labour-recording of time, idle time, methods of remunerating labour, Premium & Bonus Plans, Materials, Overheads.

REFERENCES:

- Acharya R M and Kumar P. : Dairy Production & Business Management EIRI, Dairy Farming
Rao Venkateswara : Dairy Farm Business Management
Singh Umashankar : Dairy Farming
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ELECTIVE-I
Paper-3.10(B)
Agri-Commodity Markets and Futures Trading (ACM &F)

80+20=100

Course Outcomes:

To gain knowledge about commodity derivatives and price risk management in agricultural market about the future contracts in world leading commodity exchanges through market surveillance and regulations of future and trading practices in regional exchanges in India.

Unit I:

Introduction to commodity derivatives and price risk management in agricultural markets; organizational setup of exchanges and specifications of futures contracts in world's leading commodity exchanges.

Unit II:

Futures trading; hedging price risk using futures contracts; option transaction and forward transaction – concept and mechanism, price discovery mechanism and market efficiency.

Unit III:

Clearinghouse and margin system; clearing, settlement and delivery of contracts.

Unit IV:

Market surveillance and risk control; trading in warehouse receipts (WRs): WRs and collateralized commodity financing.

Unit V:

Regulation of futures and trading practices in leading national and regional exchanges in India.

REFERENCES:

Hull, John C. 2017. *Fundamentals of futures and options markets*, Boston, Pearson publication.
Ram PV and Bala SD. 2016. *Strategic Financial Management*. Snow White Publ. 80.

SEMESTER-IV

Paper- 4.1 Seminar Presentation

50+50=100

Course Outcomes :

To compact practical knowledge and enhance professional skills.

- | | |
|---|----|
| A. Seminar Presentation(Group)-
(In presence of all faculty members and two externals) | 50 |
| B. Comprehensive Viva-Voice- | 50 |

SEMESTER-IV

Paper-4.2: Dissertation, Project Report& Viva Voce

75+25=100

Course Outcomes:

To help the students to practical exposure to the actual work environment and interaction with various organisation.

- | | |
|---------------------------------|------------|
| A. Dissertation/ Project Report | : 75 marks |
| B. Viva Voce | : 25 marks |

Evaluation:

Students would submit a final Dissertation/Project Report which would be evaluated by an external/ internal examiner, nominated by the Institute, out of 75 marks.

Student presentations (Viva Voce) would be organized based on their on the job training reports. Presentations would be organized according to a predetermined schedule. A panel of faculty members along with two externals (one each from academics and industry) would evaluate out of 25 marks.

