|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course**  **Code** | **Course Name** | **External Marks** | **Internal Marks** | **Total Marks** | **Duration** | **L** | **T** | **P** | **C** |
| **Semester I** | | | | | | | | | |
| BBA(Agribusiness)  101 | Functional English | 40 | 10 | 50 | 3 hours | 3 | 3 | - | 2 |
| BBA (Agribusiness) 102 | Accounting Concepts and Principle | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness)  103 | Management Concepts and Practices | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA(Agribusiness) 104 | Fundamentals of Agricultural Economics | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA(Agribusiness) 105 | Business Mathematics | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA(Agribusiness) 106 | Professional Hindi | 40 | 10 | 50 | 3 hours | 3 | 3 | - | 2 |
| BBA(Agribusiness)  107 | Excel Applications for Business | 80 | 20 | 100 | 3 hours | 3 | 3 | 3 | 3 |
| BBA (Agribusiness) 108 | Evolution and Growth of Agribusiness in India | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| \*L= Lecture, T=Tutorial, P=Practical, C= Credits **700 TOTAL** | | | | | | | | | **22** |
| **Semester II** | | | | | | L | T | P | C |
| BBA  (Agribusiness)201 | Agribusiness Operations Management | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA  (Agribusiness)202 | Human Behavior in Agribusinesses | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA  (Agribusiness)203 | Essentials of Financial Management | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA  (Agribusiness)204 | Applied Macro Economics | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA  (Agribusiness)205 | Business Statistics | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA  (Agribusiness)206 | Environmental Studies | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness)  207 | Management Accounting | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 208 | Comprehensive Viva-Voce | 50 | - | 50 |  | - | - | 2 | 2 |
| **Note:** At the end of Second semester students have to undergo summer internship of 4-6 weeks duration in a agribusiness enterprise which shall be credited in the Third semester  \*L= Lecture, T=Tutorial, P=Practical, C= Credits **750 TOTAL** | | | | | | | | | **23** |
| **Semester III** | | | | | | L | T | P | C |
| BBA (Agribusiness) 301 | Food and Agribusiness Policy Framework in India | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 302 | Agribusiness Human Resource Management | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 303 | Agribusiness Research Methods | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 304 | Agribusiness Environment and Laws | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 305 | Agribusiness Value Chain Management | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| **Course**  **Code** | **Course Name** | **External Marks** | **Internal Marks** | **Total Marks** | **Duration** | **L** | **T** | **P** | **C** |
| BBA (Agribusiness) 306 | Facility Management in Agribusinesses | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 307 | Summer Internship/ Presentations | - | 50 | 50 | 2 Hours | - | 3 | - | 2 |
| \*L= Lecture, T=Tutorial, P=Practical, C= Credits **650 TOTAL** | | | | | | | | | **20** |
| **Semester IV** | | | | | | L | T | P | C |
| BBA (Agribusiness) 401 | Agribusiness Supply Chain Management | 80 | 20 | 100 | 3 hours | 4 | 44 | - | 3 |
| BBA (Agribusiness) 402 | Agribusiness Enterprise Resource Planning | 80 | 20 | 100 | 3 hours | 3 | 3 | 3 | 3 |
| BBA (Agribusiness) 403 | Agribusiness Financing  in India | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 404 | Agricultural Marketing | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 405 | Organisation and Management of FPOs | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 406 | Data Analytics for Agribusiness Decisions | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 407 | Professional Etiquettes and Practices | - | 50 | 50 | 3 hours | - | - | 3 | 2 |
| BBA (Agribusiness)  408 | Comprehensive Viva Voce | - | - | 50 |  |  |  |  | 2 |
| \*L= Lecture, T=Tutorial, P=Practical, C= Credits **700**  **Note:** At the end of fourth semester students have to undergo summer internship of 4-6 weeks duration in an agribusiness enterprise which shall be credited in the Vth semester | | | | | | **Total** | | | **22** |
| **Semester V** | | | | | | L | T | P | C |
| BBA (Agribusiness) 501 | Business Ethics and Governance | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 502 | Strategic Agribusiness Management | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 503 | Agri Business Risk Management | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 504 | Procurement, Storage and Distribution of Food Grains in India | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 505 | Summer Internship/ Presentations | - | 50 | 50 | 2 Hours | - | - | 3 | 2 |
| **Electives (only two papers are to be chosen)** | | | | | | | | | |
| BBA (Agribusiness) 506 | Organic Food Production Practices | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 507 | Fertilizer Technology and Management | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 508 | Food Processing Technology and Management | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| **Course**  **Code** | **Course Name** | **External Marks** | **Internal Marks** | **Total Marks** | **Duration** | **L** | **T** | **P** | **C** |
| BBA (Agribusiness) 509 | Agro-chemicals and Technology Management | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| \*L= Lecture, T=Tutorial, P=Practical, C= Credits **650 TOTAL** | | | | | | | | | **22** |
| **Semester VI** | | | | | | L | T | P | C |
| BBA (Agribusiness) 601 | Agribusiness and International Trade | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 602 | Management of Agribusiness Cooperatives | 80 | 20 | 100 | 3 hours | 4 | 4 |  | 3 |
| BBA (Agribusiness) 603 | Agri Commodity Derivative Trading in India | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 604 | Agribusiness Entrepreneurship | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 605 | Research Project\* | 50 | - | 50 | 3 hours |  | - | 4 | 2 |
| BBA (Agribusiness) 606 | Comprehensive Viva- Voce (External) | - | - | 50 |  |  |  | 4 | 2 |
| **Electives (only two papers shall be chosen)** | | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |
| BBA (Agribusiness) 607 | Decision-Making in Agri-Food System | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 608 | Agricultural Bio-waste Management | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness) 609 | Agribusiness Leadership in India | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| BBA (Agribusiness)  610 | Agri Inputs Marketing | 80 | 20 | 100 | 3 hours | 4 | 4 | - | 3 |
| **700** | | | | | **22** | | | | |

* \*L= Lecture, T=Tutorial, P=Practical, C= Credits
* Industry research project on any contemporary agribusiness issues shall be submitted by a student by April 30 which shall be evaluated externally.

**Semester Wise (Synoptic) Distribution of Marks and Credits**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Semesters** | **Semester-1** | **Semester-II** | **Semester-III** | **Semester-IV** | **Semester-V** | **Semester-VI** | **Total** |
| **Marks** | **700** | **750** | **650** | **700** | **650** | **700** | **4150** |
| **Credits** | **22** | **23** | **20** | **22** | **20** | **22** | **129** |

\*L= Lecture, T=Tutorial, P=Practical, C= Credits

**BBA (Agribusiness) Detailed Syllabus**

## Semester I

**BBA(Agribusiness) 101: Functional English Max. Marks: 50**

**External Assessment: 40**

**Internal Assessment: 10**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 5 marks each.

**Course objective:** Basic objective of this course is to prepare students and familiarize them with the fundamentals of communication practices and strategies used in businesses.

**Course Contents:**Importance and Nature of Business Communication; Effective Communication Skills; Process of Communication; basic models of Communication; Oral and Non-Verbal Communication; Barriers and Gateways in Communication; Do’s and Don’ts of business writing; Writing applications: business applications (e.g. applying for a loan, salary advance, refund etc.); job application, leave application; commercial letters.

Writing business and academic reports; presentations of reports; public speaking, listening and Negotiation; conducting and attending interview and meetings. Importance of non-verbal communication: positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct.

Effective Listening; Face to Face Conversation, Telephonic conversation, Interviews. Organization Communication: components of organization communication, Internal and external communication in organization, Importance of communication management, and communication structure in an organization.

**Suggested Readings:**

1. Lesikar,Business Communication: Connecting in a Digital World (SIE) 13th ed., McGraw Hill Education.
2. Murphy, Effective Business Communication 7th ed. McGraw Hill Education
3. Paul, Rajendra, Business Communication, Sultan Chand and Sons
4. Samanta, R.K.,Development Communication for Agriculture. B. R. Publishing Corporation, Delhi-7.
5. Sandhu, A.S.,Text Book on Agricultural Communication Process and Methods. Oxford and IBH Publishing
6. Sinha, K.K,Business Communication , Galgotia Publishing Company.

**BBA (Agribusiness)102: Accounting Concepts and Principles**

**Max. Marks: 100 External Assessment: 80 Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objective:** The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and application of financial and accounting information for Agri-business decision-making and control.

**Course Contents:**Introduction to Accounting: Meaning, nature and scope of accounting, accounting concepts, postulates and principles and accounting conventions.

Journalizing accounting transactions, their posting in ledger accounts and rules of double entry system of book keeping for three types of accounts viz., personal, real and nominal.

Preparation of trial balance, bank reconciliation statement and rectification of errors.

Preparation and significance of financial statements and the Understanding Financial Statements; Meaning and Importance of Financial Statement Analysis, Techniques of Financial Statement Analysis.

Ratio Analysis- Meaning and Importance, Classification of ratios: Liquidity ratios, Solvency/Capital Structure Ratios, Turnover ratios, Profitability ratios, Valuation ratios.

**Suggested Readings:**

1. Anthony, R. N., Hawkins, F. D., & Merchant, K. A. (2006). Accounting: Text and Cases (12thed.). New Delhi: Tata McGraw Hill.
2. Albrecht, W. S., Stice, D. J., E. K., Monte, R., & Swain, R.M. (2010). Accounting: Concepts and applications (11th ed.). U.S.A: South Western.
3. Belverd, E., Needles, Jr. & Powers, M. (2010). Principles of Financial Accounting (11th ed.). South Western Publication.
4. Garrison, R.H., Noreen, E.W. (2007). Managerial accounting (12th ed.). New Delhi: Tata McGraw Hill.
5. Anthony, Accounting: Text and Cases, 13 edn McGraw Hill Education
6. Khan and Jain, Management Accounting,7th edn McGraw Hill Education

**BBA (Agribusiness) 103: Management Concepts and Practices Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

Note: The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objectives:** The objective of this course is to familiarize the students with basic management concepts and practices being used in the organization.

**Course Contents:**

**Management–** Meaning and Concept of Management, Functions of Management , Management Types and Roles, Management Skills, Rewards and Challenges of Before Managers Leadership vs. Management, Management – Science or Art ;

**Evolution of Management Thoughts and Theories**- Classical School of Management, The Integration Management School, Contingency School, Human Relations School, Neo-Human Relations Theory ; System Theory , Contingency Theory and Contemporary School ;

**Managerial Decision Making**: Decision making Environment, Levels of Decision Making, Process of Decision Making, The Decision Biases to avoid, Tools of Quantitative Decision Making, Improving Decision making Efficiency;

**Organizing and Staffing**: Organizing – Function and Principles of Organizing, Classification of Organizations; Line Organization, Line and Staff Organization, Functional Organization, and Matrix Organization; Relationship between Authority and Responsibility;

Staffing, Nature of Staffing, Staffing Process;

**Managerial Ethics and Challenges in Future.**

**Suggested Readings:**

1. Robbins, S.P: Management Concepts, Pearson Education India, New Delhi.
2. Harold Koontz, Weihrich, Management: A Global and Entrepreneurial Perspective, McGraw Hill.
3. Gene Burton and ManabThakur: Management Today - Principles and Practices, Tata Mac Graw-Hill Publishing Company Ltd. New Delhi
4. Jones and George: Contemporary Management , Tata McGraw Hill.
5. Richard L. Draft: The New Era of Management, Cengage India
6. Mullins. J.: Management and OB, 8th ed. Pearson Education
7. Stoner, J.: Management, Prentice Hall of India, New Delhi
8. Koontz: Essentials of Management, 8th ed., Tata McGraw-Hill.
9. Chandan, J.S. : Management Concepts and Strategies, Vikas Publishing House.

**BBA (Agribusiness) 104: Fundamentals of Agricultural Economics**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objectives:** The objective of this course is to acquaint the students with concepts and techniques of the Economic Theory applicable and used in Agri- business to sharpen their decision- making.

**Course Contents:** Agricultural Economics: Meaning, definition, characteristics of agriculture, Nature and scope of agricultural economics, Distinction between agriculture and industry, Role of agriculture in economic development, Role of government interventions in agricultural development.

Planning and Agricultural Development: Meaning and objectives economic planning, benefits of planning, Agricultural development during different Five Year Plans in India, Measures of reorganization of agriculture and NITI Aayog.

Factors of production: Meaning of land and its characteristics, Labour concept, characteristics of labour and efficiency of labour, Capital concept and its characteristics, forms of capital in agriculture and process of capital formation, Organization of business firms, forms of business organizations and their characteristics.

Land reforms: Land reforms and Land tenure systems, Concepts of agricultural land holdings in India. Theory of production: Meaning, definition, types of production functions, Laws of Diminishing Marginal Returns and Elasticity of production.

Scale of production: Meaning, classification and economies of scale. Theory of costs: Meaning, definitions and different types of costs and their measurement. Revenue concept: Total revenue, average revenue and marginal revenue and profit maximization by agri business enterprises.

**Suggested Readings:**

1. Amarjit Singh,Sadhu,A.N., Jasbir Singh, Fundamentals of Agriculture Economics, Himalaya Publishing House
2. Subba , Reddy, Agricultural Economics, Oxford & IBH Publishing Co. Pvt. Ltd.
3. John B, Pension et.al, Introduction to Agricultural Economics, 6th ed. , Pearson
4. Gopal Chandra De, Fundamentals of Agronomy, Oxford & IBH Publishing Co. Pvt. Ltd.
5. Thomas & Maurice, Managerial Economics: Concepts and Applications (SIE) 9th ed. McGrawHill Education
6. Peterson, Lewis, Managerial Economics, Prentice Hall of India, N. Delhi.
7. Dwivedi, D.N. Managerial Economics, Vikas Publishing House, New Delhi

**BBA (Agribusiness) 105: Business Mathematics**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objectives:** The objective of this course is to familiarize the students with basic mathematical concepts and used in business decision making.

**Course Contents:**

**The Number System:** Introduction – Natural Numbers - Even Numbers – Odd, Numbers – Integers – Prime Numbers – Rational & Irrational numbers, Real Numbers, HCF & LCM (Simple problems).

**Theory of Equations:** Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only; Quadratic Equation:FactorizationandFormulaMethod(ax²+bx+c=0 form only). Business applications and Problems

Permutation and Combination, Binomial Theorem for positive integral index, Determinants and Matrices: Determinants with simple applications for solution of Linear simultaneous equations using Cramer’s Rule, Matrices with simple application for solution of linear simultaneous equations using matrix inversion method.

**Elements of Calculus (Non trigonometric Applications):**Fundamental idea of Functions, Limits and Continuity (Algebraic functions only), Derivatives of algebraic functions, Rules & Formulae, 2nd - order derivatives, finding differential coefficient from the first-principle, simple applications. Basic rules of Integration of simple algebraic functions, simple applications, idea of definite Integrals and area under the curve

**Progressions & CommercialArithmetic:** Arithmetic Progression - Finding the nth term of AP and Sum to nth term of AP. Insertion of Arithmetic Mean; Geometric Progression – Finding the nth term of GP and sum of n terms of GP and insertion of GeometricMean.

Computations of Simple Interest, Compound Interest including half yearly and quarterly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub-duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems.

**Suggested Readings:**

1. Morrison, Karen, Hamshaw,Nick, Mathematics Core and Extended Coursebook, 2nd ed. Cambridge University Press.
2. Raghuvanshi, M, Mathematics for Management: An Introduction, McGraw Hill.
3. Khan,Shadab, A textbook of Business Mathematics,2nd ed. Viva Books, New Delhi
4. Elhance,D.N.,BusinessMatematics& Statistics, Taxmann Publications, New Delhi
5. Sterling, Mary Jane, Business Math, WileyEstern publications, New Delhi
6. Das N, Business mathematics and Statistics, McGraw Hill, New Delhi

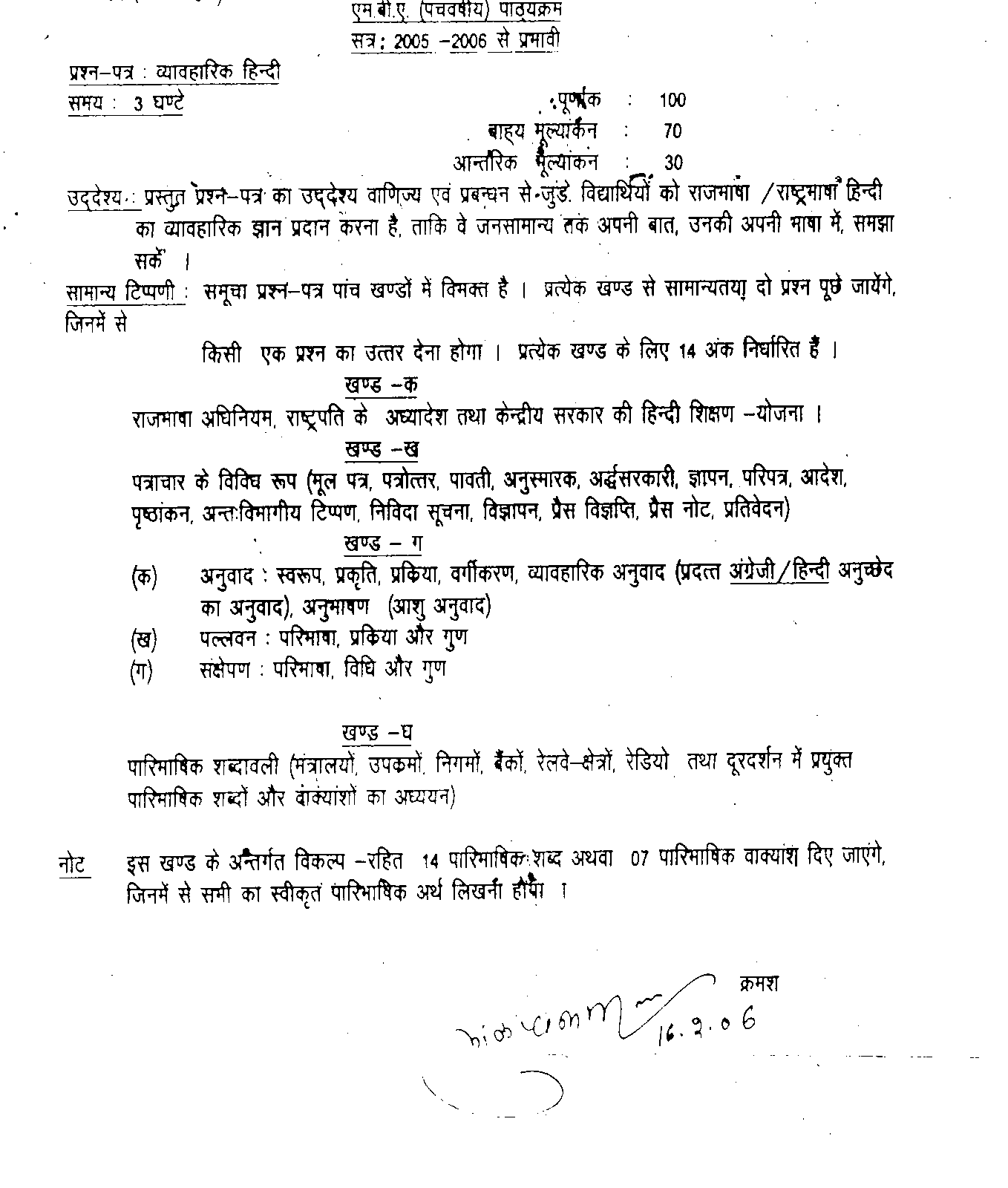
**BBA (Agribusiness) 106: Professional Hindi**

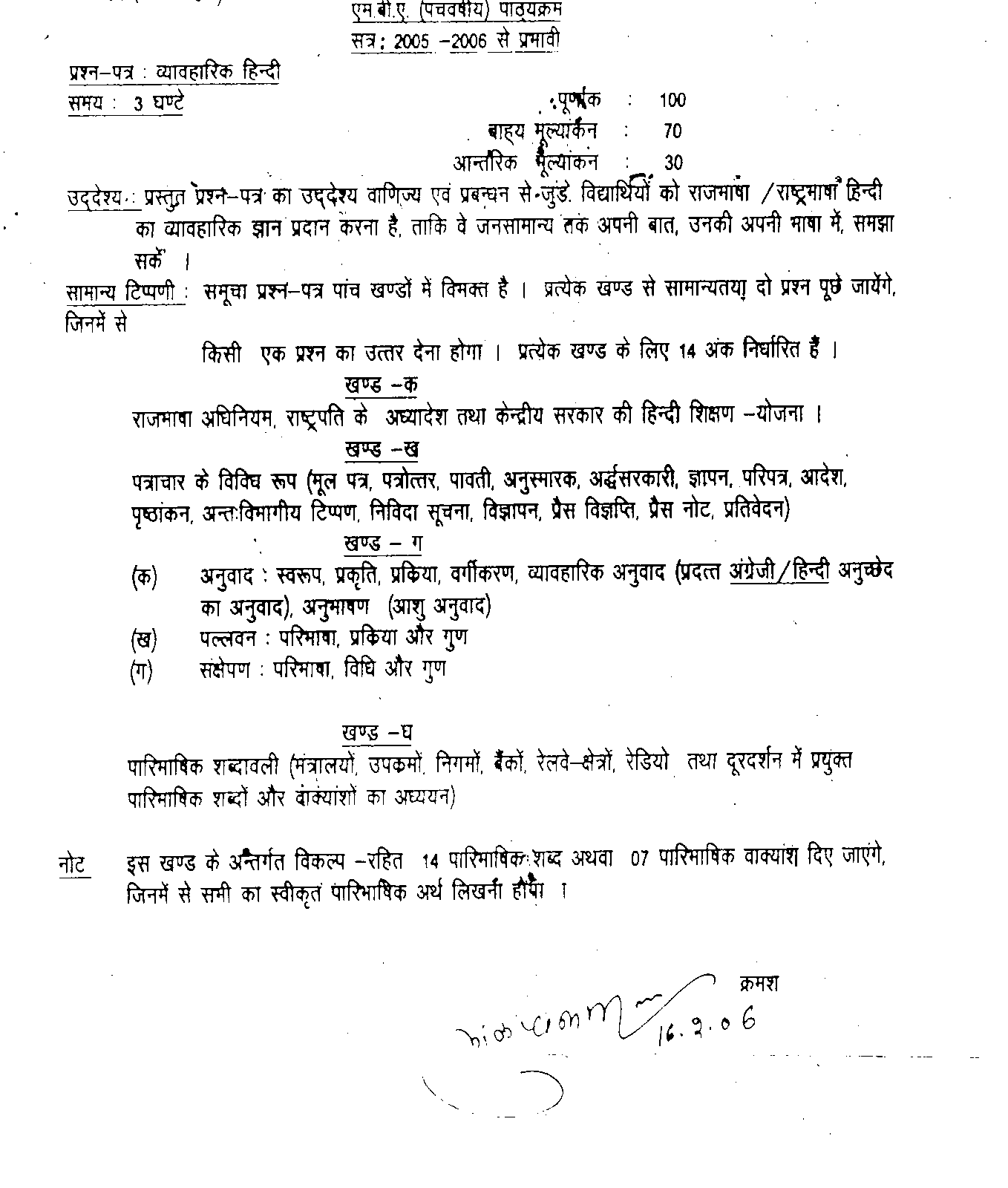
**Max. Marks: 50**

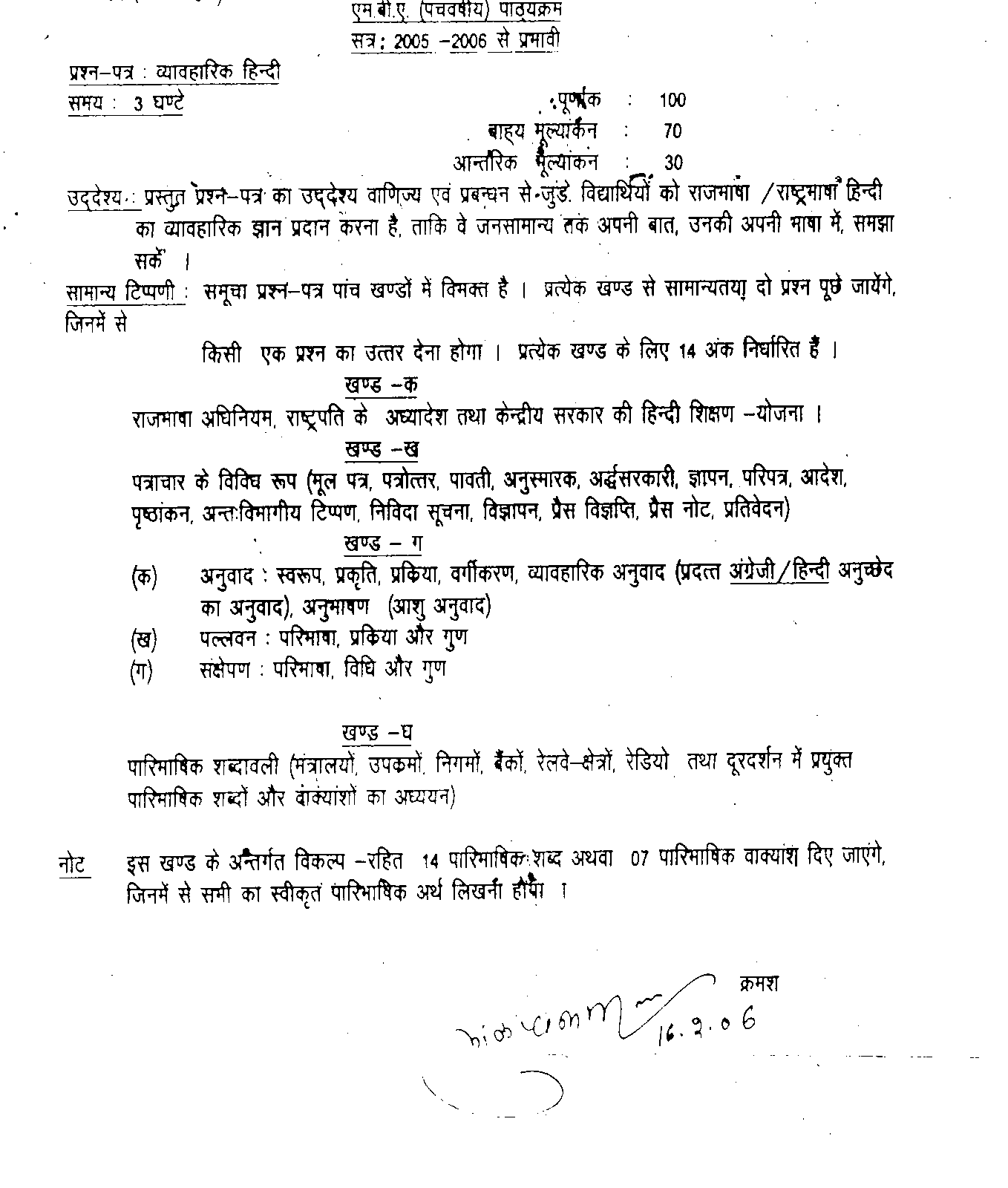
**External Assessment: 40**

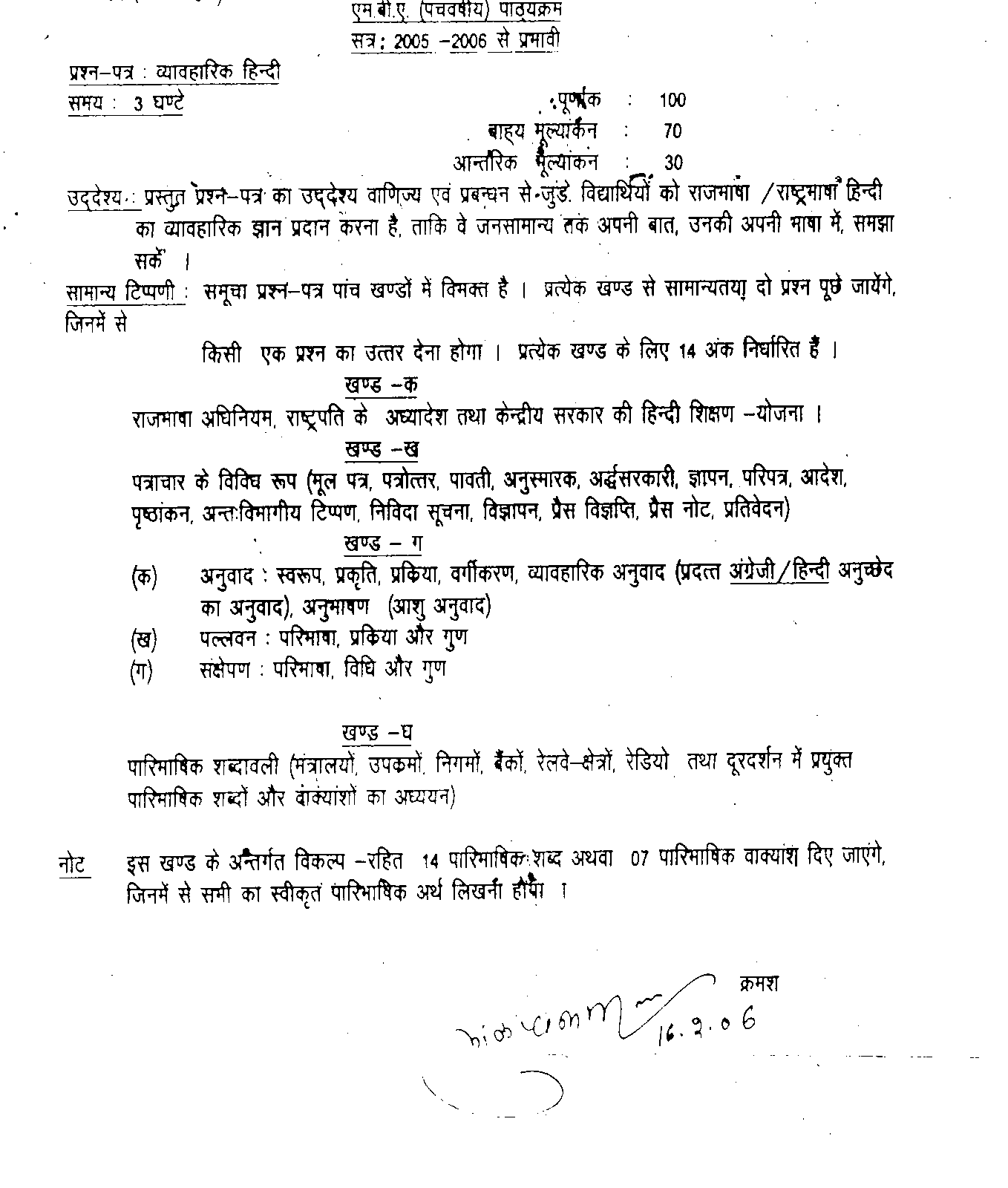
**Internal Assessment: 10**

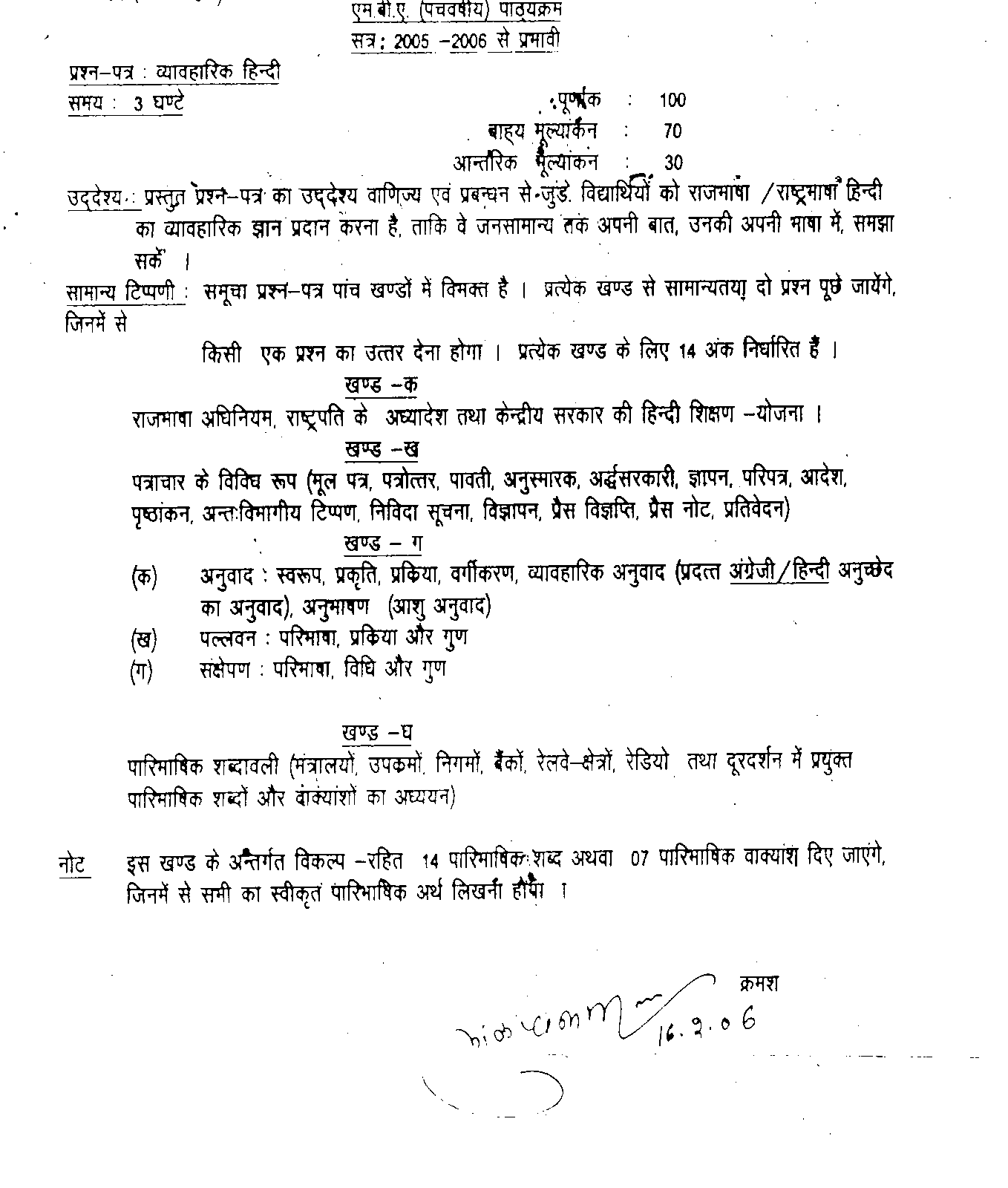
**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, students are required to attempt any four questions of 5 marks each.

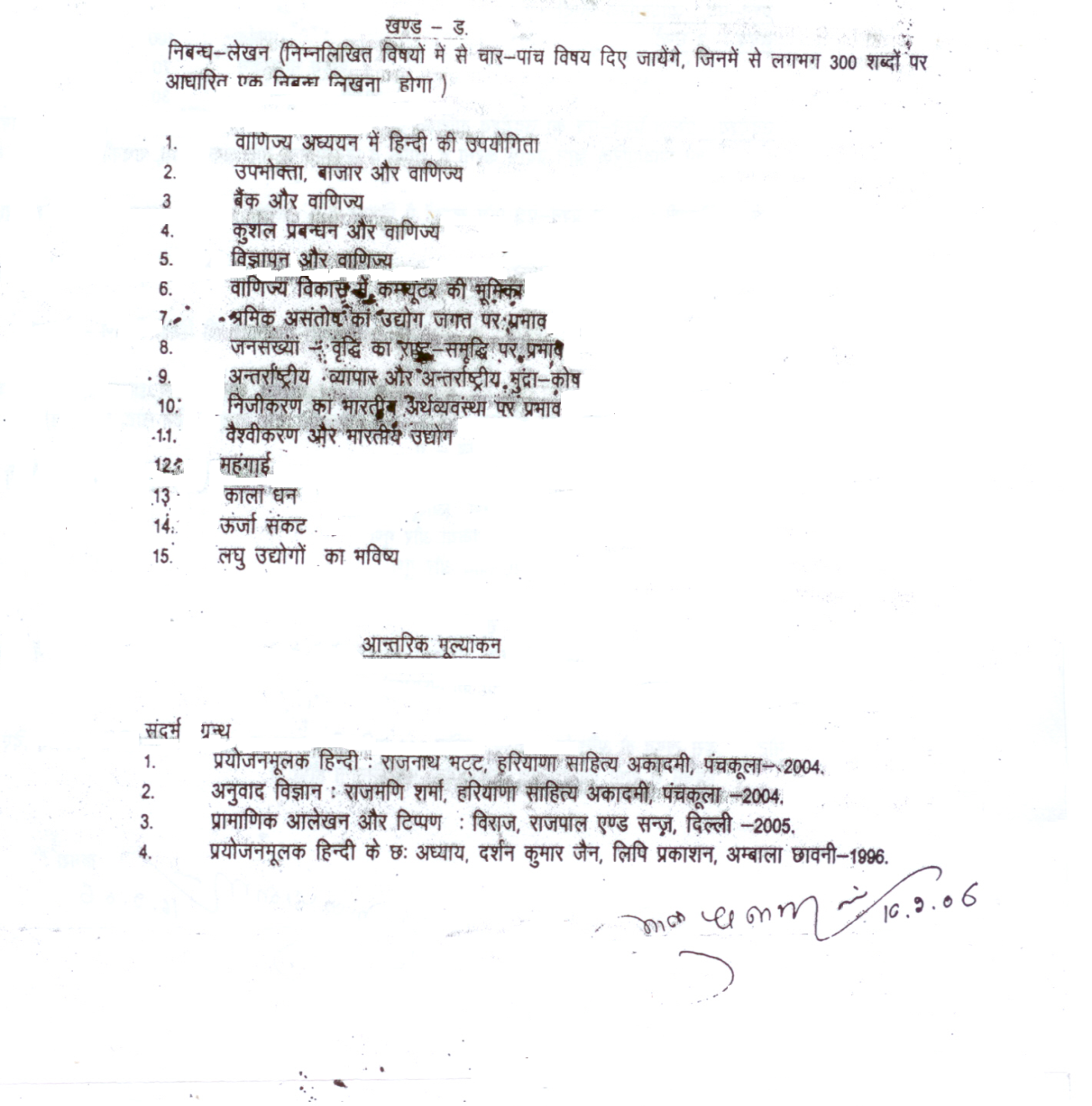


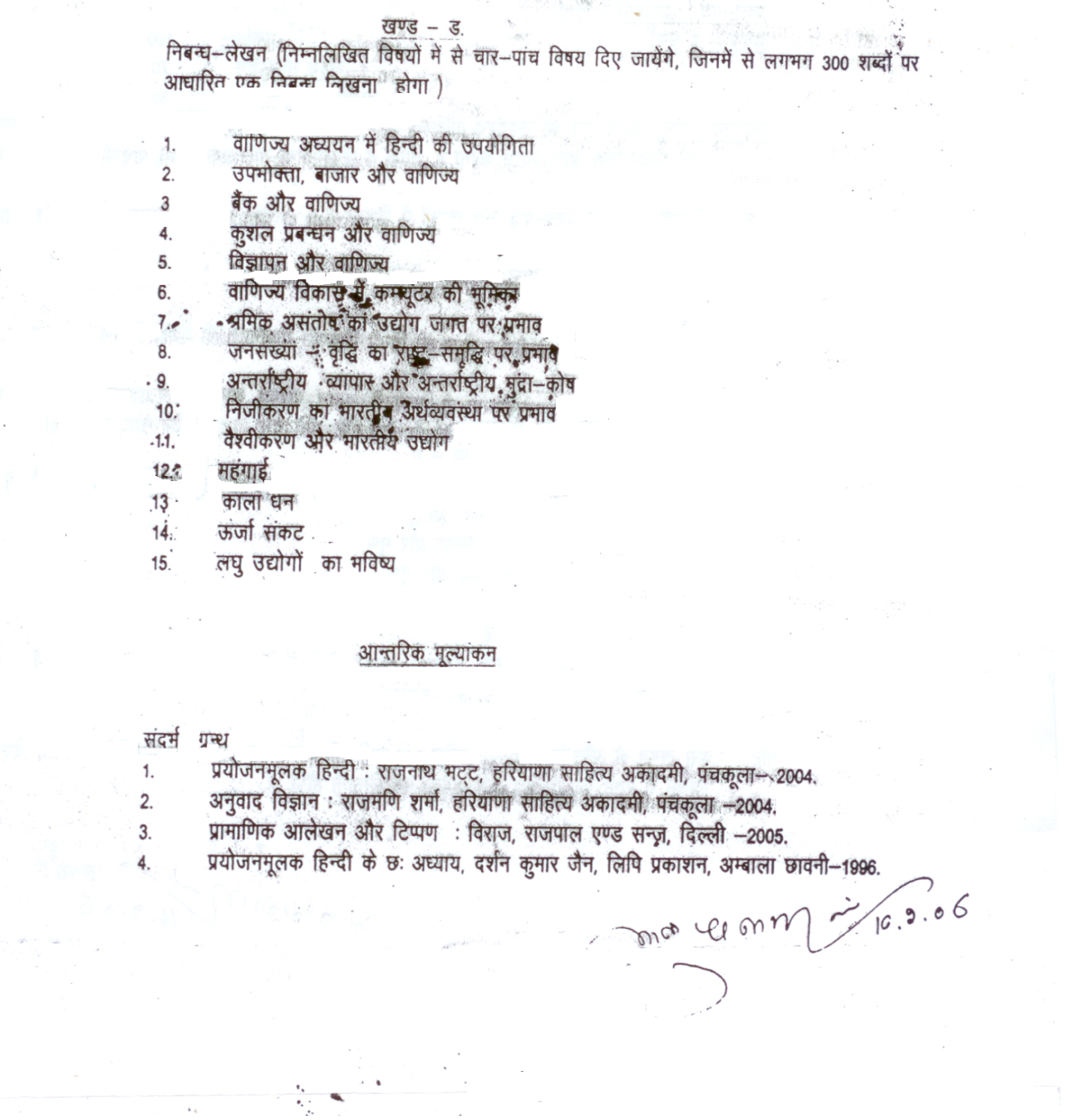












**BBA (Agribusiness) 107: Excel Applications for Business**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objectives:** The objective of this course is to make the students learn about the application of Excel tools and techniques for business decision- making.

**Course Contents:Introduction to Excel:** Basic formulae: Entering and editing data, Creatingand copying formulae, Creating functions easily. Formatting: Inserting/deleting rows/columns,changing fonts, Colours and borders, Merging and aligning cells; Printing: Page break preview, Using page layoutview, Headers and footers, freezing printtitles; Charts: Selecting data, Quick ways to createcharts, Formatting charts. Preparation of Basic tables: Table styles, Using calculated columns, Header rows and total rows, Sorting and simplefiltering.

**Advanced Excel –I:** Sorting and filtering lists/tables ofdata. Number formatting: Creating custom formats, four parts of a format, Scalingnumbers, Dates and times: Sorting on dates and times,Useful date/time functions, Formatting dates andtimes.**Advanced Excel – II:** Conditional formatting: Creating/using cell rules,Data bars and colour sets, Styles and themes, How themes work, Using the default styles, Creating customstyles; Validation and protection: Setting cellvalidation, Protecting cells/worksheets, Grouping and outlining, Cell comments Range names and absolute references: Absolute references ($ symbol), Fixing only the row/column, Creating range names, Labelling ranges automatically. Excel Functions: Introduction to Mathematical Functions, Introduction to Text Functions, Introduction to Logical & Reference Functions, Introduction to Date & Time Functions, Introduction to Financial Functions, Introduction to Information Functions. IF and LOOKUP functions: The conditional (IF) function, Nested Ifs, Lookupfunctions, Advanced Tables, using calculated columns,removing duplicates, Advanced filters, Pivot tables: Creating pivot tables, swapping rows, columns and pages, grouping fields, Slicers, Pivot table slicers, Changing slicerproperties.Preparation of Charts: Selecting data, Quick ways to create charts, formatting your chart, advanced charts, Creating chart templates, Combination charts, Picture charts, and Custom chart types.

**Suggested Readings:**

1. Jordan Goldmeier, Advanced Excel Essentials, Apress.
2. Lokesh Lalwani,EXCEL 2019 All in one,1sted.,BPB Publications.
3. Wayne L.Winston,Microsoft Excel 2019 Data Analysis and Business Modelling,6thed.PHI Learning Pvt. Ltd.
4. Ken Bluttman, Excel Formulas & Functions,5thed.,Wiley
5. Nigam, Manisha, Advanced Analytics with Excel 2019, 2nd ed., BPB Publications.

**BBA (Agribusiness) 108: Evolution and Growth of Agribusiness in India**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objectives:** The objective of this course is to make the students aware on the emergence agriculture business opportunities in historical perspective to drive cues to future opportunities in this regard.

**Course Contents**

A review of Agricultural practices in Indian subcontinent in ancient, medieval and modern India; subsistence agriculture, land revenue collection practices and sustenance of Indian agriculture overtime.A brief review of Indian geospatial topography and its suitability of agricultural crops.

Indian climate ecosystems and Indian irrigation system, canal system, tube-well and drip irrigation, seasonality of Indian agriculture, Agriculture produce pricing practices.

A genesis of cash crops; horticulture and spices cultivation, tea plantations, dairying, animal husbandry, poultry and Pisces farming in India.

A brief review of Farm-market integration ecosystem in India, farm innovation and technology adoption in Indian agriculture. Storage and warehousing of Indian farm produce. Indian farm value chain analysis, challenges and sustainability of farm operations in India.

Challenges of Food processing industry and the Contemporary issues in Indian agriculture. Changes in India food habits and the reorientation of food processing in India in recent times.

**Suggested Readings:**

1. Subba , Reddy, Agricultural Economics, Oxford & IBH Publishing Co. Pvt. Ltd.
2. Gopal Chandra De, Fundamentals of Agronomy, Oxford & IBH Publishing Co. Pvt. Ltd.
3. Thomas & Maurice, Managerial Economics: Concepts and Applications (SIE) 9th ed. McGrawHill Education
4. Peterson, Lewis, Managerial Economics, Prentice Hall of India, N. Delhi.
5. Dwivedi, D.N. Managerial Economics, Vikas Publishing House, New Delhi

## BBA (Agribusiness) Semester II

**BBA (Agribusiness) 201: Agribusiness Operations Management**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objectives:** The objective of this course is to make the students aware of the process of agriculture business operations to better understand the underlying value creation process .

**A brief review of Agribusiness and the** Difference between Production and Operations Management, Productivity, Work Study, Productivity measurement, Factors affecting Productivity, Production Technology: Types of Manufacturing Processes

**Operations Concept in agribusiness and the** Difference between Product and Service, Product and Service Design, Characteristics of Service, Classification of Service, Factors Affecting Service Operation, Service Capacity Planning, SERVQUAL Model of Measuring Service Quality

**Agribusiness Material and Inventory Management:** Types of production planning, Process of Production planning and Control (PPC) Routing, Scheduling, Loading, Just-in-time (JIT), KANBAN VIEW, Types of inventories, Factors Affecting Plant Location, Inventory Control Technique, Types of Plant layout.

**Agribusiness Supply Chain Management**Conceptual model of SCM, Supply Chain Drivers, Demand Forecasting in Supply Chain, Simple Moving Average, Weighted Moving Average, Exponential Smoothening Method, VIEW, Supply Chain efficiency, Core and Reverse Supply Chain, International Supply Chain, Aggregate Planning, Inbound and Outbound SCM, Bullwhip Effect in SCM, Latest Trends in Production and Operation Lean Manufacturing

**Agribusiness Productivity and Quality considerations;** TQM, Deming’s 14 Principles, Continuous Improvement (Kaizen), PDCA Cycle, Quality Circles, 7QC Tools and its Advancements, ISO 9000-2000 clauses, Six Sigma, Total Productive Maintenance (TPM), 5S

**Suggested Readings**

1. Prof. L. C. Jhamb: Production (Operations) Management, Everest Publishing House.
2. Upendra Kachru: Operations Management, Excel Books.
3. P. Sunderashan Gopalakrishnan: Handbook of Materials Management, PHI.
4. R. Mishra- Materials Management, Excel Books
5. S. N. Chary – Production and Operations Management, TMGH
6. K. Sridhara Bhat: Production and Materials Management, Himalaya Publishing House

**BBA (Agribusiness) 202: Human Behaviour in Agribusinesses**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objectives:** The objective of this course is to make the students aware of the process of understanding human behavior in agriculture businesses.

**Course Contents:**

Organisational Behavior – Nature and Scope, Challenges and opportunities for OB Professionals , Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB;

Understanding Individual Behaviour:Personality, Perception and its role in individual decision making, Learning, Motivation –Meaning, Importance and Content and Process Theories of Motivation;

**I**nterpersonal Behaviour and Communication - Transaction Analysis, The Johari Window, Leadership, Meaning and Theories , Prevailing Leadership styles in Indian business organizations;

Understanding Group Behavior:Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in Managing Teams, Inter-group problems in organizational, Management of Organisational Conflict;

Organisational Change and Development:Concept, Importance and Forces for Change, Resistance to organizational change, Approaches to Managing Organizational Change, Organisational effectiveness, Organisational culture, Power and Politics in Organisations.

**Suggested Readings:**

1. Fred Luthans 1998. Organizational Behavior. Tata McGraw Hill.
2. Harold Koontz &KeingWeighhrich. Essentials of Management. McGraw Hill.
3. John W Newstrom& Keith Davis. 1997. Human Behaviour at Work. Tata McGraw.
4. Robert C Appleby. 1997. Modern Business Administration. Macmillan India.
5. Stephen P Robbins 2007. Organizational Behaviour. Prentice Hall.
6. Stoner James AF. 2005. Management. Pearson Edu.

**BBA (Agribusiness) 203: Essentials of Financial Management**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objectives:** The objective of this course is to make the students aware of the financial management essentials in food processing and agribusinesses.

**Course Contents:**

Meaning and Definition of Financial Management, Goals of Financial Management, Finance, Risk-return trade-off, Agency problem, Emerging roles of financial managers in agribusiness in enterprises in India; Time Value of Money: Future, Value, Present Value, Annuity, Perpetuity

Sources of finance: short term and long term finance, Leverages: Operating leverage, financial leverage and Combined leverage, EBIT-EPS analysis, Cost of capital: Cost of equity, Cost of preference shares, Cost of debt, Weighted average cost of capital (WACC). Essentials of pecking order theory.

Capital Budgeting – Meaning, Capital budgeting Process; Project Classification; Evaluation Techniques – Payback period, ARR, Discounted payback period; NPV, PI, IRR, Accept/reject criteria.

**Management of Working Capital:** Concepts of working capital, Operating and cash conversion cycle, Permanent and variable working capital, balanced working capital position, Determinants of working capital, Issues in working capital management, Estimating working capital requirement.

**Dividend Policy and Capital Structure:** Meaning of dividend policy, factors influencing dividend policy, objectives of dividend policy, stability of dividends, forms of dividend; Meaning of Capital Structure, factors determining capital structure, capital structure planning and policy, approaches to establish target capital structure.

**Suggested Readings:**

1. Chandra Prasanna, 2000. Financial Management. Tata McGraw Hill.
2. Khan MY & Jain PK. 2004. Financial Management: Text, Problems andCases. Tata McGraw Hill.
3. Pandey IM. 1997. Financial Management. Vikas Publ.
4. Ramachandran N &Kakani RK. 2005.
5. Financial Accounting for Management. Tata McGraw Hill.
6. Van Horne JC. 1997. Financial Management and Policy. Prentice Hall.

**BBA (Agribusiness) 204: Applied Macro Economics**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objectives:** The objective of this course is to make the students aware of the macroeconomic forces applicable to agribusinesses for a holistic understanding of business opportunities.

**Course Contents:Introduction to Macro Economics;** difference between macro and micro economics, The central choices of economic decision making: what, how and for whom to produce? The participants in the market economy, Economic concepts of scarcity, choice, opportunity cost, Marginal analysis and choice, Ceteris Paribus or ‘everything else held constant.’ Economic systems – the market economy, mixed economies & command economies, the concept of opportunity cost/tradeoffs and to marginal, costs and benefits; increasing marginal opportunity costs., Productive efficiency; inefficient choices and unattainable choices.

**Supply and Demand for** Product and Resource Markets – Role of households (consumers) and firms, Consumer demand and the “Law of Demand” Law of Demand: the inverse relationship between price and quantity demanded,Change in quantity demanded vs. shift in demand, Causes of a shift in demand: changes in income, expectations, number of consumers, tastes and preferences; Law of Supply: The positive relationship between price and quantity supplied. Change in quantity supplied vs. a shift in supply Causes of a shift in Supply: changes in cost of resources, prices of related goods, technology, expectations of producers, number of producers Market demand, market supply and market equilibrium Government price controls: price ceilings, price floors (shortages and surpluses).

**Macroeconomics: The Big Picture**

The Business Cycle in Market Economies; short-term vs. long-term growth trend Expansion, peak, decline, trough Emergence of modern- day macroeconomic policy to moderate effects of recessions: Keynesian policy/government spending and taxation to stimulate aggregate demand Components of aggregate demand and aggregate supply Shifts in the AD and AS curves.

The Keynesian short-run model and the classical economists’ long-run model Keynes’ challenge to Say’s Law: theDemand Driven Economy, Wage and Price inflexibility; role of Government Concerns of Inflation (boom times) and deflation (severe economic downturns) The impact of recession on trade imbalances Are all recessions the same? Comparisons of the recent “Great Recession” to the Great Depression (1930 – 1939).

**Unemployment and Inflation:** Types of unemployment. Labour force participation rate.Inflation: What does it say about the state of the economy? Real vs. nominal income and earnings Real and Nominal rates of interest Costs and causes of inflation.

**Fiscal policy & Monetary Policy:** Defining fiscal policy: taxation and spending to achieve macroeconomic goals, multiplier effect, Government spending and taxation Automatic stabilizers: the income tax, unemployment insurance, Discretionary tax and spending policy Progressive, proportional and regressive taxes and their impacts, Fiscal Policy Lags, Budget deficits and surpluses.

Monetary Policy: Reserve requirements, the discount rate, open market operations; the goals of monetary policy, The role of credit, debit cards and electronic money in the money supply Role of financial intermediaries – modern depository institutions.

**Suggested Readings:**

1. Panchanan Das, Anindita Sengupta-Economics I: Oxford.
2. S.Mukherjee, M. Mukherjee & A. Ghose : Microeconomics, Prentice-Hall.
3. Koutsoyianni : Modern Micro-Economics, Macmillan
4. Vinita Agarwal: Managerial Economics, Pearson
5. Debes Mukherjee: Essentials of Micro and Macro Economics, Central
6. R. G. Hubbard & O’Brien: Microeconomics, Pearson

**BBA(Agribusiness) 205: Business Statistics Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objectives:** The objective of this course is to make the students aware of the statistical tools and methods applicable to agribusinesses for aanalysis and understanding of business profitable business opportunities.

**Introduction to statistics**

Introduction, Scope and Applications of statistics in Business- Index Numbers and Time Series. Collection of: primary and secondary data, Methods of collection. Presentation of data: Mode of presentation of data, Frequency distribution, Graphic representation of data.

**Quantitative tools used in business and risk management**

Averages: Meaning and Importance, Arithmetic Mean, Median and Mode: Definition, computation by Direct Method, Deviation Method, Step Deviation Method, Measures of dispersion, Range-Quartile deviation- Mean deviation, Standard Deviation: Definition, computation by Direct Method, Deviation method, Step deviation method Co-efficient of Variation. Permutations and Combinations-Definition, Formula and examples.

**Business variables through correlation and regression analysis**

Introduction, Correlation analysis, Measures of correlation: Scatter diagram, Karl Pearson’s Co-efficient of Correlation. Spearman’s Rank Correlation. MeaningofRegression Analysis, Regression Lines and Equations, Probability definition and examples.

**Arithmetic For Management of Business and Transactions with Banks**

Percentage, Profit, and Loss, and Partnerships, Trade Discount and Cash Discount, Simple Interest and Compound Interest. True Discount, Bankers Discount and Bankers Gain, EMI calculation using Interest on reducing balance and Flat Interest rate.

**Suggested Readings**

1. N.G Das: Statistical Methods (Volume I): Tata McGraw-Hill.
2. A.M Goon, M.K Gupta & B, Dasgupta: Basic Statistics : World Press
3. G. C. Beri : Statistics for Management: Tata McGraw- Hill
4. Bharat Jhunjhunwala: Business Statistics, S. Chand Publishing
5. V.K. Kapoor & S.C. Gupta: Fundamentals of Mathematical Statistics, Sultan Chand & Sons.

**BBA (Agribusiness) 206: Environmental Studies**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of environmental challenges in agribusinesses.

**Course Contents:**

Renewable and non-renewable economic resources: Natural resources and associated problems. (a) Forest resources: Use and over- exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies. (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources. · Equitable use of resources for sustainable lifestyles.

**Ecosystems**

Concept of an ecosystem · Structure and function of an ecosystem · Producers, consumers and decomposers · Energy flow in the ecosystem · Ecological succession · Food chains, food webs and ecological pyramids · Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

**Biodiversity and its conservation**

Introduction – Definition: genetic, species and ecosystem diversity · Biogeographical classification of India · Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values · Biodiversity at global, national and local levels · India as a mega-diversity nation · Hot-spots of biodiversity · Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts · Endangered and endemic species of India · Conservation of biodiversity: In-situ and Ex- situ conservation of biodiversity

**Environmental Pollution**

Definition, Causes, effects and control measures of: a. Airpollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear pollution · Solid waste management: Causes, effects and control measures of urban and industrial wastes. · Role of an individual in prevention of pollution · Pollution case studies · Disaster management: floods, earthquake, cyclone and landslides

**Social, Economic Issues and the Environment**

From unsustainable to sustainable development · Urban problems and related to energy · Water conservation, rain water harvesting, watershed management · Resettlement and rehabilitation of people; its problems and concerns. Case studies. · Environmental ethics: Issues and possible solutions · Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation · Consumerism and waste products · Environmental Protection Act · Air (Prevention and Control of Pollution) Act · Water (Prevention and control of Pollution) Act.

Wildlife Protection Act · Forest Conservation Act · Issues involved in enforcement of environmental legislation · Public awareness ·

**Suggested Readings**

1. Kumarasamy, K., A.Alagappa Moses And M. Vasanthy, 2004. Environmental Studies,
2. Bharathidsan .University Pub, 1, Trichy
3. Rajamannar, 2004, Environemntal Studies, Evr College Pub, Trichy
4. Shinde, Pendse, Donge, Environmetal Education, Sheth Publication

**BBA (Agribusiness) 207: Management Accounting**

**Max. Marks: 100 External Assessment: 80 Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objective:** The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and application of financial and accounting information for Agri-business decision-making and control.

**Course Contents:** Introduction to Management Accounting: Meaning, nature and scope of management accounting, Goals of management accounting, Role of Management Accountant, Installation of the Management Accounting System, Tools of Management Accounting, Limitations of Management Accounting, Difference between cost accounting and Management accounting, difference between management accounting and financial accounting.

Marginal Costing: Meaning, need and features of marginal costing, Marginal Costing Vs. Absorption Costing, Contribution, P/V ratio, Computation of profit using marginal costing and absorption costing, Break-even point, Break even chart, Angle of incidence, Margin of safety, Applications of Marginal Costing for Managerial DecisionMaking.

Budgetary Control: Meaning - budget and budgetary control, objectives, advantages and limitations of budgetary control, Classification of budgets, Preparation of flexible budget, Sales budget, Cash budget, and the preparation of Master Budget.

Standard Costing and Variance Analysis: Meaning of standard cost and standard costing - Application of standard costing, Advantages and Disadvantages of standard costing, Variance analysis: Material and Labour, Overhead variances

**Suggested Readings:**

1. Anthony, R. N., Hawkins, F. D., & Merchant, K. A. (2006). Accounting: Text and Cases (12thed.). New Delhi: Tata McGraw Hill.
2. Albrecht, W. S., Stice, D. J., E. K., Monte, R., & Swain, R.M. (2010). Accounting: Concepts and applications (11th ed.). U.S.A: South Western.
3. Anthony, Accounting: Text and Cases, 13 edn McGraw Hill Education
4. Khan and Jain, Management Accounting,7th edn McGraw Hill Education

**BB Agri 207: Comprehensive Viva Voce**

**Max. Marks: 50**

**External Assessment: 50**

## BBA (Agribusiness) Semester III

**BBA Agribusiness 301 Food and Agribusiness policy Framework in India**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of food, agriculture and agribusiness policy framework in India.

**Course Contents:**

**Agricultural Policies:** Importance of Agribusiness in Indian Economy New Agricultural Policies National Agricultural Policy, National Seed Policy, National Price Policy, National Food Processing Policy,National Foreign Trade Policy, National Fishery Policy, National Food Security Policy, National Food & Biotech, National Transportation of Food, National Nutrient Based Subsidy

Agro-based Industries: Importance of Agro based Industries, Need of Agro based Industries, Classification of Agro based Industries, Types of Agro based Industries- Sugar Mills, Cotton Ginning Mills, Dal Mills, Rice Mills, Poha Mills, Fruit Processing Industries etc. Institutional Arrangement- Ministry of Agriculture (GOI), Financial Institutions, NABARD, NCDC, NDDB, NCUI, APEDA, ICAR, NAFED, FCI, CWC, NHM, CFTRI, EPO, Procedure to set up agro- based Industries Constraints In establishing Agro based Industries, Agricultural Value Chain : Value Chain Concept

**Suggested Readings**

1. Bhalla, G.S. (2007), Indian Agriculture since Independence, National Book Trust, India.
2. Chakaravathi, R. M. (1986), Under Development and Choices in Agriculture, Heritage Publication, New Delhi.
3. Eicher K.C. and J. M. Staatz (1998), International Agricultural Development, Johns Hopkins Univ. Press.
4. Frank E. (1992), Agricultural Polices in Developing Countries, Cambridge Univ. Press.
5. Ghatak, S and K. Ingersent (1984), Agriculture and Economic Development, Select Book Service Syndicate, New Delhi.
6. Jhingan, M. L. (1998), The Economics of Development and Planning, Vrinda Publ.
7. Jules, P. N. (1995), Regenerating Agriculture – Polices and Practice for Sustainability and Self Reliance, Vikas Publ. House.

**BBA Agribusiness 302: Agribusiness Human Resource Management**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of Agribusiness human resource management.

**Course Contents:**

**Introduction to Human Resource Management:** Meaning - Definitions, Objectives and Importance of HRM; Functions of HRM – Operative functions; HR Managerial Roles ; Qualification and qualities of HR Managers; Modern HRM;

**Human resource planning:** Meaning , Importance and Process of human resource planning; HRP Models and HR Forecasting Methods.

**Recruitment, Selection and Induction:**

Meaning, Sources and Stages of Recruitment, Selection and Placement, Process of Selection ,Uses of Psychological testing in Selection Process, Problems involved in placement;

**Training and Development:** Nature and Objectives of Training, Identification of Training Needs, Methods of Training and Development;

**Career and Succession Planning :** Meaning and Importance of Career and Succession Planning, promotion-Purposes and types – promotion policy– bases of promotion – seniority v/s merit–transfer, need – purposes –types of transfers- demotion –causes of demotion;

**Performance Appraisal and Management :** Meaning and Objectives, Methods of Performance Appraisal - Traditional and Modern;

**Compensation Management and Job Evaluation:** Job Evaluation- Meaning and Objective, Compensation Management- Objectives and Importance, Principles and Methods of Compensation Management.

**Work Life Balance and Well Being:** Meaning and Importance of Work Life Balance, Reasons for Work Life Imbalance and Work Life Balance Interventions.

**Suggesting Readings:**

1. Dessler&Varakkey: Human Resource Management, Pearson Education
2. K.Aswathapa : Human Resource Management: Text and Cases, 8th Ed., Tata McGraw Hill, New Delhi.
3. Aggarwala, Tanuja: Strategic HRM, Oxford University Press.2010
4. Armstrong, Michael Handbook of HRM Practice, Kogan Page,
5. V.S.P.Rao : Human Resource Management, Himalaya Publication House.
6. Ivancevich : Human Resource Management 11 thedn McGraw Hill Education
7. Seema Sanghi: Human Resource Management, Vikas Publishing House Pvt. Ltd.

**BBA(Agribusiness)303: Agribusiness Business Research Methods**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of Agribusiness research tools and methods.

**Course Contents:**

**Introduction to Business Research:** Meaning, Purpose, Motivations; Types of research; Research Approaches; Significance of research; Research methods versus methodology; Research and scientific method; Research process; Scope of business research; Review of literature: Need and Purpose

**Research Problem and Research Design** Selection and formulation of a research problem; Formulation of hypothesis, Operational definition of concepts; Sampling techniques; Research Design: Meaning, Nature; Components of research design

**Methods of Data Collection** Meaning and Types of Data, Collection of Primary Data; Observation Method; Interview Method; Collection of Data through Questionnaires and Schedules; Other Methods of Primary Data Collection; Collection of Secondary Data; Selection of Appropriate Method for Data Collection.

**Processing and Analysis of Data** Processing Operations; Problems in Processing; Types of Analysis; Statistics in Research; Measures of Central Tendency, Dispersion, Asymmetry, and Relationship; Other Measures for Analysis of Data; Testing of Hypothesis.

**Interpretation and ReportWriting** Meaning and Need for Interpretation; Techniques of Interpretation; Meaning and Significance of Report Writing; Different Steps in Report Writing; Layout of Research Report; Types of Report; Mechanics of Writing Research Report

Suggested Readings:

1. Malhotra, Naresh K.: Marketing Research an Applied Orientation, 5th edition, Pearson.
2. Cooper, Business Research Methods, 11 thedn McGraw Hill Education.
3. Kothari, C. R.: Research Methodology, New Age International Publishers.
4. Shekharan& Uma: Business Research Methods-A Skill- Building Approach, 7th ed., New York, John Willy, 2002.
5. Creswell, John W.: Research Design-Qualitative & Quantitative Methods, New York, John Willy, 2002
6. Sandhi and Chawla: Research Methodology-Concepts and cases, 1st Edition, Vikas
7. Nargundkar, Marketing Research - Text and Cases 3 rdedn, McGraw Hill Education

**BBA (Agribusiness) 304: Agribusiness Environment and Laws**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of business environment for agribusiness enterprises.

**Course Contents:**

**An Overview of Business Environment** Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

**Economic Environment** Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies.

**Socio-Cultural Environment** Nature and impact of culture on business, culture and globalization, social responsibilities of business. Business and society, social audit, business ethics and corporate governance. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

**Political Environment** Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention

**Technological Environment** Natural and Technological Environment Innovation, technological leadership and followership, sources of technological dynamics, impact of technologyon globalization, transfer of technology, time lags in technology introduction, status of technology in India. Management of technology, features and impact of technology.

**Suggested Readings:**

1. G.N. Pandey: Environmental Management, Vikas Publishing House Pvt. Ltd.
2. Cunningham: Environmental Science, TMH.
3. R. Rajagopalan: Environmental Studies, Oxford.
4. R. Joshi &Munish Kapila: Environment Management, Kalyani Publishers.
5. C.S. Rao: Environmental Pollution Control Engineering, New Age International Publication.
6. Wright & Nobel: Environmental Science, PHI.
7. Environment management, R. Joshi &Munish Kapila, Kalyani Publishers

**BBA (Agribusiness) 305: Agribusiness Value Chain Management**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of Agribusiness value chain management.

**Course Contents:**

**An Overview of Value Chain Management:** Global food systems and value chains Characteristics of global food systems; identify the variables impacting global food systems; identify value chain thinking and how it differs from supply chain thinking; identify the role that external factors (for example, population and income growth, globalization, climate change, technologyand international trade) play on global food systems, agribusiness, and value chains; and identify the actors in, and characteristics of, value chains, demonstrated with the building of a value chain model.Agribusiness market dynamics: Characteristics of agri-food markets, identify the role thatexternal factors, suchas population and income growth, globalization, climate change, technology and international trade, play on agri-food markets; interpret the key elements of supply and demand; and recognize the basic characteristics of supply and demand curves.

**The role of the consumer:**Role the consumer plays in the food system, markets and value chains; recognize the consumer characteristics, trends and behaviour that influence value chains; and recognize some of the techniques used in market and consumer research to betterunderstand consumer behaviour.

**Retail strategic planning and operations management** Retail strategic planning operationsmanagement, evaluating the competition in retailing, market selection and location analysis, customer services and retail selling with special reference to Agri business

**Retail merchandising** Retail merchandising, merchandise selection and planning, range planning, category management; retail pricing: strategies and techniques with special reference to food retailing.

Suggested Readings:

1. R. Balkrishna, Supply chain management for Indian Agriculture
2. Joel D.Wisner,G,Kleong. Keah principles of supply chain management-ABalanced approach choon tan-cengage learning.
3. How to succeed at Retail, Keith Lincoln & Lars Thomassen

**BBA (Agribusiness) 306: Facility Management in Agribusinesses**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of Agribusiness facility management.

**Course Contents:**

**Introduction to Facility Management:A brief understanding of agribusiness** Facilities Management – ‘the facilities umbrella’, Defining FM within an organization, The 8 key roles of facility management, Facility Management – overhead or profit Centre? The strategic importance of managing facilities, Developing a Facility Management plan and team, Types of planning, Strategic and annual planning, Life cycle cost principles, and Stakeholder management**.**

**Establishing control of support services & Focusing on the customer** Identifying and reviewing support service requirements, Profiling current service levels and costs, Reviewing contracted services, Contract ‘bundling’ and ‘aggregation’, Determining and implementing a contract strategy, Understanding customer business needs and objectives, Engaging the customer, Customer service strategy, Developing a customer action plan, The pursuit of excellence, Preventive maintenance and maintenance Strategy, Disaster recovery plans, Maintenance concepts, Understanding RISK, Risk-Based Maintenance, the methodology

**Managing the budget & Understanding service contracts** Harnessing cost data, identify spending patterns, building up the budget plan, Defending the plan, Control mechanisms and reports, how to maximize the budget**.** What is a contract and why do we need them? Tender terms, Objectives and understanding what the contractor wants, Contract structure explained, Terms and conditions, Specifications – output v input, Schedules of tender, Supplier ‘own’ contracts – common traps!

**In-contract management** Review and revise contract strategy objectives, building successful contract management relationships, Monitoring process step by step, Service level agreements and KPIs demystified, Reports that inform and managing contract meetings, Contract review process and dealing with contract variations, how to handle disputes and contract termination, Planning and preparing for re-tendering, Practical tips on managing support services

**Compliance and risk management**What legislation and who is accountable? Developing a safety policy, managing safety, how to carry out a risk assessment, permits to work, Practical guidelines to handling emergencies, Business continuity – FM’s role; How to get started – plan, brief, consult, Understanding the building – structure, design constraints, Space – cost, open plan, storage, restaurants etc., and how to avoid the pain, Removal contracts – the pitfalls

**Suggested Readings:**

1. Prof. L. C. Jhamb: Facility Management, Everest Publishing House.
2. Upendra Kachru: Risk Management, Excel Books.
3. P. Sunderashan Gopalakrishnan: Handbook of Facility Management, PHI.
4. R. Mishra- facility and Risk Management, Excel Books
5. S. N. Chary – Facility Management in Agri Business, TMGH
6. K. Sridhara Bhat: Agribusiness and facilities management, Himalaya Publishing House

**BBA (Agribusiness) 307: Summer Internship/Presentation**

**Max. Marks: 50**

**Internal marks: 50**

**Guidelines:**

1. Attheendofsecondsemesterexamination,everystudentofBBA (Agribusiness)willundergoon-the-jobpracticaltraining in any agribusiness enterprise for 4-6 weeks duration.
2. During the course of internship students are expected to work diligently and learn agribusiness manifestations on the job in their chosen/assigned domain. The student, after the completion of training will submit a report to the College/Institute in the third semester before September 30.
3. Thereport(basedontrainingandtheproblem/projectstudied)preparedbythestudentwillbetermedas Internship/Training Report. The median size of Report ordinarily will be 80-100 typed pages in standard font size (12) on the A-4 sizepaper.
4. The report will have two certificates. One by the student and the other by the Reporting Officer of the organization where the student has undergone training certifying the originality of thereport.
5. Thereportwillbeevaluatedby a committeethree faculty members appointed by Director/ Principal of thecollege by way of its presentation by students before the committee.

## BBA (Agribusiness) Semester IV

**BBA (Agribusiness) 401: Agribusiness Supply Chain Management**

**Max. Marks: 100 External Assessment: 80 Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of Agribusiness supply chain management.

**Course Contents:Integrated Agri Supply management:** Food supply chain networks, advantages: food supply chain members, Components, Agri marketing basics, marketing channel basics.

**Agri marketing:** Traditional Agri Marketing scene, coordinated supply chains, case studies, Agro marketing: India – Characteristics, rural sales of commodity, state marketing departments.

**Regulations of Agri markets:** Definition, State Marketing departments, objectives, history of regulations, progress and reforms.

**Supply chain in horticulture:** History of horticulture supply chain, domestic consumptions and export, case studies: Supply chain for some products.

**Supply chain management in Dairy andPoultry:** Procurement, collection and processing, marketing & distribution, threats and opportunities.

**Suggested Readings**

1. Agribusiness supply chain management. CRC Press. Chandrasekaran, N., & Raghuram, G. (2014).
2. Supply chain management: text and cases. Pearson Education India. Shah, J. (2009).
3. Supply Chain Management in Fisheries (2012), [B S Viswanatha](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=B+S+Viswanatha&search-alias=stripbooks) and [R S Biradar](https://www.amazon.in/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=R+S+Biradar&search-alias=stripbooks) and  [Ramachandra Bhatta](https://www.amazon.in/s/ref=dp_byline_sr_book_3?ie=UTF8&field-author=Ramachandra+Bhatta&search-alias=stripbooks)
4. Supply Chain Management of Horticultural Products in Karnataka H.M. Chandrasekhar

Lambert Academic publishing

**BBA (Agribusiness) 402: Agribusiness Enterprise Resource Planning**

**Max. Marks: 100 External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of Agribusiness ERP management.

**Course Contents: Agribusiness Enterprise: An Overview:**Business Functions and Business Processes, importance of Information: Characteristics of information; Types of information, Information System: Components of an information system; Different types of information systems; Management information system, Enterprise Resource Planning: Business modelling; Integrated data model

**ERP and Related Technologies:**Business Process Re-engineering, Management Information systems, Decision Support Systems, Executive Information Systems- Advantages of EIS; Disadvantages of EIS, Data Warehousing, Data Mining, On-Line Analytical Processing, Product Life Cycle Management, Supply Chain Management, ERP Security

**ERP Modules Structure:**Finance, Sales and Distribution, Manufacturing and Production Planning- Material and Capacity Planning; Shop Floor Control; Quality Management; JIT/Repetitive Manufacturing; Cost Management; Plant Maintenance- Preventive Maintenance Control; Equipment Tracking; Component Tracking; Plant Maintenance Calibration Tracking; Plant Maintenance Warranty Claims Tracking, Quality Management - Functions of Quality Management; CAQ and CIQ; Materials Management- Pre-purchasing; Purchasing; VendorEvaluation; InventoryManagementandInvoiceVerificationandMaterialInspection.

**ERP: An Inventory Management Perspective:**Role of ERP in Inventory Management: Features of ERP inventory management system; Benefits of ERP inventory management system; Importance of Web ERP in Inventory Management, ERP Inventory Management Module, Sub-Modules of the ERP Inventory Management Module, Installation of ERP Inventory Management System, Failure of ERP Inventory

**ERP Vendors, Consultants, andEmployees:** Vendors- Role of the Vendor; Consultants: Types of consultants; Role of a Consultant, Employees; Role of employees; Resistance by employees; Dealing with employee resistance, Role of Top Management, Role ofImplementation Partner

**SuggestedReadings:**

1. Enterprise resource planning. McGraw-Hill Education. Leon, A. (2014).
2. Enterprise resource planning. Pearson Education India. Bansal, V. (2012).
3. Enterprise and Entrepreneurship for Agri-Business Management and Planning-[Prof Manas Mohan Adhikary](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Prof+Manas+Mohan+Adhikary&search-alias=stripbooks)

**BBA (Agribusiness) 403: Agri Business Financing in India**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of Agribusiness financing in India.

**Course Contents: Agricultural Finance: Introduction,** Nature and scope, importance of agriculture finance. Source of capitals: Meaning and concept of agriculture credit, classification and forms of credit. Credit as a tool of economic development.

**Agricultural Financial Analysis:** Principles of Credit – 5Cs, 5Rs and and 7Ps of Credit – Project Cycle and Management -Preparation of bankable projects / Farm creditproposals – Feasibility – Time value of money: Compounding and Discounting – Appraisal of farm credit proposals – Undiscounted and discounted measures – Repayment plans – Farm Financial Statements: Balance Sheet, Income Statement and Cash Flow statement.

**Financial Institutions:**Institutional Lending Agencies – Commercial banks: Nationalization, Agricultural Development Branches – Area Approach – Priority Sector Lending – Regional Rural Banks, Lead bank, Scale of finance – Higher financial institutions: RBI, NABARD, AFC, ADB, World Bank and Deposit Insurance and Credit Guarantee Corporation of India – Microfinance and its role in poverty alleviation – Self-Help Groups – Non - Governmental Organizations – Rural credit policies followed by State and Central Government – Subsidized farm credit, Differential Interest Rate (DIR), Kisan Credit Card (KCC) Scheme, Farm Income support schemes/facilities.

**Agri Finance Proposals:Preparation of d**ifferent types of agricultural finance proposals: Crop loans, Livestock/Dairy development loans, Purchase of agricultural machineries etc. Study of documents required for various agricultural finance proposals.

Assessment of crop losses, Determination of compensation – Crop insurance: Schemes, Coverage, Advantages and Limitations in implementation – Estimation of crop yields – Livestock, insurance schemes – Agricultural Insurance Company of India Ltd (AIC): Objectives and functions.

**Suggested Readings**

1. Obst, W. J., Graham, R., & Christie, G. (2007). *Financial management for agribusiness*. Landlinks Press.
2. Miller, C., & Jones, L. (2010). *Agricultural value chain finance: Tools and lessons*. Rugby, ReinoUnido: Practical Action Publishing.
3. Mani, G., Joshi, P. K., & Ashok, M. V. (Eds.). (2018). *Financing agriculture value chains in India: challenges and opportunities*. Springer.

**BBA (Agribusiness) 404: Agricultural Marketing**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of Agribusiness marketing in India.

**Course Contents: Introduction to Agriculture Marketing:** Role of Agriculture in Economic Development of India –Roleof Government in Agricultural Development.

**Marketing of agricultural produce:** Marketing of agricultural produce - marketing structure - regulated and organized markets - cooperative marketing Functions– Advantages & Limitations of Organized retailing in Agri Inputs and Outputs.

**SCM In Agri Business:** SCM In Agri Business i.e. Cold Chains, Organized procurement & warehousing, Innovative Distribution Channels like ITC E-choupal, Godrej Adhar, HUL Shakti Legal and Regulatory framework of Agricultural Marketing, Key. Agricultural Marketing Organizations, MarketInformation, Marketing Extension.

**Exim of Agricultural Commodities:** Exim of Agricultural Commodities - Export potential for agri- products, Major of Government and Non-Govt. Agencies in thedevelopment of Rural and Agricultural, Sector MarketingStrategies for Seed; Fertilizers; Pesticides; Farm equipment.

**Suggested Readings**

1. Agri-input Marketing in India FIRST EDITION
2. Pingali Venugopal - XLRI - Xavier School of Management,
3. Ram Kaundinya - Chairman, An Association of Biotech Led EnterprisesAgricultureGroup (ABLE- AG), Managing Director, Advanta India Ltd
4. *Agricultural Marketing In India, 4/E*. Oxford and IBH publishing. Acharya, S. S. (2004).
5. Prasad, J., & Prasad, A. (Eds.). (1995). Indian Agricultural Marketing: Emerging Trends & Perspectives.
6. Emerging Trends in Agricultural Marketing in India Ashok M.V.
7. Marketing Of Agricultural Products 9Th Edition by Richard L Kohls and Joseph N Uhl, Pearson

**BBA (Agribusiness) 405 Organization and Management of Farm Producing Organization (FPOs)**

**Max. Marks: 100**

**Internal Assessment: 20**

**External Evaluation : 80**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of organization, management and functioning of Farm Producing Organisations in India.

**Course Contents: Introduction to FPOs**

Scope of FPOs, Understanding the changes related to GoI policies related to FPOs; Understanding FPO Development Process; Economic and Social Impact of FPOs; Key characteristics of Farm Producing companies

**Supply Services**

Understanding Supply services, Procurement/Packaging, Marketing services, Insurance services, Technical services, Networking services for FPOs, Empanelment processes.

**Stages of FPO Development**

Importance of Diagnostic and Feasibility studies in FPO Management, Organizing and Formalising FPOs, Systems Development, Business Planning, Linkages with other Organizations, Monitoring and review

**Budgeting for FPOs**

Understanding key terms like LRPs (Local Resource Persons), RG/ FPO mobilisation, FIGs etc; Understanding Financial targets, Cost analysis and rationalization, Monitoring and review essentials; FPO support systems; IRR computation. Government (policy and finance) support/incentives/promotion to the FPOs in India. Challenges to the FPOs operations and functions in India.

**BusinessPlan:**Case study-based Business plan preparation: Industry analysis; Marketing and Financial plan

**Suggested Readings:**

**Making Farmer Producer Organizations Achieve Viability: A Practical Guide**[Sanjiv Phansalkar](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Sanjiv+Phansalkar&search-alias=stripbooks) , [Avinash Paranjape](https://www.amazon.in/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=Avinash+Paranjape&search-alias=stripbooks) (NAFP)

**Management of Cooperatives and FPOs, Das, Sargam, Gomase and Minal.**

**Resource Book on Formation and Functioning of Farmer Producer Organisation (2016), 3rd edition, FPO hub, Action for Social advancement, Bhopal.**

**BBA (Agribusiness) 406 Data Analytics for Agribusiness Decisions**

**Max. Marks: 100 External Assessment: 80 Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of Agribusiness data analytics.

**Course Contents:**Abrief overview of Descriptive Statistics, Probability Distributions, Inferential Statistics, inferential Statistics through hypothesis tests. Randomization Tests.

Regression/ANOVA (Analysis of Variance): Basic concepts and analysis of agribusiness decisions. Understanding Machine Learning: Introduction and Concepts,differentiating algorithmic and model-based frameworks and Regression: Ordinary Least Squares, Ridge Regression, Lasso Regressionand dataClassification for agribusiness decisions.

Supervised Learning with Regression and Classification techniques -1 Bias-Variance Dichotomy, Model Validation Approaches Logistic Regression Linear Discriminant Analysis, Quadratic Discriminant Analysis Regression and Classification Trees.Support Vector Machines Supervised Learning with Regression andClassification techniques -2 Ensemble Methods: Random Forest.

An overview of Neural Networks and Deep learning, Unsupervised Learning and Challenges for BigData Analytics /Clustering/Associative Rule Mining and the Challenges for big data analytics

Prescriptive analytics Creating data for analytics through designedExperiments Creating data for analytics through Active learningCreating data for analytics through Reinforcement learning.

**Suggested Readings:**

1. Albright, Business Analytics, Cengage
2. Anderson, Sweeny, Essentials of Business Analytics, Cengage
3. Eric Siegel, Thomas H. Davenport, “Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die”, Wiley, 2013.
4. James R Evans, “Business Analytics – Methods, Models and Decisions”,Pearson 2013

5 Hastie, Trevor, et al.The elements of statistical learning.Vol. 2. No. 1. New York: springer, 2009.

6 Montgomery, Douglas C., and George C. Runger.Appliedstatistics and probability for engineers. John Wiley &Sons, 2010

**BBA (Agribusiness) 407 – Professional Etiquettes and Practices**

**Max. Marks: 50**

**Internal Assessment: 50**

**Important Note:**

**The students in this paper will be groomed and evaluated by teachers in the college/institute to improve their communication skills, body language and table manners for professional etiquettes and also be updated on the current practices in the context.**

**BBA (Agribusiness) 408 Comprehensive Viva Voce**

**Max. Marks: 50 External Assessment: 50**

## BBA (Agribusiness) Semester V

**BBA (Agribusiness) 501: Business Ethics and Governance**

**Max. Marks: 100 External Assessment: 80 Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of Agribusiness ethics and governance.

**Course Contents:** Importance and the Sources of Value Systems, Types, Values, Loyalty and Ethical Behaviour, Values across Cultures; Business Ethics – Nature, Characteristics and Needs, Ethical Practices in Management. Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business.

**The Ethical Value System**

Universalism, Utilitarianism, Distributive Justice, Social Contracts, Individual Freedom of Choice, Professional Codes; Culture and Ethics– Ethical Values in different Cultures, Culture and Individual Ethics.

**Law and Ethics**

Relationship between Law and Ethics, Other Bodies in enforcing Ethical Business Behaviour, Impact of Laws on Business Ethics; Social Responsibilities of Business –Environmental Protection, Fair Trade Practices, fulfilling all National obligations under various Laws, Safeguarding Health and well-being of Customers.

**Issues in Business Ethics and Corporate Governance**

Ethical Issues related to Advertisementsand Technology Ethical Issues related to Advertisements, Ethical Dilemma, Gandhian Approach in Management & Trusteeship Gandhian approach in Management & Trusteeship: Concept, importance & relevance of Trusteeship principle in modern business, Balanced Global Environment Balanced global environment, Kyoto Protocol concern of global warming, judicious and sustained use of natural resources.

**Suggested Readings:**

1. *Manuel G Velasquez: Business ethics, Pearson*
2. *John R Boatright: Ethics and the conduct of business, Pearson*
3. *Daniel Albuquerque: Business ethics, oxford*
4. *Thomas Clarke: International Corporate Governance, Routledge*
5. *Bhatia,S.K.: Business ethics and corporate governance, Deep and Deep*
6. *Khanna S.S : Business ethics and corporate governance, S. Chand*

**BBA (Agribusiness) 502: Strategic Agribusiness Management**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of strategic agribusiness management.

**Course Contents: Strategy and the Quest for Competitive Advantage:**

Military origins of strategy – Evolution - Concept and Characteristics of strategic management – Defining strategy – Mintzerbg’s 5Ps of strategy– Corporate, Business and Functional Levels of strategy - Strategic Management Process.Strategic Intent & Strategy Formulation: Vision, mission and purpose – Business definition, objectives and goals – Stakeholders in business and their roles in strategic management - Corporate Social Responsibility, Ethical and Social Considerations in Strategy Development.

**Analyzing Company’s External Environment:** Environmental appraisal

Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP) – Industry Analysis - Porter’s Five Forces Model of competition.Corporate Portfolio Analysis: Business Portfolio Analysis - Synergy and Dysergy - BCG Matrix – GE 9 Cell Model - Concept of Stretch, Leverage and fit. Generic Competitive Strategies: Cost Leadership, Differentiation, Focus. Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment, Outsourcing Strategies.

**Tailoring strategy to fit specific industry:**

Life Cycle Analysis - Emerging, Growing, Mature & Declining Industries

New Business Models and strategies for Internet Economy: Shaping characteristics of E-Commerce environment – E-Commerce Business Model and Strategies – Internet Strategies for Traditional Business – Key success factors in E-Commerce – Virtual Value Chain.

Strategy implementation: Project implementation – Procedural implementation – Resource Allocation – Organization Structure – Matching structure and strategy

**Suggested Readings:**

1. *Allen C. Amason, Andrew ward: Strategic management from theory to practice, Routledge*
2. *Azhar Kazmi Strategic Management & Business Policy, Tata McGraw – Hill, Third Edition.*
3. *M. V. Kulkarni Business Policy & Strategic Management, Everest Publishing House.*
4. *Saroj Datta, Jaico Strategic Management Publishing House.*
5. *Thomas L. Wheelen& J. David HungerConcepts in Strategic Management & Business Policy Toward Global Sustainability*

**BBA (Agribusiness) 503: Agri Business Risk Management**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of agribusiness risk management.

**Course Contents: Concept of Risk:** Risk – meaning – Types of Risk, Managing Risk, Sources and Measurement of Risk, Risk Evaluation and Prediction,Disaster Risk Management, Risk Retention and Transfer.

**Insurance:** Nature of Insurance Contract**,** Principle of Utmost Good Faith, Insurable Interest, proximity cause Contribution and subrogation, Indemnity**,** Legal Aspects of Insurance Contract, Concept of Insurance, Need for Insurance**,** Globalization of Insurance Sector**,** Reinsurance, Co-insurance, Weather and Crop insurance.

**General Insurance:** Types of general insurance – Fire and Motor Insurance Health Insurance**,** Marine Insurance**,** Automobile Insurance – Burglary and personal accident Insurance in India**,** Urban-non- traditional Insurance Agri Insurance

**Farm Risk management:** Meaning and definition, objectives and scope. Basic economic Principles of Farm Management, types and systems of farming, cost and returns, farm planning and budgeting, risk and uncertainty

**Suggested Readings**

1. *J. B. Hardaker, Jock R. Anderson, and R. B. M. Huirne: Coping with risk in agriculture: CABI Publising*
2. *Nigel Scot: Agribusiness and commodity risk: strategies and management, Risk books*
3. *Julia roc, agribusiness: an international perspective-1st edition, Routledge*
4. *David Kahan, managing risk in farming, food and agriculture organization of the United Nations, Rome*

**BBA (Agribusiness) 504: Procurement, Storage and Distribution of Foodgrains in India**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of procurement, storage and distribution of foodgrains in India.

**Course Contents:Brief overview of nature and scope** of Foodgrain procurement in India, Decentralized procurement, Levy Systems, MSP

**Sourcing and Supply**

Supplier selection, Stock: Operational and buffer, Targeted Public Distribution System (TPDS), OWS (Other Welfare Schemes), FCI

**Storage Systems**

Role of FCI,Central Warehousing Corporation and State Warehousing Corporations; CAP management; Buffer systems; Impact of CPI Inflation; Government storage agencies; Modern Technology in food grain handling; Storage capacities (state based)

**Transportation**

Scope of Transportation of foodgrains, Open sale marketing scheme; Export and import of foodgrains

**Distribution Acts and GoI**

Essential Commodities ACT; National Food Security Act(NFS), Fair Avergae quality; GoI regulations

**Suggested Readings:**

1. Clute, M., 2017,Food industry Quality Control Systems, Crc. Press, London.
2. Singh, D. and Singh, D., 2015, Food Processing and Preservation. Shree Publishers and Distributors, New Delhi
3. Earfy R. 1995. Guide to Quality Monogement Systems for Food lndustries. Blackie.
4. Jefen P. t985. lntroduction to Food Processing. Reston Publishing.
5. Potly VH &Mulky MJ. 1993. Food Processing. Oxford &lBH

**BBA (Agribusiness) 505 Summer Internship/presentations**

**Max. Marks: 50**

**Internal Assessment: 50**

**Guidelines:**

1. Attheendofsecondsemesterexamination,everystudentofBBA (Agribusiness)willundergoon-the-jobpracticaltraining in any agribusiness enterprise for 4-6 weeks duration.
2. During the course of internship students are expected to work diligently and learn agribusiness manifestations on the job in their chosen/assigned domain. The student, after the completion of training will submit a report to the College/Institute in the third semester before September 30.
3. Thereport(basedontrainingandtheproblem/projectstudied)preparedbythestudentwillbetermedas Internship/Training Report. The median size of Report ordinarily will be 80-100 typed pages in standard font size (12) on the A-4 sizepaper.
4. The report will have two certificates. One by the student and the other by the Reporting Officer of the organization where the student has undergone training certifying the originality of thereport.
5. Thereportwillbeevaluatedby a committee three faculty members appointed by Director/ Principal of thecollege by way of its presentation by students before the committee.

**BBA (Agribusiness) 506: Organic Food Production Practices**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of organic food production management and practices in India.

**Course Contents: Overview 0f** Impact of hi-tech agriculture on crop production and environment. Alternate agriculture, sustainable agriculture and sustainable livelihood.

**Food Production process**

Organic farming-concept, definition, principles and components. Status of organic farming in India and in other countries. Organic certification system.

**Organic production**

National programme on organic production in India. Organic livestock and crops. Organic horticulture. Conversation to organic production. Organic farming project development.

**Distribution**

Marketing of organic produce. Agri entrepreneurship in organic agriculture. Economics, environmental feasibility and sustainability of organic production system. Bio village concept. Organic food industry and trade of organic products.

**Suggested Readings:**

1. *Pingalivenugopal and ram kaundinya, Agri-input marketing in India, Sage Publications*

*Sukhpal sing, Rural marketing:focus on agricultural inputs, vikas publishing*

**BBA (agribusiness) 507: Fertilizer Technology and Management**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of fertilizer technology and management.

**Course Contents:Fertilizer development:** Concept, scope, need, resource availability; import and export avenues for fertilizer; types of fertilizers, grading and chemical constituents, role of fertilizers in agricultural production, production and consumption of fertilizer in India.

**Component Analysis**

Raw material needed and principles of manufacturing of nitrogenous, phosphatic and potassic fertilizers, secondary nutrient sources and micronutrient formulations.

**Production efficacy**

Production efficiency and capacity utilization; quality control and legal aspects- fertilizer control order.

**Testing**

Testing facilities; constraints in fertilizer use and emerging scenario of fertilizer use; assessment of demand and supply of different fertilizers, fertilizer distribution, fertilizer storage.Field trials and demonstration, fertilizer pricing policy; scope of biofertilizer; environmental pollution due to fertilizer use.

**Suggested Readings:**

1. *Brahma Mishra, fertilizer technology and Management, Wiley*
2. *Ranjan Kumar Basak,Fertilizers a Textbook, Kalyani publications*
3. *Rattan Lal, Soil and Fertilizers, taylor and Francis*

**BBA (Agribusiness) 508: Food Processing Technology and Management**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of food processing and technology management.

**Course Contents: Review of Agricultural Policies:** Importance of Agribusiness in Indian Economy New Agricultural Policies National Agril. Policy, National Seed Policy, National Price Policy, National Food Processing Policy,National Foreign Trade Policy, National Fishery Policy,National Food Security Policy, National Food & Biotech,National Transportation of Food, National Nutrient Based Subsidy

**Agricultural Policies:** Agro-based Industries: Importance of Agro based Industries,Need of Agro based Industries, Classification of Agro based Industries, Types of Agro based Industries- Sugar Mills, Cotton Ginning Mills, Dal Mills, Rice Mills, Poha Mills, Fruit Processing Industries etc. Institutional Arrangement, Ministry of Agriculture (GOI), Financial Institutions, NABARD, NCDC, NDDB, NCUI, APEDA, ICAR, NAFED, FCI, CWC, NHM, CFTRI, EPO, Procedure to set up agro- based Industries Constraints**,** In establishing Agro based Industries, Agricultural Value Chain : Value Chain Concept.

A brief review of project formulation in various types of food industries—cereals and pulses,milk and dairy products,processing of fruits and vegetables, egg and poultry processing; agricultural equipments industry- their production, marketing and constraints; establishment of agricultural engineering enterprise (agro service centres, etc.)processing of fruits and vegetables, egg and poultry processing; agricultural equipments industry- their production, marketing and constraints; establishment of agricultural engineering enterprise (agro service centres, etc.)

**Suggested readings**

1. *Food Processing Technology: Principles and Practice, 2nd Ed. CRC Press, Boca Raton, FL, USA.*
2. *G Subbulakshmi and shobha A Udipi,food processing and preservation, New age International Publishera*
3. *P.J. Fellows, Food Processing Technology principles and practices, Elsevier*

**BBA (Agribusiness) 509: AgroChemicals and Technology Management**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course objective:** The objective of this course is to enable students to understand dynamics of agro-chemicals and technology management.

**Course Contents: Analysis of Agrochemicals:** Adopted techniques: Separation/gap analysis;polarometry, spectroscopy,radioactivity

**Advances in Pest Control**

Entomology, Bioefficacy of some pesticides against major pest, Host Plant Resistance, Plant protection appliances

**Life Sciences**

Determination of parathion residues in foodgrains / plant materials and vegetables.

Study of the plant diseases of the following crops, at least 1 or 2 of each crop- Rice, Sorghum, Bajara, Beans, Oilseeds & Cash-crops.

**Technology in pest control**

Biocontrol in Agroecosystem through management &Entamophagous insects:Introduction Role and impact of predators, parasitoids Biological characteristics, Role and impact strategies of biological control, conservation and habitat management.

Microbial control of insect:Introduction, History principle groups of pathogen, Bacillus thuringensis, fungi, viruses, protozoa, their mode of action and methods of applications.Light activated pesticides, Pro-pesticides, genetic control, and chemosterilants

**Biotechnology approaches in pest management:**

Introduction, recent advance in use of fungi, viruses and Bt. Methodology in Biotechnology, somaclonal variabilityand genetic engineering, transgenic plants microbial origin &protenase inhibitor.

**Suggested Readings:**

1. *Broadway AC & Broadway Arif A. 2003. A Textbook of Agri-Business Management, Kalyani*
2. *Reddy, S.R. Principles of Agronomy, Kalyani*
3. *Handbook of Agriculture, ICAR publications*

**BBA (Agribusiness Semester VI**

**BBA (Agribusiness) 601: Agribusiness and International Trade**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objective:** The objective of this course is to sensitize students to the various facets of international business management, its rule regulations, practices and to create an understanding of various policies and practices of International Agribusiness Management.

**Course Contents:**International trade – basic concepts, Importance of foreign trade for developing economy; absolute and comparative advantage, foreign trade of India. WTO and its implications for Indian economy in general and agriculture sector in particular. Trade related intellectual Property rights (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; Countervailing Duty Measures and carbon trade, SPS Agreement. Regional economic groupings: A brief overview.

Composition of India’s foreign trade policy; India’s balance of payments; inter regional Vs international trade; tariffs and trade control; exchange rate; the foreign trade multiplier. Export promotion institutions with special emphasis on EPCs and commodity boards, MPEDA, APEDA and service institutes.

Foreign demand, supply side analysis, opportunity cost, trade and factor prices, implications for developing countries, export procedures & documentations. international marketing - market entry methods, international product planning, pricing, promotion, distribution, problems of exporters, legal dimensions of international marketing.

**Suggested Readings:**

1. Anant, K., Sundaram and Stewart, B. J., 2010, The International Business: Text and cases, PHI.
2. Bhalla V. K., 1993, International Economy- Liberalisation Process. Anmol, New Delhi.
3. Cherunilam, F., 2010, International Business- Text and Cases. PHI.
4. Economic Survey of India (various issues), Ministry of Finance, GOI.
5. Eiteman, D. K. and Stopnehill, A. L., 1986, Multinational Business Finance. Addition Wesley, New York.
6. Paul, J.,2013, International Business. PHI.
7. Subba Rao, P., 2008, International Business Text and Cases.HPH.

**BBA (Agribusiness) 602: Management of Agribusiness Cooperatives**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objective**: To provide the students an understanding about the agribusiness cooperative organizations and their management.

**Course Contents:** Cooperative administration- a global perspective, ecology of cooperative administration, cooperative sector and economic development.

Cooperative management- nature, functions and purpose of cooperatives – procurement, storage, processing, marketing, process of cooperative formation, role of leadership in cooperative management.

The state and cooperative movement, effects of cooperative law in management, long range planning for cooperative expansion, policy making.Human resource management, placement and role of board of directors in cooperative management.

Overview of agribusiness cooperative – credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperatives in India.

**Suggested Readings:**

1. Akmat JS. 1978. New Dimensions of Cooperative Management. Himalaya Publ. House.
2. Ansari AA. 1990. Cooperative Management Patterns. Anmol Publ.
3. Sah AK. 1984. Professional Management for the Cooperatives. Vikas Publishing House.

**BBA (Agribusiness) 603: Agri Commodities Derivative Trading in India**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objective**: To provide the students an understanding about the agribusiness derivative trading in India.

**Course Contents: A brief history of Agri commodity derivative** trading in India. Review of agri commodities trading: Derivative trading in agricommodities, market platforms for derivative trading, derivative trade settlement systems in agri derivative trading, Risk mitigation and hedging of agri commodities trading, Nature and types of agriderivative trading in India.

Price discovery and valuation of agricommodities: Valuation models, price volatilities and transmission of volatilities in future and spots markets in agricommodities derivative trading. Trading strategies.

A brief review of India agriculture commodities derivative trading infrastructure; trade settlement guarantee, trading and transaction costs, warehousing infrastructure, trading liquidity and delivery, Quality sensitivities and commodities grading, transportation costs and commodities price spreads.

A critical review of Agricommodities derivative trading market regulations and guidelines in India.

**Suggested Readings:**

1. Commodities and Commodity **Derivatives**: Modeling and Pricing for Agriculturals, Metals and Energy: (The Wiley Finance Series), HelyetteGeman.
2. **Derivatives** :Somanathan, T. V., Nageswaran, V. Anantha, Gupta, Harsh, ReproIndia
3. Options, Futures, and Other **Derivatives**, Global Edition BY John Hull
4. Bomin, C. A., 1990, Agricultural Options: Trading, Risk Management and Hedging. Wiley Publ.
5. Gupta, S.L., 2005, Financial Derivatives. PHI.
6. Sridhar, A. N., 2008, Future and Options. Shroff Publishers and Distributors Pvt. Ltd.

**BBA (Agribusiness) 604: Agribusiness Entrepreneurship**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objective**: To provide the students an understanding about the agribusiness entrepreneurship in India.

**Course Contents:**Entrepreneurship and Intrapreneurship–similarities and variance-India’s agribusiness start ups in recent times–Trends, Imperatives, benefits; the players involved in the ecosystem, Business Incubators, Rural entrepreneurship, social entrepreneurship, women entrepreneurs-

The entrepreneurial mind-set-Key attributes of an agribusiness entrepreneur -Desirable and acquirable attitudes and behaviors-Readiness-The right time, right conditions-Myths and realities of entrepreneurship-Transition from college/ regular job to agribusiness entrepreneurship.

Agribusiness Entrepreneurial Stress- Composition–complementarity-Different life stages- Relative importance- Disagreements- Idea, opportunity and retrospective determinism- Creating and appropriating value- Scarcity, choice and trade offs- Identifying ‘paying customer’, developing market understanding- Narrowing focus-End user profiling.

Agribusiness Ideal Persona-Market segmentation, Market sizing- Marketing plan, pricing- Strategy-Rigor of another kind: Heuristics and Gut-feel- Agribusiness Business Plan preparation and execution.

Digital Economy as a resource- Promotion tools-the value of Likes and Shares- Matchmakers-Long Tail markets-Micro–Apps-Funding and agribusiness Incubation.

**Suggested Readings:**

1. Kumar, Arya (2012); Entrepreneurship, Pearson, New Delhi.
2. Greene, Cynthia L (2006),Entrepreneurship, Cengage Learning, New Delhi
3. Timmons, Jeffry A and Spinelli, Stephen(2007),New Venture Creation, McGrawHill, seventh edition, New Delhi
4. Shukla, MB, (2011), Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad
5. Zenas Block and Ian C Macmillan, Corporate Venturing, Harvard Business School Press, Boston
6. Bamford, Entrepreneurship: A Small Business Approach1st edn.,McGraw Hill Education.

**BBA (Agribusiness) 605: Research Project\***

**Max. Marks: 50**

**External Assessment: 50**

**BBA (Agribusiness) 606: Comprehensive Viva- Voce**

**Max. Marks: 50**

**External Assessment: 50**

**BBAgri 607: Decision-Making in Agri-Food System**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objective**: To provide the students an understanding about the agribusiness decision making.

**Course Contents: A brief review of at**tributes of a “good decision, its rationality and sustainability, **Perspectives of decision making:** Inferences and implications about how consumers make decisions, Rural consumer decision making, decisions to determine crop cycles, Consumer Decision Processes - High and Low Involvement, Pre- purchase Processes, Purchase, Post Purchase processes, Consumption and evaluation, Brand Loyalty and Repeat Purchase Bahaviour.

**Contexts for thinking about decisions:** Prospective vs. Retrospective,Individual vs. group decisions, Advising vs. making decisions, Personal vs. business vs. government contexts, farm management decisions; farm management problems, establishing correct decisions.

**Self- awareness:** Does self-awareness help or hurt decision-making, How does knowing yourself help in making decisions about moving or a career change; in hiring someone? Management strategy to counteract uncertainty and decision making process in farm business management under risks and uncertainty.

Work performance efficiency, public contact and public participation in agro-processing industries. Decision making process and entrepreneurial efficiency. Government policies relating to agro-processing unit. Interdependence of agro-processing industries, Problem of agro-processing units. Guideline for financing of agro-processing industries in India.

**Suggested Readings:**

1. Cook TM & Russell RA. 1989. Introduction to Management Science. Prentice Hall.
2. Taha HA. 2005. Operations Research - An Introduction. Prentice Hall.
3. Wagner HM. 2005. Principles of Operation Research. Prentice Hall.

**BBA (Agribusiness) 608: Agricultural Bio-waste Management**

**Max. Marks: 100**

**External Assessment: 80**

**Internal As**sessment: 20

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objective**: To provide the students an understanding about the agribusiness decision making.

**Course Contents:**A brief review of agricultural and plant waste,agri waste disposal and recycling, subtle burning environmental pollution in Northern India, A brief history of plant tissue culture and plant genetic engineering, Scope and importance in crop improvement, factors affecting in-vitro culture techniques, applications and achievements, Somaclonal variations, types, reasons: Somatic embryogenesis and synthetic seed production technology, somatic hybridisation and its applications in crop improvement.

Industrial Fermenters, Single-cell Protein,Microorganisms in Agricultural Waste water treatment, Vermiculture, Microbial pesticides.

Food Cropping System: Interaction- competitive alellopathy legume effect, effect of preceding crop and associated crops. Indices for evaluation of cropping systems. Agronomic requirements in management of cropping system. Cropping scheme, calendar of operations, preparation of cropping scheme for wet garden and dry lands.

Sustainable agriculture: Introduction, definition, goal and current concepts, sustainable yield index and sustainable value index. Recycling of organic waste, management practices to prevent environmental deterioration, concept of sustainable agriculture. Resource management under constraint situations.

**Suggested Readings:**

1. Raymond C Loehr, Agricultural Waste Management- problems, processes and approaches. First edition, Academic press, 1974.
2. Diaz,l.F.,M. de Bertoldi and W. Bidlingmaier. 2007. Compost science and technology, Elsevier pub., PP.1-380.
3. Uta Krogmann, Ina Korne and Luis F. Diaz.2010. Solid waste technology and management (Vol 1 and2). Blackwel Pub Ltd., Wiley Online library.
4. Yong Sik Ok, Sophie M. Uchimiya, Scott X. Chang, Nanthi Bolan., Biochar-production characterization and applications. 2015. CRC press

**BBAgri 609: Agribusiness Leadership in India**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objective**: To provide the students an understanding about the agribusiness decision making

**Course Contents:**

**Agribusiness Leadership :** An Overview- Characteristics and Styles,; Skills and Attributes for effective Leadership; Skills for Building Personal Credibility and Influencing others;

**Group, Teams and their Leadership** : Skills for Optimising Leadership as Situation Change ; Leadership and Change ; Communication and leadership; Management VS Leadership; Farm Leadership- Practices and Community Leadership in agrarian societies, leadership Challenges and Sustainability;

**Successful and Effective Leadership** : Qualities of Successful Leaders in agribusiness domain, grower, producers and processing; The Marketing Manifestations and Dispositions of agribusiness leadership ;

**Agribusiness Leadership** : A brief review of Agribusiness Leadership of ITC, IFFCO, HAFED, Amul, Reliance Fresh, Adani Agro, and FPOs in agribusiness leadership ; A Critique of Activist Leadership in agribusinesses ; Agribusiness Leadership Experiences through Journalism.

**Suggested Reading:**

1. Fred Luthans 1998. Organizationol Behavior. Tata McGraw Hill"
2. John w Newstrom& Keith Davis. 1997. HumonBehaviourat Work, McGraw Hill.
3. Robert c Appleby. 1997. Modern Business Administration. Macmillan India.
4. Stephen P Robbins 2O07. OrganizationalBehoviour. Prentice Hall.
5. The Economic and Political Weekly and the Economic Times, periodical and newspaper.

**BBA (Agribusiness) 610: Agri Inputs Marketing**

**Max. Marks: 100**

**External Assessment: 80**

**Internal Assessment: 20**

**Note:** The examiner will set eight questions in all. Question No. 1 comprising of five short answer type questions of 4 marks each will be compulsory. From the remaining questions, a student is required to attempt any four questions of 15 marks each.

**Course Objective**: To provide the students an understanding about the agribusiness inputs marketing in India.

**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.

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

**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.

**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.

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

**Suggested Readings:**

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

& IBH.

1. Broadway AC & Broadway Arif A. 2003. *A Text Book of Agri-Business, Management*. Kalyani.
2. Singh AK & Pandey S. 2005. *Rural Marketing*. New Age.
3. Singh Sukhpal 2004. *Rural Marketing- Focus on Agricultural Inputs*. Vikas Publishing

House.

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