



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

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वाणिज्य व व्यवस्थापन विद्याशाखे अंतर्गत
B.B.A. - II year (Agri Bussiness
Management) पदवी द्वितीय वर्षाच्या सी.
बी.सी.एस. पॅटर्न नुसार अभ्यासक्रम
(Syllabus) शैक्षणिक वर्ष २०२४-२५
पासून लागू करण्याबाबत.

परिपत्रक

या परिपत्रकाच्या सर्व संबंधितांना कळविण्यात येते की, दिनांक १५ मे २०२४ रोजीच्या मा.
विद्यापरिषद बैठकीतील ऐनवेळचा विषय क्रमांक ०७/५९-२०२४ च्या ठरावानुसार संलग्नीत
महाविद्यालयातील वाणिज्य व व्यवस्थापन विद्याशाखेतील पदवी द्वितीय वर्षाचा सी.बी.सी.एस. पॅटर्न नुसार
खालील अभ्यासक्रम शैक्षणिक वर्ष २०२४-२५ पासून लागू करण्यात येत आहे.

B. B. A. - II year (Agri Business Management) (C.B.C.S. Pattern)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर
उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.:शै-१/सीबीसीएस/बीबीए/द्वितीय/२०२४-२५/१९२
दिनांक : ३१/०७/२०२४

डॉ. सरिता लोसरवार
सहा.कुलसचिव

शैक्षणिक (१-अभ्यासमंडळ)
विभाग

प्रत : १) मा. आधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.

२) मा. संचालक, परीक्षा व मुल्यमापन मंडळ, प्रस्तुत विद्यापीठ.

३) मा. प्राचार्य, सर्व संबंधित संलग्नीत महाविद्यालये, प्रस्तुत विद्यापीठ.

४) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ. याना देवून कळविण्यात येते की, सदर परिपत्रक
संकेतस्थळावर प्रसिध्द करण्यात यावे.

SWAMI RAMANAND TEERTH
MARATHWADA UNIVERSITY, NANDED - 431 606



Faculty Commerce and Management
(Structure and Syllabus of Three Years Degree Program with
Choice Based Credit System Pattern)

BACHELOR
Bachelor of Business Administration
(Agriculture Business Management)
Second Year
Revised -2024

Effective from Academic year 2024 – 2025

Bachelor of Business Administration(Agricultural Business Management)

BBA in Agribusiness Management is a 3 year long full- time course divided into 6 semester, which each semester lasting a period of 6 Month and covering the many facets of food production worldwide. While some variation exists from one program to the next, aspiring candidates can anticipate a strong focus onbusiness based education on subjects such as global Economics, Finance, Sales and Land Management.

BBA in Agribusiness Management: Course Highlights

Course Level	Under Graduate
Duration	3 Years
Examination Type	Semester System
Eligibility	10+2 (Any Faculty)
Admission Process	Counseling after taking entrance examination or direct admission.

BBA-ABM

Agriculture Business Management (ABM)	
Agriculture Finance	(ABM-FIN)
Agriculture Marketing	(ABM-MKT)

Summary of credit system for BBA (ABM)

Semester	No. of Periods per week	Total credit in the semester	Total credit
BBA Semester I	22	24	24
BBA Semester II	23	24	24
BBA Semester III	35	27	27
BBA Semester IV	22	27	27
BBA Semester V	23	23	23
BBA Semester VI	0	15	15
Total			140

BBA (ABM) Marks Distribution

Class	Internal	University Exam	Total
BBA Semester I	175	425	600
BBA Semester II	175	425	600
BBA Semester III	200	475	675
BBA Semester IV	200	475	675
BBA Semester V	175	400	575
BBA Semester VI	150	225	375
Total			3500

BBA-ABM College (3years) program / degree is a specialized program in Hospitality Industry. It builds the student on studies in applied in Industry and to become competent in the current race and development of new Hospitality Studies. The duration of the study is of six semesters, which is normally completed in three years. Eligibility and Fees The eligibility of a candidate to take admission to **BBA-ABM College** Program is as per the eligibility criteria fixed by the University. More details on admission procedure and fee structure can be seen from the prospectus of the college / institution as well as on website of the University.

Credit Pattern Every course has corresponding grades marked in the syllabus structure. A total of 140 credits are essential to complete this program successfully. The Grading pattern to evaluate the performance of a student is as per the University rules.

Every semester has a combination of Theory courses and Practical courses. Each theory course has 03 credits which are split as 02 external credits and 01 internal credit. The university shall conduct the end semester examination for 03 external credits.

For theory internal credit, student has to appear for 01 class test (15 marks) and 01 assignment (10 marks). Every Practical course has 01 credit.

For Practical credit, the student has to submit Laboratory Book (05 marks), 15 marks for the practical activities carried out by the student throughout the semester and 05 marks are for the oral/ viva examinations

Pattern of Question Paper (50 Marks, 2.30 Hours and for 25 Marks 1.30 Hours)
(University Assessment):

1. Q. No. 1 will be compulsory and will have 10 Multiple Choice Questions carrying one marks each (10 marks).
2. Q. Nos. 2, 3, 4,5 will be Alternative broad answer type questions, and out of 6, three have to be solved of 10 marks each. (40 Marks)
3. Q. No. 1 will be compulsory and will have 05 Multiple Choice Questions carrying one marks each (5 marks).
4. Q. Nos. 2, 3, 4,5 will be Alternative broad answer type questions, and out of 6, three have to be solved of 5 marks each. (20 Marks)

Note:

- i) Minimum marks for passing in all papers will be
 - a) CA - (40%).
 - b) ESE-. (Theory)-(40%)
 - c) Practical- (40%)
- ii) Other rules for ATKT, Grace, Class determination etc. applicable to B. Com (CBCS) degree would be applicable to BBA (CBCS) also.
- iii) Depending upon the nature of subject, the questions may be conceptual/numerical/applied and may be consisting of two/three sub- questions.

BBA II Year (Semester III)								
Paper No	Name of the paper	Course No	Lecture/ Practical	Total Periods	Continuous Assessment (CA)	End of Semester Exam.(ESE)	Total Marks	Total Credit
XV	Introduction to Entomology	ABM-237	3	42	25	50	75	3
XVI	Agro-Technique Principles of Kharif Crop	ABM-238	3	42	25	50	75	3
XVII	Agro-based industrialization	ABM-239	3	42	25	50	75	3
XVIII	Organization Behavior	ABM-2310	3	42	25	50	75	3
XIX	Introduction to financial Services	ABM-FIN-233	3	42	25	50	75	3
XX	Trade act & Trading in Agriculture Commodities	ABM-MKT-233	3	42	25	50	75	3
XXI	Business communication	AECC 2	-	--	----	----	----	---
Skill Enhancement Course (ANY ONE of the following) have practical								
SEC.I.	Post-Harvest Management of Agriculture Commodities	SEC-1A	3	42	25	50	75	3
SEC.1	Production Management of Milk & Milk Product	SEC-1B	3	42	25	50	75	3
SEC.1	Production Management of Bakery & Confectionery	SEC-1C	3	42	25	50	75	3
Practical								
XV	Introduction to Entomology	ABM-237	1	14		25	25	1
XVII	Agro-Technique Principles of Kharif Crop	ABM-238	1	14		25	25	1
XVIII	Agro-based industrialization	ABM-239	1	14		25	25	1
XXI	Business communication	AECC-2	2	28	25	50	75	3
Total			27	378	200	475	675	27

Course No: - ABM-237

Course Title: - Introduction to Entomology

Credit: - (3+1=4)

Semester: III

Objectives

1. To Identify and classify insects.
2. To understand insect behavior.
3. To develop pest management strategies.
4. To study various businesses related to entomology.

Course Outcomes

1. Develop fundamental knowledge of basic and applied entomology theories and concepts.
2. Skills of teaching, research and extension activities in the field of plant protection specialization to entomology.
3. Capability to implement different basic and innovative tools of pest management in crop fields benefiting the farming communities and their commercial use.

Theory

Unit No	Content	Lecture
1	Classification and characteristics of Phylum Arthropoda Characteristics of Hexapod	11
2	Morphology of insects Head, Thorax, Abdomen, Wing, Leg	11
3	Honey Bees and Beekeeping Honeybees, Beekeeping, Bee products	10
4	Silkworms and Sericulture Silk producing moth What is silk Sericulture and its components Mulberry sericulture Protection of silkworms	10
	Total	42

Practical Exercises

ExerciseNo	Title	session
1	Morphology of insects	3
2	Metamorphosis	3
3	Digestive system	3
4	Reproductive system	3
5	Visit to Apiculture unit and make visit report	2
	Total	14

References:

1. **Shrivastava K. P.**, A Text book of Applied Entomology, Kalyani Publishers, New Delhi
2. **Dr. S. Manisegaran and Dr. R. P. Soundararajan**, Pest Management In Field Crops (Principles And Practices).
3. **Saxena R. C. and Srivastava R. C., PrasadT. V**, Entomology at a Glance, Third Edition. Handbook of Entomology New Vishals Publication, Revised Edition

Course No: - ABM-238

**Course Title: - Agro Technique Principles of
Kharif Crop**

Credit: - (3+1=4)

Semester: III

Objectives:

- 1) The Environmental Technology, Economic and social factors which influences the distribution of different types and systems of farming.
- 2) The factor which influence the pattern of agriculture output and trade.
- 3) New agriculture techniques which increase yields.

Outcomes:

- 1) Student knows about agriculture environment.
- 2) Student easily differentiates of Kharif and Rabi Crops.
- 3) Student knows all agriculture practices.

Unit No	Content	Lecture
1	Concept of Agro-Metrology and Production Technology <ul style="list-style-type: none">• Importance of Agriculture Metrology.• Weather and climatic factors affecting crops.	11
2	Production Technology of Cereals : <ul style="list-style-type: none">• Rice• Maize• Kharif Sorghum• Pearl Millets• Minor Millets	11
3	Production Technology of Pulses <ul style="list-style-type: none">• Pigeon Pea, Mung Bean, Urid Bean, Horse Gram, Moth Bean• Cowpea Production Technology of Forage Crop <ul style="list-style-type: none">• Sorghum, Pearl Millets, Maize, Cowpea, Cluster Bean	10
4	Production Technology of oilseed <ul style="list-style-type: none">• Cotton, Jute, Sunhemp, & Dhaincha	10
	Total	42

Practical

Exercise No	Title	session
1	Study of Agro Metrology Instruments	3
2	Study of Seedbed Preparation	3
3	Study of weed control experiments in diff. crops	3
4	Study of Forage crop	3
5	Study of Harvesting and Storage Practices	2
	Total	14

References:

- 1) Hand Book of Agriculture**, ICAR Publication 6th Edition, 2006.
- 2) Chidda Singh, Prem Singh and Rajbir Singh** Modern Techniques of Raising Field Crop 2nd Edition
- 3) Reddy S.R, Principles of agronomy**, Kalyani Publication 3rd edition

Credit: - (3+1=4)

Semester: III

Objectives:

- 1) To increase the value addition and reduce wastage thereby increasing the income offarmers and delivering better quality products to consumers.
- 2) To create rural employment and improve the quality of life of rural people.
- 3) To assist small scale agro-based units to remain competitive in the global market.

Outcomes:

- 1) Encouraging private sector investment in agro based industries.
- 2) Establishment of agro-based industries in secondary cities and rural areas.
- 3) Establishment and up gradation of textile and sugar industries.

Unit No	Content	Lecture
1	Agro Industries Importance and Need: Definition, Meaning, Need, Importance, Scope, Role ofAgro Industries.	11
2	Agro Industries: Importance in development, Product by products, Cottonginning mills, Present status, Importance in development Dal Mill: Present status, Processing management, Methods. Rice Mill: Present status, Processing, Product by products. Fruit Processing: Present Status, Example, Needs andScope.	11
3	Growth and Modernization of agro based Industries: Government initiative for growth, Mechanization anddevelopment of agro industries.	10
4	Agro-based Processing: Grape wine Making Processing, Mango Pulp Processing,Milk Processing Present Status, Processing Management, Products byProduct.	10
	Total	42

Practical

Exercise	Title	session
1	Study on Dalmil Processing	2
2	Study on utilize processing products	3
3	Study on preparation of different product of milk (Curd, Lassie, Ice-cream)	3
4	Preparation of agro based products (Grape wine, Mango pulp)	3
5	Visit to Study of nearest plant manufacturing products	3
	Total	14

References

1. **Srivastava, U.K.** Agro-processing Strategy for Acceleration and Exports. Oxford University Press
YMCA, Library Building, Jai Singh Road, New Delhi -110 001.
2. **Diwase, Smita.** Agri-Business Management. Everest Publishing House, Everest Lane, 536,
ShaniwarPeth, Appa Balwant Chowk, Pune – 411 030.

Course No: - ABM-2310

Course Title: - Organizational Behavior

Credit: - 3

Semester: III

Course Objectives:

1. To enable the students to understand the underlying factors that guide individual and group behavior
2. To develop skills for solving organizational problems and guiding organizational change involving individuals and groups

Course Outcomes: Having successfully completed this course, the student will be able to

1. Understand the role of personality, learning and emotions at work.
2. Discover and understand the concepts of motivation, leadership, power and conflict.
3. Understand the foundations of group behavior and the framework for organizational change and development.

Unit No	Content	Lecture
1	Meaning and concept of organizational behavior; Personality: meaning, factors affecting personality, Big five model of personality; Attitude & Values; Emotions Perception: concept, factors affecting perception, process of perception, perceptual errors.	10
2	Motivation: definition, importance of motivation, need-based theories to motivation, new approaches to motivation in organization - goal-setting theory, goal specificity, goal difficulty/challenge, goal acceptance, goal setting in practice,	8
3	Groups: Definition, Stages of Group Development, Group Cohesiveness; Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window; Conflict: Concept, Sources, Types, Stages of Conflict, Management of Conflict; Negotiation;	8
4	Organizational Change: Concept, Resistance to change, Managing resistance to change, Kurt Lewin Theory of Change; Stress; Organizational Development (OD): Meaning and types of OD Interventions; Learning Organization.	8
5	Organizational culture: Elements of organizational culture, different types of organizational culture, how to create organizational culture, Organizational change: Importance of the organizational change, planned change and types of the planned change	8
	Total	42

References:

- **Robbins, Stephen P and Judge, T.A.** (2013). Organizational Behavior (15th Edition).
- **Pearson Stephen, P. Robbins and Mary, Coulter** (2010). Management (9th Edition).
- **Kaul, Vijay Kumar (2012)**. Business Organization and Management - Text and Cases. Pearson.
- **Singh, Kavita**, Organizational Behaviour (3rd Edition), Vikas Publication

Course No: - ABM-FIN-233

Course Title: - Introduction to Financial Services

Credit: - 3

Semester: III

Course Objectives:

1. To familiarize students with the mechanics of preparation for Financial Services,
2. To develop an understanding of corporate financial services, their analysis and interpretation and the role of IFRS in financial services discipline.

Course Outcomes:

1. Understand the commonly used financial knowledge; identify users of investment banking information and their respective requirements.
2. Understand the process of recording and classifying business transactions and events, preparation of financial statements, Investment banking, mutual funds and financial services.
3. Understand and interpret the financial statements from the different perspectives of different stakeholders.

Unit No	Content	Lecture
1	Overview of the Indian Financial System Development since 1991, Role of Financial Intermediaries, Various Financial Intermediaries	10
2	Secondary Market Stock Exchanges: Bombay Stock Exchange, National Stock Exchange, Share trade, Introduction to Derivatives & Commodities, E-Trading – Index/Future	08
3	Portfolio Management Services Meaning, Importance, Objectives, Role of Portfolio Manager types of Strategy passive & active	08
4	Regulatory Framework Financial Services Role & Function of RBI, SEBI, Provision of Companies Act, FEMA, Objective of these institutes	08
5	Merchant Banking Meaning of Merchant Banking, Functions of Merchant Banking, Legal & Regulatory Framework, Role in issue Management, Issue pricing	08
	Total	42

References:

- 1) **M.Y. Khan**, Indian Financial Services, MC Graw Hills. 10th edition 2019
- 2) **V.A. Avdhani**, Marketing & Financial Services,
- 3) **Kohale**, Advance Financial Service

Course No: -ABM-MKT-23

Course Title: - Trading in Agriculture Commodities

Credit: - 3

Semester: III

Objectives:

- To promote the economic interest of the members in accordance with cooperative principles.
- To provide short and medium term loans.
- To promote saving habits among members.

Outcomes:

- 1) Agri co-operative institutions provide loans.
- 2) For the support of Agri co-operative institutions comes business sustainability.
- 3) Strengthening the farming program.

Unit No	Content	Lecture
1	Marketing functions: Marketing of commercial crops with special reference to all marketing functions and price analysis. Cotton: Area under cotton in India, Production or yield of cotton in India, Maharashtra, and other states. Productivity, Packaging and grading, Export and Export Potential of cotton, Pricing of cotton. Sugarcane: Area under sugarcane in India, Production or Yield of sugarcane in India, Maharashtra, and other states. Productivity, Sugarcane Pricing Policy, Minimum Support Price,	8
2	Study of Export and Import Potential of fruits. Citrus: Area under Citrus in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra, and other states, Packaging, and grading, Export, and export potential of citrus Mango: Area under Mango in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export, and export potential of Mango Rose: Area under Mango in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states,	9
3	Gerbera and Gladiolus: Area under Gerbera and Gladiolus in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export and export potential of Gerbera and Gladiolus Cauliflower and Cabbage: Area under Cauliflower and Cabbage in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export, and export potential of Cauliflower and Cabbage Tomato: Area under tomato in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Potato: Area under Potato in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states,	8

	Packaging, and grading, Export and export potential of Potato	
4	<p>Onion: Area under Onion in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra, and other states. Export and export potential of Onion</p> <p>Okra (ladies finger): Area under ladies finger in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export, and export potential of ladies finger</p> <p>Brinjal: Area under Brinjal in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export and export potential of Brinjal</p> <p>Grapes: Area under grapes in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export and export potential of grapes</p>	8
5	<p>Study of Export and Import Potential of fruits.</p> <p>Study of Export and Import Potential of Vegetables.</p> <p>Banana: Area under banana in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export and export potential of banana</p>	9
	Total	42

References:

1. **Mamoria, C.B. and R.L. Joshi.** Principles and Practices of Marketing in India. Kitab Mahal, 15, Thorn Hill Road, Allahabad.
2. **Panvar, J.S. Beyond** Consumer Marketing. Response Books Sage Publications, New Delhi. From Internet Domestic Market Research
3. **Acharya, S.S. and N.L. Agrawal.** Agricultural Marketing in India. Oxford and IBH Publishing company Pvt. Ltd., 66, Janpath, New Delhi 110001

Course No: AECC-2

Course Title: - Business Communication

Credit: - 0+3=3

Semester: III

Course Objectives:

1. Create awareness about the importance of effective communication skills at workplace
2. Make the students face their fear of speaking
3. Increase their understanding of using Non-Verbal Cues

Course Outcomes: –

- Understand the importance of effective communication skills at workplace
Overcome their fear of speaking
- Learn to utilize Non-Verbal Cues
- Effectively participate in Group Discussions and Use clear and logical writing skills

Practical

Exercise No	Title	session
1	Presentation: Classroom Presentations (purpose, types, preparing and presenting - use of visual aids/ PowerPoint presentations)	5
2	Group Discussion: Group Discussion (Purpose, Strategies, Guidelines etc.)	5
3	Writing Reports: Formal and Informal Writing, Basics of Paragraph Writing (Topic sentence, Introduction and the Conclusion, Variety in Sentences and Paragraphs)	6
4	Email Writing: Email Writing (Formal and Informal).	6
5	Mock Interview : Interview Skills (purpose, types of interviews, guidelines and preparing for facing the interviews)	6
	Total	28

Reference Books

1. **M. Ashraf Rizvi**, Effective Technical Communication, Tata McGraw Hill Publication, 2005.
2. **Lynne Truss, Eats, Shoots & Leaves**, London: Profile Books, 2004.
3. *Reflections on Vital Issues*, edited by **PJ George**. Chennai: Orient Black Swan, 2010, Weiss, Edmund, Basics of Writing.
4. **M. Raman and S. Sharma**, Technical Communication, Oxford University Press, 2011.

Course No: - SEC-1A

Course Title: - Post Harvest Management of Agriculture Commodities

Credit: - (3)

Semester: III

Course incomes:

- Understand the principles of sustainable agricultural production practices.
- Gain knowledge of pre- and post-harvest handling techniques for various commodities.
- Develop skills in managing logistics and storage of agricultural products.

Outcomes:

- **Identify** key production considerations for different agricultural commodities.
- **Evaluate** post-harvest management techniques to ensure product quality and minimize losses.
- **Develop** strategies for efficient supply chain management in the agricultural sector.

Unit No	Content	Lecture
1	Introduction to Agricultural Production Systems Importance of agriculture and agricultural commodities Types of agricultural production systems (conventional, organic, etc.) Factors affecting agricultural production (climate, soil, water) Sustainable agricultural practices (soil conservation, integrated pest management.	8
2	Pre-Production Management Selection of crops and varieties based on market demand and environmental factors. Land preparation and tillage practices. Seed selection, treatment, and sowing techniques. Nutrient management (fertilizers and manures)	9
3	Crop Production Management Crop growth stages and management practices. Weed control methods (mechanical, chemical, biological) Integrated pest management (IPM) strategies. Disease control and prevention.	8
4	Harvest and Post-Harvest Management Harvesting techniques for different commodities Maturity indices for harvest timing Post-harvest handling practices (drying, cleaning, sorting) Storage techniques for different commodities (controlled atmosphere storage, etc.)	9
5	Processing and Value Addition Introduction to food processing technologies Processing techniques for different commodities (milling, canning, freezing) Value addition strategies (product diversification, branding) Food safety and quality control measures.	8
	Total	42

Reference books

- 1) **S.R. Dhall** by Post-harvest Technology of Horticultural Crops"
- 2) **K. A. Ladd** by Introduction to Agricultural Economics"
- 3) **John A. Hopkin** by The Farm Economy"

Course No: - SEC-1B

Course Title: - Production Management of Milk & Milk Product

Credit: - (3)

Semester: III

Course Outcomes:

- Students will gain a comprehensive understanding of the dairy supply chain.
- They will be able to apply production management principles to dairy farms and processing plants.
- Students will develop skills in quality control, food safety, and sanitation.

Course Incomes:

- Incomes in the dairy industry vary depending on factors like experience, education, location, and job title. Here's a general idea.

Unit No	Content	Lecture
1	Dairy Farm Management: Breeds and selection of dairy animals, Feeding and nutrition for optimal milk production, Animal health and welfare practices, Milking techniques and equipment, Milk quality and hygiene standard	9
2	Milk Processing: Pasteurization, sterilization, and other processing methods. Manufacturing of various milk products (cheese, yogurt, butter, etc.) Packaging and storage of milk products. Quality control and food safety measures.	8
3	Production Planning and Scheduling: Inventory management of raw materials and finished goods. Production scheduling and capacity planning. Dairy equipment maintenance and sanitation.	9
4	Marketing and Distribution: Marketing strategies for milk and milk products. Dairy channels product distribution. Consumer trends and preferences in the dairy industry.	8
5	Sustainability in Dairy Production: Environmental impact of dairy farming Sustainable practices for milk production and processing.	8
	Total	42

Reference books

- **Richard Marshall** by "Dairy Science and Technology"
- **Edgar Spreer** by "Milk and Dairy Product Technology"
- **Ramesh C. Chandran** by "Dairy Farm Management" by

Course No: - SEC-1C

Course Title: - Production Management of Bakery & Confectionery

Credit: - (3)

Semester: III

Course Incomes (Job Roles):

- Production Supervisor in Bakery.
- Bakery Production Manager.
- Quality Control Inspector (Bakery).

Course Outcomes:

- Gaining a thorough understanding of production planning, scheduling, and costing in a bakery and confectionery setting.
- Mastering the various processes involved in bakery and confectionery production.
- Proficiency in operating and maintaining bakery and confectionery equipment

Unit No	Content	Lecture
1	Introduction to Bakery and Confectionery Production: This will cover the bakery and confectionery industry overview, product categories (bread, cakes, pastries, chocolates, etc.), and raw materials used.	8
2	Principles of Production Management: This will delve into planning, scheduling, production processes, quality control, inventory management, and maintenance in a bakery and confectionery production unit.	8
3	Baking and Confectionery Process Technology: Here, you'll learn about various processes involved in bakery and confectionery production, including mixing, fermentation, baking, enrobing, and decorating.	9
4	Bakery and Confectionery Equipment: This section will cover the different types of equipment used in bakery and confectionery production, their operation and maintenance.	8
	Total	42

References

1. **J. Hannaway** by Managers Managing: The Workings of an Administrative System"
2. **R. G. Eccles and N. Nohria** "Beyond the Hype: Rediscovering the Essence of Management"
3. **H. Mintzberg** "The Nature of Managerial Work"

Syllabus of III year of BBA (ABM)

BBA (ABM) III YEAR (IV SEMESTER)

BBA II Year (Semester IV)								
Paper No	Name of the paper	Course No.	Lecture/ Practical	Total Periods	Continuo Us Assessment (CA)	End of Semester Exam.(ESE)	Total Marks	Total Credit
XXI	Agro-Technique Principles of Rabi Crop	ABM-2411	3	42	25	50	75	3
XXII	Value Chain in Agriculture	ABM-2412	3	42	25	50	75	3
XXIII	Business Taxation	ABM-FIN-244	3	42	25	50	75	3
XXIV	Product Promotion & Brand Management	ABM-MKT-244	3	42	25	50	75	3
XXV	Agriculture Co-operation Management & Institutions	ABM-MKT-245	3	42	25	50	75	3
XXVI	Entrepreneurship Development	ABM 2413	3	42	25	50	75	3
XXVII	Industrial Visit	AECC-3			25	75	100	4

Skill Enhancement Course (ANY ONE of the following) have Practical based

SEC.II	Marketing Management of Agriculture Commodities	SEC-2A	3	42	25	50	75	3
SEC.II	Marketing Management of Milk & Milk Product	SEC-2B	3	42	25	50	75	3
SEC.II	Marketing Management of Bakery & Confectionery	SEC-2B	3	42	25	50	75	3
Practical								
XXI	Agro-Technique Principles of Rabi Crop	ABM-249	1	14		25	25	1
XXII	Value Chain in Agriculture	ABM-2410	1	14		25	25	1
Total			23	322	200	475	675	27

Credit: - (3+1=4)

Semester: IV

Objectives:

- 1) The Environmental Technology, Economic and social factors which influences the distribution of different types and systems of farming.
- 2) The factor which influence the pattern of agriculture output and trade.
- 3) New agriculture techniques which increase yields.

Outcomes:

1. Students knows about the agricultural environment.
2. Student easily differentiates of Kharif and Rabi Crops.
3. Student knows all agriculture practices.

Unit No	Content	Lecture
1	Origin, Geographical distribution, Economic Importance, Soil & Climatic Requirement, Varieties, Cultural Practices and yield of rabi crops Cereals: Wheat, Barley, Rabi Sorghum, Pulses: Chickpea, Lentil, Peas, French Bean.	11
2	Origin, Geographical distribution, Economic Importance, Soil & Climatic Requirement, Varieties, Cultural Practices and yield of rabi crops. Oilseed: Safflower, Sunflower, Linseed, Rapeseed and Mustered	11
3	Origin, Geographical distribution, Economic Importance, Soil & Climatic Requirement, Varieties, Cultural Practices and yield of rabi crops. Sugar Crops: Sugarcane And Sugar Beet.	10
4	Origin, Geographical distribution, Economic Importance, Soil & Climatic Requirement, Varieties, Cultural Practices and yield of rabi crops. Commercial Crops: Potato, Tobacco. Forage Crop: Maize, Lucerne, Napier, Berseem.	10
	Total	42

Practical

Exercise no	Title	Session
1	Study on Sowing Method of Wheat and Sugarcane	3
2	Identification of Weed in rabbi season Crops	3
3	Study of Different Seed Varieties	3
4	Study on Rabi Forage Crops	2
5	Study of Forage Crops	3
	Total	14

Reference:

- 1) **Rajendra Prasad**: Textbook of Field Crop Production
- 2) **Mukund Joshi** : Text Book of Field Crop
- 3) **Chidda Singh, Prem Singh and Rajbir Singh** Modern Techniques of Raising Field Crop 2nd Edition

Course No: ABM-2412

Course Title: - Value Chain in Agriculture

Credit: - (3+1=4)

Semester: IV

Outcomes

1. Features of an Agricultural Value Chain
2. The Agricultural Value Addition Process
3. Agricultural Value Chain Analysis
4. How to Manage Agricultural Value Chains

Objective

1. **Value Addition:** The process of value addition is a crucial part of the value chain development.
2. **Stakeholder Engagement:** Value chains involve various stakeholders and players in agricultural value chains
3. **Market Systems:** The role of market systems is significant in the value chain development process.

Unit No	Content	Lecture
1	Meaning of value and concept of value chain., Components of value chain – Grading, Processing, Storage, Transportation, Packaging and Delivery, Value chain from farm gate to consumer's plate	11
2	Processing - meaning and functions. Processing of important commodity like food grains, Oilseeds, Commercial and Horticultural crops. Economic of processing, cost of processing, Visit to processing units.	11
3	Storage - meaning and functions, Different storage structure, storage methods for food grains, Oilseeds, Commercial and horticultural crops, Economics of storage	10
4	Transportation - meaning and functions, Modes of transport, transportation of food grains, Oilseeds, commercial and horticultural crops, Economics of transportation	10
	Total	42

Practical

Exercise no	Title	Session
1	Study on different machinery use in agriculture processing (shorter, Grader, Pulpier)	3
2	Study on different preliminary operation in different agriculture commodities (washing, cleaning, scalping etc.)	3
3	Preparation of value addition from serial (Brede, Biscuits, etc.)	3
4	Study on experimental of oil seeds	2
5	Study on transportation and storage facilities of agriculture commodities	3
	Total	14

Reference :

1. **S.S. Acharya, N.L. Agrawal** Agricultural marketing in India..
2. **H.Evan Drummond, John. W. Goodwin** Agricultural economics IInd edition,.
3. **S.C. Gaur and D. Singh. A Handbook** of Agri-business,
4. **Mukesh Pandey, Dipali Tiwari** Rural and agricultural marketing, Opportunities challenges and business strategy,.
5. **Neelam Khetarpaul, Darshan Punia,** Food packaging,

Course No: ABM-FIN-244

Course Title: - Business Taxation

Credit: - (3)

Semester: IV

Course Objective:

1. The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.
2. This course is designed to expose the student to the Indian Legal System and its effect on business activities.

Course Outcomes: After completion of the course, the students should be able to:

1. Demonstrate an understanding of the Legal Environment of Business.
2. Apply basic legal knowledge to business transactions.
3. Communicate effectively using standard business and legal terminology.

Unit no	Content	Lecture
1	Basic concepts of Direct Tax: - · Direct Tax: Introduction, History, Direct & Indirect Tax, Basic principles of charging Income, Residential Status. Assessment Year, Previous Year, Assess, Person, Income, Agricultural Income, Gross Total Income, Total Income, Heads of Income- Salary, House Property, Capital Gain,	9
2	Income Under the Head Salaries: · Definition, Basic Elements of Salary, Gratuity, Pension, Leave Salary encashment, Allowances, Perquisite · Standard Deduction, Tax on employment or professional tax,	8
3	Income Under the Head House Property : Chargeability, Exempted properties, Let out a property, Computation of Income Taxes levied by local authority (Municipal Tax) Deductions u/s 24, Self-occupied property [Sec. 23(2)(a)], Partly self-occupied and partly,	8
4	Income Under the Head Profit and Gains of Business or Profession Meaning of Business & Profession, Income chargeable under the head Profits & gains of business or profession [Sec. 28]. Incomes not taxable under the head Profits and gains of business or profession. Expenditures allowed as a deduction, Specific Deductions,	9
5	Income Under the Head Capital Gain & Other Sources: Income Under the Head Capital Gain, Basis of Charge, Capital Asset [Sec. 2(14)], Types of Capital Gain, Computation of Capital Gains [Sec. 48], Deduction from capital gain under Section 54, Numerical Problems on Capital Gain.	8
	Total	42

References

- Taxman: Student Guide To Income Tax by **Dr. Vinod Singhaniya, Dr. Monica Singhaniya**
- Kalyani Publishers: Income Tax law and Practice by **V P Gaur, D.B Narang, Puja Gaur, Rajeev Puri.**
 - **Sahitya Bhawan:** Direct Tax Law and Practices By **Dr.H.C Mehrotra Dr. S.P Goy**

Credit: - (3)**Semester: I V****Objectives:**

- The aim of the paper is to acquaint the students with concepts and techniques of brand management and new product development
- To give experience in the application of concepts in modern business world

Outcomes:

While completing the course students will be able to apply the concepts for developing an effective advertising programme and new product

Unit no	Content	Lecture
1	Product: Basic concept of product, levels, Product-Life- Cycle: Concept, strategies related to different stages of PLC. Product Portfolio: Concept, Importance, Competition & Product Strategy.	10
2	New Product Development: Meaning and Importance of new product Types of new product. Stages of new product development-Reasons for failure of a new product	11
3	Packaging: Meaning Importance types Features- Factors influencing packaging decision. Packaging Strategies: Meaning Legal and Ethical aspects of packaging: Green packaging: Concept and importance	11
4	Brand Management: Brand: Meaning, functions and significance types of brands concept of branding. Branding strategies: Concept and types of branding strategies	10
	Total	42

References

1. **Philip Kotler**; Principles of Marketing,, Armstrong, Pearson Education.
2. **S.L.Gupta**, Advertising and Sales Promotion Management - Sultan Chand & Sons
3. **Marc Annacchino**, New Product Development: From Initial Idea to Product Management, Elsevier Publishers
4. **K Rajeshwari**, New product development -A FMCG perspective, Notion Press publishers.

Course No: - **ABM-MKT-245**

Course Title: - Agriculture Co-operation Institutions & Management

Credit: - 3

Semester: IV

Objectives:

- To promote the economic interest of the members in accordance with the co-operative principles.
- To provide short and medium term loans.
- To promote saving habits among members.

Outcomes:

- Agri co-operative institutions provide loans.
- For the support of Agri co-operative institutions comes business sustainability.
- Strengthening the farming program.

Unit No	Content	Lecture
1	Co-operation Meaning, Definition, Principles of co-operation and its application and rural development, Importance & Role of cooperation in agriculture, Characteristics of operation.	11
2	Co-operative Marketing: Definition, Objective, Function of co-operative Marketing, Structure of Co-operative Marketing, NAFED, SCMF, RCMF, FCI, STC	11
3	Role of co-operative in agriculture & Rural development Different approaches to development in rural area, Role of cooperative in development of farming system, Role of co-operative in allied agriculture sector, Entrepreneurship Development program.	10
4	Co-operative Management Nature & Function, Professional management of co-operatives, Role of leadership in co-operative Management, different qualities and role of leadership.	10
	Total	42

References

1) **Mamoria, C.B** and **R.D Saxena**, Co-operation India, Kitab Mahal 15 Thorn Mill Road, Allahabad

2) **Joshi S.S** and **Charles V. More** Essential of Farm Financial Management Publishers 22 B-5 Original Road Baugh, New Delhi 11000

Credit: - 4**Semester: IV****Objective**

- To provide students with practical exposure to industrial practices and processes
- To help students understand the application of theoretical concepts in real-world settings
- To foster industry-academia collaboration and networking opportunities
- To develop students' observational, analytical, and problem-solving skills

Unit	Content	Lecture
1	Industrial Visit Agenda: <ul style="list-style-type: none">- Introduction to the host industry/company- Overview of the company's history, mission, and values- Tour of the facility/plant/site- Q&A sessions and interactive discussions- Observation of production processes, quality control measures, and safety protocols	
2	Pre-Visit Preparation: <ul style="list-style-type: none">- Research on the host company and its industry- Review of relevant theoretical concepts and frameworks- Preparation of questions and discussion topics	
3	Post-Visit Activities: <ul style="list-style-type: none">- Debriefing session to discuss observations, insights, and learnings- Group presentations or individual reports on the visit experience- Reflection paper or journal entry on the applicability of theoretical concepts in the industry	
4	Assessment: <ul style="list-style-type: none">- Participation and engagement during the visit- Quality of questions and discussions- Clarity and coherence of post-visit presentations or reports- Depth and relevance of reflection papers or journal entries	
5	Industrial Visit Report Structure: <ul style="list-style-type: none">- Executive summary- Company overview- Observations and insights- Recommendations and conclusions- Appendices (photos, brochures, etc.)	

Credit: - 3

Semester: IV

Objectives:

Develop and strengthen entrepreneurial traits: This involves nurturing the necessary skills and mindset required for entrepreneurship.

Employment Generation: Entrepreneurship creates new jobs and contributes to economic growth.

Outcomes:

Understanding Key Concepts: Students will gain knowledge and understanding of key concepts underpinning entrepreneurship and its application in the recognition and exploitation of product/service/process opportunities.

Developing Practical Skills: The course combines theoretical and empirical perspectives with the development of practical skills and opportunities for the application of knowledge to real-life organizational issues.

Unit No	Content	Lecture
1	Entrepreneur- Meaning, Characteristics, Functions And Types. Entrepreneur Vs Manager Entrepreneur Vs Entrepreneur. Entrepreneurship – Meaning – Positive Aspects –Obstacles – Factors Stimulating Entrepreneurship – Role Of Entrepreneurship In Economic Development.	11
2	Entrepreneurship Development Programmes – Meanings, Objectives, Courses Contents And Curriculum – Phases, Institutions For Edp: Niesbud, Naye & Tcos – Problems In Edp, Women Entrepreneurs – Types – Their Problems And Remedies	11
3	SSIC – Meaning – Importance And Problems Of Starting AnSSI– Steps. Forms Of Ownership: Sole Proprietorship, Partnership, Joint Stock Company And Co-- Operatives – Features, Merits And Demerits.	10
4	Project Identification – Meaning And Steps, Project Classification – Project Life Cycle. Project Report – Contents, Project Appraisal – Meaning – Feasibility Analysis: Market, Technical, Financial Economic, Managerial And Social.	10
	Total	42

References

S.S. Khanka by Entrepreneurship Development

Donald F. Kuratko and **Richard M. Hodgetts** by Entrepreneurship

Richard Branson by The Entrepreneurial Mindset

Credit: - 3**Semester: IV****Course Outcomes:**

Apply marketing principles to the agricultural sector.

Analyze the factors affecting the demand for agricultural products.

Develop marketing strategies for specific agricultural commodities.

Course Incomes:

This course is not directly related to specific incomes in the agricultural sector.

However, a strong understanding of marketing principles can help farmers and agricultural businesses achieve several income-related goals.

Unit No	Content	Lecture
1	Introduction to Agricultural Marketing: Importance of marketing in agriculture Structure of the agricultural marketing system Role of marketing intermediaries	11
2	Marketing Research and Analysis: Understanding consumer needs and preferences Market segmentation and targeting Competitive analysis	11
3	Marketing Mix for Agricultural Products: Product differentiation and branding Pricing strategies for agricultural commodities Distribution channels for farm products Promotion and communication strategies	10
4	Risk Management in Agricultural Marketing: Price fluctuations and hedging strategies Supply chain management Marketing contracts and agreements	10
	Total	42

References

1. **Kumar and Kumar** by Agricultural Marketing Management"
2. **Shridhar and Kumar** by Agricultural Marketing: Principles and Practices"
3. **Singh and Singh** Agricultural Marketing: An Overview"
4. **Sharma and Sharma** by Agricultural Marketing: A Study of Indian Scenario"

Course No: SEC-2B

Course Title: - Marketing Management of Milk & Milk Product

Credit: - 3

Semester: IV

Course Incomes:

- The income potential in dairy marketing varies depending on factors like experience, education, location, and the specific job title.
- Entry-level positions (Marketing Assistant).
- Marketing Manager.
- Brand Manager (Dairy Products).

Course Outcomes:

- Analyze the unique marketing challenges of the dairy industry.
- Develop marketing strategies for various milk & milk products.
- Understand consumer behavior and tailor marketing messages effectively.

Unit No	Content	Lecture
1	Introduction to Dairy Marketing The dairy industry structure: Dairy farms, processors, distributors, retailers. Consumer trends in milk and milk products: Health & wellness concerns, lactose intolerance, plant-based alternatives.	11
2	Understanding the Milk & Milk Product Market Market segmentation for milk and milk products: Demographics, psychographics, usage patterns Analyzing competition: Traditional and emerging brands, private labels	11
3	Marketing Strategies for Milk & Milk Products Product development and innovation in the dairy category: Functional foods, fortified products Pricing strategies for milk and milk products: Value-based pricing, dynamic pricing.	10
4	Distribution and Sales Channels for Milk & Milk Products Direct vs. indirect distribution channels for dairy products Supply chain management in the dairy industry: Maintaining quality, logistics	10
	Total	42

References

- Marketing of milk and milk products in india by **Soji Lal Bairva , Rakesh singh**, write and print publication
- Production, Processing and Marketing of milk and milk products by **Rajendra kumar pandey**, Astral international publication.

Course No: SEC-2C

Course Title: - Marketing Management of Bakery & Confectionery

Credit: - 3

Semester: IV

Course Incomes:

- Brand manager for bakery and confectionery companies.
- Sales Bakery and confectionery product marketing manager.
- Manager for bakery and confectionery businesses.

Course Outcomes:

- Upon successful completion of this course, students will be able to
- Apply marketing principles to the bakery and confectionery industry.
- Conduct market research to identify customer needs and preferences.

Unit No	Content	Lecture
1	Introduction to Bakery & Confectionery Marketing Nature and Scope of Bakery & Confectionery Marketing. Understanding the Bakery & Confectionery Industry Landscape.	11
2	Market Research for Bakeries & Confectioneries Importance of Market Research in Bakery & Confectionery Marketing. Conducting Market Research: Primary & Secondary Data Collection Methods.	11
3	Product Development & Branding for Bakeries & Confectioneries New Product Development Process for Bakery & Confectionery Products. Branding Strategies for Bakery & Confectionery Businesses.	10
4	Pricing & Distribution Strategies for Bakeries & Confectioneries Costing & Pricing Strategies for Bakery & Confectionery Products. Distribution Channels for Bakery & Confectionery Products.	10
	Total	42

References

- "Textbook of Bakery and Confectionery" by **Ashokkumar Y**
- "Bread Illustrated: A Step-By-Step Guide to Achieving Bakery-Quality Results At Home" by The Editors at America's Test Kitchen
- "Back to Basics: Confectionery Fundamentals" by **Pmca Compilation**
- "Bread Baking Basics: Fundamentals for the Home Baker" by **Jereme Hardy**
- "Modern Technology of Food Processing and Agro Based industries" by **NIIR Board**

