

॥ सा विद्या या विमुक्तये ॥



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

Established on 17th September 1994 – Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade

ACADEMIC (1-BOARD OF STUDIES) SECTION

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संलग्नित महाविद्यालयांतील वाणिज्य व व्यवस्थापन विद्याशाखेतील पदवी व पदव्युत्तर स्तरावरील द्वितीय वर्षाचे CBCS Pattern नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०२०-२१ पासून लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २० जून २०२० रोजी संपन्न झालेल्या ४७व्या मा. विद्या परिषद बैठकीतील विषय क्र.१२/४७-२०२०च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील वाणिज्य व व्यवस्थापन विद्याशाखेतील पदवी व पदव्युत्तर स्तरावरील द्वितीय वर्षाचे खालील विषयांचे **C.B.C.S. (Choice Based Credit System) Pattern** नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०२०-२१ पासून लागू करण्यात येत आहेत.

- 1) B.Com.-II Year
- 2) B.Com.-II Year (Banking & Insurance)
- 3) B.B.A.-II Year (Agricultural Business Management)
- 4) M.Com.-II Year (Banking & Insurance)

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

‘ज्ञानतीर्थ’ परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.: शैक्षणिक-१/परिपत्रक/पदवी-पदव्युत्तर-सीबीसीएस
अभ्यासक्रम/२०२०-२१/४१०

दिनांक : २८.०७.२०२०.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) साहाय्यक कुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) उपकुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

स्वाक्षरित/—

उपकुलसचिव

शैक्षणिक (१-अभ्यासमंडळ) विभाग

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED,

Vishnupuri, Nanded-431606

BBA- Bachelor of Business Administration

(Agricultural Business Management)

II Year (Semester III)

Choice Based Credit System (CBCS)

SYLLABUS W.e.f. 2020-21

| BBA II YEAR (III SEMESTER) | | | | | | | | |
|--|--|-------------------|----------------------|----------------------|------------------------------------|------------------------------------|----------------------|---------------------|
| Paper No. | Name of the Paper | Course No. | Lecture /Week | Total Periods | Continuou s Assessment (CA) | End of Semester Exam. (ESE) | Tot al Mar Ks | Total Credit |
| XV | Structure and Dynamics of Indian Agriculture | CORE-5A | 4 | 54 | 35 | 40 | 75 | 3 |
| XVI | Human Resource Management and development in agriculture | CORE-6A | 4 | 54 | 35 | 40 | 75 | 3 |
| XVII | Financial Management in Agribusiness | CORE-7A | 4 | 54 | 35 | 40 | 75 | 3 |
| XVIII | Production management of horticultural crops II | CORE-8A | 4 | 54 | 35 | 40 | 75 | 3 |
| XIX | Agricultural and Natural Resource Economics | CORE-9A | 4 | 54 | 35 | 40 | 75 | 3 |
| XX | Agro-based industrialization | CORE-10A | 4 | 54 | 35 | 40 | 75 | 3 |
| XXI | Organisational Behavior-I | AECC-5 | 4 | 54 | 35 | 40 | 75 | 3 |
| XXII | International Business-I | AECC-6 | 4 | 54 | 35 | 40 | 75 | 3 |
| Skill Enhancement Course (ANY ONE of the following) | | | | | | | | |
| SEC.I.1 | Production Management of vegetable crops | SEC-1A | 3 | 45 | 25 | 25 | 50 | 2 |
| SEC.I.2 | Production Management of Dairy Enterprises | SEC-1B | 3 | 45 | 25 | 25 | 50 | 2 |
| SEC.I.3 | Value Additions in Major Agril. Commodities | SEC-1C | 3 | 45 | 25 | 25 | 50 | 2 |
| Total | | | 35 | 477 | 305 | 345 | 650 | 26 |

XV Structure and Dynamics of Indian Agriculture

End of Semester Examination 40 Marks
 Continuous Assessment 35 Marks
 Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|--|----------------|
| 1 | <p>Place of Agriculture in National Economy and Comparison with other Countries.</p> <p>The pattern of Agriculture Holdings- Meaning of Agricultural Holding, Economic, Basic, Optimum and Family holdings, Size pattern of holdings in India (Recent Year), Categories of holdings, no. of holdings and area operated.</p> <p>Fragmentation, Sub-Division, and Consolidation of Land Holdings- Meaning, definition, advantages, disadvantages, causes and remedies of fragmentation and subdivision of holding. Consolidation meaning,</p> | 10 |
| 2 | <p>Different Types of Revolutions in India. Rainbow Revolution- Revolution in production of Oilseed, Milk, Fish, Shrimp, Masselay, Meat/Tomato, Fruits/Apple, Fertilizer and Eggs,</p> <p>Green Revolution: Important features, Achievements and failures of the green revolution, Second green revolution/evergreen revolution</p> | 10 |
| 3 | <p>Agricultural Productivity: Trends, pre-independence and post-independence Causes and Consequences of Low Productivity in India, possibilities/ suggestions to increase production.</p> <p>Irrigation Development in Agriculture- Irrigation development in India, Impact of irrigation, problems and possibilities of future development</p> <p>Farm Mechanization- Meaning, Definition, Types, Scopes, advantages, and disadvantages,</p> <p>High Yielding Varieties (HYV) Programme- Role of seed, Irrigation, Fertilizers, plant protection, mechanization, transport, capital, and human labor.</p> | 12 |
| 4 | <p>Five Year Plans- Silent Features- Plan period, Outlay, share, growth rates and achievements in the field of agriculture in brief.</p> <p>NITI Ayog - History of the planning commission, NITI Ayog, organization, working, role for agricultural development</p> <p>Place of Agriculture in National Planning-</p> <p>Problems of Food Security: Meaning, Definition, Dimensions, importance, Indian food security system, Buffer stock, PDS, Problems, and suggestions for achieving food security.</p> | 12 |
| 5 | <p>Place of Agriculture in National Planning,</p> <p>Problems of Food Security: Meaning, Definition, Dimensions, importance, Indian food security system, Buffer stock, Public Distribution System, Problems and suggestions for achieving food security.</p> | 10 |
| | Total | 54 |

Suggested readings:

1) Text Book:

1. Mamoria, C.B. Agricultural Problems of India. Kitab Mahal, Allahabad.
2. by S. Subba Reddy Agricultural Economics, Oxford and IBH Publ. Co. Pvt. Ltd.

2) Reference Books:1. By Ruddar Datta and K. P. M. Sundharam, S.Indian Economy, Chand Publications.

2. General Studies Indian Economy by Pratiyogita Darpan.
3. Website of NITI Aayog (Planning Commission).

XVI Human Resource Management and development in agriculture

End of Semester Examination 40 Marks
 Continuous Assessment 35 Marks
 Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | <p>Human Resources Management- Definition, Nature, Scope and objectives of HRM, Importance of HRM, The changing environment of HRM, The changing role of HRM</p> <p>Human Resource Planning- Definition, Need, Career Planning and Succession Planning</p> | 10 |
| 2 | <p>Job Analysis- Job Terminology: Task, Position, Job, Occupation., Job Rotation, Job Enlargement, Job Enrichment (Definition only), Definition, Purpose and Uses of job Analysis, Process of Job Analysis,</p> <p>Job Description: Definition and Components</p> <p>Job Specification: Definition and Components,</p> <p>Recruitment: Meaning, Process of Recruitment, Sources of Recruitment, Internal verses External Recruitment: Advantages and Disadvantages,</p> <p>External Recruitment: Advantages and Disadvantages</p> <p>Selection: Meaning and Process of Selection, Selection Tests: Types</p> <p>Interview: Meaning, Objectives and Types</p> | 12 |
| 3 | <p>Induction- Meaning, Purpose, Strategic Choice of Orientation, Induction, Programme, Problems of Orientation,</p> <p>Placement: Meaning, Problems</p> <p>Training, Development and Career Management: Three Terms: Training, Development and Education; The Benefits of Training; The Training Process; Methods of Training; Impediments of Effective Training, Career Development</p> <p>Performance Appraisal: Nature and Objectives of Performance Appraisal, Performance Appraisal and Competitive Advantage, Methods of Performance Appraisal</p> | 12 |
| 4 | <p>Promotion, Transfers, Separation - Meaning and Types of Promotion, Meaning and Types of Transfers, Meaning of Demotion, Separation, Suspension, Redundancy, Retrenchment, Lay Off, (Meaning only)</p> <p>Wage and Salary Administration: Nature and Purpose, Compensation, Reward, Wage levels and Wage Structures, Minimum, Fair and Living Wage, Basic Kinds of Wage Plan, Ingredients of a</p> | 10 |

| | | |
|---|---|----|
| | Good Wage Plan, Types of Wages, Wage Differentials, Executive Compensation Rewards and Incentives: Meaning and Features, Types of Rewards Wage Incentives – Meaning and Objectives | |
| 5 | Employee Benefits and Service: Terminology and Meaning, Special Features of Fringe Benefits, Objectives of Fringe Benefit, Classification of Fringe Benefits, Management of Grievances: Meaning; Causes of Grievances, Need for Grievance Procedure. Industrial Relations: Definition, Objectives, Participants in IR Resolving Disputes: Meaning and Causes of Disputes, Settlement of Disputes, Method of Disputes Settlement (Meaning only) | 10 |
| | Total | 54 |

1) Text Book:

1. K. Ashwathappa- Human Resource and Personnel Management- Tata McGraw Hill Publishing Co. Ltd.
2. . C. B. Mamoria and S. V. Gankar Personnel Management Text & Cases
3. Performance Appraisal, Theory & Practice- AIMA- Vikas Management Series, New Delhi- 1986.

2) Reference Books:

1. *Dr. Anjali Ghanekar* Human Resource Management...
2. Dr. C. B. Gupta- Sultan and Sons Human Resource Management-.

XVII Financial Management in Agribusiness

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

| Unit No. | Particulars | No of Lectu |
|----------|--|-------------|
| 1 | <p>Agricultural Finance: Meaning, Definition, Nature and scope, Importance of agricultural finance.</p> <p>Public finance: Agricultural finance as a part of public finance.</p> <p>Source of capitals: Different sources of capitals.</p> <p>Agricultural credit: Meaning and concept of agricultural credit.</p> <p>Credit classification: Classification based on different criteria.</p> | 10 |
| 2 | <p>Credit & Economic development: Credit as a tool of economic development.</p> <p>Cost of credit: Cost of credit and interest rates of credit.</p> <p>3 R's of credit: Discussion on Return from investment, Repaying capacity and Risk bearing ability.</p> <p>5 C's of credit: Discussion on 5 C's of credit.</p> <p>5 P's of credit: Discussion on 5 P's of credit.</p> | 10 |
| 3 | <p>Credit rationing and planning: Credit control, Objectives and Methods.</p> <p>Legal aspects of credit: Explanation of different legal aspects of credit.</p> <p>Supervised credit: Meaning, Objectives, Difficulties, Solution and Methods of supervised credit.</p> <p>Credit demand and supply: Credit demand and supply and various factors affecting on it.</p> <p>Credit institutions: Different credit institutions. Credit policy and needed changes. Credit policy and needed changes.</p> <p>Preparation of proforma of income statement with hypothecated examples</p> | 10 |
| 4 | <p>Preparation of proforma of balance sheet with hypothecated examples.</p> <p>Preparation of proforma of cash budget with hypothecated examples.</p> <p>Aims and objectives of portfolio management, concept and factors affecting on Liquidity, Solvency and profitability. Theories of Portfolio management</p> <p>Important financial ratios like Liquidity, Leverage, Turnover, profitability and Valuation ratio analysis</p> | 10 |
| 5 | <p>Break-even analysis- Break-even point, methods to calculate BEP along with examples.</p> <p>Investment analysis- Concept and examples on Time value of money, Pay back period, NPW, B-C Ratio, IRR and Profitability index.</p> <p>Capital market- Meaning, Definition, Types and Importance. Capital market</p> <p>Operations analysis- Concept of operations analysis</p> | 10 |
| | Total | 54 |

Suggested readings:

1) Text Book:

1. Patnkar, S.V. Financial Management. Everest Publishing House Everest, Pashuram Apartment, 12, Sankalp Society, Paud Phata Road, Opp. Jog Hospital, Pune- 411 038.
2. Jain, S.C. Management in Agriculture Finance. Vora and Company. Publishers Pvt. Ltd., 3 Round Building, Kalbadevi, Mumbai – 400 002.
3. Prasana Chandra. Financial Management. Tata McGraw Hill Publishing Co. Ltd., New Delhi.
4. Kahlon, A. S. and Karam Singh. Managing Agricultural Finance - Theory and Practice. Allied

Publisher Pvt. Lt., 165, J. N. Heredia Marg, Ballard Estate, Mumbai – 400 038.

2) Reference Books:

1. Patnkar, S.V. Financial Management. Everest Publishing House Everest, Pashuram Apartment, 12, Sankalp Society, Paud Phata Road, Opp. Jog Hospital, Pune- 411 038.
2. Jain, S.C. Management in Agriculture Finance. Vora and Company. Publishers Pvt. Ltd., 3 Round Building, Kalbadevi, Mumbai – 400 002.
3. Prasana Chandra. Financial Management. Tata McGraw Hill Publishing Co. Ltd., New Delhi.
4. Kahlon, A. A. and Karam Singh. Managing Agricultural Finance - Theory and Practice. Allied Publisher Pvt. Lt., 165, J. N. Heredia Marg, Ballard Estate, Mumbai – 400

XVIII Production management of horticultural crops II

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|--|----------------|
| 1 | Vegetable: Definition, scope and importance of vegetable crops, area, production, distribution, exports and imports of vegetables from Maharashtra and India. Classification based on botanical, hardiness, Parts used as a food, method of culture. Type of vegetable farming –Kitchen garden (Diagram), Market garden, Truck garden, Vegetable production for processing Vegetable seed production. Role of growth regulators in vegetable production. | 10 |
| 2 | Cultivation Practices- Cultivation of major vegetables like Tomato, Potato, Chili, Brinjal, Onion Cabbage, Cauliflower, Watermelon, Cucumber. | 12 |
| 3 | Cultivation Practices -Minor vegetables like Fenugreek, Coriander, Palak, Amaranths, Drumstick, Garlic, Peas, Beans, Muskmelon, Bitter Gourd, Bottle Gourd, Ridge Gourd, Red Pumpkin, Sponge Gourd, Snake Gourd. | 12 |
| 4 | Floriculture: Importance and scope of floriculture industry in Maharashtra and India. Horticulture gardening- Types of gardens, Principles of garden design (Formal and Informal garden and Landscaping), Cultivation practices- Rose, chrysanthemum, aster, Carnation, Jasmine | 10 |
| 5 | Cultivation practices - Marigold, Gladiolus, Tuberose, Gaillardia, Orchids, Anthurium,. Gerbera and Dahlia | 10 |
| | Total | 54 |

Suggested readings:

1) Reference Books:

1. Bose, T. K., Som, M. C. and Kabir. Vegetable Crops. Naya Prokash,
2. Calcutta Chaudhari, B. Vegetables. National Book Trust of India.
3. Bose, T. K. and L. P. Yadav. Commercial Flowers. Naya Prokash, Calcutta.
4. Radha, J. H. and A. Mukhopadhyay. Floriculture in India. Allied Publishing Pvt.Ltd., New Delhi.
5. Prasad, S. 2005. Commercial Floriculture. Agrobios (India), Jodhpur.
6. Singh, A. K. 2006. Flower Crops: Cultivation and Management. New India Publishing Agency, NIPA.
7. Gopalkrishnan, T. R. 2007. Vegetable Crops.(Hort. Science Series Vol. 4. New India Publishing Agency, NIPA.
8. Shinde S. J, S.D. Jature & B.G.Hiwale.2008.A Text Book on Production Technology of Vegetables & Flowers. Shri Rajlaxmi Prakashan. Aurangabad.
9. Chadda. K.L. Handbook of Horticulture. ICAR.

10. Nalage N.A. Navigator for Horticulture. Universal Prakashan, Pune.

XIX Agricultural and Natural Resource Economics

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|--|----------------|
| 1 | Agricultural Economics: Meaning, Definition, Scope and Importance of Agricultural Economics. Basic Concepts: Goods, Services, Utility, Value, Price, Wealth, and Welfare, Consumption | 15 |
| 2 | Utility: Definition, Forms, Estimation of Equimarginal Utility. Law of Diminishing Marginal Utility Measurement of Utility Factors of Production: Definition, Meaning, Importance Land, Labour, Capital and Organization. | |
| 3 | Demand: Definition, Meaning, Laws, Factors affecting, Types, Determinants. Supply: Definition, Meaning, Laws, Factors affecting, Types, Determinants. | 10 |
| 4 | Elasticity: Definition, Types, Natural Resource Economics Estimation of Degrees of Elasticity of Demand, Estimation of Degrees of Elasticity of Supply, Wants: Meaning, Characteristics, Classification of Wants, Importance. Trends in Wages, Area, Production and productivity of Major Crops in the State | 10 |
| 5 | Types Natural Resource Economics, Natural Resources – Meaning and Importance of Natural Resources Renewable and Non-Renewable Natural Resources – Meaning and Importance. Study of Trends in Natural Resources of Maharashtra and India viz; Land, Forest, Water and Fisheries | 15 |
| | Total | 54 |

Suggested Readings:

1. Text book:

1. S. Subba Reddy *et al.* Agricultural Economics. Oxford & IBH Publishing Company Pvt. Ltd, New Delhi. Email:oxford@oxford-ibh.in
2. Talathi J.M.*et al.* *Introduction to Agricultural Economics and Agribusiness Management Books India New Delhi.* Email:onebooks@vsnl.com, www.onebooks.com
3. Agrawal, A.N. *Indian Agriculture: Problems, Progress and Prospects.* Vikas Publishing House Pvt. Ltd., Delhi.

4. Owen Oliver. Natural Resource Conservation and Ecological Approach. MacMillan Co. 866, Third Avenue, New York – 10022
5. Dewett, K.K, G.C. Singh and J.D. Varma. Elementary Economic Theory. S. Chand and Co.,Ltd.,7361, Ram Nagar, Qutab Road, New Delhi-110 055

2. Reference Books:

- a. Dewett, K.K. Modern Economic Theory.
- b. Shyam Lal Charitable Trust, Ravindra Mansion Ramnagar, New Delhi –110 055.

XX Agro-based industrialization

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|--|----------------|
| 1 | <p>Agro-based Industries: Definition, Meaning, importance and Need</p> <p>Classification of Industries: Classification of Agro-based Industries on the various basis</p> <p>Role of Agro-processing Industries in the Indian Economy: Role of agro-processing Industries in employment, Trading, EXIM etc its shares in Indian Economy</p> <p>Types of Agro-based Industries: Sugar Mills: Present status of sugarmills in India, Importance in development, Products and By Products. Cotton Ginning mills; Present status, Importance in development, Products and By Products</p> <p>Dal mills : Present status, Processing management :- Methods; Dry milling, wet milling, Rice mills : Present status, Processing, Products</p> <p>Fruit Processing Industries: Present status, Examples, Need and scope</p> | 14 |
| 2 | <p>Constraints in establishing agrobased industries:</p> <ul style="list-style-type: none"> ● Infrastructural constraints ● Technological constraints ● Social and the cultural constraints ● Resource utilization constraints <p>Steps in setting up of Agro-based Industries:</p> <ol style="list-style-type: none"> 1) Identification of Project 2) Market Analysis 3) Technical and Organizational Analysis 4) Financial and Economic Analysis 5) Feasibility Report Preparation 6) Finance 7) Government Aid 8) Monitoring and Evaluation | 10 |
| 3 | <p>Potential agro-based industries Grape winemaking Industries: Present status, Economic Importance, Post-Harvest management wine making process.</p> <p>Employment and income generation from agro based industries at macro level and overall impact in the development, Agro-processing, Forward and backward, Export, Research, Transport.</p> | 10 |
| 4 | <p>Growth and modernization of Agro based Industries: Government Initiatives for growth, modernization and development of Agrobased Industries,</p> <p>Soybean Processing: Present status Processing Procedure Products and by products</p> | 10 |
| 5 | <p>Mango pulp processing Industry: Present status, Processing Management, Products and By Products</p> <p>Milk Processing: Present status, Production and Processing of</p> | 10 |

| | | |
|--|---------------------------------|----|
| | Important value-added products, | |
| | Total | 54 |

Suggested readings:

1) Text Book:

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, AppaBalwantChowk, Pune – 411 030.

XXI Organizational Behavior- I

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | <p>Organizational behavior – meaning and definition, elements of organizational behavior, need for studying organizational behavior, approaches of organizational behavior.</p> <p>Organization and its analysis: nature of organization, scope and significance of organizational behavior, relevance of organizational behavior in today’s business environment,</p> <p>personality: objectives, introduction, meaning, personality determinants, personality traits, dimensions</p> | 12 |
| 2 | <p>Personality factors in organizations - 1. Need pattern 2. Locus of control 3. Introversion and extroversion 4. Tolerance for ambiguity 5. Self-esteem and self-concept 6. Authoritarianism and dogmatism 7. Risk propensity 8. Machiavellianism 9. Types a and b personalities 10. Work-ethic orientation</p> <p>Attitude: meaning, its importance in organizational behavior, component of the attitude, attitude formation and change, work related attitude, job satisfaction,</p> | 12 |
| 3 | <p>Perception: meaning, basic perceptual process - selective perception, stereotyping, perception and attribution and impression management</p> <p>Organizational commitment and involvement,</p> <p>Learning: meaning, components of learning process - drive, cue stimuli, response, reinforcement and retention. Learning theories- classical conditioning, operant conditioning, observational learning, cognitive learning, learning theory and organization behavior</p> | 12 |
| 4 | <p>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, cognitive evaluation theory, Japanese approach to motivation integration of motivation theories.</p> | 10 |
| 5 | <p>Enhancing motivation in organizations, managerial approaches for improving motivation - pay and job performance, quality of work life programs,</p> <p>Physical and intellectual qualities</p> <p>Ability: skill and competencies</p> | 10 |
| | Total | 54 |

1) Reference Books:

1. Sarwankumar, Unit 1 organisational Behaviour, ReaearchGage, online
file:///E:/Document%20from%20C/BBA/UNIT_1_ORGANISATIONAL_BEHAVIOUR__1_1.pdf
2. Korman, Abraham K-Organizational Behaviour.
3. Khanka, S.S. - Organizational Behaviour.
4. Singh and Chhabra-Organizational Theory and Behaviour.

XXII International Business-I

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | Introduction to International Business: Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business; 2 complexities of international business; Internationalization stages and orientation (EPRG framework); Modes of entry into international business. 2. International Business Environment: National and foreign environments and their components- physical, economic, demographic, cultural and politico-legal environments; Global trading environment- recent trends in world trade in goods and services and trends in India's foreign trade (volume, composition and direction of trade from 2005 to 2016). | 11 |
| 2 | International Trade: Theories of international trade (mercantilist, classical, factor proportion, Leontief Paradox, Linder's Income Preference, PLC, National Competitive Advantage theories); tariff and non-tariff measures (diagrammatic explanation); Balance of Payment account (as per latest IMF standards) and its components (structure, components, equilibrium and disequilibrium). 4. International and Economic Organizations: WTO (also WTO and India), UNCTAD, World Bank and IMF (only short notes). 5. Regional Economic Integration: Forms of regional integration; Integration efforts among countries in Europe (EU), North America (NAFTA) and Asia (SAARC and ASEAN); cost and benefit of regional economic integration. | 11 |
| 3 | International Financial Environment: International financial system and institutions; Foreign exchange markets, spot market, spot rate quotations, bid-ask spreads, trading in spot markets, cross exchange rates, forward market: forward rate, long and short forward positions, forward premium and discount. Arbitrage, hedging and speculation; Foreign investments- types and flows; Foreign investment in Indian perspective (only policy decisions post liberalization). No numerical to be asked from this unit | 11 |
| 4 | Exchange Rate Determination: Factors affecting exchange rate- relative inflation rates, relative interest rates, relative income levels, government controls (only overview), expectations (only overview), etc. Government intervention and government influence on exchange rates (only fixed and floating exchange rates and convertibility). Theories of exchange rate- Purchasing Power Parity, Interest Rate Parity and Fisher's Effect. | 11 |
| 5 | Foreign Trade Promotion Measures and Organizations in India: Special economic zones (SEZs) and 100% export-oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad. | 10 |
| | Total | 54 |

SEC1.1 Production Management of vegetable crops

End of Semester Examination 25 Marks

Continuous Assessment 25 Marks

Total of 50 Marks

| Unit No. | Particulars | No of Lectures |
|----------|--|----------------|
| 1 | Importance and scope of vegetable crops. Present scenario of production in world, India & State, classification of the vegetables, | 8 |
| 2 | Production management techniques of selected vegetable crop as Tomato, chili, brinjal, potato and okra – Soil requirement, climate, varieties, nursery raising, fertilizer, inter-cultivation, disease and pest management, harvesting.etc | 15 |
| 3 | Management of different input used for Tomato, chili, bArinjal, potato and okra vegetable crop | 10 |
| 4 | Estimation of cost of cultivation of selected vegetable crop and income measures like 1) Net Income 2) B:C ratio 3) Per quintal cost of production & 4) Per hectare cost of Cultivation. | 8 |
| 5 | Study tour to the successful vegetable plot | 4 |
| | Total | 45 |

SEC 1.2 Production Management of Dairy Enterprises

End of Semester Examination 25 Marks
 Continuous Assessment 25 Marks
 Total of 50 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | Present scenario, Procedure and Documents required for starting unit, Management systems and Process in selected unit | 5 |
| 2 | Resource Use Management: Site, Land, Water, Raw Materials, Capital, Manpower, Equipments, Energy, Electricity supply, Veterinary aids | 10 |
| 3 | Human Resource Management: Planning, Acquisition, Training, Monitoring, Payments, Rewards. Raw material, Work in Process, Finished product. | 10 |
| 4 | Inventory account and control. Supply chain Management: Procurement Management, Distribution Management Quality Management, Cost analysis of unit: Total annual fixed cost = Land rent + Depreciation + Interest on fixed capital Total annual variable cost: Raw Material cost+ Fuel cost+ Labour cost + Transportation cost+ Packing cost+ Other (Miscellaneous expenses) | 15 |
| 5 | Study tour to successful dairy unit | 5 |
| | Total | 45 |

SEC 1.3 Value Additions in Major Agril. Commodities

End of Semester Examination 25 Marks
 Continuous Assessment 25 Marks
 Total of 50 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | Definition of Value Addition Different major agricultural commodities Value addition of Cereals - Rice - Milling of Rice, Processed food from rice Sorghum – Milling, malting and pearling Wheat – Rawa (Samolina) making, Refined wheat flour | 10 |
| 2 | Value addition of Legumes- Scope and importance of value addition of Legumes Major legumes Dal milling , flour making, puffing | 05 |
| 3 | Value addition of oil seeds – Major oil seeds Oil extraction – traditional and modern methods Solvent extraction Factors affecting on extraction process | 10 |
| 4 | Value addition of fruits and vegetables – Scope and importance of fruits and vegetables processing Principles and methods of processing of fruits and vegetables Processing of Mango, Banana, Guava, amla Processing of Tomato, Potato, Garlic, Ginger | 10 |
| 5 | Value addition of Milk (Dairy) Scope and importance of milk processing Fermented milk products Chenna based products Whole milk products | 10 |
| | Total | 45 |

Reference books-

1. Post harvest technology of Cereals, pulses and oil seeds: A Chakrawarthy
2. Post harvest technology of fruits and vegetables : Sanjeev Kumar
3. Fruits and vegetables preservation principles and practice – Srivastava R. P
4. Hand book of cereal science and Technology : O R Fennema, Markus, Kerel
5. Oil seed processing technology : B D Shukla
6. Processed food stuffs : A M Alschule
7. Fruits and vegetable preservation : Morris, Thomas Normon

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED,

Vishnupuri, Nanded-431606

BBA- Bachelor of Business Administration

(Agricultural Business Management)

II Year (Semester III)

Choice Based Credit System (CBCS)

SYLLABUS

W.e.f. 2020-21

| BBA II YEAR (IV SEMESTER) | | | | | | | | |
|--|--|-------------------|----------------------|----------------------|-----------------------------------|----------------------------------|--------------------|---------------------|
| Paper No. | Name of the Paper | Course No. | Lecture /WEEK | Total Periods | Continuous Assessment (CA) | End of Semester Exam(ESE) | Total Marks | Total Credit |
| XXIII | Office Procedures for Agribusiness | CORE-5B | 4 | 54 | 35 | 40 | 75 | 3 |
| XXIV | Production Management, Planning and Control | CORE-6B | 4 | 54 | 35 | 40 | 75 | 3 |
| XXV | Agril. Co-operation, Institutions and Management | CORE-7B | 4 | 54 | 35 | 40 | 75 | 3 |
| XXVI | Modern farming systems and sustainable agriculture | CORE-8B | 4 | 54 | 35 | 40 | 75 | 3 |
| XXVII | Value Chain in Agriculture | CORE-9B | 4 | 54 | 35 | 40 | 75 | 3 |
| XXVIII | Agriculture Market and Trade Acts | CORE-10B | 4 | 54 | 35 | 40 | 75 | 3 |
| XXIX | Organizational Behavior – II | AECC-7 | 4 | 54 | 35 | 40 | 75 | 3 |
| XXX | International Business-II | AECC-8 | 4 | 54 | 35 | 40 | 75 | 3 |
| Skill Enhancement Course (Any one of the following) | | | | | | | | |
| SEC.II.1 | Marketing Management of vegetable crops | SEC-2A | 3 | 45 | 25 | 25 | 50 | 2 |
| SEC.II.2 | Marketing Management of oilseed crops | SEC-2B | 3 | 45 | 25 | 25 | 50 | 2 |
| SEC.III.3 | Marketing Management of pulse Crops | SEC-2B | 3 | 45 | 25 | 25 | 50 | 2 |
| Total | | | 35 | 477 | 305 | 345 | 650 | 26 |

XXIII Office Procedures for agribusiness

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | Government and private Office its Nature and Function Management of the dak (correspondence)- receipt of dak, acknowledgement of dak, registration of dak, distribution of dak, File management: standard process sheets, levels of disposal and channel of submission, guideline for noting, modification of notes or orders, noting the files received from other departments, filing papers, arrangements of the papers, referencing, linking the files, use of urgency grading. | 12 |
| 2 | File numbering: Functional file numbering system, subject classification based file numbering system, part file, unique e-file number, transfer, reconstruction and numbering of files, Movement of the files Forms and procedure of communication: forms of communication, correspondence with the attached and subordinate offices, Drafting of communication: procedure of drafting, general instructions for drafting | 12 |
| 3 | Records management: Activities involved in records management, stage/procedure for recording, categorization of physical record, precedent book, record retention schedule, records maintained by officers and their personal staff, requisition of the records | 10 |
| 4 | Security of The official information and documents: Communication of the official information, treatment of classified papers, Handling of the classified papers, communication of information to the press, use of the restrictive classification for printed reports etc. | 10 |
| 5 | Drafting Letter (Letter, demi-official, purchase, enquiry, quotations, purchase orders, queries and replies) payments, billing and preliminary requirements Visit to private successful business plant | 10 |
| | Total | 54 |

Suggested readings:

1) Reference Books:

1. Civil Service Rules, Government of Maharashtra.
 2. Maharashtra Agricultural Universities Account Code.
 3. Accounts books prescribed for post-recruitment examination of State Government.
 4. Bhalla, V.K. Invest Management (Security and portfolio Management). S. Chand and Co., Ltd., 7361, Ram Nagar, Qutab Road, New Delhi-110 055. Pillai, R.S.N. and Bagavati. Office Management. S. Chand and Co., Ltd., 7361, Ram Nagar, Qutab Road, New Delhi-110 055
 5. Central Secretariat Manual Of Office Procedure, Ministry Of Personnel, Public Grievances And Pensions Department Of Administrative Reforms And Public Grievances, May 2015
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XXIV Production Management, Planning and Control

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|--|----------------|
| 1 | Production Management: Introduction, meaning and role of production management in agriculture. Elements of production, design and process planning. Effect of technological changes on the production management. Factors influencing the plant location in Agri-business activities. | 10 |
| 2 | Agricultural Production Planning and Control: Nature, basic functions of production planning and control, its objective, different system of manufacture production cycle, scheduling and control of production and its control procedures and devices. Total quality management, considerations, stage of quality control, standard and specifications, quality assurance and quality circles. | 12 |
| 3 | Scheduling psychology, methodology and control techniques. Legal aspects of quality control. Resource Planning and Budgeting: Importance and techniques, methods to study work measurement. Nature and objectives of production planning and control. Variables subject to control. | 12 |
| 4 | Production control for contentment's, intermittent and project system. Production forecasting and production inventories. Aggregate planning, guidelines, graphic and chart planning. Resource Management: Management of resources: Meaning, concept, source of supply of material, selection and evaluation, purchase management-Cost reduction. | 10 |
| 5 | Store Management-location, storage methods and documentation of Government policies. Study of seasonality & trends of production volumes for last five years for various agro-processed products. Visit to a large scale processing unit. | 10 |
| | Total | 54 |

Text book:

1. Samuel Elion Elements of PPC

Reference book:

1. Production & operations management

XXV Agril. Co-operation Institutions and Management

End of Semester Examination 40 Marks
 Continuous Assessment 35 Marks
 Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | Co-operation: Meaning, Definition, principles of co-operation and its application in agriculture. Importance and role of co-operation in agriculture and rural development. Characteristics of cooperation, Co-operation compared with capitalism, socialism, communism and co-operative movement in India. | 12 |
| 2 | Co-operative marketing Definition, objective, functions of co-operative marketing, Co-operative Marketing Structure - NAFED, SCMF,RCMF,PCMF, Agencies involved in Agricultural marketing- NAFED, SCMF,RCMF,PCMF FCI, STC | 12 |
| 03 | Processing Institutions: Institutional, non-institutional and multi-agency approach, forms of co-operative, Co-operative education and training. State co-operative Union and NCDC, co-operative administration and HRM. | 10 |
| 4 | Co-operative Management: Nature and Functions, professional Management of Co-operatives, role of leadership in co-operative Management., , Different qualities and role of leadership | 10 |
| 5 | Objective, Functions, Area of Operation, Management, Source of working capital, Over dues, Rate of interest - Study of Primary Agricultural Co-operative Credit Society (PACCS), Study of District/ Central Co-operative Bank (DCB/CCB), State Co-operative Bank (SCB), Primary Land Development Bank(PLDB), State Land Development Bank(SLDB) Type of loan on the basis of period -Short Term loan, Medium Term Loan, Long term Loan, | 10 |
| | Total | 54 |

Suggested readings:

1) Text Book:

1. Umesh C.Patnaik and Ananta K.Roy. Co-operation and Co-operative Management.kalyani publishers,Ludhiana-141 008.
2. G.R.Madan. Co-operative Movement in India. Mittal Publications,Daryaganj,New Delhi-110 002.
3. Sarkar A.N. Agri Business Co-operative Management. Everest Publishing House, Everest Lane, 536, Shaniwar Peth, Appa Balwant Chowk, Pune – 411 030.
4. R.R.Paul. Money, Banking and International Trade.

Kalyani Publishers, Rajinder Nagar, Ludhiana-141 008.

5. M.L.Jhingan. Money, Banking, International Trade and Public Finance. Vrinda Publications(P) Ltd. B-5, Ashish Complex (Opp. Ahlcon Public School), Mayur Vihar, Phase –I, Delhi-110 091.

2) Reference Books:

1. Mamoria, C.B. and R.D. Saxena. Co-operation in India, Kitab mahal, 15-Thorn Hill Road , Allahabad.
2. Joshi, S.S and Charles V. Moore. Essentials of Farm Financial Management. Today and Tommorrow's printed and Publishers-22 B-5, Original Road, Karol Baugh, New Delhi -110005.
3. S.B.Verma,G.P.Sah,S.C.Pathak. Rural credit and Co-operative Development. Deep & Deep Publications Pvt.Ltd.F-159, Rajouri Garden, New Delhi-110027.
4. Dr.V.D.Varkey,V.G.Vartak.Co-operative Management.Pragati Books pvt.Ltd.119, Budhwar Peth ,Jogeshwari Mandir Lane,Pune-411002.

XXVI Modern farming systems and sustainable agriculture

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|--|----------------|
| 1 | Farming systems - Definition and Scope, Classification and Components - Classification of Farming Systems, Components of Farming Systems, Interactions between the components of farming systems, Types of Farming Systems | 10 |
| 2 | Integrated Farming Systems (IFS): Definition of IFS, Factors influencing Integration of Farm Enterprises, Advantages of IFS, Models for Irrigated and Rain fed situations, IFS for Irrigated low and uplands, IFS for rain fed and Dryland, IFS for Island | 12 |
| 3 | Cropping systems – definition and introduction of related terms, Classification of cropping systems, Interactions, advantages and disadvantages of cropping systems, Indices for Evaluation of Cropping Systems - Simple value indices, Biological indices and Economic indices | 10 |
| 4 | Organic farming – Definition, Concept, Principles of organic farming, Benefits and constraints of organic farming Components of organic farming Precision farming- importance and scope, Components of precision farming | 10 |
| 5 | Sustainable agriculture – Definition, Concepts, basic principles and goals of sustainable agriculture, Management practices, advantages, disadvantages and components of sustainable agriculture, Factors affecting ecological balance and ameliorative measures Land degradation and conservation of natural resources, Low external input agriculture (LEIA) and High external input agriculture (HEIA), Irrigation problems - Quality of irrigation water, Criteria for suitability of water for irrigation Wastelands and their development | 12 |
| | Total | 54 |

Suggested readings:

1) Reference Books:

1. B.N. and Maiti S. 1984 Cropping systems - Theory and practice. Chatterjee. Oxford and IBH Publishing Co., Calcutta, India.
2. Palanniappan S.P. Cropping systems in tropics – Principles and practices – 1985. Willey Eastern Ltd., New Delhi.
3. Panda S.G. Soil management and organic farming. 2006. AGROBIOS, New Delhi.
4. Thapa U. and Tripathi P Organic Farming ,. 2006. Organic Farming in India, Problems and Prospects
5. K Palanippa S.P. and Anandurai Organic Farming – theory and practice,. 1999. Scientific Publishers, Jodhpur.
6. Lampin, N. 1990 Organic Farming. Farming Press Books, Ips witch, U.K.

XXVII Value Chain in Agriculture

End of Semester Examination 40 Marks
 Continuous Assessment 35 Marks
 Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|--|----------------|
| 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 | 10 |
| 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 | 12 |
| 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 |
| 5 | Packaging - meaning and functions, Materials used to packaging of food grains, oilseeds, commercial horticultural crops. Economics of packaging, Special requisites for marketing of cocoons – processing, storage, transportation, and packaging, Economics of marketing of Cocoons | 12 |
| | Total | 54 |

Suggested readings:

1) Text Book:

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,.

XXVIII Agriculture Market and Trade Acts

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|--|----------------|
| 1 | Regulation of market, regulated market - Definition- regulated market. Evolution of market legislation, DMI functions, regulation of market, Growth and development of regulated market - Regulated markets, history of regulated markets, objectives | 10 |
| 2 | Regulated marketing act 1937 - Introduction- features Organization of regulated markets, Constitution of market committees, Finance of the market committees, Functions of a market committee | 10 |
| 3 | Agricultural produce (grading & marking) act, 1937 - The Maharashtra agricultural produce marketing (regulation) act- 1963- mission, classification of APMC, participants of the market., AGMARK Cold storage order, 1964 - Introduction- features, Cold storage order, 1980 - Introduction- features | 10 |
| 4 | Hazard Analysis And Critical Control Points (HACCP)- Introduction, concept, objectives, principles, benefits. ECOMARK - Introduction features. FSSAI and FSSA 2006 & 2011- Introduction, features, principles, general provisions. Fruit product order, 1955, Prevention of food adulteration act, 1954 All india rural credit survey committee 1951 (submitted report in 1954) Agricultural produce marketing (regulation) act – 1963 - Acts and its amendments till Date | 12 |
| 5 | Consumer protection acts - Introduction- objectives, consumer education, rights, responsibilities., New marketing model acts - Salient features of model acts Central warehousing corporation act 1957 - functions National co-operative development corporation - Activities Central warehousing corporation, State warehousing corporation - Function Weighing and measurement act – Function the national agricultural co-operative marketing federation of India (NAFED) - Objectives, activities/ functions. Food corporation of India (FCI) – Function EXIM policy - Introduction- features, recent EXIM policies. | 12 |
| | Total | 54 |

Suggested readings:

1) Text Book:

1. Acharya, S. S. and N.L. Agrawal. Agricultural marketing in India. Oxford and IBH publishing co. Ltd. 66 Janpath, New Delhi. 110 001.5thedition.

2) Reference Books:

1. Mamoria, C.B. and R.L. Joshi. Principles and practices of marketing in India. KitabMahal, 15, thorn hill road, Allahabad.
2. Panvar, J.S. Beyond consumer marketing. Response books sage publications, New Delhi
3. Rajan Nijhawan, food safety and standards act 2006, rules 2011, regulations 2011. International law Book Company, church road, kashmere gate, Delhi. 12th edition.
4. S. Subbareddy, P. Raghu ram, Agricultural economics, oxford and IBH publishing company Pvt. Ltd. 2004

XXIX Organizational Behavior- II

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | Leadership: Importance of leaders, leader verses manager, leadership styles, Theories of leadership. Conflict management: classification of the conflict, conflict management techniques. | 12 |
| 2 | Organizational culture: Elements f 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 | 10 |
| 3 | Organizational development: organizational development techniques, sensitive techniques, survey feedback, process consultation, | |
| 4 | Social Groups- meaning, definition, classification, factors considered in formation of organization. Motivation in group formation. Social organizations- meaning, definition, types of organization. | 10 |
| 5 | Team Building: Introduction, Systematic Approach, Information stage, Reviewing in order to improve, Analyzing skills, Feedback of observations, Supportive development building on ideas, Contributions in a group, Degrees of Agreement, Aspirations. | 10 |
| | Total | 54 |

2) Reference Books:

1. Korman, Abraham K-Organizational Behaviour.
2. Khanka, S.S. - Organizational Behaviour.
3. Singh and Chhabra-Organizational Theory and Behaviour.
4. Maslow, A.H.-Motivation and Personality.Mattock, John- How to be better negotiator

XXX International Business-II

End of Semester Examination 40 Marks
 Continuous Assessment 35 Marks
 Total of 75 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | Globalization and Country Differences National Differences in Political Economy Differences in Culture Ethics in International Business | 10 |
| 2 | The Global Trade and Investment Environment International Trade Theory The Political Economy of International Trade Foreign Direct Investment Regional Economic Integration: European Union • The Institutions of European Union • European Parliament • European Treaty • Germany and European Union | 11 |
| 3 | The Global Monetary System The Foreign Exchange Market The International Monetary System The Global Capital Marke | 11 |
| 4 | The Strategy and Structure of International Business The Strategy of International Business The Organization of International Business Entry Strategy and Strategic Alliances | 11 |
| 5 | International Business Operations Exporting, Importing, and Countertrade Global Production, Outsourcing, and Logistics Global Marketing and R & D Global Human Resource Management Accounting in the International Business Financial Management in the International Business | 11 |
| | Total | 54 |

SECII.1 Marketing Management of vegetable crops

End of Semester Examination 25 Marks

Continuous Assessment 25 Marks

Total of 50 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | Marketing Management of vegetable crops: meaning, different vegetable crops taken in Maharashtra, Area Production and productivity of different vegetable grown in Maharashtra, different markets institutions available for the vegetable for marketing. Cost of the production of the vegetables in Maharashtra | 10 |
| 2 | Product Promotion: Meaning and importance, pricing, promotional policies and practices. Market communication - Definition, meaning, elements of marketing communication, process of marketing communication. Planning: Planning in marketing managerial process, steps and strategic options. Product differentiation and product positioning. | 10 |
| 3 | Product Marketing: Market segmentation concept, meaning, importance, definition, Market segmentation of consumer and industrial markets, selecting and promoting target markets. product promotion tools used in product promotion like Leaflets, pamphlets, video, audio, poster ,charts, banners, television, newspaper etc. | 10 |
| 4 | Product-mix: meaning, classification, life cycle and components. Marketing channels- Meaning, push and pull strategies. Promotion skills of wholesalers and retailers. Product life cycle - Meaning, definition, stages of plc. Product Pricing: Definition, price-mix, pricing strategies and communicating prices. Psychology of human behaviour in product promotion - culture and sub-culture, values of consumer behavior, social groups. Organizational buying, message-source, structure, varieties and contents etc. | 12 |
| 5 | Advertising: History, definition, classification, function and organization of advertising campaign. Elements, objectives and designing of advertising strategy and opportunities. Measuring advertising performance. Sales promotion, planning, objectives, techniques of consumers' promotion management. Sale force trade promotions and public relations, sales promotion effect | 12 |
| | Total | 45 |

Suggested readings:

1) Text Book:

1. Samuel, elison. Elements of productions planning and control, navneet prakashan ltd.kalbadevi road, mumbai 400 002, by arrangement with m/s universal publishing corporation.
2. Kotler, phillip and gary armstrong, principles of marketing .prentice –hall of india pvt ltd, new delhi -110001.acharya,s.s and n.l agarwal. Agriculture marketing in india. Oxford and ibh publishing company pvt. Ltd.66,janpath,new delhi-110001
3. Diwase smita. Agri-business management. Everest publishing house, everest lane,536,shaniwar peth, appa balwant chowk,pune-411030.

2) Reference Books:

1. Burnett, john j.promotion management.virendra kumar arya for a.i.t.b.s publisher and distributor (regd.) J-5/6 krishna nagar, delhi-110051.

SEC II.2 Marketing Management of oilseed crops

End of Semester Examination 25 Marks

Continuous Assessment 25 Marks

Total of 50 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | Marketing Management of oilseed crops: meaning, different oilseed crops taken in Maharashtra, Area Production and productivity of different oilseed crops grown in Maharashtra, different markets institutions available for the oilseeds for marketing. Cost of the production of the oilseeds in Maharashtra | 10 |
| 2 | Product Promotion: Meaning and importance, pricing, promotional policies and practices. Market communication - Definition, meaning, elements of marketing communication, process of marketing communication. Planning: Planning in marketing managerial process, steps and strategic options. Product differentiation and product positioning. | 10 |
| 3 | Product Marketing: Market segmentation concept, meaning, importance, definition, Market segmentation of consumer and industrial markets, selecting and promoting target markets. product promotion tools used in product promotion like Leaflets, pamphlets, video, audio, poster ,charts, banners, television, newspaper etc. | 10 |
| 4 | Product-mix: meaning, classification, life cycle and components. Marketing channels- Meaning, push and pull strategies. Promotion skills of wholesalers and retailers. Product life cycle - Meaning, definition, stages of plc. Product Pricing: Definition, price-mix, pricing strategies and communicating prices. Psychology of human behaviour in product promotion - culture and sub-culture, values of consumer behavior, social groups. Organizational buying, message-source, structure, varieties and contents etc. | 12 |
| 5 | Advertising: History, definition, classification, function and organization of advertising campaign. Elements, objectives and designing of advertising strategy and opportunities. Measuring advertising performance. Sales promotion, planning, objectives, techniques of consumers' promotion management. Sale force trade promotions and public relations, sales promotion effect | 12 |
| | Total | 45 |

Suggested readings:

3) Text Book:

4. Samuel, elison. Elements of productions planning and control, navneet prakashan Ltd.kalbadevi road, mumbai 400 002, by arrangement with m/s universal publishing corporation.

5. Kotler, phillip and gary armstrong, principles of marketing .prentice –hall of india pvt ltd, new delhi -110001.acharya,s.s and n.l agarwal. Agriculture marketing in india. Oxford and ibh publishing company pvt. Ltd.66,janpath,new delhi-110001
6. Diwase smita. Agri-business management. Everest publishing house, everest lane,536,shaniwar peth, appa balwant chowk,pune-411030.

4) Reference Books:

2. Burnett, john j.promotion management.virendra kumar arya for a.i.t.b.s publisher and distributor (regd.) J-5/6 krishna nagar, delhi-110051.

SEC III.3 Marketing Management of Pulse crops

End of Semester Examination 25 Marks

Continuous Assessment 25 Marks

Total of 50 Marks

| Unit No. | Particulars | No of Lectures |
|----------|---|----------------|
| 1 | Marketing Management of pulse crops: meaning, different pulse crops taken in Maharashtra, Area Production and productivity of different pulse crops grown in Maharashtra, different markets institutions available for the pulse crops for marketing. Cost of the production of the pulse crops in Maharashtra | 10 |
| 2 | Product Promotion: Meaning and importance, pricing, promotional policies and practices. Market communication - Definition, meaning, elements of marketing communication, process of marketing communication. Planning: Planning in marketing managerial process, steps and strategic options. Product differentiation and product positioning. | 10 |
| 3 | Product Marketing: Market segmentation concept, meaning, importance, definition, Market segmentation of consumer and industrial markets, selecting and promoting target markets. product promotion tools used in product promotion like Leaflets, pamphlets, video, audio, poster ,charts, banners, television, newspaper etc. | 10 |
| 4 | Product-mix: meaning, classification, life cycle and components. Marketing channels- Meaning, push and pull strategies. Promotion skills of wholesalers and retailers. Product life cycle - Meaning, definition, stages of plc. Product Pricing: Definition, price-mix, pricing strategies and communicating prices. Psychology of human behaviour in product promotion - culture and sub-culture, values of consumer behavior, social groups. Organizational buying, message-source, structure, varieties and contents etc. | 12 |
| 5 | Advertising: History, definition, classification, function and organization of advertising campaign. Elements, objectives and designing of advertising strategy and opportunities. Measuring advertising performance. Sales promotion, planning, objectives, techniques of consumers' promotion management. Sale force trade promotions and public relations, sales promotion effect | 12 |
| | Total | 45 |

Suggested readings:

5) Text Book:

7. Samuel, elison. Elements of productions planning and control, navneet prakashan ltd.kalbadevi road, mumbai 400 002, by arrangement with m/s universal publishing corporation.

8. Kotler, phillip and gary armstrong, principles of marketing .prentice –hall of india pvt ltd, new delhi -110001.acharya,s.s and n.l agarwal. Agriculture marketing in india. Oxford and ibh publishing company pvt. Ltd.66,janpath,new delhi-110001
9. Diwase smita. Agri-business management. Everest publishing house, everest lane,536,shaniwar peth, appa balwant chowk,pune-411030.

6) Reference Books:

3. Burnett, john j.promotion management.virendra kumar arya for a.i.t.b.s publisher and distributor (regd.) J-5/6 krishna nagar, delhi-110051.