## List of Course Curriculum (CBCS) (Master of Agribusiness Management)

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<th>S.No.</th>
<th>CODE</th>
<th>TITLE OF THE COURSE</th>
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Semester: I

AEM-7007 Problems of Indian Agriculture

Course Objective:
Basic objective of this course is to impart knowledge about current Indian agriculture, policies and changes which have taken place in the post independence period with a special focus upon problems being faced in the light of challenges of food security and sustainable agriculture.

Credits: 4

Unit-I
Role and importance of Agriculture in Economic Development, Features of Indian Agriculture, Causes of low productivity, Socio-cultural and Institutional constraints, Suggestive measures for improving Agricultural Productivity, Brief review of agricultural development under the Five year plans, Problems of Indian Agriculture

Unit-II
Land reforms: Meaning, Need and objectives, Measures contemplated to achieve the objectives of land reforms, Abolition of Intermediaries, Tenancy Reforms, Reorganisation of Agriculture, Rural Development Programmes and its impact on Rural Development and Agricultural development, MNREGA, Bharat Nirman

Unit-III
Agricultural Labour: Definition, causes of growth, conditions and problems, measures for improvement, Farm size and Efficiency, Food Security and Public Distribution System, Food Security System Act 2013

Unit-IV

Suggested Reading:
3. Ministry of Finance, Govt. of Indian: Economic Survey, various issues
4. Economic and Political Weekly, Selected Articles
6. Ministry of Agriculture, Govt. of India, "Indian Agriculture at a Glance 2012"
AEM- 7008 Agricultural & Rural Marketing

Objective:
To familiarize the students with the system, regulation, problems, issues and the emerging phenomena in the area of agricultural and rural marketing

Credits: 4

Unit-I
Agricultural Marketing in India: nature, structure and system, Regulated Marketing, Legislation & Machinery, Marketable Surplus; Grading & standardization

Unit-II
Agricultural Diversification, Agri-business Marketing, Rural and Agri-business Entrepreneurship, Cooperative Marketing, Support Policies for Agricultural and Rural Development

Unit-III
Rural Markets _ patterns, problems and strategies, Agri Marketing Channels, Infrastructure of Agricultural Marketing _ Storage, Transport and Financing, Managerial Efficiency in Agricultural Marketing

Unit-IV
Commodity Futures Marketing, External Trade, Agricultural Exports, Globalization of Agriculture, Marketing education, research, Statistics and Information Management

Suggested Readings

AcharyaS.SAgricultural Marketing in India (Oxford & IBH)
Prasad J. Indian Agricultural Marketing (Mittal)
Ricketts C. & Rawlins O. Introduction to Agribusiness (Delmar)
Kashyap P. & Raut S. Rural Marketing (Dreamtech Press)
Badi R.V. & Badi N.V. Rural Marketing (Himalaya Publishing House)
ABM-7009  Foundation of Management

Objectives:
To familiarize students of diverse background with the generic concepts of Business Management and gradually orient and enable them to appreciate the application of the very concepts in the core functional areas of management

Credits: 3

Unit-1 Fundamentals of Management
Management; de jure and de facto systems
Systems and process based definitions
Levels, functions, types of managers; specific and generic roles and skills
Schools of Management Thought; Scientific School, HR School
Behavioural, Systems and contemporary schools; Contingency approach

Unit-2 Planning
Process and steps; objectives setting, identifying business definitions Evaluating business objectives; establishing verifiable and realistic objectives
SWOT analysis; Introduction to ETOP and SAP analysis
Plan alternatives and strategic choice; Tactical planning and related concepts

Unit-3 Decision Making & Organizing
Concept of decision making; process, models, typologies, select tools and techniques
Concept of organizational structure; functional division; rationale and process
Co-ordination; functional and cross functional; rationale and techniques
Structural variants; prototypes, functional, process, product, customer and geography based structures; SBU’s and product/matrix structures; Issues in centralized vs. decentralized structures.

Suggested Readings:
Stoner, J.A.F. and Freeman, R.E., Management, PHI, New Delhi 2000 (revised edn.) Hampton, David R., Management, TMH, New Delhi, 1997
AEM- 7010  Business Environment

Objective: To sensitize the students with the changing environment of agribusiness with which the managers have always to cope up with special reference to India.

Credits: 2

Unit-I
Types of Environment, Environmental Analysis and its Techniques, Business & Society: Consumer Rights, Consumerism, Corporate Governance, Business Ethics in India

Unit-II
Features of Indian Economy, Trends in Industrial Production in India, India’s Industrial Policy, Fiscal and Monetary Policy in India, Economic Reforms in India

Suggested Readings:

Francis Cherunilam : Business Environment (HPH)
Raj Agarwal & Parag Diwan : Business Environment (Excel Books)
A C Fernando : Business Environment (Pearson Education)
M Adhikary : Economic Environment of Business (Sultan Chand)
Mishra and Puri : Indian Economy (HPH)
Dutt, Ruddar and K.P.M. Sundaram, : Indian Economy (S Chand)
ABM-7011 Managerial Economics- I

Objective:

This course is intended to provide an overview of managerial economic theories and its applications. It intends to provide fundamental concepts and models in the theory of production and costs and sets out to provide a basic understanding of price and output determination under different types of market structures.

Credits 4

Unit-I
Demand analysis and elasticity of demand. Theory of consumer’s behavior: utility analysis, Indifference curve technique. Revealed preference theory.

Unit-II
Cost theory and estimation: Cost concepts, determinants of cost, cost-output relationship in the short run and long run, short run vs. long run costs, average cost curves, Overall Cost leadership, Cost and revenue Functions.

Unit-III

Unit-IV

Suggested Readings:
Managerial Economic Principals and worldwide applications:DominickSolvatore,
RavikeshSrivastava
Managerial Economics; An Economic Foundation for Business Decision:Barry Keating and J.Holton Wilson.
AEM-7012 Management Accounting

The objective of this course is to familiarize students with financial accounting and equip them with the tools and techniques of management accounting

Credits: 4

Unit I
Meaning Scope and need of accounting in Business decisions
Forms of accounting and users of accounting information
Framework of accounting conventions, principles, concepts and procedures etc.
Accounting equations and types of accounts, rules of recording business transactions

Unit II
Preparation of journal and classification of journal etc. ledger
Preparation of Trial Balance and Income Statement
Preparation of Balance sheet and adjustment entries
Practice of Farm Accounting in India

Unit III
Ratio analysis its meaning and uses
Study of liquidity ratios and leverage ratios
Study of profitability ratios and activity ratios
Meaning, uses and preparation of fund flow statements
Meaning uses and preparation of cash flow statement

Unit IV
Costing as an aid to management presentation of various costs in proper format. Cost Sheet
Marginal costing and absorption costing
Cost- Volume profit analysis
Break Even analysis
Budgeting: Objectives and Functions of a budget. Essentials of Budgeting Budgeting and Budgeting Control

Suggested Reading:

1. Accounting for Management MN Arora, Himalaya Publishing House
2. Williams, Haka ,Bettner, Financial and Managerial Accounting Tata McGrowhill
3. Accounting for Management., S.N. Maheshwari, Sultanchand& Sons
4. Advance Management Accounting Text and Cases, JawaharLal, S. Chand
7. Cost Accounting (A Managerial Emphasis) Horngren, Dater, Foster Prentice Hall of India
Semester:II

AEM-8007  Fundamental of Information Technologies

Objectives:
The student should be able to gain an understanding of the hardware structures that make computers possible. Know the different devices and components of a computer system, know how these components interact and work together. Understand computer organization concepts and how they apply to systems development. Use e-mail and search the web using browsers.

Credits:  4

Unit-I

Unit-II
Basics of Software: Computer software: What is software, relationship between Hardware & software, types of software, acquiring software, Firmware. Primary Storage: Storage location and Addresses why more bits, Fixed and variable word length storage, RAM, ROM, PROM ad EPROM, cache memory, Registers memory, Address Registers (mar) memory buffer Register (mbr), program control Register (per). Accumulator Register, Intervention Register (IR), Input Output Register (I/OR), Function of various Register.

Unit-III

Unit-IV
Networks: Communication and computer networks, classification components, technologies advantages. Internet: Introduction to the Internet, How was the Internet born, An overview of Internet application, the world wide web, file transfer protocol, E-mail. The internet as a postman.

Suggested Readings:

3- Foundation of computing: Sinha, P.K., PritiSinha BPB Publications.
4- Computer Fundamentals. Ram, B., New Age Publications
5-Information to Information Technology: SunjaySaxena
6-Introduction to Computer: Pete Nortons, TaTa McGraw-Hill Edition
7-Fundamentals of Information Technology: Alexis Leon, Mathews leon
AEM-8008    FINANCIAL MANAGEMENT

Objective: To familiarize the student with tools and techniques used in testing financial decisions. The course is divided into four units:

Credits:  4

Unit-I:


Unit-II:


Unit-III:


Unit IV:

Capital Budgeting: Techniques of Project Appraisal and Ranking; Pay Back period, Accounting Rate of Return (ARR). Dividend Decision Concept; Dividend Policy; Overview of Dividend Policy, Factors influencing Dividend Decision; Issue of Bonus Shares, SEBI Guidelines for issue of Bonus Shares, Stock splits (shares) and Buy back of shares, SEBI guidelines for Buyback of shares.

Suggested Readings:
5. Bealey Myers, Principles of Corporate Finance, Tata McGrew- Hill, New Delhi
AEM-8009 Research in Agri Business

Objective: To make the students capable of undertaking research activity in a decision making situation

Credits: 2

Unit-I

Unit-II

Suggested Reading

G.B. Beri, Marketing Research (PHI)
Boyd and others, Marketing Research (R. Irwin)
Churchill, Marketing Research (Dryden)
Tull& Hawkins, Marketing Research (PHI)
AEM-8010 Managerial Economics II

Course Objective
This course aims at making students familiar with the working of economic system with the help of standard macroeconomic theories. Students will be taught how overall level of income, employment, output, prices etc. are determined in the economy with special focus on the role of state, market and economic policies.

Credits: 4

Unit I
Classical Theory of Income and Employment
Say’s Law of Market, Wage-Price Flexibility
Determination of Income & Employment

Unit-II
Keynsian Model of Income and Employment: Aggregate Demand, Aggregate Supply and Income Determination,
Consumption Function
Investment Function
Determination of Rate of Interest

Unit III
Equilibrium in the Real Sector- IS Curve
Equilibrium – in the Monetary Sector – LM curve
Simultaneous equilibrium of Real and Monetary Sectors
Fiscal Policy Effects on Demand
Monetary Policy Effects on Demand
The interaction of Monetary and Fiscal Policies

Unit-IV
IS-LM in an open economy
Mundel Fleming Model
Small open economy under Floating Exchange Rates
Small open economy under Floating Exchange Rates
Interest Rate Differential
Business Cycles, Inflation, Inflation and Interest Rates, Costs of Inflation

Suggested Readings:
1. Edward Shapiro: "Macroeconomic Analysis"
2. G. Ackley: "Macroeconomics"
3. Gregory Mankiw: "Macroeconomics"
5. William H. Branson "Macroeconomics: Theory and Policy"
ABM-8011  Agri-Human Resource Development

Objectives:

To induct students into the core concepts and approach of HRD. It also aims at giving a conceptual exposure into the mechanism and processes of designing and implementing HRD sub-systems within a strategic framework.

Credits: 4

Unit-1    HRD: an Overview

HRD defined; comparison with conventional notions of HRM and Personnel management. Objectives and key tasks of HRD. Issues and factors in designing and executing HRD systems.

Unit-2    HRD Systems; part-one

Job/ Role analysis; KPA’s; Role specifications and job standards. Role description, Recruitment and Selection systems.

Unit-3    HRD Systems; part-two

Designing training strategy, systems and sub-systems. Performance appraisal systems; 360 degree system. Counselling and mentoring approach to HR.

Unit-4    HRD Systems; part-three

Potential appraisal, Career planning and Career development systems. Effective compensation systems; factors that affect compensation structure, job evaluation methods, and 3P system.

Job redesign systems; Job enrichment, MBO, Socio technical systems, Dual Career and Flexi-systems.

Suggested Readings:


AEM-8012- Quantitative Techniques

Objectives:
To provide a fundamental exposure to students of diverse background into Descriptive and Inferential Statistics so as to enable them to apply these concepts & tools in quantifying their respective academic constructs and variables

Credits: 3

Unit-1

Unit-2
Sampling theory and sampling techniques, probability & non-probability sampling techniques, Kinds of sample. Quota convenience and judgement sampling simple random samples and selected complex Random samples. Tests of hypothesis and types of error.

Unit-3
Measures of tests of statistic: t test, Z test & F tests. Chi-square ASNOVA & Cluster analysis
Select quantitative techniques from operations and Investment management for decision taking

Suggested Readings:
1. Kothari C. R, Research Methodology, New Age International (p) Ltd , New Delhi, 2008 (revised edn)
AEM- 8013  Marketing Management

Objective: To make the students aware with marketing philosophy, process, issues and problems

Credits:  2

Unit-I
Marketing Management: Definition, Philosophies and Process; Marketing Tasks, Market segmentation and Targeting, Product Mix Decision

Unit-II
Product Development & Product Life Cycle; Pricing, Distribution and Promotion Decisions; Promotion Mix; Emerging Issues in Marketing Management

Suggested Reading

Kotler, P.  Marketing Management APIC (PHI)
Gandhi, J. C.  Marketing_ A Managerial Introduction
Jha&Singh  Marketing Management in Indian Perspective
Semester: III

AEM-9005 Agricultural Policy and Planning

Objective:
Agricultural policies and planning course is intended to expose the students to macroeconomic concepts and theory, the application of the agricultural economic theory, and implication of the policies.

Credits: 2

Unit-I

Unit-II
Policy, unemployment, Govt. approaches to eradication f poverty ad unemployment Agricultural Polices regarding Farm prices and Farm incomes, Credit and Finance in India. Agriculture taxation. Sustainable Agricultural Development: Dimensions and Components, Food Security in India. Child malnourishment.Agricultural Biotechnology and Food security in India.Livestock Revolution and Govt. Policy.

Suggested Readings:
1-Indian Economy: Mishra and Puri
2-Agricultural Development policy:Roger,D. Norton
3-Liberalizing Food Grain Markets by Ganesh Kumar,Devesh Roy and Ashok Gulati
4-Agricultural Food Security:Kumar and Raza
5-Poverty and Human Rights:PollyVizard
6-Poverty in India,Myth and reality,Definition and Identification,CriticalEvaluation:Ratnabar Gedam
7-Poverty and Economic reforms,The social concerns :G.S.Aurora
AEM- 9006 Global Marketing

**Objective:** To familiarize the students with basic principles, policies and applied issues in global marketing with emphasis on agribusiness

**Credits:**  2

**Unit-I**
International Marketing: terminology, concepts, coverage and scope; Globalization and its dimensions, Methods of Entry, Foreign Market Identification

**Unit-II**
Product Decisions, Price and non-price factors, International Promotion, Trade Fares and Exhibitions, Distribution Channels

**Suggested Readings:**

Keegan- Global Marketing Management (PHI)  
Varshney&Bhattcharya- International Marketing management (Sultan)  
Vern Terpstra- International Marketing (Dryden)  
Onkvisit& Shaw-International Marketing (Prentice Hall of India)
AEM-9007 Agricultural and Micro-Finance

Objective: To familiarize students with the Agricultural Financial System, Microfinance System and tools and techniques used for better management decisions

Credits: 4

Unit-I
Need and Importance of Agriculture Finance, Essential Features of Agriculture credit system, Agricultural credit Structure in India. Non-institutional financing for Agriculture, Merits and Demerits. Management of Agri-Finance: View point of Borrower and lender. Economic feasibility Tests of Farm credit proposal (Three R’s of credit & Four C’s of Credit).

Unit-II
Methods and mechanics of Lending to Agriculture, Role and functions of NABARD for Agriculture Finance Role of Commercial Bank and Agricultural Finance, Regional Rural Banks and Rural Finance, Its viability, Problems and challenges

Unit-III

Unit-IV
Microfinance: Concept and Revolution, Grameen experiment. Growth and development of Micro-finance in Bangladesh, World without poverty-Views of Muhammad Yunus. Microfinance and SHGs in India and its importance for socio-economic development of poor families. Microfinance and women empowerment. Role of NABARD in linking SHGs with Banks, Growth and Development.SGSY and SHGs. Role of MFIs (Non-Banking Financial Institutions) in expanding micro-credit facilities for the poorest of poor in the country. These MFIs include SKS microfinance, SHARE, BASIX, etc. Some case studies on microfinance and Agriculture Finance.

Suggested Readings:
1. S.S.M. Desai: Agriculture & Rural Banking in India, HPH
3. Pension: Agricultural Finance, Tata Mc Grow Hill
10. What is Wran with Microfinance, Edited by Thomas, dichteradnMulcom Harper
AEM – 9008  WTO and Indian Agriculture

Objectives:
To make a comparative analysis of the role played by WTO in overall economic development. To see the trend in agriculture trade and identify the key agricultural export & import items. To examine the domestic support policies, To assess the tariff and non-tariff barriers in developed nations, which is main concern for the developing nations, especially India.

Credits:  2

Unit-I
Free Trade and Globalization: Background of GATT and WTO
Important Agreements under WTO
- TRIPS
- TRIMS
- GATS
- SPS & TBT
- Anti-dumping
- Genetically Modified Foods
The Agreement on Agriculture: Experiences with the Implementation Related Issues and Concerns
- “Effective Participation in Negotiations” Implications for Trade Policy Administration”; Defending Trade Interests”; “Identifying & Exploiting Trade Opportunities”, “Policy Framework for Trade”.
- Textiles and Multi-Fiber Arrangements

Textiles and Multi-Fiber Arrangement to Agreement on Textiles land Clothing (ATC)

Antidumping Measures, Subsidies, Countervailing Duties and Government Procurement

UNIT-II
TRIPS AND Indian Agriculture
- OECD (2003), “The Impact of Trade Related Intellectual Property Rights on Trade and Foreign Direct Investment in Developing Countries”.

Dispute Settlement Mechanism under the WTO
Notes on Dispute Settlement Mechanism
Time to Stop Dumping on the World’s poor. Developing countries and the WTO negotiations
Suggested Readings:
1-WTO and development Opportunities: S.B. Verma
2-WTO and Developing countries: Surendra Bhandari
3-Trade liberalization and Indian Agriculture: Seema Bathla
4-Indian Economy and the WTO New Challenges and Strategies: Vibha Mathur
5-WTO, India and emerging areas of Trade challenges and strategies: R Renohan
6-Trade liberalization and Poverty in India: Veena Jha, Sarika Gupta, James Nedumpara, Kailas Karthikeyan
7-WTO, Globalization and Indian Agriculture: Mohd Iqbal Ali, and G. Bhaskar
8-Economics and the global Environment: Charles S. Pearson

AEM-9009 Select Computer Application Packages

Objective:
To develop among the students the skills to use computer applications for word processing, data analysis and presentation and database handling.

3+1 Credits

Unit-I Word Processing:
An introduction to different word processing packages, utility, preparation of documents, editing, corrections and printing.

Unit-II Spreadsheet:
Excel and its uses in agriculture and data manipulation.
Practice sessions on above

Unit-III Database Management
Access and its utility maintenance and manipulation of Databases. Use of Internet and E-mail.
Practice sessions on above

Unit-IV Problems, Exercises and Practicals (on Above topics)

Suggested Readings:
1. Peter Norton, Guide to MS Office, (TMH)
2. Mastering Office professional by Moseley & Boodey (BPB)
3. Using the World Wide Web by Wall, (PHI)
ABM-9010 Agricultural Investment Management Objectives:

To impart knowledge of investment decision making and familiarize students with the existing and growing financial and investment markets in India in the post globalization era

Credits: 2

Unit-1 Investment; Meaning and Scope

Investment; meaning, objectives and principles of investment. Investment media and their relative merits. Portfolio Management; meaning, rationale and analysis

Unit-2 Investment Markets in India

Structure of financial market; treasury bills market. call money market, market for financial guarantees, market for mortgage. forex market, Govt. securities market, industrial securities market- New Issue market and Stock exchange market.

Suggested Readings:

Donald E. Fischer, and Ronald J. Jordan, Security Analysis and Portfolio Management, PHI, New Delhi 1996 (revised edn.)

Bhole, L. M., Financial Institutions & Markets, TMH Education, New Delhi, 2009
Elective: Consumer Behaviour

Objectives:

To train students in the relevant concepts of consumer behaviour, its processes and key applications in business management.

Credits: 4

Unit

Meaning and scope of consumer behavior; applications of C.B; Study of consumer demographics, geographics, sociographics and psychographics and its impact on consumer’s needs & desires and pre purchase, purchase and post purchase behavior. Cluster formations: data metrics & analytics. Cohorts Study (Schuman and Scott, 1989).

Unit II

Perception theory; process. Factors that affect perception; throughput and outputs. Consumer rationalities and irrationalities; influences on consumer perception. Prospect theory and Decoy effect. Attitudes and their characteristics; models of attitudes; attitude measurement.

Unit III

Motivation; key factor and process theories. Key applications and measurement. Personality; major theoretical and pragmatic approaches. Applications in C.B. Communication; definition, process, model and elements; T.A. and behavioral communication.

Unit IV

Black Box Model of C.B (Wiley, 1969); Buying Decision Process; Problem recognition, Information search, Alternative evaluation, Purchase decision, Post purchase behaviour; Buyer’s Response.

Suggested Readings:
1. Schiffman L.G and Keslie, L.Kam K. Consumer Behaviour
3. Mowen John consumer behaviour
Elective WTO And Intellectual Property Rights

Objectives:

To sensitize the student about the importance of WTO and intellectual property in the global economy.

Credits: 4

UNIT-I


UNIT-II


UNIT-III


UNIT-IV

Learning resources

Text books


Reference books


Supplementary reading material


Websites

www.wipo.int/
www.wto.org/english/tratop_e/trips_etrips_e.htm
www.wipo.int/pct/en/texts/articles/atoc.htm
www.wipo.int/treaties/en/ip/wct/
www.ipmatters.net/features/000707_gibbs.html
www.iptoday.com

Journal

Journal of Intellectual Property Rights
Indian Journal of Intellectual Property Law
Journal of Intellectual Property Law & Practice
IDEA- The Intellectual Property Law Reviews
Semester: IV  
ABM-X006 Agricultural Production Economics

Objective  
To expose the students to the concept, significance and uses of agricultural production economics.

Credits:  4

Unit-I  

Unit-II  
Production Cost: Opportunity return, variable cost and fixed cost. The total cost Function. Effects of price changes. The long and short run time period, some applications of cost functions in production and processing of agricultural products: On Farm grain drying and storage. Frying processing plants. Cotton mechanization peach hydrocooling.

Unit-III  
Production possibilities joint products, competitive products complementary products, supplementary products choosing the optimum product combination. Optimum combinations of many products. Specialization and diversification. Farm planning and budgeting supply response and Cob-Web theorem, elements of risk and uncertainty in planning and decision making.

Unit-IV  

Suggested Readings:  
1-Agricultural production Function: Earl o Heady, John L Dillen  
2-Principal of Microeconomics I: S.K. Mishra and V.K. puri  
3-Micro Economics Theory and Applications: Anindya Sen  
4-Economics; An Analytical introduction by Amos Witztum  
5-Beattie BR & Taylor CR. The Economics of Production. John Wiley & Sons.  
8-Heady EO. Economics of Agricultural Production and Resource Use. Prentice-Hall.  
9-Sankayan PL. Introduction to Farm Management. Tata McGraw Hill.
ABM- X007 Management of Agricultural Cooperatives

Objective: To make the students understand the principles and practice of cooperation as they are applicable to the Agricultural Sector of India.

Credits: 4

Unit-I

Unit-II
Theory and practice of Agricultural Cooperative credit system critical study of organization and financial structure, operation and Management of selected cooperative credit institutions-Central Cooperative Banks. State Cooperative Banks. Land Dev. Banks and NABARD

Unit-III
Formation and Management in Agriculture Cooperative Societies; Re-organization of Agricultural Credit Societies, Multipurpose cooperative Societies; Large-Sized Cooperative Societies, Service Cooperatives. Cooperative farming in India

Unit-IV
Cooperative Processing; Management of Cooperative Sugar Factories; Cooperative Agricultural marketing; Growth and Development Problems and challenges Cooperative Education and Training Management in India; Role of State in the progress Indian Cooperative Movement.

Dairy Cooperatives, Growth and Development, Problems, Measures to overcome these problems Indian Cooperatives in this era of Globalisation

Suggested Readings:
1. B.S. Mathur Cooperation in India, SahityaBhawan, Agra
2. Kamat, G.S. Cooperative Management, HPH
3. Bedi R.D. Theory, History and Practical of Cooperation
4. Fay, C.R. Cooperation in India and Abroad
5. Raj Krutia Cooperative Farming some Critical Reflection
6. Sami-uddin& Cooperative Sector in India, S. Chand
   Rechmans
7. Rais Ahmad Cooperative Development and Management Text and Cases, Mittal Pub. House
ABM-X008  Strategic Management

Objectives:
To impart conceptual knowledge about the scientific framework, methods and processes of functioning of professionally managed systems in contemporary and emerging business environments; enabling students to appreciate the roles managers play as a strategist in the later years of their career

Credits: 4

Unit-1 Overview and SWOT analysis  (12 hours)
Concept of strategy, Strategic decision making process
Vision, mission, values, corporate ethics, business objectives and definition
SWOT analysis; environmental and organizational appraisal

Unit-2 Strategy Formulation (20 hours)
Corporate and business level strategies; growth, diversification, retrenchment and combination strategies. Benchmarking strategic options; related and unrelated diversification,
Takeovers, mergers, consolidation, joint ventures/strategic alliances and turnaround, restructuring
strategies. Strategic analysis; corporate portfolio techniques and related quantitative and lateral techniques. Contingency strategies.

Unit-3 Issues in strategy implementation (part-i)
Functional and operational plan aspects.Procedural, budget and project aspects.

Unit-3 Issues in strategy implementation  (part-ii)
Structural, behavioural and cultural aspects. Strategic evaluation and control

Suggested Readings:
Kazmi, Azhar, Business Policy, TMH, New Delhi, 2001(revised edn)
AEM-X009  Theory of Economic Development

Course Objective
Paper focuses upon problems of economic development of developing countries in the light of theories of development. Special attention is paid on agricultural and rural development issues.

Credits: 4

Unit-I:

Unit-II:
Imperatives of Agricultural progress and rural development, Structure of Third World Agrarian system, Designing an Agricultural strategy, Unimodel and bimodel agricultural strategies, Multiple objectives of agricultural strategy, Agricultural transformation from subsistence to commercial farming, Strategy of Agricultural and Rural Development.

Unit-III:

Unit-IV:

Suggested Readings:
3. Jones, An Introduction to Modern Theories of Economic Growth"
ABM-X010 Organizational Behavior & Communication

Objectives:

To train students into the relevant concepts of individual and group dynamics including organizational communication processes so as to help them cultivate requisite interpersonal skills (IPS) at work place

Credits: 4

Unit-1

Organization Behaviour: an Overview and Individual Dynamics (part-i)
The discipline of OB; rationale and scope; individual and group dynamics
Perception theory; process, factors that affect perception, throughput and outputs. Distorted perceptions; diagnosis and therapy.

Unit-2 Individual Dynamics (part-ii)
Motivation; key factor and process theories. Integrative approach.
Learning theory; features and process; intrinsic and extrinsic factors that affect learning; recent approaches and insights.
Personality; major theoretical and pragmatic approaches.
Transaction Analysis; relevant usages.

Unit-3 Group Dynamics
Group formation; types, theories and processes.
Group conflicts; process and typology, positive and negative conflicts.
Process of change; resistance to change and its management

Unit-4 Communication: Concept and Application
Need and roles of communication at work place. Definition, process, model and elements of communication; communication protocols. Barriers to communication and management.
Key applications of communication: letter and report writings. Presentation skills.

Suggested Readings:

AEM- X011 Export Import Management

Objective: To develop an understanding of the export import policies, procedures and documentations for an agribusiness

Credits: 2

Unit-I
Export Import Policy and Export Assistance, Export Finance, Export Infrastructure & Service agencies, Export Procedure and Formalities, Important Documents in Export

Unit-II
Import Procedure, Import Licensing, Warehousing and Custom Duties, Important Documents in Import, Exchange Provisions and Regulations for Export and Import

Suggested Readings
Nabhi K. Jain- Export Manual & Documentation (Jain Book Depot.)
Nabhi K. Jain- How to Export? (Jain Book Depot.)
Nabhi K. Jain- How to Import? (Jain Book Depot.)
GOI (Min. of Commerce) Exim Policy Document (latest)
Jain Khushapt S. Export Import Proced.&Docum. (Himalaya Publishing House)
Rathor&Rathor Export Marketing (Himalaya Publishing House)
ELECTIVE International Trade in Agri Business

Objective:
This course makes students familiar with basic theories of international trade, and how trade can be beneficial for nations. It also helps students understand the basic concepts, policy issues related to trade and its application in agriculture.

Credits: 04

Unit-I
Mercantilist views on trade, Theories of Absolute Cost and Comparative Cost Advantage, Opportunity Cost theory, Community Indifference Curves, Offer Curves.
Hekskher- Ohin theory; Factor Price Equalization Theorem, Stolper Samuelsson Theorem, Leentief-Paradox.

Unit-II
Concepts Balance of Payment, Balance of Trade, Balance of Current and Capital Account, J Disequilibrium in Balance of Payments, Methods to Correct disequilibrium, Expenditure-Changing and Expenditure Switching policies Devaluation and its impact

Unit-III
Foreign Exchange Rate Fixed vs. Flexible Exchange Rate;
Demand for and Supply of Foreign Exchange, Determination of Exchange Rate, Sport and Forward Rates, Foreign Exchange Futures and options, Foreign Exchange Risk, Hedging and Speculation, Interest Arbitrage., Trade restrictions, Tariff, Quota and Exchange Control.

Unit-IV

Unit-V
India’s Foreign Trade: Direction and Composition; Agricultural trade in India, India’s Foreign Trade Policy, Capital Account Convertibility in India; FDI in retail

Suggested Readings
1. Bo Soderston: International Economic
Elective Agricultural Derivatives & Risk Management

Objective:
To expose the students to various tools and techniques of Financial Risk Management and Insurance Policies in Agri-Business.

UNIT - I Introduction:
Meaning and purpose of derivatives; Forward contracts, future contracts, options, swaps, and other derivatives; Type of traders; Trading future contracts; Specification of the future contracts; Operation of margins; Settlement and regulations.

UNIT - II Options:
Types of options; Option trading; Margins; Valuation of options; Futures: Hedgers and speculators; Future contracts; Future markets, margins, trading, future positions and taxation. Swaps: Mechanism of interest rate swaps, valuation of interest rate swaps; Currency swaps and its valuation.

UNIT - III Sources of Financial Risk: Credit market, default risk, foreign exchange risk, foreign exchange risk, interest rate risk, purchasing power risk, etc.; Systematic and non-systematic risk.

UNIT - IV Risk Management through Agricultural Insurance:

REFERENCES:
4. International Financial Management by V Sharma
5. International Finance by P. G. Apte
Elective Agriculture Biotechnology

Unit – 1 Introduction to Agricultural Biotechnology


Unit – 2 Safety aspects and Comparative Status of GM Crops:

Unit – 3 Food Safety Aspects of Agricultural Biotechnology
Food safety- Concept and Meaning of food safety, Issues of food safety, Concept and principle of safety assessment of foods derived from GMOs. Issues of GMOs and food safety-allergenecity, toxicity, antibiotic resistance, horizontal gene transfer, Composition analysis of GM foods, Food safety regulation of GMOs and GM food in India, Safety Protocol in India for GM Crops, National policy reaction to GMOs.

Unit – 4 Environmental Aspects and Agricultural Biotechnology
Impact of GMOs on environment: biodiversity, ecological system, sustainability (pesticides, herbicides, carbon emission etc.), impact on Food security, Environmental benefits and risk of GM crops, environmental protection act 1986, Role of GM Crops in Sustainable Agriculture, Food Security Benefits of Transgenic Crops

Suggested reading:
3. Agricultural Biotechnology by H. D. Kumar.
5. Agricultural Biotechnology by Ashok Kumar.
6. Food Safety of Proteins in Agricultural Biotechnology (Food Science and Technology) by Bruce G. Hammond.
8. Engineering the Farm: The Social And Ethical Aspects Of Agricultural Biotechnology, Edited by Marc Lappe and Britt Bailey.
Open Elective: Biostatistics And Bioinformatics

Objectives:

Basic knowledge of statistics and bioinformatics and its use are essential aspect of academic learning in the field of Microbiology. The course is designed to provide introductory knowledge to the students so that they can make effective use of statistical and bioinformatics tools in their studies and project work.

Sessional/Assignment: 10 Marks
Mid Semester: 30 Marks
End Semester: 60 Marks
M.Marks: 100

Credits: 04

Unit-I
Measures of central tendency and dispersion, standard distribution: binomial distribution and normal curve, Poisson multiple, regression. Test of significance, t, f and Chi square test, Design of experiment, basic principles, completely randomized, block, latin square and split plot design, Principal component analysis (PCA)

Unit-II
Introduction to sequence analysis, Basic of biocontrol data basis, Tools for sequence alignment, Phylogenetic analysis, Gene prediction methods, Visualization and prediction of protein synthesis. Searching literature on pubmed.

Unit-III
Similarity searching by BLAST, Different data bases including gene bank, sequence formatting, Multiple sequence alignment (e.g. CLUSTALW), Detecting functional sites in DNA; Promoters, exons, PolyA sites. Introducing gene finders, Identification of open reading frames (ORF) and repeats in DNA. Restriction enzyme mapping,

Unit-IV
Internet tools for DNA sequence translation, Protease digestion mapping, Prediction of signal peptide, MW, PI, secondary structure, tertiary structure, transmembrane domains and post-translational modifications including phosphorylation, glycosylation, acetylation, signal peptide cleavage site.

Suggested Readings:
Bioinformatics (Second edition), M.M.Rangs, Agrobios India,(2007)
Bioinformatics (sequence and genome analysis ) by David W. Mount, CBS Publisher and Distributors (2005)
Genes” (VIII) Benjamin Lewin, Oxford University Press, London.