Curriculum Book

Assessment and Evaluation Scheme

based on

Outcome Based Education (OBE)

and

Choice – Based Credit System (CBCS)

in

Master of Business Administration in Agri Business Management

2 Year Degree Program

Revised as on 01 August 2023 Applicable w.e.f. Academic Session 2023-24



AKS University

Satna 485001, Madhya Pradesh, India

Faculty of Management Studies
Department of Management



Department of Agri Business Management Faculty of Management Studies

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Department of Agri Business Management Faculty of Management Studies

Forwarding

I am delighted to observe the updated curriculum of the Department of Business Administration for MBA in Agribusiness Management Program, which seamlessly integrates the most recent trends and corporate affairs in the field of business management and adheres to the guide lines set forth by AICTE, UGC. And ICAR The revised curriculum also thoughtfully incorporates the directives of NEP-2020.

The alignment of course outcomes (COs), Programme Outcome (POs) and Programme specific outcomes (PSOs) has been intricately executed, aligning perfectlywiththerequisitesofNEP-2020andNAACstandards. Iholdthebeliefthat this revised syllabus will significantly enhance the skills and employability of our students.

With immense satisfaction, I hereby present the revised curriculum for the MBA program for implementation in the upcoming session.

Er. Anant Soni Pro Chancellor & Chairman AKS University,Satna

01August 2023



AKS University

Department of Agri Business Management Faculty of Management Studies

From the Desk of the Vice-Chancellor

AKS University is currently undergoing a process to revamp its curriculum into an outcome based approach, with the aim of enhancing the teaching and learning process. The foundation of quality of quality education lies in the implementation of a curriculum that aligns with both societal and industrial needs, focusing on relevant outcomes. This entails dedicated and inspire Faculty members, as well as impactful industry internships.



Hence, it is of utmost importance to begin this endeavor by crafting an outcome-based curriculum in collaboration with academia and industry experts. This curriculum design should be informed by the latest technological advancements, market demands, the guidelines outlined in the National Education Policy (NEP) of 2020, and sustainable goals.

I'm delighted to learn that the revised curriculum has been meticulously crafted by the Department of Business Administration, in consultation with an array of experts from the industry, research institutes, and academia. This curriculum effectively integrates the principles outlined in the NEP-2020 guidelines, as well as sustainable goals. It also adeptly incorporates the latest advancements in the field of business management.

Furthermore, the curriculum takes into account the specific needs of the Indian Industries, focusing on the creation of effective and efficient managers as well as entrepreneurs. This curriculum will not only import's knowledge but also encourages students' independent thinking for potential enhancements in the area of business management.

The curriculum goes beyond theoretical learning and embraces practical applications. To enhance students' skills, the curriculum integrates industrial visits, and On-Job Training experiences, research projects. This well-rounded approach ensures that students receive a comprehensive education, fostering their skill development and preparing them for success in the field of Business Management.

I am confident that the updated curriculum for Department of Business Administration will not only enhance students' managerial skills but also contribute significantly to their employability. During the process of revising the curriculum, I am pleased to observe that the Department of Business Administration has diligently adhered to the guidelines provided by the AICTE and UGC. Additionally, they have maintained a total credit requirement of 102 for the MBA program.

It's worth noting that curriculum revision is an ongoing and dynamic process, designed to address the continuous evolution of managerial and technological advancements and both local and global concerns. This ensures that the curriculum remains responsive and attuned to the changing landscape of education and industry.

AKS University warmly invites input and suggestions from industry experts and technocrats and Alumni students to enhance the curriculum and make it more student-centric. Your valuable insights will greatly contribute to shaping an education that best serves the needs and aspirations of our students.

01August2023

Professor B.A. Chopade Vice-Chancellor AKS University, Satna



Department of Agri Business Management Faculty of Management Studies

Preface

As part of our commitment to ongoing enhancement, the Department of Business Administration consistently reviews and updates its MBA program curriculum every three years. Through this process, we ensure that the curriculum remains aligned with the latest managerial developments, as well as local and global industrial and social demands.

During this procedure, the existing curriculum for the MBA Program undergoes evaluation by a panel of industry specialists, and academicians. Following meticulous scrutiny, the revised curriculum has been formulated and is set to be implemented starting from August 01, 2023. This implementation is contingent upon the endorsement of the curriculum by the University's Board of Studies and Governing Body.

This curriculum closely adheres to the AICTE model syllabus distributed in May 2023. It seamlessly integrates the guidelines set forth by the Ministry of Higher Education, Government of India, through NEP- 2020, as well as the principles of Sustainable Development Goals. In order to foster the holistic skill development of students, a range of practical activities, including Industrial Visits, Project planning and execution, Report Writing, Seminars, and Industrial On-Job Training, have been incorporated. Furthermore, in alignment with AICTE's directives, the total credit allocation for the MBA program is capped at 102 credits.

This curriculum is enriched with course components in alignment with AICTE guidelines, encompassing various disciplines such as Basic Science Course: 5 credits, Computer Science Courses: 7 credits, Management Core Courses: 38 credits, Finance Courses: 9 credits, Management Elective Courses: 24 credits, Economics Course: 4 Credits, Marketing Course: 4 Credits, Human Resources Courses: 8 Credits, Project and Practical Training: 16 credits.

To ensure a comprehensive learning experience, detailed evaluation schemes and rubrics have also been meticulously provided.

For each course, a thorough mapping of Course Outcomes, Program Outcomes, and Program Specific Outcomes has been undertaken. As the course syllabus is being meticulously developed, various elements such as session outcomes, laboratory instruction, classroom instruction, self-learning activities, assignments, and mini projects are meticulously outlined.

We hold the belief that this dynamic curriculum will undoubtedly enhance independent thinking, skills, and overall employability of the students.

01August2023

Professor (Dr.) Harshwardhan Shrivastava
Dean,
Faculty of Management Studies
AKS University, Satna



Introduction -

Department of Agricultural Economics is establishment under the faculty of Agriculture science and technology, since from year 2012 starts of faculty of Agriculture science and technology in the University. All UG courses with allied stream where run agricultural economics curriculums, PG and PhD curriculums of Agricultural Economics are teach in department of Agricultural Economics. However, Agricultural mathematics and Agricultural Statistics, Computer application, Economics and Intellectual property rights curriculums in undergraduate of Agriculture science have also run in this department. PG discipline in Agricultural Economics, MBA (Agribusiness Management) programme have also run under this department.

Faculty Scenario

1. Dr. Virendra Kumar Vishwakarma Associate Professor & Head – Department of Agricultural Economics

2. Dr. B.B. Beohar Director planning & Senior Professor Agricultural Economics

3. Dr. Ashutosh Singh Associate Professor Agricultural Economics

4. Dr. Yogesh Tiwari Assistant Professor Agricultural Economics

5. Shri Navneet Raj Rathor Teaching Associate (Agricultural Statistics)

5. Shri Deepnarayan Mishra Teaching Associate

6. Shri Rajeev Rav Suryvanshi Lab Attendance

Vision -

Conduct the **Agricultural Economics & MBA in Agribusiness Management** programs and activities under specific manner that promotes in the education, research and innovation in agriculture science and filed of agribusiness. With the purpose of is agriculture make a profitable enterprise and improves the farmer incomes.



Mission

M-1: Achieve the academic excellence in Agricultural Economics through an innovative teaching and learning process.

M-2: Application of improved research in marketing and financial management practices and banking management, farm management

M-3: Inculcate innovative approach with collective discipline in students to improve the farming enterprises, higher education and farming and societal needs.

M-4: Establish focus research in leading area of agriculture and agribusiness for improve the farmers income and encourage the new startup of agribusiness.

PROGRAMME SCENARIO

Running curriculum of Agricultural Economics under B. Sc. Ag. Programs are

- 1. Fundamentals of Agricultural Economics
- 2. Agricultural Finance and Cooperation
- 3. Agricultural Marketing, Trade and Prices
- 4. Farm Management, Production and Resources Economics
- 5. Agri-business Management- Elective course

Running curriculum of Allied courses Agricultural under B. Sc. Ag. Programs are

- 1. Agricultural Mathematics
- 2. Agricultural Statistics
- 3. Informatics
- 4. Intellectual property rights

Running program under master degree & PhD of Agricultural Economics & MBA in Agribusiness Management

- 1. M.Sc Ag. Agricultural Economics
- 2. MBA in Agribusiness Management.
- 3. PhD Agricultural Economics



Introduction

This program is introduced in year of 2018 in AKS University Satna. This was first introduced as M B A (Agri business management) under faculty of management studies and operate in the faculty of Agriculture science and technology. Now it is being introduce as new program as M B A in Agri Business Management under the faculty of Agriculture science and technology. It is a two-year full time residential post-graduate degree programme to be run in the Department of Agricultural Economics, Faculty of Agriculture Science and Technology AKS University. This grooms young men and women into professional managers for core areas of agribusiness and allied sectors.

POE (Program Education Outcomes)

PEO-1

To develop R&D temperament among the students for development, innovation and sustainable business management and strategies in development and new startup in Agribusiness

PEO-2

To develop ethical principles among the students and commitment to fulfilling international, national and local needs and social responsibilities with his/her professional excellence

PEO-3

Ability to understand the impact of professional manager solutions in societal and economics and demonstrate knowledge and need for sustainable development of agriculture

PEO-4

Identify issues related to ethics, society, safety and environment in context of development of agribusiness and their application.

PO (Program outcomes)

PO-1

Managerial knowledge:

Apply the managerial knowledge in the functioning of agribusinesses, identifying potential agribusiness opportunities, evolvement of business enterprises and exploring the entrepreneurial opportunities in agribusiness.



PO-2

Problem analysis:

Identify, formulate, review research literature, and analyze complex marketing, financial and managerial problems reaching substantiated conclusions using principle and operation producer of Agribusiness management.

PO 3:

Modern tool usage:

Create, select, and apply appropriate techniques, resources, and modern management and tools including prediction and modeling to complex managerial decision activities with an understanding of the limitations in Agribusiness management

PO-4:

Ethics:

Apply ethical principles and commit to professional ethics and responsibilities and norms of the Agribusiness management and organization.

PO-5:

Individual and team work:

Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings in Agribusiness management.

PO-6:

Communication:

Communicate effectively on complex managerial activities with the business community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO-7:

Project management and finance:

Demonstrate knowledge and understanding of the business and organizational management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in agro based and agriculture development project.



PO-8:

Business decision making:

Pursue the ability and competencies in critical thinking for business decision making, capabilities and skills to analyze and solve agribusiness problems across functional areas and more so by coming out with innovative solutions.

PO 09:

Life-long learning:

Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change in Agribusiness management.

PO 10:

Environment and sustainability:

Understand the impact of the professional expert solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development in Agribusiness management.

PO 11:

Entrepreneurial opportunities:

Identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

PO 12:

Global outlook:

Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural understanding in Agribusiness management.

PSO (Program specific outcomes)

PSO-1:

The ability to apply managerial and business skilled for development of business growth with the available resources

PSO-2:

Ability to understand the day to day business operational problems and startup development of agribusiness and provide economical solution to enhance the decide goal without compromising ethical value.



PSO-3:

To inculcate proactive thinking to ensure effective performance in the dynamic socioeconomic and business ecosystem entrepreneurial approach and skill sets aligned with the national priorities.

PSO-4:

Ability to use the research based innovative knowledge for sustainable development in agribusiness growth and develops

Consistency/Mapping of PEOs with Mission of the Department

| PEO | M1 | M2 | M3 | M4 |
|-------|----|----|----|----|
| PEO-1 | 3 | 2 | 3 | 2 |
| PEO-2 | 2 | 2 | 2 | 3 |
| PEO-3 | 2 | 3 | 2 | 1 |
| PEO-4 | 2 | 2 | 3 | 3 |

^{1:} Slight (Low), 2: Moderate (Medium), 3: Substantial (High) "-": No correlation

GENERAL COURSE STRUCTURE & THEME

1. Definition of Credit

| 1 Hr. Lecture (L) per week | 1 Credit |
|-----------------------------------|----------|
| 1 Hr. Tutorial (T) per week | 1 Credit |
| 2 Hours Practical (P) per week | 1 Credit |

1. Range of Credits:

In the light of the fact that a typical Model Four-year Under Graduate degree program in Engineering has about 160 credits, the total number of credits proposed for the four-year B. Tech. in Cement Technology is kept as 169 considering NEP-20 and NAAC guidelines.

Structure of UG Program in Cement Technology:

2. The structure of UG program in Cement Technology shall have essentially the following categories of courses with the breakup of credits as given:

Components of the Curriculum

(Program curriculum grouping based on course components)

| SI No | Course Component | Total Credits | Percentage of total credits in the Program |
|-------|---|---------------|--|
| 1 | Program Core (PCC) | 28 | 37.83 |
| 2 | Supporting Courses (PSC) | 6 | 8.10 |
| 3 | Research Project(s) (PRC) | 30 | 40.54 |
| 4 | Industrial Training/Internships (ISC) | 00 | 0.00 |
| 5 | Seminar(SC) | 01 | 1.35 |
| | Total Credit | | |
| 6 | Any other (PI Specify) Non Credit (NC) | 05 | 6.75 |
| 7 | Entrepreneurship (EC) | 04 | 5.40 |
| | Total Non Credit | 74 | 100 |



General Course Structure and Credit Distribution Curriculum of MBA in Agribusiness Management

| Semester -I | | Semester -II | | |
|---|---------------|--|------------|--|
| Course Title | Credit | Course Title Credit | | |
| Major Courses | Cicuit | Major Courses | Cicuit | |
| Principles of Management and Organizational Behaviour | 3+0+0 = 03 | Human Resource Management for Agricultural Organization | 2+0+0 = 02 | |
| 2. Managerial Accounting and Control | 3+0+0 = 03 | 2. Production and Operation Research Management | 2+0+0 = 02 | |
| 3. Applied Agribusiness Economics | 2+0+0 = 02 | 3. Agricultural and Food Marketing Management- II | 1+1+0=02 | |
| 4. Agricultural and Food Marketing Management- I | 1+1+0 = 02 | 4. Agri. Supply Chain Management | 2+0= 2 | |
| Minor Courses | | Minor Courses | | |
| 5. Research Methodology for Agribusiness management | 2+1+0 = 03 | 5. Financial Management in Agri. Business | 1+1+0 = 02 | |
| Supporting Courses | | Supporting Courses | | |
| 6. Computer Application for Agri Business | 2+1+0 = 03 | 6. Business Analytics for Agriculture | 1+1+0 = 02 | |
| Non-Credit Compulsory Courses | | Non-Credit Compulsory Courses | | |
| 7. Library and information services | 0+1+0 = 01 | 7. Intellectual property and its management in agriculture | 1+0+0=01 | |
| 8. Technical writing and communications skills | 0+1+0=01 | 8.Basic concepts in laboratory techniques | 1+0+0=01 | |
| Total Credit | | 9.Summer Training/ Industrial Attachment | 4+0+0 = 04 | |
| | 18 | Total Credit | 18 | |
| Semester -III | G 114 | Semester -IV | G 114 | |
| Course Title Major Courses | Credit | Course Title | Credit | |
| International Trade for Agricultural | 2+0=2 | Research Project | 0+20=20 | |
| Products Minor Courses | 2+0=2 | | | |
| | 2.1.2 | | | |
| Project Management and Agri Business Entrepreneurship | 2+1=3 | | | |
| Supporting Courses | _ | | | |
| Agri. Extension Management | 1+0=1 | | | |
| Research | | | | |
| Project work | 0+10=10 | | | |
| Master's Seminar | 0+1=1 | | | |
| Non-Credit Compulsory C | | | | |
| Agricultural Research, Research Ethics and Rural Development Programmes | 1+0=1 | | | |
| Total Credit | 18 | Total Credit | 20 | |
| | | | | |



- 1. Program Core (PCC)
- 2. Supporting Courses (PSC)
- 3. Research Project(s) (PRC)
- 4. Industrial Training/Internships (ISC)
- 5. Seminar (SC)
- 6. Any other (PI Specify) Non Credit (NC)
- 7. Entrepreneurship (EC)

Total Credit: 74

Course code and definition:

L = Lecture

T = Tutorial

P = Practical

C = Credit

Course level coding scheme:

- 1. Professional core courses = PCC
- 2. **Professional elective = PEC**
- 3. **Supporting Courses** = PSC
- 4. Research Project(s) = PRC
- 5. Industrial Training/Internships =ISC
- 6. **Seminar** =SC
- 7. Any other (PI Specify) Non Credit = NC
- 8. Entrepreneurship =EC

Three-digit number used as suffix with the Course Code for identifying the level of the course. Digit at five hundred's place signifies the year in which course is offered. e.g. 501,502 etc. for course code.



Category-wise Courses PROFESSIONAL CORE COURSES [PCC] / Major Course (Total 20)

| Sl. | Code No. | Subject | Semester | Credits |
|-----|----------|--|----------|---------|
| 1 | AMB 501 | Principles of Management and Organizational | I | 3(3+0) |
| | | Behaviour | | |
| 2 | ABM 502 | Managerial Accounting and Control | I | 3(3+0) |
| 3 | ABM503 | Applied Agribusiness Economics | Ι | 2(2+0) |
| 4 | ABM 504 | Human Resource Management for Agricultural | II | 2(2+0) |
| | | Organization | | |
| 5 | ABM 505 | Production and Operation Research Management | II | 2(2+0) |
| 6 | ABM 506 | Agricultural and Food Marketing Management- I | II | 2(1+1) |
| 7 | ABM 507 | Agricultural and Food Marketing Management- II | III | 2(1+1) |
| 8 | ABM 508 | Agri. Supply Chain Management | III | 2(2+0) |
| 9 | ABM 509 | International Trade for Agricultural Products | III | 2(2+0) |
| | | Total Credit | | 20 |

PROFESSIONAL ELECTIVE =PEC/ Minor course (Total 08)

| Sl. | Code No. | Subject | Semester | Credits |
|-----|----------|--|----------|---------|
| 1 | ABM 510 | Food Technology and Processing Management | | 3+0 |
| 2 | ABM 511 | Rural Marketing | | 3+0 |
| 3 | ABM 512 | Fertilizers Technology and Management | | 3+0 |
| 4 | ABM 513 | Management of Agrochemical | | 3+0 |
| | | Industry | | |
| 5 | ABM 514 | Seed Production Technology Management | | 3+0 |
| 6 | ABM 515 | Technology management for Live stock Products | | 3+0 |
| 7 | ABM 516 | Fruit Production & Post Harvest Management | | 3+0 |
| 8 | ABM 517 | Farm Power & Machinery Management | | 2+0 |
| 9 | ABM 518 | Food Retail Management | | 2+0 |
| 10 | ABM 519 | Management of Agricultural Input Marketing | | 2+0 |
| 11 | ABM 520 | Feed Business Management | | 2+0 |
| 12 | ABM 521 | Management of Veterinary Hospitals | | 2+0 |
| 13 | ABM 522 | Poultry And Hatchery Management | | 2+0 |
| 14 | ABM 523 | Management Of Floriculture And Landscaping | | 2+0 |
| 15 | ABM 524 | Risk Management In Agri. Business | | 2+0 |
| 16 | ABM 525 | Management Of AgriBusiness Co-Operatives | | 2+0 |
| 17 | ABM 526 | Business Analytics for Agriculture | | 2+0 |
| 18 | ABM 527 | Dairy Business Management | | 1+0 |
| 19 | ABM 528 | Agri. Extension Management | | 1+0 |
| 20 | ABM 529 | Renewable Energy Sources Management | | 1+0 |
| 21 | ABM 530 | Quality Management for Agri Business | | 1+0 |
| 22 | ABM 531 | Advertising And Brand Management | | 1+0 |
| 23 | ABM 532 | Agri. Infrastructure and Warehousing Management | | 1+0 |
| 24 | ABM 533 | Contract Farming | | 1+0 |
| 25 | ABM 534 | Human Resource Competence And Capacity Building Systems | | 1+0 |

| 26 | ABM 535 | Agri. Commodity Markets And Futures Trading | | 1+0 |
|----|---------|---|-----|-----|
| 27 | ABM 536 | Strategic Management for Agri. Business Enterprises | | 2+0 |
| 28 | ABM 537 | Operations Research | II | 2+0 |
| 29 | ABM 538 | Financial Management in Agri. Business | II | 2+0 |
| 30 | ABM 539 | Communication for Management and Agri business | I | 3+0 |
| 31 | ABM 540 | Research Methodology for Agribusiness management | I | 3+0 |
| 32 | ABM 541 | Computer Application for Agribusiness | | 3+0 |
| 33 | ABM 542 | Project Management and Agribusiness Entrepreneurship | III | 3+0 |
| 34 | ABM 543 | Agribusiness Environment and Policy | | 2+0 |
| 35 | ABM 544 | Agri Business Law and Ethics | III | 2+0 |
| | | Total Credit | | 15 |

SUPPORTING COURSES = PSC (Total 06)

| Sl. | Code No. | Subject | Semester | Credits |
|-----|----------|--|----------|---------|
| 1 | ABM 541 | Computer Application for Agri Business | I | 3(2+1) |
| 2 | ABM 526 | Business Analytics for Agriculture | II | 2(1+1) |
| 3 | ABM 528 | Agri. Extension Management | III | 1(1+0) |
| | | Total Credit | | 06 |

RESEARCH PROJECT(S) = PRC (Total 30)

| Sl. | Code No. | Subject | Semester | Credits |
|-----|----------|------------------|----------|----------|
| 01 | | Project work | III | 10(0+10) |
| 02 | ABM-595 | Research Project | IV | 20(0+20) |
| | | Total Credit | | 30 |

INDUSTRIAL TRAINING/INTERNSHIPS =ISC (Total 04)

| Sl. | Code No. | Subject | Semester | Credits |
|-----|----------|--|----------|---------|
| 01 | ABM 595 | Summer Training/ Industrial Attachment | II | 4(4+0) |
| | | Total Credit | | 04 |

SEMINAR =**SC**(**Total 01**)

| Sl. | Code No. | Subject | Semester | Credits |
|-----|----------|------------------|----------|---------|
| 01 | ABM 591 | Master's Seminar | IV | 1(0+1) |
| | | | | 01 |

ANY OTHER (PL SPECIFY) NON CREDIT =NC (Total 05)

| Sl. | Code No. | Subject | Semester | Credits |
|-----|----------|--|----------|---------|
| 01 | PGS 501 | Library and information services | I | 1(0+1) |
| 02 | PGS 502 | Technical writing and communications skills | I | 1(0+1) |
| 03 | PGS-503 | Intellectual property and its management in agriculture | II | 1(1+0) |
| 04 | PGS 504 | Basic concepts in laboratory techniques | II | 1(0+1) |
| 05 | PGS 505 | Agricultural Research, Research Ethics and Rural Development programmes | III | 1(1+0) |
| | | Total Credit | | 05 |

ENTREPRENEURSHIP =EC (Total 03)

| Sl. | Code No. | Subject | Semester | Credits |
|-----|----------|--------------------------------------|----------|---------|
| 01 | ABM 542 | Project Management and Agri Business | III | 3(2+1) |
| | | Entrepreneurship | | |
| | | Total Credit | | 03 |



Induction Program

Induction program for students to be offered right at the start of the first year It is mandatory. AKS University has design an induction program for 1st year student, details are below:

- i Physical activity
- ii Creative Arts
- iii Universal Human Values
- iv Literary
- v Proficiency Modules
- vi Lectures by Eminent People
- vii Visits to local Areas
- viii Familiarization to Dept./Branch & Innovations

Mandatory Visits/ Workshop/Expert Lectures:

- I.It is mandatory to arrange one industrial visit every semester for the students.
- II.It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/ industry/ entrepreneurial orientation.
- III.It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from industry.

Evaluation Scheme:

1. For Theory Courses:

- I. The Weightage of Internal assessment is 50% and
- II. End Semester Exam is 50%

The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

2.- For Practical Courses:

- I. The Weightage of Internal assessment is 50% and
- II. End Semester Exam is 50%

The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.



3. For Summer Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation et

Semester wise Course Structure Semester wise Brief of total Credits and Teaching Hours

| Semester | L | T | P | Total Hour | Total Credit |
|---------------|----|----|----|---------------|-----------------|
| Semester -I | 14 | 00 | 04 | 18 | 18 |
| Semester -II | 11 | 04 | 07 | 22 | 18 |
| Semester -III | 07 | 01 | 11 | 19 | 18 |
| Semester -IV | 00 | 00 | 20 | 20 | 20 |
| Total | 32 | 05 | 42 | 79 | 74 |

SEMESTER-1

| S.N. | Category | Code | Course Title | L | Т | P | Total H | Credits |
|------|----------|---------|---|------|----|----|------------|----------|
| | | | Major Courses | | | | | |
| 1 | PCC | AMB 501 | Principles of Management and Organizational Behaviour | 3 | 0 | 0 | 3 | 3(3+0) |
| 2 | PCC | ABM 502 | Managerial Accounting and Control | 3 | 0 | 0 | 3 | 3(3+0) |
| 3 | PCC | ABM503 | Applied Agribusiness Economics | 2 | 0 | 0 | 2 | 2(2+0) |
| 4 | *PCC | ABM 506 | Agricultural and Food Marketing Management- I | 2 | 0 | 0 | 2 | 2(2+0) |
| | | | Total | | | | 10 | 10(10+0) |
| | | | Minor Courses | | | • | | |
| 5 | PCC | ABM 540 | Research Methodology for Agribusiness management | 2 | 0 | 2 | 4 | 3(2+1) |
| | | | Total | | | | 4 | 3 (2+1) |
| | | | Supporting Courses | | | I. | | |
| 6 | PSC | ABM 541 | Computer Application for Agri Business | 2 | 0 | 2 | 2 | 3(2+1) |
| | | | Total | | | | 2 | 3(2+1) |
| | • | | Non-Credit Compulsory Cou | rses | | | | |
| 7 | NC | PGS 501 | Library and information services | 0 | 0 | 2 | 2 | 1(0+1) |
| 8 | NC | PGS 502 | Technical writing and communications skills | 0 | | 2 | 2 | 1(0+1) |
| | | | Total | | | | 4 | 2(0+2) |
| | | | Grand Total | 14 | 00 | 08 | 20 | 18(14+4) |

SEMESTER-II

| S.N. | Category | Code | Course Title | L | T | P | Total H | Credits |
|------|---------------|---------|---|--------|----|----------|----------|-----------|
| | Major Courses | | | | | | | |
| 1 | PCC | ABM 504 | Human Resource Management for Agricultural Organization | 2 | 0 | 0 | 2 | 2(2+0) |
| 2 | PCC | ABM 505 | Production and Operation Research Management | 2 | 0 | 0 | 2 | 2(2+0) |
| 3 | *PCC | ABM 507 | Agricultural and Food Marketing Management- II | 2 | 0 | 0 | 2 | 2(2+0) |
| 4 | *PCC | ABM 508 | Agri. Supply Chain Management | 2 | 0 | 0 | 2 | 2(2+0) |
| | | | Total | | | | 8 | 8(8+0) |
| | | | Minor Courses | | | | | |
| 5 | PCC | ABM 538 | Financial Management in Agri. Business | 1 | 0 | 2 | 3 | 2(2+0) |
| | | | Total | 1 | 0 | 2 | 2 | 2(2+0) |
| | | | Supporting Courses | | • | | | |
| 6 | PSC | ABM 526 | Business Analytics for Agriculture | 1 | 0 | 2 | 3 | 2(1+1) |
| | | | Total | 1 | 0 | 2 | 3 | 2(1+1) |
| | | | Non-Credit Compulsory Co | urses | • | • | | |
| 7 | NC | PGS-503 | Intellectual property and its management in agriculture | 0 | 0 | 1 | 2 | 1(0+1) |
| 8 | NC | PGS 504 | Basic concepts in laboratory techniques | 0 | 0 | 1 | 2 | 1(0+1) |
| | | | Total | 0 | 0 | 2 | 4 | 2(0+2) |
| | <u> </u> | | Summer Training/ Industrial At | tachme | nt | <u>I</u> | <u> </u> | |
| 9 | EC | ABM 595 | Summer Training/ Industrial Attachment | 0 | 4 | 4 | 4 | 4(0+4) |
| | | | Total | 0 | 4 | 0 | 4 | 4(0+4) |
| | | | Grand Total | 10 | 04 | 10 | 22 | 18 (11+7) |

SEMESTER-III

| S.N. | Category | Code | Course Title | L | Т | P | Total H | Credits |
|------|----------|------------|---|---------|----------|----|------------|-----------|
| | | | Major Course | S | <u>I</u> | | | |
| 1 | PCC | ABM 509 | International Trade for Agricultural Products | 2 | 0 | 0 | 2 | 2(2+0) |
| | | | Total | 02 | 0 | 0 | 02 | 2(2+0) |
| | | | Minor Course | S | | | | |
| 2 | PCC | ABM 542 | Project Management and Agri Business Entrepreneurship | 3 | 0 | 0 | 3 | 3(3+0) |
| | | | Total | 03 | 0 | 0 | 03 | 3(3+0) |
| | | | Supporting Cou | irses | <u>I</u> | | | |
| 3 | PSC | ABM 528 | Agri. Extension Management | 1 | | 0 | 1 | 1(1+0) |
| | | | Total | 01 | | | 01 | 1(1+0) |
| | 1 | • | Research /Project wor | k / Sem | inar | | • | |
| 4 | PRC | - | Project work | 0 | 00 | 10 | 10 | 10(0+10) |
| 5 | SC | ABM 591 | Master's Seminar | 0 | 01 | 01 | 01 | 1(0+1) |
| | | | Total | | | 11 | 34 | 11(0+11) |
| | | | Non-Credit Compulsor | y Cours | es | | | |
| 6 | NC | PGS 505 | Agricultural Research, Research Ethics and Rural Development Programmes | 1 | 0 | 0 | 1 | 1(1+0) |
| | | | Total | 01 | | | 1 | 1(1+0) |
| | | | Grand Total | 07 | 01 | 11 | 35 | 18 (7+11) |

SEMESTER-IV

| S.N. | Category | Code | Course Title | L | Т | P | Total H | Credits |
|------|----------|---------|------------------|----|----|----|------------|------------|
| 1 | PRC | ABM-595 | Research Project | 0 | 00 | 20 | 20 | 0+20 |
| | | | Total | 00 | 00 | 20 | 20 | 20 (00+20) |
| | | | Grand Total | | | | | 74 (32+42) |



CourseCode:-ABM501

CourseTitle:-PrinciplesofManagementandOrganizationalBehaviour

Pre requisite: -Student should have basic knowledge of management principle, economic analysis, general accounting and with new business start-up.

Rationale: -A principle of Management and Organizational Behaviour in Agribusiness management degree is the express through the concept and procurers with provide the information to managers, analyst and professionals in accurate manners. Professional or ABM holder should skill the principle of management to apply for achieves the fixed goal and desire. Also the organizational behaviours is help for understands of judging the achieve targets is appropriate for consumer or customers' needs.

Course Outcomes:

ABM501 CO-1Identifythebasicconceptsofmanagementand organizationalbehaviour.

ABM501CO-2Demonstrate theoverallviewofvarious management functions, managerial skills and approaches.

ABM 501 CO-3Applythe fundamentalsofindividualandgroup behaviour intheorganizational setting.

ABM 501 CO-4Analyzethegroupdecisionmaking,teambuildinganddeveloping collaboration and leadership styles.

ABM 501 CO-5 Evaluate the abilityunderstanding and managing organizational culture, power and political behaviour

Schemeofstudies

| Board of | Course Code | CourseTitle Schemeofstudies(Hours/Week) | | | Total Cred | | | |
|-------------|----------------|---|----|----|---------------|----|-------------|------------|
| Study | | | Cl | LI | SW | SL | Total Study | its |
| | | | | | | | Hours | (C) |
| | | | | | | | (CI+LI+SW+S | |
| | | | | | | | L) | |
| Program | ABM | PrinciplesofManagement | 03 | 00 | 02 | 01 | 06 | 03 |
| Core | 501 | andOrganizational | | | | | | |
| (PCC) | | Behaviour | | | | | | |



Legend:CI:Classroom Instruction (Includesdifferentinstructional strategiesi.e.Lecture(L) and Tutorial (T) and others),

LI:LaboratoryInstruction(IncludesPracticalperformancesinlaboratoryworkshop,fieldor other locations using different instructional strategies)

SW:SessionalWork(includesassignment,seminar,miniprojectetc.),

SL:SelfLearning,

C:Credits.

Note: SW&SLhasto beplannedandperformedunderthecontinuousguidanceand feedbackof teacher to ensure outcome of Learning.

SchemeofAssessment:

| Board of | Course Code | CourseTitle | SchemeofAssessment(Marks) | | | | | | | |
|-------------|----------------|---|---|--|----------------------------|---|---------------------------------|---|---|------------------------|
| Study | | | | Progr | essiveAs | sessment(| PRA) | | End | Total |
| | | | Class/ Home Assig nment 2 marks 5 each(CA) | Class Test2 (2 best outof 3) 20 marks each (CT) | Semi nar one (SA) | Class Activit y any one (CAT) | Class Atten dance (AT) | Total Marks (CA+C T+SA+ CAT+ AT) | Semes ter Asses sment (ESA) | Marks (PRA+ ESA) |
| (PCC) | ABM 501 | Principles of Management and Organizational Behaviour | 10 | 40 | 00 | 00 | 00 | 50 | 50 | 100 |

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and sessionlevels, whichstudentsareanticipatedto accomplishthroughvarious modesofinstruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their masteryofSession Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

$ABM 501CO\text{-}11 dentify the basic concepts of management\ and organizational behaviour } Approximate Hours$

| Item | AppX Hrs |
|-------|----------|
| Cl | 9 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 12 |

| SessionOutcomes Laboratory [SOc) Instruction(LD) | Class room Instruction(CI) | SelfLearning (SL) |
|---|---|---|
| SessionOutcomes (SOs) SO1.1-Introduce aboutthemeaning and definition of management SO1.2-Briefthe basic conceptof management SO1.3-Discussabout theNature,Scopeand Significance of Management, SO1.4-Describes the Evolution of Management Thought, Approaches to Management SO1.5Applythe lecture onfunctions andskillsofamanager | Class room Instruction(CI) Unit-1.0 Introduction to Management:Nature, Scope and Significance of Management, Evolution of Management Thought,Approaches to Management, functionsandskills of a manager 1.1-Introduction 1.2-Meaning 1.3-Definition 1.4-Natureandscope 1.5-Significance 1.6- Evaluation of management thought 1.7- Approaches to management function 1.8 Approaches toskills of a manager 1.9- Professional | 1.1- Prepare the assignment on management function evaluation thought |

SW-1SuggestedSessionalWork(SW):

- a. Assignments: Preparetheassignment onmanagement function evaluation thought
- b. MiniProject:-
- c. OtherActivities(Specify):-



$ABM 501CO - 2: Demonstrate the overall view of various management functions, managerial skills \ and \ approaches$

ApproximateHours

| 11 | | | | | | | |
|-------|----------|--|--|--|--|--|--|
| Item | AppX Hrs | | | | | | |
| Cl | 10 | | | | | | |
| LI | 00 | | | | | | |
| SW | 01 | | | | | | |
| SL | 02 | | | | | | |
| Total | 13 | | | | | | |

| SessionOutcomes (SOs) | Laboratory Instruction(LI) | Class room Instruction(CI) | SelfLearning (SL) |
|---|-------------------------------|---|---|
| SO2.1–Introduceto the management function SO2.2–Describesthe type of management function with use important SO2.3- Discuss the planningandplanwith their type and step. SO2.4- Applythe objective and organizingin details SO2.5–Discusstothe staffing, Directionand controlling. | THE UCTION (EX) | Unit-2.0 - Management functions:Planning- Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing - Structure & Process, Line,Staff,Authority & Responsibility, Staffing - Recruitment and Selection,Directing- Training, Communication &Motivation, Controlling- Significance,Process, Techniques, Standards &Benchmarks, Management Audit | 2.1 — Prepare assignment on project report of different function of management used in any case study |
| | | 2.1-Introductionto management function 2.2-Planning, Type and Step of planning | |
| | | 2.3-ObjectiveProcess and Strategies 2.4-Policies,MOB | |



| 2.5-organizing introductionStructure & Process |
|---|
| 2.6- Line, Staff, Authority & Responsibility |
| 2.7 Staffing – Recruitment and |
| Selection 2.8- Directing – Training, Communication |
| &Motivation, 2.9- Controlling-Significance, Process, Techniques, Standards |
| 2.10- Benchmarks, Management Audit |

SW-1SuggestedSessionalWork (SW):

a. Assignments:Prepareassignmentonproject reportofdifferent functionofmanagement used in any case study

b. MiniProject:

c. OtherActivities(Specify):

ABM501CO-3:Applythefundamentalsofindividualandgroupbehaviorinthe organizational setting **ApproximateHours**

AppX Hrs Item Cl 11 0 LI SW SL 1 13

Total

| SessionOutcomes (SOs) | Laboratory Instruction(LI) | Class room Instruction(| Class room Instruction(CI) | | SelfLearning (SL) | |
|-----------------------|-------------------------------|----------------------------|-------------------------------|-----|-------------------|--|
| SO3.1–Identifytothe | | Unit-3.0 | Nature, | 3.1 | Prepare | |
| organizational | | Scope | and | | theassignment | |
| behaviour | | Significance | of | | | |
| SO3.2–Discusstothe | | Organization | nal | | | |

| fundamental of individualbehaviour SO3.3-Apply the Learning and individual decision making SO3.4-Discuss to motivation with type theory and practice SO3.5-Describe the managing of stress and work life balance | Behavior; Foundations of Individualbehaviour — Emotions, Personality, Values, Attitudes, Perception,Learning and individual decision making, Motivation-Typesof motivation, theories of motivation, motivationalpractices at workplace, managing stressandworklife balance. |
|--|--|
| | 3.1-Nature,Scopeand Significance of Organizational Behavior |
| | 3.2- Foundationsof Individual behaviour 3.3- Emotions and |
| | Personality. 3.4- Values and |
| | Attitudes, 3.5- Perception and Learning |
| | 3.6- Individual decision making |
| | 3.7 - Motivation- Types of motivation |
| | 3.8- Theories of motivation |
| | 3.9- Motivational practices at workplace |
| | 3.10-Managingstress 3.11- Work life balance |



SW-1SuggestedSeasonalWork (SW):

- a. Assignments: Preparetheassignmenton individualor organizational behaviours
- b. MiniProject:
- c. OtherActivities(Specify):

$ABM 501CO \hbox{-} 4: Analyze the group decision making, team building and developing collaboration leadership styles.\\$

ApproximateHours

| Item | AppXHrs |
|-------|---------|
| Cl | 09 |
| LI | 00 |
| SW | 02 |
| SL | 01 |
| Total | 12 |

| SessionOutcomes | Laboratory | Class room | SelfLearning (SL) |
|-----------------------|-----------------|----------------------------|---------------------|
| (SOs) | Instruction(LI) | Instruction(CI) | |
| SO1.1 –Identify the | | Unit-4.0 Group | 1.1- :Prepare the |
| groupdynamics,type | | dynamics- types of | assignmentonGroup |
| ofgroups and groups | | groups, group | decisionmaking,team |
| formation. | | formation, Group | building and |
| SO1.2-Applythe | | decision making, | developing |
| Group decision | | teambuilding and | collaboration |
| making | | developing | |
| SO1.3-Apply the | | collaboration, | |
| teambuilding and | | leadershipstylesand | |
| developing | | influence process; | |
| collaboration | | leadership theories, | |
| SO1.4-Describes | | leadershipstylesand | |
| theleadershipstyles | | effective leader | |
| andinfluenceprocess; | | 4.1- Groupdynamics | |
| SO1.5—Applythe | | and types of groups | |
| leadership theories, | | 4.2 -groupformation | |
| leadership styles and | | 4.3 -Groupdecision | |
| effective leader | | making | |
| | | 4.4- Teambuilding | |
| | | 4.5- Developing | |
| | | collaboration | |
| | | 4.6- Leadership | |
| | | styles | |
| | | 4.7-Influence | |
| | | | |



| process 4.8-Leadership theories 4.9-Leadership stylesandeffective | |
|---|--|
| leader | |

SW-1SuggestedSeasonalWork (SW):

 $. As signments: {\bf Prepare the assignment\ on Group decision making, team building and\ developing\ collaboration}$

b.MiniProject:

c.OtherActivities(Specify):

$ABM\ 501\ CO\text{-}5\text{:}Student\ will\ evaluate\ the\ ability\ understanding\ and\ managing\ organizational\ culture,\ power\ and\ political\ behaviour$

ApproximateHours

| Item | AppX Hrs |
|-------|----------|
| Cl | 06 |
| LI | 00 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| SessionOutcomes (SOs) | Laboratory Instruction(LI) | Class room Instruction(CI) | SelfLearning (SL) |
|----------------------------|-------------------------------|-------------------------------|------------------------|
| SO1.1 –Indentify | | Unit-5.0 | 1.1 -Preparethe |
| Understanding and | | Understanding and | assignment on |
| managing | | managing | individual or |
| organizationalculture, | | organizational | organizational |
| SO1.2- Discuss the | | culture, power and | behaviors t |
| power and political | | politicalbehaviorin | |
| behavior in | | organizations, conflict | |
| organizations | | Management, | |
| SO1.3- Describesthe | | negotiation,managing | |
| ,conflictManagement, | | organizationalchange, | |
| negotiationand | | concept of | |
| managing | | organizational | |
| organizational change | | development. | |
| SO1.4- Analysis the | | 5.1- Organizational | |
| concept of | | culture | |
| organizational | | | |

| development | 5.2- power and |
|-------------|----------------------------|
| | political behavior |
| | 5.3- conflict |
| | Management |
| | 5.4- negotiation |
| | 5.5- managing |
| | organizational change |
| | 5.6- organizational |
| | development |

SW-1SuggestedSeasonalWork (SW):

- a. Assignments: Preparetheassignmenton individualor organizational behaviours
- **b.** MiniProject:
- c. OtherActivities(Specify)

${\bf Briefof Hours suggested\ for the Course Outcome}$

| CourseOutcomes | Class Lecture (C l) | Laborato ry Lecture (LI) | Seasonal Work (SW) | Self Learning (S l) | Totalhour (C l + LI+ SW +S l) |
|---|---------------------------|-----------------------------------|--------------------------|---------------------------|-------------------------------------|
| ABM-501.01: Identifythe basic concepts of management and organizational behavior. | 09 | 00 | 02 | 01 | 12 |
| ABM-501.02: Demonstrate the overall view of various management functions, managerial skills and approaches. | 10 | 00 | 01 | 02 | 13 |
| ABM-501.03: Apply the fundamentals of individual and group behavior in the organizational setting. | 11 | 00 | 02 | 01 | 14 |
| ABM-501.04: Analyze the group decision making, teambuilding and developing collaboration and leadershipstyles. | 09 | 00 | 02 | 01 | 12 |
| ABM-501.05: Evaluate the ability understanding and managing organizational culture,powerandpolitical behavior | 06 | 00 | 02 | 02 | 10 |
| TotalHours | 45 | 00 | 09 | 07 | 61 |



Suggested Specification Table (For ESA)

| CO | Unittitle | ľ | MarksDistribution | | Total | |
|------|--|----|-------------------|----|-------|--|
| | | R | U | A | Marks | |
| CO-1 | Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, ApproachestoManagement, functions and skills of a manager | 02 | 03 | 00 | 05 | |
| CO-2 | Unit-2.0 - Management functions: Planning — Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing — Structure & Process, Line, Staff, Authority & Responsibility, Staffing — Recruitment and Selection, Directing — Training, Communication & Motivation, Controlling — Significance, Process, Techniques, Standards&Benchmarks, Manage ment Audit | 02 | 05 | 03 | 10 | |
| CO-3 | Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behavior – Emotions, Personality, Values, Attitudes, Perception, Learning and individual decision making, Motivation- Types of motivation, theories of motivation, motivational practices at workplace, managing stress and work life balance. | 00 | 08 | 07 | 15 | |
| CO-4 | Unit-4.0 Group dynamics- types of groups, group formation, Group decision making, teambuilding and developing collaboration, leadership styles and influence process; leadership theories, leadership styles and | 02 | 05 | 08 | 15 | |

| | effective leader | | | | |
|------|---|----|----|----|----|
| CO-5 | Unit-5.0 Understanding and managing organizational culture, power and political behavior in organizations, conflict Management, negotiation, managingorganizationalchange, concept of organizational development. | 00 | 03 | 02 | 05 |
| | Total | 06 | 24 | 20 | 50 |

Legend:R:Remember,U:Understand,A:Apply

Theendof semesterassessmentforIntroductiontoPortlandcementwillbeheldwithwritten examination of 50 marks

Note.DetailedAssessmentrubricneedtobepreparedbythecoursewiseteachersforabove tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

SuggestedInstructional/ImplementationStrategies:

- 1. ImprovedLecture
- 2. Tutorial
- 3. CaseMethod
- 4. GroupDiscussion
- 5. RolePlay
- 6. Visitto Industry
- 7. Demonstration
- 8. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

SuggestedLearningResources:

| S. No. | Title | Author | Publisher | Edition& Year |
|-----------|--------------------------------------|--|---|------------------------|
| 01 | Management. | RobbinsSP, CoulterMand Vohra N | PearsonEdu | 2010. |
| 02 | PrinciplesofAgribusiness Management. | Beierlein JG, SchneebergerKC, Osburn DD. | WavelandPress | 2014. Fifthedition. |
| 03 | PRINCIPLESAND PRACTICE OF MANAGEMENT | LM Prasad | SULTAN CHAND & SON ISBN: 9789351611813 WEBSITESW WW.slideshare.n et https://www.man agementstudygui de.com/managem ent_functions.ht m | |

CurriculumDevelopmentTeam:

- 1. Dr.S.S.Tomar, Dean Faculty of Agriculturescience and technology.
- 2. ProfessorB.B.Beohar, DirectorPlanning, & DirectorExtension, A.K.S. University
- 3. Dr.V.K.Vishwakarma, HeadDepartmentofAgriculturalEconomics, FAST
- 4. Dr. AshutoshKumarSingh, AssociateprofessorDepartmentofAgriculturalEconomics, FAST
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. ShriDeepnarayanMishra, TeachingAssociateDepartmentofAgriculturalEconomics, FAST
- 7. ShriRajeevRavSuryavanshi, DepartmentofAgriculturalEconomics,FAST



Cos,POsandPSOsMapping Course Code:-ABM 501

$Course Title \hbox{\bf :-} Principles of Management and Organizational Behaviour$

| Course | ProgramOutcomes ProgramSpecificOutcome | | | | | | | | | | | | | | | |
|----------|--|------|------|-----|-------|-------|------|------|-------|-------|-------|------|------------|------------|-----------|----------|
| Outcomes | PO1 | PO2 | PO3 | PO | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 | PO1 | PO1 | PSO1 | PSO2 | PSO3 | PSO4 |
| | | | | 4 | | | | | | 0 | 1 | 2 | | | | |
| | Man | Pro | Mod | Eth | Indiv | Com | Proj | Busi | Life- | Envi | Entr | Glo | Ability to | Abilityto | Inculcat | Ability |
| | ageri | ble | ern | ics | idual | mun | ect | ness | long | ron | epre | bal | apply | understan | e | to use |
| | al | m | tool | | and | icati | man | deci | lear | men | neur | outl | manageria | d the day | proactiv | the |
| | kno | anal | usag | | team | on | age | sion | ning | tand | ial | ook | 1 and | to day | e | researc |
| | wled | ysis | e | | work | | men | mak | | sust | opp | | business | business | thinking | h based |
| | ge | | | | | | t | ing | | aina | ortu | | skilledfor | operation | toensure | innovat |
| | | | | | | | and | | | bilit | nitie | | developm | al | effective | ive |
| | | | | | | | fina | | | y | S | | ent of | problems | perform | knowle |
| | | | | | | | nce | | | | | | business | and | ance in | dge for |
| | | | | | | | | | | | | | growth | startup | the | sustaina |
| | | | | | | | | | | | | | with the | developm | dynamic | ble |
| | | | | | | | | | | | | | available | ent of | socio- | develop |
| | | | | | | | | | | | | | resources | agribusin | economi | ment in |
| | | | | | | | | | | | | | | ess and | c and | agribusi |
| | | | | | | | | | | | | | | provide | business | ness |
| | | | | | | | | | | | | | | economic | ecosyste | growth |
| | | | | | | | | | | | | | | alsolution | m | and |
| | | | | | | | | | | | | | | to | entrepre | develop |
| | | | | | | | | | | | | | | enhance | neurial | S |
| | | | | | | | | | | | | | | thedecide | approac | |
| | | | | | | | | | | | | | | goal | h and | |
| | | | | | | | | | | | | | | without | skillsets | |
| | | | | | | | | | | | | | | | aligned | |
| | | | | | | | | | | | | | | | | |

AKSUniversity DepartmentofAgribusinessManagement FacultyofManagementStudies

| | | | | | | | | | | | | | | comprom ising ethical value | withthe national prioritie s | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--------------------------------------|---------------------------------------|---|
| CO-1: Identify the basicconcepts of management and organizational behavior. | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| CO-2: Demonstrate the overall view of various management functions, managerial skills and approaches. | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| CO-3:Apply the fundamentals of individual and group behavior in | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |

| the organizational setting. | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO-4: Analyze the groupdecision making, teambuilding and developing collaboration andleadership styles. | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| CO-5: Evaluate the ability understanding andmanaging organizational culture, power and political behavior | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |

Legend:1-Low,2-Medium,3-High



Course Curriculum Map: Principles of Management and Organizational Behaviour

| POs&PSOs No. | COs No.&Titles | SOs No. | Laboratory Instruction (LI) | ClassroomInstruction(CI) | SelfLearning (SL) |
|---|---|---|-----------------------------------|--|---------------------------|
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5 | Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management,functions and skillsofamanager | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of amanager 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9. | Asmentionedin page number |
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5 | CO-2:Demonstratethe overallviewofvarious managementfunctions, managerial skills and approaches. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-2.0— Management functions: Planning — Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing —Structure&Process, Line, Staff,Authority&Responsibility,Staffing— RecruitmentandSelection,Directing— Training, Communication & Motivation, Controlling—Significance, Process, Techniques, Standards & Benchmarks, ManagementAudit. 2.1,2.2,2.3,2.4,2.5,2.6,2.7,2.8,2.9,2.10. | Asmentionedin page number |
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, | CO-3: Applythefundamentals ofindividualand group behaviorinthe | SO1.1 SO1.2 SO1.3 SO1.4 | | Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individualbehaviour–Emotions, Personality, | Asmentionedin page number |



| 5 | organizationalsetting. | SO1.5 | Values, Attitudes, Perception, Learning and | |
|----------------|-------------------------|-------|---|--|
| | | | individualdecisionmaking, Motivation-Types of | |
| | | | motivation, theories of motivation, | |
| | | | motivational practices at workplace, managing | |
| | | | stress and work life balance. | |
| | | | 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9,3.10, 3.11. | |
| PO1,2,3,4,5,6 | CO-4: Analyze the | SO1.1 | Unit-4.0Groupdynamics-typesofgroups, Asmentionedin | |
| 7,8,9,10,11,12 | groupdecisionmaking, | SO1.2 | groupformation, Groupdecision making, page number | |
| | teambuildingand | SO1.3 | teambuildinganddevelopingcollaboration, | |
| PSO1,2,3,4, | developingcollaboration | SO1.4 | leadership styles and influence process; | |
| 5 | andleadershipstyles. | SO1.5 | leadership theories, leadership styles and | |
| | | | effective leader | |
| | | | 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9. | |
| PO1,2,3,4,5,6 | CO-5:Evaluate the | SO1.1 | Unit-5.0 Understanding and managing Asmentionedin | |
| 7,8,9,10,11,12 | abilityunderstanding | SO1.2 | organizationalculture,powerandpolitical page number | |
| | and managing | SO1.3 | behavior in organizations, conflict | |
| PSO1,2,3,4, | organizationalculture, | SO1.4 | Management, negotiation, managing | |
| 5 | powerand political | SO1.5 | organizational change, concept of | |
| | behavior | | organizationaldevelopment. | |
| | | | 5.1,5.2,5.3,5.4,5.5,5.6. | |



CourseCode:ABM502

CourseTitle: ManagerialAccountingandControl

Pre requisite: -Students should have advance knowledge of Managerial Accounting and Control, for developed the ability of Managerial Accounting and Control

Rationale: - Managerial Accounting and Control is the express through the concept and provide the information to Agricultural Economist and professionals in accurate manners. Agricultural Economist or scientist should develop skill in the enterprise analysis and farm business with apply the principle of Managerial Accounting and Control

CourseOutcomes:

ABM502CO-1Identifytheconceptsoffinancialandmanagerialaccounting.

ABM502CO-2. Discriminate the expertise in accounting and application of accounting incompany accounting

ABM 502 CO-3. Practice the basics of cost accounting through various tools and techniques available.

ABM 502 CO-4 Estimatetheanalysis of cost accountingandtheir applicationing ribusiness accounting

 ${\bf ABM502CO\text{-}} 5 Asses the budget and budget ary control methods and application of its knowledge in preparation of budget$

SchemeofStudies:

| Boardof | Course | CourseTitle | | Schemeofstudies(Hours/Week) | | | | |
|---------|--------|-------------|----|-----------------------------|----|----|-----------------|------------|
| Study | Code | | CI | LI | SW | SL | TotalStudyHours | Credits |
| | | | | | | | CI+LI+SW+SL | (C) |
| Program | ABM | Managerial | 3 | 0 | 2 | 1 | 06 | 03 |
| Core | 502 | Accounting | | | | | | |
| (PCC) | | andControl | | | | | | |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI:LaboratoryInstruction(IncludesPracticalperformancesinlaboratoryworkshop,fieldorother locations using different instructional strategies)

SW:SessionalWork(includesassignment, seminar, miniprojectetc.),

SL:Self Learning,

C:Credits.

Note:SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



SchemeofAssessment:

| Boar | Couse | Course | | SchemeofAssessment(Marks) | | | | | | |
|------|-------|---------|---------|---------------------------|----------|------------|----------|--------|----------|--------|
| d of | Code | Title | | Progr | essiveAs | ssessment(| PRA) | | End | Total |
| Stud | | | | | | | | | Semester | Marks |
| y | | | | | | | | | Assessme | (PRA+E |
| | | | | | | | | | nt(ESA) | SA) |
| | | | Class/H | Class | Semin | Class | Class | Total | | |
| | | | ome | Test2(2 | arone | Activity | Attendan | Marks | | |
| | | | Assign | best out | (SA) | anyone | ce (AT) | (CA+CT | | |
| | | | ment 5 | of 3) 10 | | (CAT) | | +SA+C | | |
| | | | number | marks | | | | AT+AT) | | |
| | | | 3marks | each | | | | | | |
| | | | each | (CT) | | | | | | |
| | | | (CA) | | | | | | | |
| PC | ABM | Manage | 15 | 30 | 00 | 00 | 5 | 50 | 50 | 100 |
| C | 502 | rial | | | | | | | | |
| | | Account | | | | | | | | |
| | | ingand | | | | | | | | |
| | | Control | | | | | | | | |

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

$ABM 502 CO\hbox{-}1: Identify the concepts of financial and managerial accounting.\\$

ApproximateHours

| Item | Approximate Hours |
|-------|----------------------|
| CI | 9 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 12 |

| SessionOutcomes(SOs) | Laboratory Instruction(LI) | ClassroomInstruction(CI) | SelfLearning (SL) |
|-----------------------------------|-------------------------------|------------------------------------|----------------------|
| SO1.1:FinancialAccounting- | | Unit I: | 1.1-Preparethe |
| Meaning, Need. | | Financial Accounting- | assignment on |
| | | Meaning, Need, | Meaningand |
| SO1.2: Accounting | | Accounting principles: | definition of |
| principles. | | Accounting Concepts and | Financial |
| | | Conventions; Branches of | Accounting- |
| SO1.3: Accounting Concepts | | Accounting, Users of | Meaning, Need, |
| and Conventions. | | Accounting information, | Accounting |
| | | Advantages and | principles: |
| SO1.4: Branches of | | Limitations of Financial | Accounting |
| Accounting, Users of | | Accounting, Accounting | Concepts and |
| Accounting information, | | Standards | Conventions |
| Advantages and Limitations | | 1.1 -Financial Accounting- | |
| | | Meaning, Need. | |
| .SO1.5: Financial | | 1.2 -Accounting principles. | |
| Accounting, Accounting | | 1.3 - AccountingConcepts | |
| Standards. | | and Conventions. | |
| | | 1.4 -BranchesofAccounting, | |
| | | 1.5 -UsersofAccounting | |
| | | information, | |
| | | 1.6-Advantages of | |
| | | Accounting | |
| | | 1.7-Limitations. of | |
| | | Accounting | |
| | | 1.8-Financial Accounting | |
| | | 1.9-AccountingStandards. | |

SW-1SuggestedSessionalWork(SW):

- **a. Assignments:**PreparetheassignmentonMeaninganddefinitionofFinancialAccounting-Meaning, Need,Accountingprinciples:AccountingConceptsandConventions
- b. MiniProject:
- c. OtherActivities(Specify):



ABM 502 CO-2: Discriminate the expertise in accounting and application of accounting in company accounting

Approximate Hours

| Item | ApprXHours |
|-------|------------|
| CI | 9 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 12 |

| SessionOutcomes (SOc) | Laboratory | ClassroomInstruction | SelfLearning(SL) |
|--|-----------------|---|-------------------------------|
| (SOs) | Instruction(LI) | (CI) | Duanana tha |
| SO1.1: The Double Entry System- Its Meaning and | | Unit 2- The DoubleEntry | - Prepare the |
| | | System- Its Meaning and | • |
| Scope, | | Scope, The Journal, | Meaning and definition of The |
| SO1.2: The Journal, Cash | | Cash Book, Ledger, Trial Balance, Trading | |
| Book, Ledger, Trial | | Balance, Trading Account Profit and Loss | , |
| Balance, | | | System- Its Meaning |
| Balance, | | Account, Balance Sheet, | and Scope, The |
| SO1.3: Trading Account | | entries and adjustments | Journal, Cash Book, |
| Profit and Loss Account, | | of different heads in different Books and | Ledger, Trial |
| Tront and Loss Account, | | Accounts, Introductionof | Balance, |
| SO1.4: Balance Sheet, | | Company Accounts, Use | |
| entriesandadjustmentsof | | of Accounting Software. | |
| different heads indifferent | | The Double Entry System- | |
| Books and Accounts, | | Its Meaning and Scope. | |
| Books and Hecounts, | | The Journal. | |
| SO1.5: Introduction of | | -TheCashBook, | |
| Company Accounts, Use | | 2.4-TheLedger | |
| of Accounting Software. | | 2.5-TheTrial Balance, | |
| | | 2.6-Trading Account | |
| | | Profit and Loss Account, | |
| | | Balance Sheet, entries and | |
| | | adjustments of different | |
| | | heads indifferent Books and | |
| | | Accounts, | |
| | | - Introduction of Company | |
| | | Accounts, | |
| | | - Use of Accounting | |
| | | Software | |
| | | | |
| | | | |
| | | | |

SW-2SuggestedSessionalWork(SW):

- **a. Assignments:**PreparetheassignmentonMeaninganddefinitionofTheDoubleEntrySystem-Its Meaning and Scope, The Journal, Cash Book, Ledger, Trial Balance
- b. MiniProject:
- c. OtherActivities(Specif



$ABM 502 CO-3: Practice the basics of cost accounting through various tools and techniques\ available$ $Approximate\ Hours$

| Item | ApproXHours |
|-------|-------------|
| CI | 9 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 12 |

| SessionOutcomes (SOc) | Laboratory | ClassroomInstruction(CI) | SelfLearning(SL) |
|--|-----------------|---|---|
| (SOs) SO1.1: Management Accounting-Meaning, Functions, Scope, Utility. SO1.2: Limitations and Tools of Management Accounting, AnalysisofFinancialStat ements. SO1.3: Ratio, time series, common sizeand Du pont Analysis. SO1.4: Comparative and Common Size Statements. SO1.5: Cash Flow and Fund Flow Analysis. | Instruction(LI) | Unit-3 Management Accounting- Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of FinancialStatements-Ratio, time series, common sizeand Dupont Analysis, Comparative and Common Size Statements, Cash Flow and Fund Flow Analysis. Management Accounting- Meaning and Functions Management Accounting- Scope, Utility and Limitations 3.3- Tools of Management Accounting, 3.4- Analysis of Financial Statements. Ratio and time series, 3.5- Analysis of Financial Statements common size and Du pont Analysis. 3.6-Comparative Size Statements of Analysis of Financial. 3.7-Common Size Statements of Analysis of Financial. 3.8-CashFlow 3.9-FundFlowAnalysis. | 3.1- Prepare the assignment onMeaning and definition of Management Accounting-Meaning, Functions, Scope, Utility, Limitations and Toolsof Management Accounting, Analysis of Financial Statements |

SW-3SuggestedSessionalWorks(SW):



- **a. Assignments:** Prepare the assignment on Meaning and definition of Management Accounting-Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of Financial Statements
- b. MiniProject:
- c. OtherActivities(Specify):

$ABM 502 CO-4: Estimate the analysis of cost accounting and their application in agribusiness\ accounting \\ Approximate Hours$

| Item | ApproXHours |
|-------|-------------|
| CI | 10 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 13 |

| SessionOutcomes(SOs) | Laboratory | Class roomInstruction | SelfLearning(SL) |
|----------------------------|-----------------|-----------------------------------|-------------------------|
| | Instruction(LI) | (CI) | |
| SO1.1:Cost Accounting- | | Unit4- | 4.1- Prepare the |
| Nature, Course, | | CostAccounting-Nature, | assignmenton |
| Significance of Cost | | Course, Significance of | Meaning and |
| Accounting. | | Cost Accounting; | definition of |
| SO1.2: Classification of | | Classification of Cost, | Cost Accounting- |
| Cost, Costing for | | Costing for Material; | Nature, Course, |
| Material; Labour and | | Labourandoverheads; | Significance of Cost |
| overheads. | | Marginal Costing and | Accounting; |
| SO1.3: Marginal Costing | | cost volume profit | Classification. |
| and cost volume profit | | AnalysisItsSignificance, | |
| Analysis Its Significance, | | Uses and Limitations; | |
| Uses and Limitations; | | StandardCosting-Its | |
| Standard Costing. | | Meaning, Uses and | |
| SO1.4: Meaning, Uses | | Limitations, | |
| and Limitations, | | Determination of | |
| Determination of | | StandardCost,Variance | |
| Standard Cost, Variance | | Analysis-Material, | |
| Analysis. | | Labour and Overhead. | |
| SO1.5: Material, Labour | | 4.1 -CostAccounting— | |
| and Overhead. | | Nature, Course. | |
| | | 4.2- SignificanceofCost | |
| | | Accounting. | |
| | | 4.3 -ClassificationofCost. | |
| | | 4.4- Costing for Material; | |
| | | Labour and overheads. | |
| | | 4.5 -MarginalCosting | |
| | | 4.6- Costvolumeprofit | |
| | | Analysis | |
| | | 4.7- Significance, Uses | |
| | | 4.8- Limitationsof | |



| MarginalCosting |
|----------------------------|
| - Standard Costing. |
| Meaning, Uses and |
| Limitations, Determination |
| ofStandardCost, Variance |
| Analysis. |
| - Material, Labour and |
| Overhead. |

SW-4SuggestedSessionalWork(SW):

a. Assignments:PreparetheassignmentonMeaninganddefinitionof

Cost Accounting-Nature, Course, Significance of Cost Accounting; Classification

- b. MiniProject:
- c. OtherActivities(Specify):

ABM 502 CO- 5: Asses the budget and budgetary control methods and application of its knowledge in preparation of budget.

Approximate Hours

| Item | ApproX Hours |
|-------|-----------------|
| CI | 8 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 11 |

| SessionOutcomes(SOs) | Laboratory Instruction(LI) | ClassroomInstruction (CI) | SelfLearning(SL) |
|---|-------------------------------|--|---|
| SO1.1: Budget and Budgetary Control-Meaning, Uses and Limitations. SO1.2: Budgeting andProfit planning, Different Types of Budgets and their Preparations: Sales. SO1.3: Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero. SO1.4: Based Budgeting. Mergers and Acquisition. SO1.5:TaxSystem-GST. | Instruction(LI) | Unit 5- Budget and Budgetary Control- Meaning,Uses and Limitations, Budgeting and Profit planning, Different Types of Budgets and their Preparations: Sales Budget,Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting. Mergers and Acquisition, Tax System-GST. 5.1- Budget and BudgetaryControl- Meaning,Usesand | 5.1- Prepare the assignment on Meaning and definition of Agricultural Cooperation in India. |



| FacultyofManagementStudies |
|----------------------------------|
| Limitations. |
| 5.2 - Budgeting andProfit |
| planning, |
| 5.3- Different Types of |
| Budgets and their |
| Preparations: |
| 5.4 - Sales. Budget, |
| Purchase Budget, |
| 5.5- ProductionBudget, |
| Cash and Budget |
| 5.6- FlexibleBudgetand |
| Master Budget |
| 5.7- Zero .Based |
| Budgeting. |
| 5.8- Mergers and |
| Acquisition, Tax |
| System- GST. |

SW-5SuggestedSeasonalWork(SW):

- a. Assignments: Prepare the assignment on Meaning and definition of Agricultural Cooperation in India
- b. MiniProject:
- c. Other Activities (Specify):

${\bf Briefof Hours suggested\ for the Course Outcome}$

| Course Outcomes | Class Lecture(Cl) | Laboratory Instruction (LI) | Seasonal Work(SW) | SelfLearning (Sl) | Total hour (Cl+SW+Sl) |
|---|----------------------|-----------------------------------|----------------------|----------------------|--------------------------|
| ABM502CO1. Identify the concepts of financial and managerial accounting. | 9 | 0 | 2 | 1 | 12 |
| ABM502CO2. Discriminate the expertise in accounting and application of accounting in company accounting | 9 | 0 | 2 | 1 | 12 |
| ABM502CO3. Practice the basics of cost accounting throughvarious tools and | 9 | 0 | 2 | 1 | 12 |



| . 1 ' | | | | racuityonvianag | |
|------------------|----|----|----|-----------------|----|
| techniques | | | | | |
| available. | | | | | |
| ABM502CO4. | 10 | 0 | 2 | 1 | 13 |
| Estimate the | | | | | |
| analysis of cost | | | | | |
| accounting and | | | | | |
| theirapplication | | | | | |
| in agribusiness | | | | | |
| accounting | | | | | |
| ABM502CO5. | 8 | 0 | 2 | 1 | 11 |
| Assesthebudget | | | | | |
| and budgetary | | | | | |
| control methods | | | | | |
| and application | | | | | |
| ofitsknowledge | | | | | |
| inpreparationof | | | | | |
| budget. | | | | | |
| Total | 45 | 00 | 10 | 05 | 60 |

SuggestionforEndSemesterAssessment SuggestedSpecificationTable(ForESA)

| CO | UnitTitles | Ma | rksDistributi | ion | Total |
|-----|---|----|---------------|-----|-------|
| | | R | U | A | Marks |
| CO1 | Unit I:Financial Accounting-Meaning, Need, Accounting principles: Accounting Concepts and Conventions; Branches of Accounting, Users of Accounting information, Advantages andLimitationsofFinancialAccounting, AccountingStandards | 02 | 03 | 00 | 05 |
| CO2 | Unit 2-TheDoubleEntrySystem-ItsMeaning and Scope, The Journal, Cash Book, Ledger, Trial Balance, Trading Account Profit andLoss Account, Balance Sheet, entries and adjustments of different heads in different Books and Accounts,Introduction ofCompany Accounts,UseofAccountingSoftware. | 02 | 05 | 03 | 10 |
| CO3 | Unit- 3 Management Accounting-Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of Financial Statements- Ratio, time series, common size and Dupont Analysis, Comparative and Common Size Statements, Cash Flowand Fund Flow Analysis | 00 | 08 | 07 | 15 |
| CO4 | Unit 4 - Cost Accounting—Nature, Course, SignificanceofCostAccounting; Classification ofCost, CostingforMaterial; Labourand overheads; MarginalCostingandcostvolume | 02 | 05 | 08 | 15 |

| | | | racuit | yonvianagement | Studies |
|-----|---|----|--------|----------------|---------|
| | profit Analysis Its Significance, Uses and Limitations; Standard Costing – Its Meaning, Uses and Limitations, Determination of StandardCost, VarianceAnalysis-Material, LabourandOverhead. | | | | |
| CO5 | Unit 5- Budget and Budgetary Control-Meaning, Uses andLimitations, Budgetingand Profit planning, Different Types of Budgetsand their Preparations: Sales Budget, Purchase Budget, Production Budget, Cash Budget, FlexibleBudget,MasterBudget,ZeroBased Budgeting. Mergers and Acquisition, Tax System-GST. | 00 | 03 | 02 | 05 |
| | | 06 | 24 | 20 | 50 |

Legend:R:Remember,U:Understand,A:Apply

TheendofsemesterassessmentforManagerialAccountingandControlwillbeheldwithwritten examination of 50 marks

Note.DetailedAssessmentrubricneedtobepreparedbythecoursewiseteachersforabovetasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. ImprovedLecture
- 2. Tutorial
- 3. CaseMethod
- 4. Group Discussion
- 5. RolePlay
- 6. Visittocementplant
- 7. Demonstration
- 8. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook,Twitter, Whatsapp,Mobile, Online sources)
- 9. Brainstorming

Suggested Learning Resources:

| S. No. | Title | Author | Publisher | Edition |
|--------|--------------------------|--|--|-----------|
| | | | | & Year |
| 1 | CorporateFinance, | Ross, Westerfield and Jaffe and Kakani (RWJK | TataMcGrawHill, | 2009. |
| 2 | CorporateFinance | 1.MichaelCEhrhardt and EugeneFBrigham | AFocusedApproach, CengaeLearning,2011 | 2011. |
| 3 | Financial Management, | 2.RajivSrivastavaandAnil Misra, | OxfordUniversityPress, | 2011 |
| 4 | Financial Management | M.Pandey | 10thedition),Vikas Publishing | 2011. |
| 5 | Accounting: | Anthony,Hawkinsand Merchant | Text&Cases. | 2011 |



CurriculumDevelopmentTeam:

- 1. Dr.S.S.Tomar, Dean Faculty of Agriculturescience and technology.
- $2.\ Professor B. B. Beohar, Director Planning, \& Director Extension, A.K. S. University$
- ${\it 3. } Dr. V. K. Vishwakarma, Head Department of Agricultural Economics, FAST$
- 4. Dr. A shutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. ShriDeepnarayanMishra,TeachingAssociateDepartment ofAgriculturalEconomics,FAST
- 7. ShriRajeevRavSuryavanshi,DepartmentofAgriculturalEconomics,FAST



Cos,POsandPSOsMapping Course Code:-ABM 502

Course Title: - Managerial Accounting and Control

| Course | Progra | amOut | comes | | | | Winnag | | | , | | | ProgramS | pecificC | Outcom | e |
|----------|--------|-------|-------|-----|--------|-------|--------|-------|-------|-------|--------|---------|-----------------|-----------------|---------------|-----------|
| Outcomes | PO1 | PO2 | PO3 | PO | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 | PO11 | PO12 | PSO1 | PSO | PSO | PS |
| | | | | 4 | | | | | | 0 | | | | 2 | 3 | O4 |
| | Man | Pro | Mod | Eth | Indivi | Com | Proj | Busi | Life- | Envi | Entre | Global | Ability to | Abilit | Incul | Abi |
| | ageri | ble | ern | ics | dual | mun | ect | ness | long | ron | prene | outlook | apply | y to | cate | lity |
| | al | m | tool | | and | icati | man | decis | lear | ment | urial | | managerial | under | proac | to |
| | know | anal | usag | | team | on | age | ion | ning | and | oppor | | and | stand | tive | use |
| | ledge | ysis | e | | work | | ment | maki | | susta | tuniti | | business | the | think | the |
| | | ľ | | | | | and | ng | | inabi | es | | skilled for | dayto | ingto | rese |
| | | | | | | | fina | 8 | | lity | | | developme | day | ensur | arch |
| | | | | | | | nce | | | 5 | | | nt of | busin | e | bas |
| | | | | | | | 1200 | | | | | | business | ess | effect ive | ed inn |
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| | | | | | | | | | | | | | available | probl | rman | ive |
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| | | | | | | | | | | | | | resources | and | the | wle |
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| | | | | | | | | | | | | | | provi | ess | t in |
| | | | | | | | | | | | | | | de | ecosy | agri |
| | | | | | | | | | | | | | | econo | stem | busi |
| | | | | | | | | | | | | | | mical | entre | ness |
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AKSUniversity

Departmentof Agribusiness Management Faculty of Management Studies

| | | | | | | | | | | | | - | racuit | yofManager | Hentstaale | |
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| | | | | | | | | | | | | | | | priori | |
| | | | | | | | | | | | | | | | ties | |
| CO1. Identify | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| the concepts of | | | | | | | | | | | | | | | | |
| financial and | | | | | | | | | | | | | | | | |
| managerial | | | | | | | | | | | | | | | | |
| accounting. | | _ | | _ | | | | _ | | | | | | | _ | |
| CO2. | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| Discriminatethe | | | | | | | | | | | | | | | | |
| expertisein | | | | | | | | | | | | | | | | |
| accountingand | | | | | | | | | | | | | | | | |
| application of | | | | | | | | | | | | | | | | |
| accounting in | | | | | | | | | | | | | | | | |
| company | | | | | | | | | | | | | | | | |
| accounting | _ | | | _ | | _ | | _ | | _ | | _ | | | | |
| CO3. Practice | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| the basics of | | | | | | | | | | | | | | | | |
| cost accounting | | | | | | | | | | | | | | | | |
| through various | | | | | | | | | | | | | | | | |
| tools and | | | | | | | | | | | | | | | | |
| techniques | | | | | | | | | | | | | | | | |
| available. | | | | | | | | | | | | | | | | |



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|----------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO4. Estimate | | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| the analysis of | | | | | | | | | | | | | | | | |
| cost accounting | | | | | | | | | | | | | | | | |
| and their | | | | | | | | | | | | | | | | |
| application in | | | | | | | | | | | | | | | | |
| agribusiness | | | | | | | | | | | | | | | | |
| accounting | | | | | | | | | | | | | | | | |
| CO5.Assesthe | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| budget and | | | | | | | | | | | | | | | | |
| budgetary | | | | | | | | | | | | | | | | |
| controlmethods | | | | | | | | | | | | | | | | |
| andapplication | | | | | | | | | | | | | | | | |
| of its | | | | | | | | | | | | | | | | |
| knowledge in | | | | | | | | | | | | | | | | |
| preparation of | | | | | | | | | | | | | | | | |
| budget. | | | | | | | | | | | | | | | | |

Legend:1-Low,2-Medium,3-High

${\bf Course Curriculum Map:} {\bf Managerial Accounting and Control}$

| POs&PSOs No. | COs No.&Titles | SOs No. | Laboratory Instruction(LI) | ClassroomInstruction(CI) | SelfLearning (SL) |
|---|--|---|-------------------------------|---|--------------------------|
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5 | CO1. Identify the conceptsoffinancial and managerial accounting. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | UnitI: Financial Accounting- Meaning, Need, Accounting principles: Accounting ConceptsandConventions;Branchesof Accounting, Users of Accounting information,AdvantagesandLimitations of Financial Accounting, Accounting Standards 1.1,1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9. | Asmentionedinpage number |
| PO1,2,3,4,5,6 7,8,9,10,11,12 | CO2.Discriminate the expertise in accounting and | SO1.1 SO1.2 | | Unit2- TheDoubleEntrySystem-ItsMeaning | Asmentionedinpage number |



| | | | | Tacuityonvianagementotudies |
|---|--|---|--|-----------------------------|
| PSO1,2,3,4, | application of accounting in company accounting | SO1.3 SO1.4 SO1.5 | and Scope, The Journal, Cash Book, Ledger, Trial Balance, Trading Account Profit and Loss Account, Balance Sheet, entries and adjustments of different heads in different Books and Accounts, Introduction of Company Accounts, Use | |
| DO1 2 2 4 5 6 | CO2 Dreation the | 2011 | of Accounting Software. 2.1,2.2,2.3,2.4,2.5,2.6,2.7,2.8,2.9. | Asmontionadinnass |
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5 | CO3. Practice the basicsofcost accounting through various tools and techniques available. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-3.0 Management Accounting-Meaning, Functions,Scope,Utility,Limitationsand Tools of Management Accounting, AnalysisofFinancialStatements-Ratio, timeseries,commonsizeandDupont Analysis,ComparativeandCommon Size Statements,CashFlowandFundFlow Analysis 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9. | Asmentionedinpage number |
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5 | CO4. Estimate the analysis of cost accountingandtheir application in agribusiness accounting | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-4.0 Cost Accounting–Nature, Course, Significance of Cost Accounting; ClassificationofCost,Costingfor Material; Labour and overheads;MarginalCostingandcostvolum eprofit Analysis Its Significance, Uses and Limitations; Standard Costing – Its Meaning, Uses and Limitations, Determination ofStandardCost,Variance Analysis-Material,LabourandOverhead. 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9, 4.10. | Asmentionedinpage number |



| PO1,2,3,4,5,6 C | CO5. Asses thebudget | SO1.1 | Ur | nit-5.0 | Asmentionedinpage |
|----------------------------|----------------------|----------------------------------|---|---|-------------------|
| PSO1,2,3,4, max ay k | knowledge in | SO1.2 SO1.3 SO1.4 SO1.5 | Us Pro Bu Bu Ma Ma GS | udget and BudgetaryControl- Meaning, sees and Limitations, Budgeting and rofit planning, Different Types of udgets and their Preparations: Sales udget, Purchase Budget, Production udget, Cash Budget, Flexible Budget, laster Budget, Zero Based Budgeting. Iergers and Acquisition, Tax System-ST. 1,5.2,5.3,5.4,5.5,5.6.5.7.5.8. | number |



CourseCode:-ABM503

CourseTitle:-Applied AgribusinessEconomics

Prerequisite:-Studentshouldhavebasicknowledgeofbasic conceptsofeconomics.

Rationale:-Applied Agribusiness Economics inAgribusiness management degree the express through at analyzing the decision-making processes of farmers and consumers in front of new sets of options coming from new technological solutions. It also develops analytical methods to study resource allocation problems in agriculture and natural resources. Degree holders receive hands-on experience in price analysis, operations research, economic development, and economic research. Students are well-grounded in economic theory and conduct economic analysis.

Course Outcomes:

ABM 503 CO-1 Recognize the concepts of managerial economics and its implications on theagri business environment.

ABM 503 CO -2. Describe clear overview on the macroeconomic environment that exists for a agri business enterprise to understand and adapt for optimizing the output.

ABM503CO-3Initiatethefamiliarwithissuesrelated to the agricultural sector, natural resource policies, and rural communities.

ABM503CO-4Analyze the pricing and pricing policy and developed the expertise in price and its researchers and developed as professionals.

ABM503CO-5Judgeforanalyzetomacroeconomicsanddevelopedtheexpertisein macroeconomics and developed as professionals.

Schemeofstudies

| Board of | Course Code | Course Title | So | Schemeof studies (Hours/Week) | | | | |
|--------------------------|----------------|----------------------------------|----|-------------------------------|----|----|-------------------------------------|--------------|
| Study | | | C | LI | SW | SL | Total Study Hours (CI+LI+SW+S | Cred its (C) |
| | | | | | | | L) | |
| Progra mCore (PCC) | ABM 503 | AppliedAgribusiness Economics | 02 | 00 | 02 | 01 | 05 | 02 |

Legend:CI:ClassroomInstruction(Includesdifferentinstructionalstrategiesi.e.Lecture (L) and Tutorial (T) and others),

LI:LaboratoryInstruction(IncludesPracticalperformancesinlaboratoryworkshop,fieldor other locations using different instructional strategies)

SW:SessionalWork(includesassignment,seminar,miniprojectetc.),



SL:SelfLearning,

C: Credits.

Note: SW&SLhastobeplannedandperformedunderthecontinuousguidanceandfeedbackof teacher to ensure outcome of Learning.

SchemeofAssessment:

| Board of | Cours e | CourseTitle | | SchemeofAssessment(Marks) | | | | | | | |
|-------------|------------|--------------------------------------|---|--|------------------------|---|---------------------------------|---|---|--------------------------------|--|
| Study | Code | | | Progre | ssiveAss | sessment(| PRA) | | End | Total | |
| | | | Class/ Home Assign ment2 number 5 marks each (CA) | Class Test2 (2 best outof 3) 20 marks each (CT) | Semin arone (SA) | Class Activit y any one (CAT) | Class Atten dance (AT) | Total Marks (CA+C T+SA+ CAT+A T) | Semes ter Assess ment (ESA) | Mark s (PRA + ESA) | |
| (PCC) | ABM 503 | Applied Agribusiness Economics | 10 | 40 | 0 | 0 | 0 | 50 | 50 | 100 | |

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and sessionlevels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



ABM 503 CO -1 Recognize the concepts of managerial economics and its implications on the agri business environment. Approximate Hours

| Item | Appxhrs |
|-------|---------|
| Cl | 8 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 11 |

| SessionOutcomes (SOs) | Laboratory Instruction(LI) | ClassroomInstruction (CI) | SelfLearning (SL) |
|---|-------------------------------|---|--|
| SO1.1-Introduce aboutthemanagerial economics SO1.2-Definethe basic conceptof firms SO1.3 -Describe the conceptofbehavioral economics SO1.4- Discuss theuse of managerial economics SO1.5 -Apply the lecture on the different basic economicprinciples | | Unit-1.0 Scope of managerial economics, objective of the firm and basic economic principles; mathematical concepts used in managerial economics.Introduction to behavioral economics. 1.1-Introduction 1.2-Scope 1.3-Objective of the firm 1.4-Basics of economic principles 1.5-Concepts of economic principles 1.6-Uses of economic principles 1.7-Managerial economics 1.8-Behavioral economics | 1.1-Prepare the assignment on basics of economic principles and Concepts of economics principles |

SW-1SuggestedSeasonalWork (SW):

- **a. Assignments:** 1.1-Prepare the assignment on basics of economic principles and Concepts of economics principles
- b. MiniProject:-
- c. OtherActivities(Specify):-



ABM 503 CO-2: Describe clear overview on themacroeconomic environment that exists for a agri business enterprise to understand and adapt for optimizing the output.

ApproximateHours

| Item | AppXHrs |
|-------|---------|
| Cl | 06 |
| LI | 00 |
| SW | 02 |
| SL | 01 |
| Total | 09 |

| SessionOutcomes (SOs) | Laboratory Instruction(LI) | Class room Instruction(CI) | SelfLearning(SL) |
|-----------------------|-------------------------------|-------------------------------------|--------------------------|
| | Instruction(L1) | , , , | |
| SO2.1.–Introduceto | | Unit-2.0 - | 2.1 – Prepare the |
| indifference curve | | Indifference curves | assignment |
| SO2.2. – Learned | | and budget sets - | ond |
| about the type of | | Demand analysis - | |
| demand | | meaning, types and | emand, Types of |
| SO2.3Describethe | | determinants of | demand, Elasticity of |
| elasticityofdemand. | | demand;demand | demand and |
| SO2.4 Discuss the | | function; demand | determinants of the |
| determinants of | | elasticity; demand | demand |
| demand | | forecasting-need and | |
| SO2.5.–Applyabout | | techniques. | |
| the demand | | 2.1 - Introduction of | |
| forecasting | | indifference curve | |
| | | 2.2- Find out the | |
| | | demand analysis | |
| | | 2.3-Types of demand | |
| | | 2.4- Elasticity of | |
| | | demand | |
| | | 2.5- Determinants of | |
| | | the demand | |
| | | | |
| | | 2.6- Forecastingofthe demand | |
| | | demand | |

SW-1SuggestedSeasonalWork (SW):

a. Assignments:Prepare the assignment on demand, Typesofdemand, Elasticityofdemand and determinants of the demand



b. Mini Project:

c. Other Activities (Specify):

ABM 503 CO-3: Initiate the familiar with issues related to the agricultural sector, natural resource policies, and rural communities

ApproximateHours

| Item | AppXHrs |
|-------|---------|
| Cl | 06 |
| LI | 00 |
| SW | 2 |
| SL | 1 |
| Total | 09 |

| SessionOutcomes | Laboratory | Classroom | SelfLearning | |
|-----------------------------|-------------|--------------------------------------|---------------------|-----|
| (SOs) | Instruction | Instruction | (SL) | |
| | (LI) | (CI) | | |
| SO3.1–Determine | | Unit-3.0 | 3.1- Prepare | the |
| theproductioncost | | Production, cost and | assignment | on |
| | | supply analysis- | Production, cost | and |
| SO3.2–Analyzeto | | production function, | supply analysis | |
| thesupplyfunction | | Multi period | | |
| | | production and cost | | |
| SO3.3-Applythe | | least-cost input | | |
| differentproduction | | combination, factor | | |
| function | | productivities and | | |
| | | returns to scale, cost | | |
| SO3.4-Estimatethe | | concepts, cost-output | | |
| leastcostcombination | | relationship, and | | |
| Tousto osto officialitation | | short and long-run supply functions. | | |
| SO3.5–Applythe | | 3.1-Identification of | | |
| returntoscale | | cost of production | | |
| Tetaritoscare | | 3.2- definethesupply | | |
| | | function | | |
| | | 3.3-definetheleast cost | | |
| | | combination | | |
| | | 3.4- Return to scale | | |
| | | 3.5-Cost concepts | | |
| | | 3.6- Differenttypesof | | |
| | | Production function | | |



Item Cl

LI

SW

SL

Total

SW-1SuggestedSeasonalWork (SW):

- a. Assignments: Preparetheassignmenton Production, cost and supply analysis
- b. Mini Project
- c. OtherActivities(Specify):

$ABM 503CO \hbox{-} 4: Analyze the group decision making, team building and developing \ collaboration \ leadership \ styles.$

ApproximateHours
AppX Hrs
06

00

02

01

09

| Session Outcomes | LaboratoryInstruction | Classroom Instruction | SelfLearning |
|------------------------|-----------------------|---|---|
| (SOs) | (LI) | (CI) | (SL) |
| SO4.1–Identify the | | Unit-4.0 | 1.1- Prepare the |
| price determination. | | Pricing-determinantsof price - pricingunder | assignmentonPricing- |
| SO4.2-Discussthe | | different market | determinantsofprice- pricingunderdifferent |
| pricingunder different | | structures, pricing of joint products, pricing | marketstructures. |
| marketstructure | | methods in practice, | |
| SO4.3-Applythe | | government policies and pricing. Price | |
| pricingmethods | | discrimination | |
| SO4.4-Describesthe | | 4.1- Determinants of price | |
| govtpoliciesandpricing | | 4.2- Pricing under | |
| SO4.5–Analyzethe | | different market structure | |
| price discrimination | | 4.3- Price determination | |
| | | for join products 4.4- Different pricing methods | |
| | | 4.5 -Govt.price polices | |
| | | 4.6- Price | |

discrimination



SW-1SuggestedSeasonalWork (SW):

- **a. Assignments:** Prepare the assignment on Pricing-determinants of price-pricing under different market structures
- b. Mini Project:
- c. OtherActivities(Specify):

 $ABM 503CO - 5: Judge for an alyze to macroe conomics and developed as \ professionals$

ApproximateHours

| Item | AppXHrs |
|-------|---------|
| Cl | 06 |
| LI | 00 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| SessionOutcomes | Laboratory | Class room | SelfLearning |
|----------------------|-----------------|----------------------------|-------------------------|
| (SOs) | Instruction(LI) | Instruction(CI) | (SL) |
| SO5.1–Indentifythe | | Unit-5.0 | 5.1- Prepare the |
| national income | | The national income; | assignment on The |
| SO5.2-Describethe | | circular flow of | national income; |
| consumption and | | income:consumption, | circular flow of |
| investment | | investment and | income: consumption, |
| SO 5.3-Discuss the | | saving: money- | investmentandsaving: |
| factors of inflation | | functions, factors | money |
| SO5.4AssesFactors | | influencing demand | - |
| influencing demand | | for money & supply | |
| for money | | of money; inflation; | |
| SO5.5- Apply the | | economic growth; | |
| conceptofbusiness | | business cycles and | |
| decisions | | businesspolicies; | |
| | | business decisions | |
| | | under certain and | |
| | | uncertain situations. | |
| | | 5.1- Calculation of | |
| | | National income | |
| | | 5.2- Consumption, | |
| | | investment and saving | |
| | | functions | |
| | | Tunctions | |
| | | | |

| 5.3-Factorsinfluencing demand and supply for money 5.4-TypesofInflation |
|---|
| 5.5-Businesscycles and business policies |
| 5.6- Decision taken under business situation |

SW-1SuggestedSeasonalWork (SW):

- **a. Assignments:** PreparetheassignmentonThenationalincome; circularflowofincome: consumption, investment and saving: money
- b. Mini Project:
- c. OtherActivities(Specify)

Brief of Hours suggested for the Course Outcome

| Course Outcomes | Class Lecture (C l) | Laboratory Lecture (L I) | Sessional Work (SW) | Self Learning (S l) | Totalhour (C1+LI+ SW+S1) |
|--|---------------------------|--------------------------------|---------------------------|---------------------------|--------------------------------|
| ABM-503 CO -01: Recognize the concepts of managerial economics and its implications on the agribusiness environment. | 08 | 00 | 02 | 01 | 11 |
| ABM-503 CO -02: Describectear overview on the macroeconomic environmentthat exists for a agri business enterprise to understand and adapt for optimizing the output. | 06 | 00 | 01 | 02 | 09 |
| ABM-503 CO -03: Initiate the familiar with issues related to the agricultural sector, natural resource policies, and rural communities. | 06 | 00 | 02 | 01 | 09 |
| ABM-503CO-04:Analyzethe group decision making, | 06 | 00 | 02 | 01 | 09 |



| teambuilding and developing collaborationleadership styles. | | | | | |
|---|----|----|----|----|----|
| ABM-503 CO -05: Judge for analyze to macroeconomics and developed the expertise in macroeconomicsanddeveloped asprofessionals | 06 | 00 | 02 | 02 | 10 |
| Total Hours | 32 | 00 | 09 | 07 | 48 |

SuggestionforEndSemesterAssessment SuggestedSpecificationTable(For ESA)

| CO | UnitTitles | | arks Distribut | tion | Total |
|-----|--|----|----------------|------|-------|
| | | R | U | A | Marks |
| CO1 | Unit-1.0 Scope of managerial economics, | 02 | 03 | 00 | 05 |
| | objective of the firm and basic economic | | | | |
| | principles; mathematical concepts used in | | | | |
| | managerialeconomics.Introductionto | | | | |
| | behavioraleconomics. | | | | |
| CO2 | Unit-2.0 - Indifference curves and budgetsets | 02 | 05 | 03 | 10 |
| | - Demand analysis - meaning, types and | | | | |
| | determinants of demand; demand function; | | | | |
| | demandelasticity;demandforecasting-need | | | | |
| | andtechniques. | | | | |
| CO3 | Unit-3.0 Production, cost and supply | 00 | 08 | 07 | 15 |
| | analysis- production function, Multi period | | | | |
| | production and cost least-cost input | | | | |
| | combination, factor productivities and returns to | | | | |
| | scale, cost concepts, cost-output | | | | |
| | relationship,andshortandlong-runsupply | | | | |
| | functions. | | | | |
| CO4 | Unit-4.0 Pricing-determinants of price - pricing | 02 | 05 | 08 | 15 |
| | under different market structures, pricing of joint | | | | |
| | products, pricing methods in | | | | |
| | practice,governmentpoliciesandpricing.Price | | | | |
| | discrimination | | | | |

| CO5 | Unit-5.0 The national income; circular flow | 00 | 03 | 02 | 05 |
|-----|--|----|----|----|----|
| | of income: consumption, investment and | | | | |
| | saving: money-functions, factors influencing | | | | |
| | demand for money & supply of money; | | | | |
| | inflation; economic growth; business cycles | | | | |
| | andbusinesspolicies; business decisions | | | | |
| | undercertainanduncertainsituations. | | | | |
| | | 06 | 24 | 20 | 50 |

Legend:R:Remember,U:Understand,A:Apply

Legend:R:Remember,U:Understand,A:Apply

TheendofsemesterassessmentforIntroductiontoPortlandcementwillbeheldwithwritten examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. CaseMethod
- 4. Group Discussion
- 5. RolePlay
- 6. Demonstration
- 7. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 8. Brainstorming

SuggestedLearningResources:

| SNo. | Title | Author | Publisher | Edition& |
|------|---------------------------|------------------------|-----------------|--------------------------|
| | | | | Year |
| 01 | ManagerialEconomics | SumaDamodaran | OxfordandIBH | 2010 |
| | | | Publishing | 10 th edition |
| | | | CO.Pvt.LTD | |
| 02 | ManagerialEconomics | SavatoreD.Srivastav R. | Oxford | 7thEdition |
| | | | UniversityPress | 2012 |
| 03 | ManagerialEconomics | DwivediDN | Vikash | 8thEdition |
| | | | Publishing | 2015 |
| 04 | Principlesof Agribusiness | Beierlein JG, | WavelandPress | 2014 |
| | Management. | SchneebergerKC, | | 5 th edition |
| | | Osburn DD. | | |
| 05 | PrinciplesandPracticeof | L M Prasad | SULTAN | 10 th |
| | Management | | CHAND&SON | Edition |
| | | | | 2021 |

CurriculumDevelopmentTeam:

- 1. Dr.S.S.Tomar, Dean Faculty of Agriculturescience and technology.
- 2. ProfessorB.B.Beohar, DirectorPlanning, & DirectorExtension, A.K.S. University
- 3. Dr.V.K.Vishwakarma, Head Department of Agricultural Economics, FAST
- 4. Dr. Ashutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST
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- 6. ShriDeepnarayanMishra, TeachingAssociateDepartmentof AgriculturalEconomics, FAST
- 7. ShriRajeevRavSuryavanshi,DepartmentofAgriculturalEconomics,FAS



AKSUniversity

DepartmentofAgribusinessManagement

FacultyofManagement Studies

Cos,POsandPSOsMapping Course Code:-ABM 503

CourseTitle:-AppliedAgribusiness Economics

| Course | Progra | amOut | comes | | | ProgramSp | ecificOutco | me | | | | | | | | |
|----------|--------|-------|-------|------|--------|-----------|-------------|-------|-------|-------|-------|-------|-------------|------------|------------|----------|
| Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| | Mana | Pro | Mod | Ethi | Indivi | Com | Proj | Busi | Life- | Envi | Entr | Glob | Ability to | Ability to | Inculcate | Ability |
| | gerial | ble | ern | cs | dual | muni | ect | ness | long | ron | epre | al | apply | understan | proactive | to use |
| | know | m | tool | | and | catio | man | decis | learn | ment | neuri | outlo | managerial | d the day | thinking | the |
| | ledge | anal | usag | | team | n | agem | ion | ing | and | al | ok | and | to day | to ensure | research |
| | | ysis | e | | work | | ent | maki | | susta | oppo | | business | business | effective | based |
| | | | | | | | and | ng | | inabi | rtuni | | skilled for | operationa | performa | innovati |
| | | | | | | | finan | | | lity | ties | | developme | lproblems | nceinthe | ve |
| | | | | | | | ce | | | | | | nt of | andstartup | dynamic | knowled |
| | | | | | | | | | | | | | business | developm | socio- | ge for |
| | | | | | | | | | | | | | growth | ent of | economic | sustaina |
| | | | | | | | | | | | | | with the | agribusine | and | ble |
| | | | | | | | | | | | | | available | ss and | business | develop |
| | | | | | | | | | | | | | resources | provide | ecosyste | ment in |
| | | | | | | | | | | | | | | economica | m | agribusi |
| | | | | | | | | | | | | | | 1 solution | entrepren | ness |
| | | | | | | | | | | | | | | toenhance | eurial | growth |
| | | | | | | | | | | | | | | the decide | approach | and |
| | | | | | | | | | | | | | | goal | and skill | develop |
| | | | | | | | | | | | | | | without . | sets | S |
| | | | | | | | | | | | | | | compromi | aligned | |
| | | | | | | | | | | | | | | sing | with the | |
| | | | | | | | | | | | | | | ethical | national | |
| | | | | | | | | | | | | | | value | priorities | |
| | | | | | | | | | | | | | | | | |



| | | | | | | | | | | | | | | | | - |
|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO-1Identify | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| the basic | | | | | | | | | | | | | | | | |
| concepts of | | | | | | | | | | | | | | | | |
| managerial | | | | | | | | | | | | | | | | |
| economicsand | | | | | | | | | | | | | | | | |
| its | | | | | | | | | | | | | | | | |
| implications. | | | | | | | | | | | | | | | | |
| CO-2 Overall | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| view of | | | | | | | | | | | | | | | | |
| macroeconomi | | | | | | | | | | | | | | | | |
| c environment. | | | | | | | | | | | | | | | | |
| CO-3 Apply | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| the | | | | | | | | _ | | _ | | | _ | | | |
| fundamentalsof | | | | | | | | | | | | | | | | |
| natural | | | | | | | | | | | | | | | | |
| resource | | | | | | | | | | | | | | | | |
| policies and | | | | | | | | | | | | | | | | |
| rural | | | | | | | | | | | | | | | | |
| communities. | | | | | | | | | | | | | | | | |
| CO-4 Apply | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| the | | _ | 3 | 1 | _ | _ | 3 | _ | 1 | _ | 1 | 1 | 3 | 3 | _ | 2 |
| fundamentalsof | | | | | | | | | | | | | | | | |
| decision | | | | | | | | | | | | | | | | |
| making, team | | | | | | | | | | | | | | | | |
| building and | | | | | | | | | | | | | | | | |
| developing | | | | | | | | | | | | | | | | |
| collaboration | | | | | | | | | | | | | | | | |
| leadership | | | | | | | | | | | | | | | | |
| styles. | | | | | | | | | | | | | | | | |
| styles. | | | | | | | | | | | 1 | | | | | |



| CO-5 Judge | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
|----------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| for analyze to | | | | | | | | | | | | | | | | |
| macroeconom | | | | | | | | | | | | | | | | |
| ics and | | | | | | | | | | | | | | | | |
| developedthe | | | | | | | | | | | | | | | | |
| expertise in | | | | | | | | | | | | | | | | |
| macroeconom | | | | | | | | | | | | | | | | |
| ics and | | | | | | | | | | | | | | | | |
| developed as | | | | | | | | | | | | | | | | |
| professionals | | | | | | | | | | | | | | | | |

Legend:1-Low,2-Medium,3-High

${\bf Course Curriculum Map:} {\bf Managerial Accounting and Control}$

| POs&PSOs | COs No.&Titles | SOsNo. | Laboratory | ClassroomInstruction(CI) | SelfLearning(SL) |
|-----------------|--------------------------|--------|-----------------|---|-------------------|
| No. | | | Instruction(LI) | | |
| PO 1,2,3,4,5,6 | CO-1 Identifythe | SO1.1 | | UnitI: | Asmentionedinpage |
| 7,8,9,10,11,12 | basic concepts of | SO1.2 | | Scopeofmanagerialeconomics, objective | number |
| | managerial | SO1.3 | | of thefirmandbasic economicprinciples; | |
| PSO1,2, 3, 4, 5 | economics and its | SO1.4 | | mathematical concepts used inmanagerial | |
| | implications. | SO1.5 | | economics. Introduction to behavioral | |
| | | | | economics | |
| | | | | 1.1,1.2,1.3,1.4,1.5,1.6.1.71.8. | |
| PO 1,2,3,4,5,6 | CO-2 Overall view | SO1.1 | | Unit2- | Asmentionedinpage |
| 7,8,9,10,11,12 | of macroeconomic | SO1.2 | | Indifferencecurves and budget sets-Demand | number |
| | environment. | SO1.3 | | analysis-meaning,typesanddeterminantsof | |
| PSO1,2, 3, 4, 5 | | SO1.4 | | demand;demandfunction;demandelasticity; | |



AKSUniversity DepartmentofAgribusinessManagement

| FacultyofManagement : | Studies |
|-----------------------|---------|
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| | | SO1.5 | demandforecasting-needandtechniques 2.1,2.2,2.3,2.4,2.5,2.6. | |
|-----------------|--------------------|-------|--|-------------------|
| PO 1,2,3,4,5,6 | CO-3 Apply the | SO1.1 | Unit-3.0 | Asmentionedinpage |
| 7,8,9,10,11,12 | fundamentals of | SO1.2 | Production, costand supply analysis- | number |
| | natural resource | SO1.3 | production function, Multi period | |
| PSO1,2, 3, 4, 5 | policies and rural | SO1.4 | production and cost least-cost input | |
| | communities. | SO1.5 | combination, factor productivities and | |
| | | | returnstoscale,costconcepts,cost-output | |
| | | | relationship, and short and long-run | |
| | | | supplyfunctions. | |
| | | | 3.1,3.2,3.3,3.4,3.5,3.6. | |
| PO 1,2,3,4,5,6 | CO-4 Apply the | SO1.1 | Unit-4.0 | Asmentionedinpage |
| 7,8,9,10,11,12 | fundamentals of | SO1.2 | Pricing-determinantsofprice-pricing | number |
| | decision making, | SO1.3 | underdifferentmarketstructures,pricing | |
| PSO1,2, 3, 4, 5 | teambuildingand | SO1.4 | ofjointproducts,pricingmethodsin | |
| | developing | SO1.5 | practice, government policies and pricing. | |
| | collaboration | | Pricediscrimination. | |
| | leadershipstyles. | | 4.1,4.2,4.3,4.4,4.5,4.6. | |



CourseCode:-ABM 506

Course Title:-A gricultural and Food Marketing Management-I

Pre requisite:-Student should have basicknowledgeof,FoodMarketing Management.Marketing policies, marketing management and marketing channels

Rationale: - The students studying Agricultural and Food Marketing Management- I should possess understanding about food marketing and employed in Agriculture marketing. This encompasses familiarity with the inventionand evolution of food marketing. Additionally, students ought to acquire fundamental insights into various marketing, their applications. Agricultural food marketing I is useful for understands for marketing activity and market research.

Course Outcomes:

ABM 506 CO-1 Identifythe basics of marketing with specific emphasis on managing the product details.

ABM506CO-2Discriminate the pricing techniques and managing the demand and supply relationship profitably

ABM506CO-3Demonstrate the marketing channels and intermediaries involved in food marketing ABM506CO-4Apply the promotional strategies and communication development tools and methods ABM506CO-5E stimate the marketing cost analysis and application of different cost analysis method of food product

Schemeofstudies

| Board of | Course Code | CourseTitle | Schemeofstudies(Hours/Week) | | | | | Total Credits |
|---|----------------|--|-----------------------------|----|----|----|---|------------------|
| Study | | | Cl | LI | SW | SL | Total Study Hours (CI+LI+SW+ SL) | (C) |
| Profes sional Core course (PCC) | ABM 506 | Agricultural and Food MarketingManagement-I | 2 | 0 | 2 | 1 | 05 | 02 |

Legend: CI:ClassroomInstruction(Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others).

LI: LaboratoryInstruction(IncludesPracticalperformancesinlaboratoryworkshop, fieldor other locations using different instructional strategies)

SW:SessionalWork(includesassignment, seminar, miniprojectetc.),



SL:Self Learning,

C: Credits.

Note: SW & SL hastobeplannedandperformedunder the continuous guidance and feedback of teacher to ensure outcome of Learning.

SchemeofAssessment:

| Board | Cours | CourseTitle | SchemeofAssessment(Marks) | | | | | | | |
|-------------|------------|---|---|---|------------------------|---|---------------------------------|--|---|------------------------|
| of Study | e Code | | ssment(Pl | ment(PRA) | | | | Total | | |
| Study | Code | | Class/ Home Assig nment numb er2 Marks 5 each(CA) | Class Test2 (2best out of 3) 20 marks each (CT) | Semin arone (SA) | Class Activi ty any one (CAT) | Class Atten dance (AT) | Total Marks (CA+ CT+S A+CA T+AT | Semes ter Asses sment (ESA) | Marks (PRA+ ESA) |
| (PCC) | ABM 506 | Agricultural and Food Marketing Management -I | 10 | 40 | 00 | 00 | 00 | 50 | 50 | 100 |

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion

ABM 506 CO-1 Identify the basics of marketing with specific emphasis on managing the product details.

ApproximateHours

| Item | AppXHrs |
|-------|---------|
| Cl | 4 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 08 |



| | Γ | | C 100 |
|-----------------------------------|-----------------|--|-------------------|
| SessionOutcomes | Laboratory | Class room | SelfLearning |
| (SOs) | Instruction(LI) | Instruction(CI) | (SL) |
| SO1.1- Introduce the | LI1.1- | UnitI: | 1.1-Preparethe |
| Introduction and Concept/ | | Introduction and | assignment on |
| philosophies of Marketing | | Concept/philosophiesof | Brandingproducts, |
| Management | | MarketingManagement; | The |
| SO1.2 - Brief the Product | | Product Management: | advantages and |
| Management: The | | The product, The | disadvantagesof |
| product, The product mix, | | product mix, Product | branding. |
| Product line extensions, and | | line extensions, Product | |
| Product line deletions. | | line deletions, Branding | |
| SO1.3 – Discuss the | | products, The | |
| Branding products, The | | advantages and | |
| advantages and | | disadvantages of | |
| disadvantages of branding, | | branding, Branding | |
| Branding decisions Brand | | decisions Brand loyalty | |
| loyalty models | | models, Homogenous | |
| SO1.4- Describes | | first-order mark ov | |
| Branding decisions Brand | | models, Higher-order markovmodels | |
| loyalty models, | | | |
| Homogenous first-order | | Packaging, The functions of packaging, | |
| mark ov models, Higher- | | Packaging technology, | |
| order mark ov models | | Recent developments in | |
| Packaging | | packaging | |
| SO1.5 Discuss thefunctions | | 1.1- Introduction and | |
| of packaging, Packaging | | Concept / philosophies of | |
| technology, Recent | | Marketing Management. | |
| developments in packaging | | 1.2-Product Management: | |
| SO1.6Laboratoryandfield | | Theproduct, Theproduct mix, | |
| work | | 1.3. Product lineextensions, | |
| | | Product line deletions, | |
| | | 1.4- Branding products, The | |
| | | advantages and | |
| | | disadvantages of branding, | |
| | | Branding decisions Brand | |
| | | loyalty models, | |
| | | Homogenous first-order | |
| | | mark ov models | |
| | | 1.5- Higher-order mark ov | |
| | | models Packaging, The | |
| | | functions of packaging, 1.6 - | |
| | | Packaging | |
| | | technology, Recent | |
| | | developments in | |
| | | packaging | |
| | | | |
| | | | |



SW-1SuggestedSessionalWork(SW):

- a. Assignments: Prepare the assignment on Branding products, the advantages and disadvantages of branding
- b. MiniProject:-
- c. OtherActivities(Specify):-

ABM 506 CO-2: Discriminate the pricing techniques and managing the demand and supply relationship profitably

ApproximateHours

| Item | AppX Hrs |
|-------|----------|
| Cl | 2 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 06 |

| SessionOutcomes (SOs) | LaboratoryInstruction (LI) | ClassroomInstruction (CI) | SelfLearning (SL) |
|----------------------------|----------------------------|----------------------------|----------------------|
| SO2.1 – Introduceto the | LI-2.1 | UnitII: | – Prepare the |
| Pricing objectives, The | | Pricingobjectives, The | assignment on |
| laws of supply and | | | Pricing strategies, |
| demand | | 110 | Cost-plus methodsof |
| | | demand Cross-price | price |
| SO2.2 – learned about | | elasticity of demand, | determination |
| Elasticity of demand | | Practical problems of | |
| Cross-price elasticity of | | price theory, Cost - | |
| demand, | | revenue - supply | |
| SO2.3- Apply to the | | relationships, The | |
| Practical problems of | | meaning of price to | |
| price theory, Cost - | | consumers,Priceasan | |
| revenue - supply | | indicator of quality, | |
| relationships, | | Pricingstrategies, Cost- | |
| SO2.4- Briefing the | | plusmethodsofprice | |
| meaning of price to | | determination,Breakeven | |
| consumers, Priceasan | | analysis, | |
| indicator of quality, | | Market-orientedpricing, | |
| Pricing strategies, | | Psychological pricing, | |
| SO 2.5–Discuss to the | | Geographical pricing, | |
| Cost-plus methods of | | Administered pricing. | |
| price determination, | | – Pricing objectives, The | |
| Breakeven analysis, | | laws of supply and demand, | |
| Market-oriented pricing, | | Elasticity of demand | |
| Psychological pricing, | | Cross-price elasticity of | |
| Geographical pricing, | | demand, | |
| Administered pricing. | | -Practical problems | |
| | | ofpricetheory,Cost- | |
| | | revenue-supply | |



| relationships |
|------------------------------------|
| 2.3 -Themeaning of price to |
| consumers, Price as an |
| indicator of quality, |
| 2.4- Pricing strategies, |
| Cost-plusmethodsofprice |
| determination, |
| 2.5-Breakevenanalysis, |
| 2.6 - Market-oriented |
| pricing, Psychological |
| pricing, Geographical |
| pricing, Administered |
| pricing. |

SW-1SuggestedSessionalWork (SW):

a. Assignments: PreparetheassignmentonPricingstrategies,Cost-plusmethodsofprice determination

b. MiniProject:

c. OtherActivities(Specify):

 $ABM 506 CO\hbox{-}3: Demonstrate the marketing channels and in termediaries involved in food\ marketing$

ApproximateHours

| Item | AppXHrs | |
|-------|---------|--|
| Cl | 4 | |
| LI | 1 | |
| SW | 2 | |
| SL | 1 | |
| Total | 08 | |

| SessionOutcomes(SOs) | Laboratory Instruction(LI) | Class roomInstruction(CI) | SelfLearning (SL) |
|-------------------------|-------------------------------|----------------------------|---------------------|
| SO3.1 – Introduction to | LI1.1 | UnitIII: | 3.1 Prepare |
| Channel decisions in | | Channel decisions in | theassignmen |
| relation to marketing | | relation to marketing | t |
| strategy | | strategy, The value of | onKeydecisi |
| SO3.2 – Discuss to the | | middlemen, Key decisions | onsin channel |
| value of middlemen, Key | | in channel management, | management, |
| decisions in channel | | Types of distribution | Types of |
| management, Types of | | system, Marketing to | distributionsystem, |
| distribution system | | middlemen, Power and | Marketing to |
| SO3.3- Apply the | | conflict in distribution | middlemen, |
| Marketing to middlemen, | | channels, Physical | Powerandconflict |
| Power and conflict in | | distribution, Customer | in distribution |
| distributionchannels, | | servicelevels, Developinga | channels |
| Physical distribution | | customerservicepolicy, | |
| Customerservicelevels, | | The total distribution | |
| Developingacustomer | | concept, Warehouse | |



| servicepolicy. | management, Inventory | |
|----------------------------|------------------------------------|--|
| SO3.4-DiscusstoThe | management, Calculating | |
| totaldistributionconcept, | the economic order | |
| Warehouse management, | quantity, Transport | |
| Inventory management, | management, Technological | |
| Calculatingtheeconomic | advancesin physical | |
| orderquantity, Transport | distribution, | |
| management, | Vehicle scheduling and | |
| Technologicaladvancesin | routing,Fixedandvariable | |
| physical distribution. | routing systems, Vehicle | |
| SO3.5 –Describe the | schedulingtools, Vehicle | |
| Vehicle scheduling and | scheduling models, | |
| routing, Fixedandvariable | Computer-based vehicle | |
| routing systems, Vehicle | scheduling | |
| scheduling tools, Vehicle | 3.1- Channel decisions in | |
| scheduling models, | relation to marketing | |
| Computer-based vehicle | strategy, The value of | |
| scheduling | middlemen, | |
| 8 | 3.2. - Key decisions in | |
| | channel management, Types | |
| | of distribution system, | |
| | 3.3- Marketing to | |
| | middlemen, Power and | |
| | conflict in distribution | |
| | channels, | |
| | 3.4- Physical distribution, | |
| | Customer service levels, | |
| | Developing a customer | |
| | service policy, | |
| | 3.5 - The total distribution | |
| | concept, Warehouse | |
| | management, Inventory | |
| | management, Calculating the | |
| | economic order quantity, | |
| | Transport management, | |
| | Technological advances in | |
| | physical distribution | |
| | 3.6 - Vehicleschedulingand | |
| | routing, Fixed and variable | |
| | routing systems, Vehicle | |
| | scheduling tools, Vehicle | |
| | scheduling tools, venicle | |
| | models, | |
| | Computer-basedvehicle | |
| | scheduling | |
| | scheduling | |

$SW\text{-}1Suggested Sessional Work \ (SW):$



- **a. Assignments:** PreparetheassignmentonKeydecisionsinchannelmanagement,Typesof distribution system, marketing to middlemen, Power and conflict in distribution channels
- b. MiniProject:
- c. OtherActivities(Specify):

$ABM 506 CO - 4: Apply the promotional strategies and communication development tools and methods \\ Approximate Hours$

| Item | AppXHrs |
|-------|---------|
| Cl | 2 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 06 |

| SessionOutcomes (SOs) | Laboratory Instruction (LI) | ClassroomInstruction (CI) | SelfLearning (SL) |
|---|-----------------------------------|---|--|
| SO1.1 –Identify the nature of marketing communications, Setting marketing communication objectives, SO1.2 - Apply the Factors influencing the communications mix, The marketingcommunications mix. SO1.3 - Apply the Advertising, Sales promotion, Public relations, Personal selling SO1.4-Describes the Digital Marketing, Mobile Marketing, Social Marketing and Social | | Unit-IV The nature of marketing communications, Setting marketing communication objectives, Factors influencing the communications mix, The marketingcommunications mix, Advertising, Sales promotion, Public relations, Personal selling, Digital Marketing, Mobile Marketing, Social Marketing and Social Media Marketing, Training the sales force, Change agents, Selecting themedia, Establishingthe promotional budget, Monitoring the effectiveness of marketing communications. | 4.1- Prepare the assignment on Digital Marketing, MobileMarketing, Social Marketing and Social Media Marketing |
| Media Marketing SO1.5— Brief the Training the sales force, Change agents, Selecting themedia, Establishingthe promotional budget, Monitoring the | | 4.1- The nature of marketing communications, Setting marketing communication objectives,4.2 Factors influencing the communicationsmix, The | |



| effectivenessofmarketing communications | marketing communications mix, |
|---|---|
| SO1.6–Laboratoryand field works | 4.3- Advertising, Sales promotion, Public relations, Personal selling. |
| | 4.4- Digital Marketing, Mobile Marketing, Social Marketing and Social Media Marketing, |
| | 4.5-Training the sales force, Changeagents, Selectingthe media, |
| | 4.6- Establishing the promotional budget, Monitoring the effectiveness of marketing communications. |

SW-1SuggestedSessionalWork (SW)

- **a. Assignments:**PreparetheassignmentonDigitalMarketing,MobileMarketing,Social Marketing and Social Media Marketing
- b. MiniProject:
- c. OtherActivities(Specify)

ABM 506 CO-5:Estimate the marketing cost analysis and application of different cost analysis method of food product

ApproximateHours

| Item | AppX Hrs |
|-------|----------|
| Cl | 2 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 10 |

| SessionOutcomes | Laboratory | ClassroomInstruction | SelfLearning |
|--------------------------------|-------------|--------------------------------|--------------------|
| (SOs) | Instruction | (CI) | (SL) |
| | (LI) | | |
| | LE1. | Unit-5.0 | 1.1 - Prepare |
| SO1.1 –Indentify the | | Marketing Costs and | theassignment |
| Marketing Costs and | | Margins: Assessing the | |
| Margins: Assessing the | | performance of a | onIdentifyingm |
| performance of amarketing | | marketing system, | arketingcostsand |
| system, SO1.2- Identify | | Marketing efficiency and | |
| theMarketing efficiency | | effectiveness, | 0 / |
| and | | Operational efficiency, | reference products |
| effectivenessOperational | | Pricing efficiency, | concept. |



| efficiency, Pricing | Identifying marketing | |
|--|--|--|
| efficiency, SO1.3- | costs and margins, The | |
| Identifying marketing | reference products | |
| costs and margins | concept, Handling costs, | |
| | Packaging costs, | |
| SO1.4- Analyze the | Transport costs, Storage | |
| Handling costs, Packaging | costs, Processing costs, | |
| costs, Transport costs | Capital costs | |
| SO1.5- Calculate the Storage costs, Processing | 5.1- Marketing Costs and Margins: | |
| costs, Capital costs | 5.2 Assessing the performance of a marketing system, | |
| | 5.3- Marketing efficiency and effectiveness, Operational efficiency, 5.4-Pricing efficiency, Identifying marketingcosts and margins 5.5 - The reference products concept, Handling costs, 5.6- Packaging costs, Transportcosts, Storage costs, Processing costs, Capital costs | |

SW-1SuggestedSessionalWork (SW):

- a. Assignments: Preparetheassignmenton Ethicalissues in HRM
- b. MiniProject:
- c. Other Activities (Specify):

$Brief of Hours suggested\ for the Course Outcome$

| Course Outcomes | Class Lecture | Laboratory Lecture(LI) | Sessional Work | Self Learning | Total hour (Cl+LI+ |
|--|------------------|---------------------------|-------------------|------------------|-----------------------|
| | (C l) | , , | (SW) | (S I) | SW +Sl) |
| ABM 506 CO-1 Identify the basics of marketing withspecific emphasis on managing the product details. | 4 | 1 | 2 | 1 | 08 |
| ABM 504 CO-2: Discriminate the pricing techniques and managing the demand and supply relationship profitably | 2 | 1 | 2 | 1 | 06 |



| ABM 506 CO-3: Demonstrate the marketing channels and intermediaries involved in food marketing | 4 | 1 | 2 | 1 | 08 |
|--|----|----|----|----|----|
| ABM 506 CO-4: Apply the promotional strategies and communicationdevelopment toolsandmethods | 2 | 1 | 2 | 1 | 06 |
| ABM506CO-5: Estimatethemarketingcostanalysi s and application of differentcostanalysismethod of food product | 3 | 1 | 2 | 1 | 07 |
| TotalHours | 15 | 05 | 10 | 05 | 35 |

SuggestionforEndSemesterAssessment SuggestedSpecificationTable(ForESA)

| CO | Unittitle | | ksDistrib | oution | Total |
|------|--|----|-----------|--------|-------|
| | | R | U | A | Marks |
| CO-1 | UnitI:IntroductionandConcept/ philosophies of | 02 | 03 | 00 | 05 |
| | Marketing | | | | |
| | Management;ProductManagement:Theproduct,T | | | | |
| | heproduct mix, Product line extensions, | | | | |
| | Productline deletions, Branding products, | | | | |
| | Theadvantages and disadvantages of branding, | | | | |
| | Branding decisions Brand loyalty models, | | | | |
| | Homogenous first-order mark ov models, Higher- | | | | |
| | order mark ov models Packaging, The | | | | |
| | functionsofpackaging, Packaging technology, | | | | |
| CO 1 | Recentdevelopmentsinpackaging Unit II: Pricing objectives, The laws of supply | 02 | 05 | 02 | 10 |
| CO-2 | and demand, Elasticity of demand Cross-price | 02 | 05 | 03 | 10 |
| | elasticity of demand, Practical problems of price | | | | |
| | theory, Cost -revenue - supply relationships, The | | | | |
| | meaning of price to consumers, Price as an | | | | |
| | indicator of quality, Pricing strategies, Cost-plus | | | | |
| | methods of price determination, Breakeven | | | | |
| | analysis, Market-oriented pricing, Psychological | | | | |
| | pricing, Geographical pricing, Administered | | | | |
| | pricing. | | | | |
| CO-3 | Unit III: Channel decisions in relation to | 00 | 08 | 07 | 15 |
| | marketing strategy, The value of middlemen, Key | | | | |
| | decisions in channel management, Types of | | | | |
| | distribution system, Marketing to middlemen, | | | | |
| | Powerandconflictindistributionchannels, | | | | |
| | Physical distribution, Customers er vicelevels, | | | | |



| | | - | | | |
|------|---|--------------|----|----|----|
| | Developing a customer service policy, The total distribution concept, Warehouse management, Inventory management, Calculating theeconomicorderquantity, Transportmanagement, Technological advances in physical distribution, Vehicle scheduling and routing, Fixed and variable routing systems, Vehicle scheduling tools, Vehicleschedulingmodels, Computerbasedvehiclescheduling | | | | |
| CO-4 | Unit-IV The nature of marketing communications, Setting marketing communication objectives, Factors influencing the communications mix, The marketing communications mix, Advertising, Sales promotion, Public relations, Personal selling, Digital Marketing, Mobile Marketing, Social MarketingandSocialMedia Marketing, Training the sales force, Change agents, Selecting the media, Establishing the promotional budget, Monitoringtheeffectivenessofmarketing communications. | 02 | 05 | 08 | 15 |
| CO-5 | Unit-5.0 Marketing Costs and Margins: Assessing the performance of a marketing system, Marketing efficiency and effectiveness, Operational efficiency, Pricing efficiency, Identifying marketing costs and margins, The reference products concept, Handling costs, Packagingcosts, Transportcosts, Storagecosts, Processingcosts, Capitalcosts | 00 | 03 | 02 | 05 |
| | Total | 06 | 24 | 20 | 50 |

Legend:R:Remember,U:Understand,A:Apply

TheendofsemesterassessmentforIntroductiontoPortlandcementwillbeheldwithwritten examination of 50 marks

Note. Detailed Assessment rubric need to be prepared bythe course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

SuggestedInstructional/ImplementationStrategies:

- 1. ImprovedLecture
- 2. Tutorial
- 3. CaseMethod
- 4. GroupDiscussion
- 5. RolePlay
- 6. Visitto Industry



- 7. Demonstration
- 8. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook,Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

SuggestedLearningResources:

| S. No. | Title | Author | Publisher | Edition& Year |
|-----------|---|--|-------------------------------|---------------------|
| 01 | MarketingManagement— Analysis, Planning, ImplementationandControl | KotlerP,KellerK, Koshy A and Jha M. | Pearson Education | 2013 |
| 02 | MarketingManagement:A StrategicDecisionMaking Approach | RamaswamyVS. | McGrawHill Education | 2017. |
| 03 | MarketingManagement | SaxenaR | TataMcGraw Hill | 2009 4th Edition |
| 04 | BasicMarketing:AGlobal Marketing Approach | WilliamPerreault Jr., Mccarthy E. Jerome., | TataMcGraw Hill | 2006 |
| 05 | OnlineMarketing | Gay R, CjarlesworthA, Esen R. | Oxford University Press | 2014 |
| 06 | InternetMarketing—Building Advantage in a networked economy | Mohammed, Fisher,Jaworski andCahill | Tata McGraw- Hill | |

CurriculumDevelopmentTeam:

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Cos,POsandPSOsMapping Course Code:-ABM 506

Course Title:-A gricultural and Food Marketing Management-I

| Course | Progra | amOut | comes | | | | | | | | | <u> </u> | ProgramSp | pecificOutco | ome | |
|----------|--------|-------|-------|-----|-------|-------|------|------|-------|-------|-------|----------|------------|--------------|-----------|----------|
| Outcomes | PO1 | PO2 | PO3 | РО | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 | PO1 | PO1 | PSO1 | PSO2 | PSO3 | PSO4 |
| | | | | 4 | | | | | | 0 | 1 | 2 | | | | |
| | Man | Pro | Mod | Eth | Indiv | Com | Proj | Busi | Life- | Envi | Entr | Glo | Abilityto | Abilityto | Inculcat | Ability |
| | ageri | ble | ern | ics | idual | mun | ect | ness | long | ron | epre | bal | apply | understan | e | touse |
| | al | m | tool | | and | icati | man | deci | lear | men | neur | outl | manageria | dtheday | proactiv | the |
| | kno | anal | usag | | team | on | age | sion | ning | t | ial | ook | land | today | e | researc |
| | wled | ysis | e | | work | | men | mak | | and | opp | | business | business | thinking | hbased |
| | ge | | | | | | t | ing | | sust | ortu | | skilledfor | operation | to | innovat |
| | | | | | | | and | | | aina | nitie | | developm | al | ensure | ive |
| | | | | | | | fina | | | bilit | S | | entof | problems | effective | knowle |
| | | | | | | | nce | | | y | | | business | and | perform | dgefor |
| | | | | | | | | | | | | | growth | startup | ancein | sustaina |
| | | | | | | | | | | | | | withthe | developm | the | ble |
| | | | | | | | | | | | | | available | entof | dynamic | develop |
| | | | | | | | | | | | | | resources | agribusin | socio- | ment in |
| | | | | | | | | | | | | | | essand | economi | agribusi |
| | | | | | | | | | | | | | | provide | cand | ness |
| | | | | | | | | | | | | | | economic | business | growth |
| | | | | | | | | | | | | | | al | ecosyste | and |
| | | | | | | | | | | | | | | solution | m | develop |
| | | | | | | | | | | | | | | to | entrepre | S |
| | | | | | | | | | | | | | | enhance | neurial | |
| | | | | | | | | | | | | | | the | approac | |
| | | | | | | | | | | | | | | decide | hand | |

| | | | | | | | | | | | | | | goal without comprom ising ethical value | skillsets aligned with the national prioritie s | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--|--|---|
| ABM 506 CO-1Identify thebasicsof marketing with specific emphasis on managingthe product details. | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| ABM 504 CO-2: Discriminate the pricing techniques andmanaging the demand and supply relationship profitably | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| ABM 506 CO-3: Demonstrate themarketing | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |

| channels and intermediaries involvedin food marketing | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| ABM 506 CO-5: Estimate the marketing cost analysis and application of different cost analysis method offood product | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |

Legend:1-Low,2-Medium,3-High



CourseCurriculumMap:Agriculturaland FoodMarketing Management-I

| POs&PSOs No. | COs No.&Titles | SOs No. | Laboratory | ClassroomInstruction(CI) | SelfLearning (SL) |
|---|--|---|-----------------|--|--------------------------|
| | | | Instruction(LI) | | |
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5 | ABM 506 CO-1 Identify the basicsof marketing with specificemphasison managing the product details. | | | Unit-1.0 Introduction and Concept / philosophies of Marketing Management; Product Management:Theproduct,Theproduct mix,Productlineextensions,Productline deletions,Brandingproducts,The advantagesanddisadvantagesofbranding, BrandingdecisionsBrandloyaltymodels, Homogenousfirst-ordermarkovmodels, Higher-ordermarkovmodelsPackaging, Thefunctionsofpackaging,Packaging technology, Recent developments in packaging 1.1,1.2,1.3,1.4. | Asmentionedinpage number |
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5 | ABM 504 CO-2: Discriminate the pricing techniques and managing the demandandsupply relationship profitably | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-2.0— Pricing objectives, The laws of supply and demand, Elasticity of demand Cross-price elasticity of demand, Practical problems of price theory, Cost - revenue - supply relationships, Themeaning of price to consumers, Price as an indicator of quality, Pricing strategies, Cost-plus methods of price determination, Breakeven analysis, Market-oriented pricing, Psychological pricing, Geographical pricing, Administered pricing. | Asmentionedinpage number |



| | | | 2.1,2.2. |
|---|--|---|---|
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5 | ABM 506 CO-3: Demonstrate the marketing channels and intermediaries involved in food marketing | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-3.0 Channel decisions in relation to marketing strategy, The value of middlemen, Key decisions in channel management, Types of distributionsystem, Marketingtomiddlemen, Powerandconflictindistributionchannels, Physical distribution, Customer service levels, Developing acustomers ervice policy, Thetotal distribution concept, Warehouse management, Inventory management, Calculating the economic order quantity, Transport management, Technological advances in physical distribution, Vehicle scheduling and routing, Fixed and variable routing systems, Vehiclescheduling tools, Vehiclescheduling 3.1,3.2,3.3,3.4. |
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, | ABM 506 CO-4: Apply the promotional strategies and communication development tools and methods | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-4.0 The nature of marketing communications, Setting marketing communication objectives, Factors influencing the communications mix, The marketing communications mix, Advertising,Salespromotion,Public relations,Personalselling,DigitalMarketing, MobileMarketing,SocialMarketingand SocialMediaMarketing,Trainingthesales force,Changeagents,Selectingthemedia, |



| | | | Establishing the promotional budget, Monitoring the effectiveness of marketing communications. 4.1,4.2 |
|---|--|---|---|
| PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5 | ABM506 CO-5: Estimate the marketingcost analysis and application of different cost analysis method of food product | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-5.0 Marketing Costs and Margins: Assessing the performance of a marketing system, Marketing efficiency and effectiveness, Operational efficiency, Pricing efficiency, Identifying marketing costs and margins, The referenceproductsconcept, Handlingcosts, Packagingcosts, Transportcosts, Storage costs, Processingcosts, Capitalcosts 5.1,5.2.5.3. |



CourseCode:- ABM540

CourseTitle:-ResearchMethodologyfor Agribusiness management

Prerequisite:-Studentshouldhavebasicknowledgeofresearch, survey, statistical analysis, and computer application knowledge.

Rationale: -A research methodologyfor agribusiness management degree is the express through the concept and procurers with provide the information to researchers, analyst and professionals inaccurate manners. Professionalor ABM holder shouldskillthe research methodologyto apply for achieves the fixed goal and desire. Also the research methodology is help for understands of judging the new knowledge and research problems is appropriate for researchers and business research' needs.

Course Outcomes:

ABM540CO-1 Recognize the research scale measurement technique and their application inbusiness research

ABM 540 CO-2 Applythe statistical analysis tools and techniques for better research outcomes. **ABM 540 CO-**3Applythefundamentalsofindividualand groupbehaviourintheorganizational setting **ABM540CO-**4Analyzethehigherstatisticalanalysisandforecastingtechniqueinbusiness research **ABM540CO-**5Evaluatetheconceptofandusageofdatascience, bigdataanalysisfor agriculture.

Schemeofstudies:

| Boardof | Course Code | CourseTitle | Schemeofstudies(Hours/Week) | | | | | Total Credits |
|---|----------------|---|-----------------------------|----|----|----|---|------------------|
| Study | | | Cl | LI | SW | SL | Total Study Hours (CI+LI+SW+ SL) | (C) |
| Professi onal Core course (PCC) | ABM 540 | ResearchMethodology for Agribusiness management | 2 | 2 | 1 | 1 | 06 | 03 |

Legend:CI:ClassroomInstruction(Includesdifferentinstructionalstrategiesi.e.Lecture (L) and Tutorial (T) and others),

LI:LaboratoryInstruction(IncludesPracticalperformancesinlaboratoryworkshop,fieldor other locations using different instructional strategies)

SW:SessionalWork(includesassignment, seminar, miniprojectetc.),

SL:SelfLearning,



C: Credits.

Note: SW&SLhastobeplannedandperformedunderthecontinuousguidanceandfeedbackof teacher to ensure outcome of Learning.

Schemeof Assessment:

| Board of | Cours | CourseTitle | Scheme | eofAsses | sment(N | (Iarks) | | | | |
|-------------|-----------|--|--|--|----------------------------|------------------------------------|---------------------------------|---|--|---------------------------------|
| Study | e Code | | Progress Class/ Home Assig nmen t 3 Mark s5 each (CA) | Class Test2 (2 best outof 3) 15 marks each (CT) | Semi nar one (SA) | PRA) Class Activit y any one (CAT) | Class Atten dance (AT) | Total Marks (CA+C T+SA+ CAT+ AT) | End Semes ter Asses sment (ESA) | Total Marks (PRA+ ESA) |
| (PCC) | ABM 540 | Research Methodology for Agribusiness management | 15 | 30 | 00 | 00 | 05 | 50 | 50 | 100 |

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the courseand session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

 $ABM 540 CO-1 Recognize the research methodology concepts along with its application in marketing \ research.$

Approximate Hours

| Item | AppXHrs |
|-------|---------|
| C 1 | 6 |
| LI | 2 |
| SW | 2 |
| SL | 1 |
| Total | 11 |

| SessionOutcomes | Laboratory | Class room | SelfLearning(SL) |
|--------------------------|-----------------------------|------------------------------|-------------------------|
| (SOs) | Instruction(LI) | Instruction(CI) | |
| SO1.1-Introducethe | LE 1.1- To study the | UnitI: | 1.1- Prepare the |
| meaning and | problemidentification | Meaning, Course | assignment on |
| definition of research | and problem | Objective, types, and | hypotheses, models, |
| SO1.2 -Brief the | formulation. | processofresearch; | types of models, |
| Course Objective, | LE1.2- Topreparethe | researchmethodology | processofmodeling |
| types, and process of | Project proposal or | in | |
| research | research synopsis. | management- | |
| SO1.3 – Discuss the | | exploratory, | |
| researchmethodology | | descriptive, | |
| in management- | | experimental, | |
| exploratory, | | diagnostic, Problem | |
| descriptive, | | formulation, setting | |
| experimental, and | | ofCourseObjective, | |
| diagnostic. | | formulation of | |
| SO1.4-Describesthe | | hypotheses, models, | |
| Problem formulation, | | types of models, | |
| setting of Course | | process of modeling. | |
| Objective | | 1.1- Introduction | |
| SO1.5 Discuss the | | Meaning and | |
| formulation of | | definitions | |
| hypotheses, models, | | 1.2- Course objective | |
| types of models, | | and type of research | |
| processofmodeling. | | 1.3- Process of | |
| SO1.6- Laboratory | | research and | |
| work | | methodology in | |
| | | management | |
| | | 1.4- Exploratory, | |
| | | Descriptive, | |
| | | Experimental, | |
| | | Diagnostic research | |
| | | 1.5- Problem | |
| | | formulation, setting of | |
| | | Course Objective | |
| | | 1.6- formulation of | |



| | hypothe types process | of | models, models, | |
|--|-----------------------------|---------|--------------------|--|
| | process | OI IIIO | denng | |

SW-1SuggestedSeasonalWork(SW):

- a. Assignments: Prepare the assignment on hypotheses, models, types of models, process of modelling
- b. MiniProject:-
- c. OtherActivities(Specify):-

ABM540CO-2: Applythestatistical analysis tools and techniques for better research outcomes.

ApproximateHours

| Item | AppXHrs | | | |
|-------|---------|--|--|--|
| C 1 | 6 | | | |
| LI | 2 | | | |
| SW | 2 | | | |
| SL | 1 | | | |
| Total | 11 | | | |

| SessionOutcomes (SOs) | LaboratoryInstruction (LI) | ClassroomInstruction (CI) | SelfLearning (SL) |
|--|---|--|--|
| so2.1-introducetothe scalesofmeasurement so2.2 - learned about the ordinal, interval and ratio scales of measurement so2.3- Apply tothe Likert scale and other scales of measurement so2.4- Briefing the primaryandsecondary data, sources of data, Questionnaire Designing, instruments of data collection, so 2.5-Discuss to the data editing, classification, coding, validation, tabulation, presentation, analysis, development process of scale, identification of variables, variable | LE2.1- To Assessments of Dataneeds (Sources of data, method of data collection) LE2.2- Exercise on coding, editing, tabulation and validation of data. | Unit II: Scales of measurement - nominal, ordinal, interval, ratio, Likert scale and other scales; Primaryand secondary data, sources of data, Questionnaire Designing, instruments of data collection, data editing, classification, coding, validation, tabulation, presentation, analysis, development process of scale, identification of variables, variable measurement, | 2.1 – Prepare the assignment on scalesof measurement |

| , 11 | • 11 | 1. |
|-----------------------|------------------|-------------------|
| measurement, variable | variable | |
| standardization and | | ardization and |
| dummy variables. | dummy | ny variables. |
| | 2.1 - | - Scales |
| | C | ofmeasurement |
| | 2.2- No | Iominal, ordinal, |
| | interval | al and ratio |
| | scales. | |
| | 2.3 - Lil | ikert scale and |
| | other sc | scales. |
| | 2 .4- | Primary and |
| | seconda | dary data, |
| | sources | es of data, |
| | Questio | ionnaire |
| | Designi | ning,instruments |
| | of data | a collection. |
| | 2.5 - | Data editing, |
| | classific | fication, coding, |
| | validation | tion,tabulation, |
| | presenta | atation, analysis |
| | 2.6- | Development |
| | process | ss of scale, |
| | identific | fication of |
| | variable | les, variable |
| | measure | rement, variable |
| | standard | rdization and |
| | dummy | y variables |

SW-1SuggestedSeasonalWork (SW):

- **a. Assignments:**PreparetheAssignmentongiven topics.
- b. MiniProject: Prepare a project report of different function of management used in any case study
- c. OtherActivities(Specify):



$ABM 540 CO \hbox{-} 3: Apply the fundamental so findividual and group behaviour in the \ organization alsetting$

ApproximateHours

| Item | AppXHrs |
|-------|---------|
| C 1 | 6 |
| LI | 2 |
| SW | 2 |
| SL | 1 |
| Total | 11 |

| SessionOutcomes (SOs) | Laboratory Instruction(LI) | Class room Instruction(CI) | SelfLearning (SL) |
|--|--|---|--|
| SO3.1–Introductionto multivariate statistical analysis techniques SO3.2 – Discuss to the Multivariate linear regression models principal component analysis. SO3.3-Applythelinear discriminate analysis, SO3.4-Discuss to motivation with type theory and practice SO3.5–Describe the managing of stress and work life balance | LE 1. To study the assessmentofmethod of sampling, criteria to choose discussion on sampling under different situation. LE 2. To study the simple correlation & multiple correlation analysis LE-3. To study the simple regression& multiple regression analysis of multivitiate technique | UnitIII: Introduction to multivariate statistical analysis techniques, Multivariate linear regression models, principal component analysis, linear discriminate analysis, factoranalysis,evaluation matrices and model diagnostics for regression models. 3.1-Multivariatestatistical analysis techniques 3.2-Multivariatelinear regression models 3.3- Principal component analysis of Multivariate linear regression models 3.4- linear discriminate analysisandfactoranalysis. 3.5-Evaluationmatrices for regression models 3.6-Modeldiagnostics for regression models | 3.1 Prepare the assignment on , lineardiscriminate analysis. |

SW-1SuggestedSeasonalWork (SW):

- a. Assignments: Preparetheassignmenton individual or organizational behaviours
- b. MiniProject: Prepareaprojectreportof different function of management used in any case study
- c. OtherActivities(Specify):



ABM 540 CO-4: Analyze the higher statistical analysis and forecastingtechnique in business research.

ApproximateHours

| Item | App XHrs |
|-------|----------|
| Cl | 6 |
| LI | 2 |
| SW | 2 |
| SL | 1 |
| Total | 11 |

| SessionOutcomes | LaboratoryInstruction | ClassroomInstruction | SelfLearning |
|-----------------------------|-----------------------------|-----------------------------------|-------------------------|
| (SOs) | (LI) | (CI) | (SL) |
| SO1.1–Identifythe | LE1.1 - To study the | Unit-4 | 4.1- Prepare the |
| logistic regression | discriminate analysis, | Logistic regression, | assignment on |
| and decision trees. | factor analysis & cluster | decision trees, cluster | Logistic regression, |
| SO1.2 -Apply the | analysis of multi vitiates | analysis,randomforest, | decision trees, cluster |
| clusteranalysisand | techniques | GARCH, CART | analysis, |
| random forest | LE1.2-Tostudytheof | models, support vector | - |
| SO1.3-Apply | time series analysis. | machines, Forecasting | |
| GARCH, CART | LE1.3-Tostudytheof | techniques (AR, MA, | |
| models | index number analysis | ARMAandARIMA | |
| SO1.4 -Describes the | - | models) | |
| support vector | | 4.1- Logistic regression | |
| machines and | | 4.2- Decisiontreesand | |
| Forecasting | | cluster analysis, | |
| techniques;(ARand | | 4.3- Random forest, | |
| MA) | | GARCH and CART | |
| SO1.5 –Brief the | | models | |
| forecasting | | 4.4- Support vector | |
| techniques, (ARMA | | machines | |
| and ARIM Amodels) | | 4.5- Forecastingtechniques | |
| | | (AR and MA, models) | |
| | | 4.6- Forecasting | |
| | | techniques (ARMA and | |
| | | ARIMA) model | |
| | | | |

SW-1Suggested Seasonal Work (SW)

- **a. Assignments:**PreparetheassignmentonGroupdecisionmaking,teambuildingand developing collaboration
- **b. MiniProject:** Prepareaprojectreportofleadershipstylesandinfluenceprocess; leadership theories, leadership styles and effective leader
- c. OtherActivities(Specify



${\bf ABM~540CO\text{-}5:} Evaluate~the~concept~of and usage~of~data~science, big data~analysis~for~agriculture$

ApproximateHours

| Item | AppXHrs |
|-------|---------|
| Cl | 6 |
| LI | 2 |
| SW | 2 |
| SL | 1 |
| Total | 11 |

| importanceofmachine learning, SO1.2- Identify the types of machine learning, linear and linear and learning, linear and limportance, machine learning, types of machine learning, types of machine learning, linear and nonlinear models in machine learning models in machine | on achine learning, pes of machine arning, linear and nlinear models in achine learning |
|--|---|



| | Concept of cloud ine learning, Big | |
|--|------------------------------------|--|
| | analysis | |

SW-1SuggestedSeasonalWork (SW):

- a. Assignments: Preparetheassignmenton individual or organizational behaviours
- b. MiniProject: Prepareaprojectreportof different function of management used in any case study
- $c.\ Other Activities (Specify):$

Briefof HourssuggestedfortheCourse Outcome

| Course Outcomes | Class Lecture (C l) | Laborato ry Lecture (L I) | Seasonal Work (SW) | Self Learning (S l) | Totalhour (C l + LI+ SW +S l) |
|---|---------------------------|------------------------------------|--------------------------|---------------------------|-------------------------------------|
| ABM540CO-1 Recognize the research methodology concepts along withitsapplicationinmarketing research | 06 | 02 | 02 | 01 | 11 |
| ABM540CO-2: Applythestatisticalanalysis toolsandtechniquesforbetter research outcomes. | 06 | 02 | 02 | 01 | 11 |
| ABM540CO-3: Apply the fundamentals of individual and group behaviorin the organizational setting | 06 | 02 | 02 | 01 | 11 |
| ABM540CO-4: Analyzethehigherstatistical analysis and forecasting techniqueinbusinessresearch. | 06 | 02 | 02 | 01 | 11 |
| ABM540CO-5: Evaluatetheconceptofand usageofdatascience,bigdata analysis for agriculture | 06 | 02 | 02 | 01 | 11 |
| Total Hours | 30 | 10 | 10 | 05 | 55 |



${\bf Suggestion for End Semester Assessment}$

Suggested Specification Table (For ESA)

| CO | Unit title | N | Iarks Distribu | ıtion | Total |
|------|--|----|----------------|-------|-------|
| | | R | U | A | Marks |
| CO-1 | Unit1: Meaning, Course Objective, types, and process of research; research methodology in management- exploratory, descriptive, experimental, diagnostic, Problem formulation, setting of Course Objective, formulation of hypotheses, models, types of models, process of modeling. | 02 | 03 | 00 | 05 |
| CO-2 | UnitII:Scalesofmeasurement - nominal, ordinal, interval,ratio, Likert scale and other scales; Primary and secondary data, sources of data, Questionnaire Designing, instruments of data collection, data editing, classification, coding, validation, tabulation, presentation, analysis,de velopment process of scale, identification of variables, variable measurement, variable standardizationanddummy variables. | 02 | 05 | 03 | 10 |
| CO-3 | Unit III: Introduction to multivariate statistical analysis techniques, Multivariate linear regression models, principal component analysis, linear discriminate analysis, factor analysis, evaluation matrices and modeldiagnosticsforregression models. | 00 | 08 | 07 | 15 |
| CO-4 | Unit-4 Logistic regression, decision trees, cluster analysis, random forest, GARCH, CART models, support vectormachines, Forecasting techniques (AR, MA, ARMA and ARIMA models) | 02 | 05 | 08 | 15 |

| AKSUniversity |
|---|
| DepartmentofAgribusinessManagement |
| FacultyofManagementStudies |
| |

| GO 5 | TT 14 F OD (* 1.1 | 00 | 00 | 0.0 | 0.5 |
|------------|---------------------------------------|----|----|-----|-----|
| CO-5 | Unit-5.0 Definition, scope and | 00 | 03 | 02 | 05 |
| | importance, machine learning, | | | | |
| | typesofmachinelearning,linear | | | | |
| | and nonlinear models inmachine | | | | |
| | learning, introduction to deep | | | | |
| | learning, basic differences in | | | | |
| | machine learning and deep | | | | |
| | learning, concept of cloud | | | | |
| | machine learning, Big | | | | |
| | dataanalysis. | | | | |
| | Total | 06 | 24 | 20 | 50 |
| Laboratory | DescriptionofMarks | | | | |
| work | _ | | | | |
| 1 | Labworks Assignment | - | - | - | 35 |
| 2 | Viva-voce | - | - | _ | 10 |
| 3 | Attendance | - | - | _ | 05 |
| | Total | | | | 50 |

Legend:R:Remember,U:Understand,A:Apply

TheendofsemesterassessmentforIntroductiontoPortlandcementwillbeheldwithwritten examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. CaseMethod
- 4. Group Discussion
- 5. RolePlay
- 6. Visit toIndustry
- 7. Demonstration
- 8. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming



SuggestedLearning Resources:

| S. | Title | Author | Publisher | Edition & |
|-----|---|----------------------------|--|------------------------|
| No. | | | | Year |
| 01 | MarketingResearch ConceptsandCases | CooperDRand SchindlerPS | TMH | 2006 |
| 02 | ResearchMethodology | KumarR. | Sage publications | 2014 4th Edition. |
| 03 | HandbookofResearch Methods | GlennJC | OXFORD | 2010 |
| 04 | Research Methodology- MethodsandTechniques | KothariCR. | New Age International Publishers | 2018 Fourth edition |

CurriculumDevelopmentTeam:

- $1.\ Dr.S.S. Tomar, Dean Faculty of Agriculture science and technology.$
- 2. ProfessorB.B.Beohar, DirectorPlanning, & DirectorExtension, A.K.S. University
- 3. Dr.V.K.Vishwakarma, Head Department of Agricultural Economics, FAST
- $4. Dr. A shutosh Kumar Singh, Associate professor\ Department of\ Agricultural Economics, FAST$
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. ShriDeepnarayanMishra,TeachingAssociate Departmentof AgriculturalEconomics,FAST
- 7. ShriRajeevRavSuryavanshi,DepartmentofAgriculturalEconomics,FAST



Cos,POsandPSOsMapping Course Code:-ABM 540

CourseTitle:-ResearchMethodologyforAgribusiness management

| Course | | Progra | amOut | comes | | ui sc i ii | | | | | 8 | | | | ecificOutco | me | |
|---------|-------|--------|-------|-------|---------------|------------|-------|-------|-------|-------|-------|-------|-------|-------------|-------------|------------|----------|
| Outcome | es | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| | | Mana | Pro | Mod | Ethi | Indivi | Com | Proj | Busi | Life- | Envi | Entr | Glob | Ability to | Ability to | Inculcate | Ability |
| | | gerial | ble | ern | cs | dual | muni | ect | ness | long | ron | epre | al | apply | understan | proactive | to use |
| | | know | m | tool | | and | catio | man | decis | learn | ment | neuri | outlo | managerial | d the day | thinking | the |
| | | ledge | anal | usag | | team | n | agem | ion | ing | and | al | ok | and | to day | to ensure | research |
| | | | ysis | e | | work | | ent | maki | | susta | oppo | | business | business | effective | based |
| | | | | | | | | and | ng | | inabi | rtuni | | skilled for | operationa | performa | innovati |
| | | | | | | | | finan | | | lity | ties | | developme | lproblems | nceinthe | ve |
| | | | | | | | | ce | | | | | | nt of | andstartup | dynamic | knowled |
| | | | | | | | | | | | | | | business | developm | socio- | ge for |
| | | | | | | | | | | | | | | growth | ent of | economic | sustaina |
| | | | | | | | | | | | | | | with the | agribusine | and | ble |
| | | | | | | | | | | | | | | available | ss and | business | develop |
| | | | | | | | | | | | | | | resources | provide | ecosyste | ment in |
| | | | | | | | | | | | | | | | economica | m | agribusi |
| | | | | | | | | | | | | | | | 1 solution | entrepren | ness |
| | | | | | | | | | | | | | | | toenhance | eurial | growth |
| | | | | | | | | | | | | | | | the decide | approach | and |
| | | | | | | | | | | | | | | | goal | and skill | develop |
| | | | | | | | | | | | | | | | without . | sets | S |
| | | | | | | | | | | | | | | | compromi | aligned | |
| | | | | | | | | | | | | | | | sing | with the | |
| | | | | | | | | | | | | | | | ethical | national | |
| | | | | | | | | | | | | | | | value | priorities | |
| ABM | 540 | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| CO-1 | J4U | 3 | 1 | 1 | \ \(^{\alpha} | 1 | 1 | 1 | | 3 | | 1 |) | 3 | 1 | <i>L</i> | 1 |
| | 41 | | | | | | | | | | | | | | | | |
| Recogni | | | | | | | | | | | | | | | | | |
| res | earch | | | | | | | | | | | | | | | | |

| methodology conceptsalong withits applicationin marketing research | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABM 540 CO-2: Apply the statistical analysistools and techniquesfor betterresearch outcomes. | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| ABM 540 CO-3: Apply the fundamentals of individual and group behavior in the organizational setting | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| ABM 540 CO-4: Analyze the higher statistical | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |



| analysis and forecasting technique in business research. | | | | | | | | | | | | | | | |
|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABM 540 CO-5: Evaluate the concept of and usage of data science, big data analysis for agriculture | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |

Legend:1-Low,2-Medium,3- High



Course Curriculum Map: Research Methodology for Agribusiness management

| POs&PSOs No. | COs No.&Titles | SOsNo. | Laboratory | ClassroomInstruction(CI) | SelfLearning(SL) |
|-----------------|------------------------|--------------|------------------------|--|-------------------|
| | | | Instruction(LI) | | |
| PO 1,2,3,4,5,6 | ABM540CO-1 | SO1.1 | LE1.1-Tostudythe | UnitI: | Asmentionedinpage |
| 7,8,9,10,11,12 | Recognize the | SO1.2 | problem | Meaning, Course Objective, types, and process of | number |
| | researchmethodology | SO1.3 | identification and | research; research methodology in | |
| PSO1,2, 3, 4, 5 | conceptsalongwith its | SO1.4 | problemformulation. | management- exploratory, descriptive, | |
| | application in | SO1.5 | LE 1.2- To prepare | experimental, diagnostic, Problem formulation, | |
| | marketing research | | the Project proposal | setting of Course Objective, formulation of | |
| | | | orresearch synopsis. | hypotheses, models, types of models, process | |
| | | | | of modeling. | |
| 70 100 17 1 | | | | 1.1,1.2,1.3,1.4,1.5,1.6. | |
| PO 1,2,3,4,5,6 | ABM540CO-2: | SO1.1 | LE2.1- To | Unit2- | Asmentionedinpage |
| 7,8,9,10,11,12 | Apply the statistical | SO1.2 | AssessmentsofData | Scales of measurement -nominal, ordinal, interval, | number |
| | analysis tools and | SO1.3 | needs (Sources of | ratio, Likert scale and other scales; Primary and | |
| PSO1,2, 3, 4, 5 | techniques for better | SO1.4 | data, method of data | secondary data, sources of data, Questionnaire | |
| | research outcomes. | SO1.5 | collection) | Designing, instruments of data collection, data | |
| | • | | LE2.2-Exerciseon | editing, classification, coding, validation, | |
| | | | coding, editing, | tabulation, presentation, analysis, development | |
| | | | tabulation and | process of scale, identification of | |
| | | | validation of data. | variables, variable measurement, variables tandardizat | |
| | | | | ionand dummy variables. | |
| | | | | 2.1,2.2,2.3,2.4,2.5,2.6. | |
| PO 1,2,3,4,5,6 | ABM540CO-3: | SO1.1 | LE3.1- To study | Unit-3.0 | Asmentionedinpage |
| 7,8,9,10,11,12 | Apply the | SO1.2 | about the scaling | Introduction to multivariate statistical analysis | number |
| | fundamentals of | SO1.3 | technique and | techniques, Multivariate linear regression | |
| PSO1,2, 3, 4, 5 | individual and group | SO1.4 | measurement ofscale | models, principal component analysis, linear | |
| | behavior in the | SO1.5 | | discriminate analysis, factor analysis, | |
| | organizational setting | | | evaluation matrices and model diagnostics for | |
| | | | | regression models. | |



| | | | 3.1,3.2,3.3,3.4,3.5,3.6. | |
|-----------------|-------------------------|----------------|--|-------------------|
| PO 1,2,3,4,5,6 | ABM540CO-4: | SO1.1 | Unit-4.0 | Asmentionedinpage |
| 7,8,9,10,11,12 | Analyze the higher | SO1.2 | Logistic regression, decision trees, cluster | number |
| | statistical analysisand | SO1.3 | analysis, random forest, GARCH, CART | |
| PSO1,2, 3, 4, 5 | forecasting | SO1.4 | models, support vector machines, Forecasting | |
| | technique in business | SO1.5 | techniques (AR, MA, ARMA and ARIMA | |
| | research. | | models) | |
| | | | 4.1,4.2,4.3,4.4,4.5,4.6. | |
| PO 1,2,3,4,5,6 | ABM540CO-5: | SO1.1 | Unit-5.0 | Asmentionedinpage |
| 7,8,9,10,11,12 | Evaluate the concept | SO1.2 | Definition, scope and importance, machine | number |
| | of and usage of data | SO1.3 | learning, types of machine learning, linear and | |
| PSO1,2, 3, 4, 5 | science, big data | SO1.4 | nonlinear models in machine learning, introduction | |
| | analysis for | SO1.4 SO1.5 | to deep learning, basic differences in machine | |
| | agriculture | 301.3 | learning and deep learning, concept of cloud | |
| | | | machine learning, Big data analysis. | |
| | | | 5.1,5.2,5.3,5.4,5.5,5.6. | |



CourseCode:-ABM541

CourseTitle:-ComputerApplicationforAgriBusiness

Pre-requisite:- Student should have basicknowledge of computer application application of Information technology for Agri business.

Rationale: -The students studying subject of computer application for Agri Business should possess understanding about various software applications assists farmers in managing their operations efficiently. These programs help with tasks like crop planning, inventory management, financial tracking, and equipment maintenance scheduling. Computers enable farmers to employ precision agriculture techniques.

CourseOutcomes:

ABM 541 CO -01: Recognize the fundamentals concept of computers and application in agri business.

ABM 541 CO-02: Express the application of Information technology in a gribusiness management. **ABM 541 CO**-03: Practice of internet and web design and their application for developing of business...

ABM 541 CO-04: Develop the understanding of artificial intelligence and MIS for improved decision making in management

ABM541CO-0**5**: Assestheunderstanding of E-business/E-commerce models and their application in business management

SchemeofStudies:

| Categ ories | | | | | stu | | eme of ours/Week) | Total |
|----------------|------------|--|----|----|-----|----|----------------------|------------|
| of | Cours | CourseTitle | Cl | LI | SW | SL | Total Study | Credits |
| cour | e | | | | | | Hours(CI+LI | (C) |
| se | Code | | | | | | +SW+SL) | |
| PCC | ABM 541 | Computer Application for Agri Business | 2 | 1 | 2 | 1 | 6 | 3 |

Legend: CI: ClassroomInstruction(Includesdifferentinstructional strategiesi.e.Lecture(L) and Tutorial (T) and others),

LI: LaboratoryInstruction(Includes Practicalperformancesinlaboratory workshop, field or other locationsusing different instructional strategies)

SW:SessionalWork(includesassignment,seminar,miniprojectetc.),

SL:SelfLearning,

C:Credits.

Note:SW&SLhastobeplannedandperformedunderthecontinuousguidanceand feedback of teacher to ensure outcome of Learning.

SchemeofAssessment:

Theory



| | | | SchemeofAssessment(Marks) | | | | | | | |
|------------------------------------|---------------|---|--|---|--------------------------------|---|---|---|----------------------|----------------|
| | | CourseTitle | ProgressiveAssessment(PRA) | | | | | | End Semest | |
| Cate gori esof cour se | Couse Code | | Class/H ome Assign ment 3 marks5 each (CA) | Clas s Test 2 (2 best out of3) | Se mi na r on e | Cla ss Act ivit y any one (C | Clas s Atte nda nce (AT) | Total Marks (CA+CT +SA+CA T+AT) | er Assess ment | Total Marks |
| | | | | 15 mar ks each | (S A) | AT) | | | | (PRA+ ESA) |
| PC C | ABM5 41 | Computer Application for Agri Business | 15 | 30 | 0 | 0 | 5 | 50 | 50 | 100 |

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 541 CO -1: Recognize the fundamentals concept of computers and application in agri busine

Approximate Hours

| Item | AppxHrs. |
|-------|----------|
| Cl | 6 |
| LI | 3 |
| SW | 2 |
| SL | 1 |
| Total | 12 |

| Session Outcomes(SOs) | Laboratory Instruction(LI) | Classroom Instruction(CI) | Self-Learning(SL) | |
|----------------------------|-------------------------------|------------------------------|-------------------|--|
| SO1.1 Understanding | 1.1- Create a user | Unit-1. | | |
| basic conceptof | account inwindows | Concept of | 1.1Preparationof | |
| computerBriefHistory | operatingsystem. | Computers- Brief | Assignment on | |
| ofComputers | Creating,renaming | HistoryofComputers, | describesinputand | |



SO1.2- Discuss the generation and Its Evolution.

SO1.3-Describetothe
Characteristics of
Computers and main
Areas of Computers
and their Applications.

SO1.4Briefthe Classification of Computers.

SO1.5-Asses the Input-Output Devices, MemoryTypes(Cache, RAM,ROM),Memory Units.

SO1.6Libraryand Information Services

and deleting a Files & Folders.

1.2.- Use of MS-WORD, creating, editing and saving a Document. Mail merge, create and run a Macro.

Generation and Its Evolution,

Characteristics of Computers, Main Areas of Computers andtheir Applications; Classification of Computers, Input-Output Devices, Memory Types (Cache, RAM,ROM),Memory Units.

Describe the introduction, definition and components of computer,BriefHistory ofComputers DescribetheInput and output devices, generation and Its Evolution. Characteristics of Computers, Define mainAreas ofComputersandtheir Applications Classificationof Computers, Input-

Output Devices

Types

DefineinMemory

ROM), Memory Units.

(Cache, RAM,

outputdevices.

SW-1SuggestedSessionalWork(SW):

- a. **Assignments:** Preparation of Assignment on describes in put and output devices.
- b. MiniProject:
- c. OtherActivities(Specify):



Total

${\bf ABM541CO.2:} Express the application of Information technology in agribusiness\ management.$ ${\bf Approximate\ Hours}$

| Item | AppxHrs. |
|------|----------|
| Cl | 6 |
| LI | 4 |
| SW | 2 |
| C1 | 1 |

13

| SessionOutcomes | Laboratory | Classroom | Self-Learning |
|--------------------------|----------------------|--|------------------|
| (Sos) | Instruction(LI) | Instruction(CI) | (SL) |
| SO1. 1 Define the | MS-EXCEL - | | Preparation of |
| system Software and | Creating a | = | Assignmentondata |
| Application Software | spreadsheet, use of | | base management |
| | statistical tools, | Open source software, | system. |
| SO1.2 Explain in | creating graphs. | introduction to computer | |
| Opensourcesoftware. | 001 | languages, Introduction | |
| • | Mathematical | to Operating Systems - | |
| SO1.3Discussthe | calculation in Excel | Functions, Features and | |
| introduction to | | Types., MSW indows and | |
| computer languages | | LINUX. Data Base | |
| 1 8 8 | | Management System, Introduction to MSOffice | |
| SO1.4Introduction to | | SystemSoftwareand | |
| OperatingSystems | | Application | |
| Functions, Features | | Opensourcesoftware | |
| and Types., MS | | Introduction to | |
| Windows and LINUX | | computer&Operating | |
| ,, u | | Systems languages | |
| SO1.5 -DataBase | | Introduction to Operating | |
| Management System, | | Systems – Functions, | |
| Introduction to MS | | Features and Types, MS | |
| Office Vis | | Windows and LINUX. | |
| Office | | Data Base | |
| SO1.6- Library and | | Management System. | |
| InformationServices | | IntroductiontoMS | |
| | | Office | |
| | | | |
| | | | |

SW-1SuggestedSessionalWork(SW):

- a. Assignments:PreparationofAssignmentondatabasemanagementsystem,
- b. MiniProject:
- c. OtherActivities(Specify):



ABM541CO.3:Practiceofinternet andwebdesignandtheirapplicationfordeveloping of business. Approximate Hours

| Item | AppxHrs. |
|-------|----------|
| Cl | 6 |
| LI | 2 |
| SW | 2 |
| SL | 1 |
| Total | 11 |

| SessionOutcomes | Laboratory | Classroom | Self- |
|--|----------------------------|--|--------------------|
| (SOs) | Instruction(LI) | Instruction(CI) | Learning(SL) |
| SO1.1 Introduce The | 3.1 MS-ACCESS: | Unit-3 | Preparation of |
| business value ofinternet, | Creating Database, | The business value of | Assignment on |
| Intranet, | preparingqueriesand | 1 | introduction toWeb |
| extranet and Internet. | reports, Form | and Internet, Introduction | |
| SO1.2 Apply the | designing. | to Web page design using | HTML |
| IntroductiontoWebpage | 3.2. MS-PowerPoint: | HTML, Cloud Computing, | |
| design using HTML. | Presentation | Security and ethical | |
| Cloud Computing, | ofpost | challenges: Computer | |
| Security and ethical | ers, charts, | crime – Hacking, cyber | |
| challenges | overhead charts, | theft, unauthorized use at | |
| SO1.3Analyze the computer crime – | transparencies | work. Piracy – software and intellectual property. | |
| computer crime – Hacking, cyber theft, | andsli | Health and Social Issues, | |
| unauthorized useatwork | des | Ergonomics and cyber | |
| SO1.4Assesthepiracy | ues | terrorism. | |
| - software | | The business value of | |
| andintellectual | | internet, Intranet, extranet | |
| property. | | and Internet | |
| SO1.5 Assesthehealth and | | Introduction to Web page | |
| Social Issues, | | design using HTM. Cloud | |
| Ergonomicsandcyber | | Computing, Security and | |
| terrorism. | | ethical challenges. | |
| SO1.6Library and | | Computer crime – Hacking, | |
| InformationServices | | cyber theft, unauthorized use | |
| | | at work. | |
| | | Piracy–softwareand | |
| | | intellectual property. | |
| | | Healthand Social | |
| | | Issues, Ergonomics and cyber | |
| | | terrorism | |

SW-1 Suggested Seasonal Work (SW):

- $\textbf{a.} \quad \textbf{Assignments:} Preparation of Assignment on introduction to Webpage design using \\ \textbf{HTMLHTML}$
- b. MiniProject:
- c. OtherActivities(Specify):



ABM541CO.04 Develop the understanding of artificial intelligence and MIS for improved decision making in management.

| Item | AppxHrs. |
|-------|----------|
| Cl | 6 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 10 |

| SessionOutcomes | Laboratory | Classroom | Self-Learning | |
|----------------------------|--------------------------------|---|----------------------------|--|
| (SOs) | Instruction(LI) | Instruction(CI) | (SL) | |
| SO1.1IntroduceThe | 4.1-Setthe | Unit-4 | 4.1- Preparation of | |
| concept of MIS- | Transition and | TheconceptofMIS- | Assignment on | |
| Definition, importance, | AnimationEffectin | Definition, importance, | Fuzzy logical | |
| Course Objective, | Slide | Course Objective, | control systems. | |
| | 4.2- Internet | prerequisites, | control systems. | |
| prerequisites | applications: Web | advantages and | | |
| SO1.2 Asses the | Browsing, Creation | challenges;Information | | |
| advantages and challenges | | Needsoforganization, | | |
| Of MIS. | and operation of email account | MIS and Decision – | | |
| OI WIIS. | eman account | Making. | | |
| SO1.3 Examine the | | Types/Classification of | | |
| Information Needsof | | InformationSystemfor | | |
| organization, MIS and | | organizations; | | |
| Decision – Making. | | , | | |
| | | Introduction to Artificial Intelligence | | |
| SO1.4InformationSystem | | (AI),NeuralNetworks, | | |
| for organizations. | | Fuzzy logical control | | |
| C | | · | | |
| SO1.5Assesthe | | systems. 4.1- The concept of | | |
| Introduction to Artificial | | MIS–Definition, | | |
| Intelligence (AI), Neural | | importance, Course | | |
| Networks, Fuzzy logical | | Objective, | | |
| control systems. | | 4.2 -prerequisites | | |
| | | Advantages | | |
| SO1.6 Library and | | and | | |
| InformationServices. | | challenges; ofconcept of | | |
| | | MIS | | |
| | | 4.3 - Information Needs | | |
| | | oforganization. MISand | | |
| | | Decision – Making | | |
| | | 4.4-Types/Classification | | |
| | | of Information System | | |
| | | for organizations | | |
| | | 4.5-Introductionto | | |



| Artificial Intelligence |
|----------------------------|
| (AI), |
| 4.6 NeuralNetworks, |
| Fuzzy logical control |
| systems |
| |

SW-1SuggestedSeasonalWork(SW):

- $a. \quad \textbf{Assignments:} Preparation of Assignment on Fuzzy logical control systems.$
- b. MiniProject:
- c. OtherActivities(Specify):

ABM541 CO.5: Assestheunderstandingof E-business/ E-commercemodelsand their application in business management

| Item | AppxHrs. | | |
|-------|----------|--|--|
| Cl | 6 | | |
| LI | 1 | | |
| SW | 2 | | |
| SL | 1 | | |
| Total | 10 | | |

| Session Outcomes | Laboratory Instruction | Classroom Instruction (CI) | Self-Learning (SL) | |
|----------------------------|-----------------------------|----------------------------|-----------------------|--|
| (SOs) | (LI) | | | |
| SO1.1 Introduce the | 5.1- Web page | Unit-5 | 5.1- Preparation of | |
| E-business/ e- | designing using | E-business/ e- | Assignment on | |
| commerce: | HTML. | commerce: e-business | E-commerce | |
| SO1.2-Electronic | 5.2- Createhyperlink | models, e-commerce | processes, electronic | |
| payment systems,e- | in webpage | processes, electronic | payment systems | |
| commercetrends | | payment systems, e- | with special | |
| with special | | commercetrendswith | reference to agri | |
| reference to agri | | specialreferencetoagri | business | |
| business | | business. Applications | | |
| SO1.3Applications | | ofMISintheareasof | | |
| of MIS in the areas | | Human Resource | | |
| of Human Resource | | Management,Financial | | |
| Management | | Management, | | |
| SO1.4Applications | | Production / | | |
| ofMISinFinancial | | Operations | | |
| Management, | | Management, Materials | | |
| Production/Operatio | | Management, | | |
| ns Management | | Marketing | | |
| SO1.5 -Applications | | Management. | | |

| ofMISinMaterials | 5.1- E-business/e- | | | | |
|-----------------------|---------------------------------|-------------------------------|--|--|--|
| Management, | commerce: e-business | | | | |
| Marketing | models, e-commerce | | | | |
| Management. | processes, | | | | |
| SO1.6- Applications | 5.2 - electronic payment | | | | |
| of MIS inLibraryand | systems with special | | | | |
| Information Services. | referencetoagribusiness | | | | |
| | 5.3 - E-commerce trends | | | | |
| | with special reference to | | | | |
| | agri business. | | | | |
| | 5.4 -ApplicationsofMIS | 5.4 -ApplicationsofMIS | | | |
| | in the areas of Human | | | | |
| | Resource Management, | | | | |
| | 5.5 -ApplicationsofMIS | | | | |
| | in the areas of Financial | | | | |
| | Management, | | | | |
| | Production/Operations | | | | |
| | Management. | | | | |
| | 5.6 -ApplicationsofMIS | | | | |
| | in theareas of Materials | | | | |
| | Management, Marketing | | | | |
| CW 1C 1 C W 1 CW) | Management.\ | | | | |

SW-1SuggestedSeasonalWork(SW):

a. Assignments: Preparationof Assignmenton E-commerce processes, electronic payment systems with special reference to agri business..

b. MiniProject:

c. OtherActivities(Specify):

Brief of Hours suggested for the Course Outcome

| CourseOutcomes | Class Lecture (Cl) | Laboratory Instruction (LI) | Sessiona IWork (SW) | Self Learning (Sl) | Total hour (Cl+SW+Sl) |
|---|--------------------------|-----------------------------------|---------------------------|--------------------------|--------------------------|
| ABM 541 CO .1: Recognize the fundamentals concept of computersandapplication in agribusiness. | 6 | 1 | 2 | 1 | 10 |
| ABM 541 CO.2: Express the application of Informationtechnologyin agribusinessmanagement | 6 | 1 | 2 | 1 | 10 |
| ABM 541 CO.3: Practice of internet and web design and their application for developing of business. | 6 | 1 | 2 | 1 | 10 |



| ABM 541 CO. 04Develop the understanding of artificial intelligence and MIS for improveddecisionmakingin businessmanagement | 6 | 1 | 2 | 1 | 10 |
|--|----|----|----|----|----|
| ABM 541 CO.5: Asses the understanding of E-business/ E-commerce models and their application in business management | 6 | 1 | 2 | 1 | 10 |
| TotalHour | 30 | 05 | 10 | 05 | 50 |

Suggestion for End Semester Assessment

SuggestedSpecificationTable(ForESA)

| CO | UnitTitles | Ma | rksDistribu | ıtion | Total |
|------|--|----|-------------|-------|-------|
| | | R | U | A | Marks |
| CO-1 | Unit-1. Concept of Computers- Brief History of | 04 | 04 | 00 | 08 |
| | Computers, Generation and Its Evolution, | | | | |
| | Characteristics of Computers, Main Areas of | | | | |
| | Computers and their Applications; Classification | | | | |
| | ofComputers,Input-OutputDevices,Memory | | | | |
| | Types(Cache,RAM,ROM),MemoryUnits. | | | | |
| CO-2 | Unit-2System Software and Application | 02 | 02 | 03 | 07 |
| | Software, Open source software, introduction to | | | | |
| | computer languages, Introduction to Operating | | | | |
| | Systems - Functions, Features and Types., MS | | | | |
| | WindowsandLINUX.DataBaseManagement | | | | |
| | System, Introduction to MSOffice | | | | |
| CO-3 | Unit-3 The business value of internet, Intranet, | 02 | 03 | 04 | 09 |
| | extranet and Internet, Introduction to Web page | | | | |
| | design using HTML, Cloud Computing, Security | | | | |
| | and ethical challenges: Computer crime - | | | | |
| | Hacking, cyber theft, unauthorized use at work. | | | | |
| | Piracy – software and intellectual | | | | |
| | property.HealthandSocialIssues,Ergonomicsandc | | | | |
| | yber | | | | |
| | terrorism. | | | | |
| CO-4 | Unit-4 The concept of MIS-Definition, importance, | 03 | 04 | 02 | 09 |
| | Course Objective, prerequisites, advantages and challenges; Information Needs of organization, MIS | | | | |
| | and Decision – Making. Types/Classification of | | | | |
| | Information System for organizations; Introduction to | | | | |
| | Artificial Intelligence (AI), Neural Networks, Fuzzy | | | | |
| | logical control systems. | | | | |

| e-con comn | e-commerceprocesses, electronic payments ystems, e-commerce trends with special reference to agri business. Applications of MIS in the areas of Human | | | | 05 | 17 |
|---------------|---|----|---|----|----|----|
| | urce Management, Financial Management, | | | | | |
| | action / Operations Management, Materials | | | | | |
| Mana | gement,MarketingManagement. | | | | | |
| | Total | 17 | 7 | 19 | 14 | 50 |
| Laboratory | DescriptionofMarks | | | | | |
| work | | | | | | |
| 1 | LabworksAssignment | - | - | - | = | 35 |
| 2 | Viva-voce | - | - | = | = | 10 |
| 3 | Attendance | - | - | - | = | 05 |
| | Total | | | | | 50 |

Legend: R:Remember, U:Understand, A:Apply

Theendoffirst semesterassessment for Computer Application in management will beheld with written examination of 50 marks **Note**. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. ImprovedLecture
- 2. Tutorial
- 3. CaseMethod
- 4. GroupDiscussion
- 5. Brainstorming

SuggestedLearningResources:

| S. | Title | Author | Publisher | Edition&Y |
|-----|----------------------------|---------------------|--------------|-------------|
| No. | | | | ear |
| 1 | ManagementInformation | LaudonKCandLaudon | PearsonIndia | 2016 |
| | Systems- Managing the | JР | | 14hEdition, |
| | digital Firm, | | | |
| 2 | Information Technology for | Turban, Volonino, | Wiley | 2015 |
| | Management, Advancing | Woods.WaliOP.2015 | • | |
| | Sustainable, Profitable | | | |
| | BusinessGrowth, | | | |
| 3 | Management Information | JaiswalMandMittalM. | Oxford | 2005 |
| | Systems | | | |
| | | | | |



CurriculumDevelopmentTeam:

- $1.\ Dr. S. S. Tomar, Dean Faculty of Agriculture science and technology.$
- 2. ProfessorB.B.Beohar, DirectorPlanning, & DirectorExtension, A.K.S. University
- $3.\ Dr. V. K. Vishwakarma, Head Department of Agricultural Economics, FAST$
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- $7. \ Shri Rajeev Rav Suryavanshi, Department of Agricultural Economics, FAST$



Cos,POsandPSOsMapping Course Code:- ABM 541

CourseTitle:-ComputerApplicationforAgriBusiness

| CourseOutcomes | Progran | nOutcom | es | | | | iuc. c. | <u> </u> | FF | | - 8 | | ProgramSpeci | ficOutcome | | |
|--|---------------------------------|-------------------------|-------------------------|------------|-----------------------------------|-----------------------|---|--|-------------------------------|--|--|-----------------------|---|--|--|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| | Mana gerial knowl edge | Probl eman alysis | Moder ntoolu sage | Ethic s | Individ ualand teamw ork | Comm unicat ion | Projec tmana geme ntand financ e | Busine ssdecis i on makin g | Life- longl earni ng | Enviro nment and sustai nabilit y | Entrep reneur ial oppor tunitie s | Global outloo k | Ability to apply managerial andbusiness skilled for development ofbusiness growth with theavailable resources | Ability to understand the day to daybusiness operational problemsand startup development of agribusiness and provide economical solution to enhancethe decidegoal without compromisin gethical value | Inculcate proactive thinking to ensure effective performanc e in the dynamic socio-economic andbusiness ecosystem entrepreneu rial approach and skill setsaligned with the national priorities | Abilityto usethe research based innovative knowledg efor sustainabl e developm entin agribusine ssgrowth and develops |
| CO-1:Recognize thefundamentals conceptof computers and applicationinagri business. | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| CO-2:Expressthe application of Information technology in agri business management. | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |



AKSUniversity DepartmentofAgribusinessManagement Facultyof ManagementStudies

CO-3: Practiceofinternet and web design and their application for developing of business. CO-4:Developtheunde rstanding ofartificial intelligenceand MIS for improved decisionmakingin business management
CO-5: Asses the understandingof E-business/ Ecommercemodels and their application in business

Legend:1-Low,2-Medium,3-High

management



Course Curriculum Map: Computer Application for AgriBusiness

| POs&PSOsNo. | COsNo.&Titles | SOsNo. | LaboratoryInstruction(LI) | ClassroomInstruction(CI) | SelfLearning(SL) |
|--|--|---|--|---|--------------------------|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5 | CO-1:Recognize the fundamentalsconcept of computers and application in agri business | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | 1.1-Create a user account in windows operating system. Creating, renaming and deleting a Files & Folders. 1.2UseofMS-WORD, creating, editing and savinga Document. Mail merge, create and run a Macro. | Unit-1.0 Concept of Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, Main Areas of Computers and their Applications; Classification of Computers, Input-Output Devices, Memory Types (Cache, RAM, ROM), Memory Units.1.1, 1.2, 1.3, 1.4, 1.5, 1.6. | Asmentionedinpage number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5 | CO-2: Express the application of Information technology in agri businessmanagement. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | MS-EXCEL - Creating a spreadsheet, use of statistical tools, creating graphs. Mathematical calculationinExcel | Unit-2.0— System Software and Application Software, Open source software, introduction to computer languages, Introduction to Operating Systems — Functions, Features and Types., MS Windows and LINUX. Data Base ManagementSystem,Introductionto MSOffice.2.1,2.2,2.3,2.4,2.5,2.6. | Asmentionedinpage number |



| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5 | CO-3: Practice of internet and web design and their application for developing of business. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | 3.1MS-ACCESS: Creating Database, preparing queries and reports,Formdesigning. 3.2.MS- PowerPoint: Presentation of posters, charts, overheadtra nsparencies and slides | Unit-3.0 The business value of internet, Intranet, extranet and Internet, Introduction to Web page design using HTML, Cloud Computing, Security and ethical challenges: Computer crime – Hacking, cyber theft, unauthorized use at work. Piracy – software and intellectual property. Health and Social Issues, Ergonomics and cyber terrorism. 3.1,3.2,3.3,3.4,3.5,3.6, | Asmentionedinpage number |
|--|--|---|---|---|--------------------------|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5 | CO-4:Develop the understanding of artificial intelligence and MIS for improved decision making in business management. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | 4.1-SettheTransitionand Animation Effect in Slide 4.2- Internetapplications: Web Browsing, Creation and operation of email account | Unit-4.0The concept of MIS—Definition, importance, Course Objective, prerequisites, advantages andchallenges; InformationNeeds of organization, MIS and Decision—Making. Types/Classification of Information System for organizations; Introduction to Artificial Intelligence (AI), Neural Networks, Fuzzy logical control systems. 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9. | Asmentionedinpage number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 | CO-5: Asses the understanding of E-business/ E- | SO1.1 SO1.2 | 5.1-Webpagedesigning using HTML.5.2-Createhyperlinkin | Unit-5.0 Understanding and managing organizational culture, power and political behavior in | Asmentionedinpage number |



| PSO1,2,3, 4,5 | commercemodels and | SO1.3 | webpage | organizations, conflict Management, | |
|---------------|----------------------|-------|---------|-------------------------------------|--|
| | their application in | SO1.4 | | negotiation, managingorganizational | |
| | business | 501.4 | | change, concept of organizational | |
| | management. | SO1.5 | | development.5.1,5.2,5.3,5.4,5.5, | |
| | | | | 5.6. | |



CourseCode:-PGS 501

CourseTitle: LibraryandInformation Services

Pre-requisite: Studentshould have basic knowledge of library because course aims to

familiarize the learners with the basic concept of use of library services.

Rationale: Toimparttothestudentsanunderstandingofknowledgeclassification and the theories of library classification, to develop skills in document classification and contentanalysis. The course provides the opportunity, ensuring freedom and equal access to information for all members of the community, to educate and enlighten them. To maintain and preserve books, materials and resources with historical, cultural, social, economic and archival value, and other related materials in an organized collection to provide members of the community these materials and enriched their personal and professional lives.

Course Outcomes:

PGS 501CO-01 Able to understand about various concepts of Library, its functions, objective and connect foundational concepts, theories, and principles of information organization and access to professional contexts.

SchemeofStudies:

| Board | Course | CourseTitle | Schemeofstudies(Hours/Week) | | | TotalCredits | | |
|-------|------------|---------------------------------------|-----------------------------|-------------------|---|--------------|----------------|---|
| of | Code | | Cl | Cl LI SW SL Total | | (C) | | |
| Study | | | | | | | StudyHours(CI+ | |
| | | | | | | | LI+SW+SL) | |
| | PGS 501 | Libraryand Information Services | 0 | 1 | 1 | 1 | 3 | 1 |

Legend:

CI: Class room Instruction (Includes different instructional strategies. Lecture (L) and Tutorial (T) and others),

LI:LaboratoryInstruction(IncludesPracticalperformancesinlaboratoryworkshop, field or other locations using different instructional strategies)

SW:SessionalWork(includesassignment,seminar,mini projectetc.),

SL:SelfLearning,

C:Credits.

Note: SLhas to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



SchemeofAssessment:

| | | | SchemeofAssessment(Marks) | | | | | | | |
|---------------------------|-----------------|--|---|--------------------|--|---------------------------------|---|--------------------|---------------|-----|
| Board of Study Couse Code | | | | Progres | | End Semester | Total Marks | | | |
| | Course Title | Class/Ho me Assignme nt 5 number 3marks each (CA) | Class Test2 (2best out of 3) 10 marks each (CT) | Semi nar one | Class Activit yany one (CAT) | Class Attenda nce (AT) | Total Marks (CA+C T+ SA+CA T+AT) | Assessme nt (ESA) | (PRA+ ESA) | |
| | PGS 501 | Library and Informati on Services | | | | | | | 100 | 100 |

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion

PGS 501.1: Able to understand about various concepts of Library, its functions, objective and connect foundational concepts, theories, and principles of information organization and access to professional contexts.

| Item | AppxHrs. |
|-------|----------|
| Cl | 0 |
| LI | 30 |
| SW | 6 |
| SL | 3 |
| Total | 39 |

| SessionOutcomes (SOs) | LaboratoryInstruction (LI) | Classroom Instruction(CI) | (SL) |
|---|--|------------------------------|--|
| SO1.1Understand the Concept,Definition &Characteristicsof Library SO1.2Understandthe Importance &Functionsof Library SO1.3 Understand the Role of Library and InformationServices | Introductionto library, Typesoflibrary, Roleoflibraryin society RoleofEducation sector, Classification scheme, TypesofInformation sources Abstractingand indexing services, UseofDatabases, OPAC Computerizedlibrary services LibraryServices OnlinePublic Access Catalogue Types of InformationCenters LibraryAutomation CreateaDigital Library Useof e resources | | 1. How to Accessioning of Booksonsoftware 2 How to Books search in Library throughtheOPAC 3. Difference Between Library and Information Services |

SW-1SuggestedSessionalWork (SW):

a. Assignments:

- 1. Introductiontolibraryanditsservices;
- 2. Roleoflibrariesineducation, research and technology transfer,
- 3. Classification systems and organization of library;
- 4. Sourcesofinformation-, PrimarySources, SecondarySourcesandTertiarySources;
- 5. Intricaciesofabstractingandindexingservices(ScienceCitationIndex,BiologicalAbstracts, Chemical Abstracts, CABI Abstracts, etc.);
- 6. Tracinginformation from referencesources;

Briefof HourssuggestedfortheCourse Outcome

| CourseOutcomes | Classecture(CL) | Sessional Work (SW) | Self-Learning (SL) | Total hour (CL+SW+SL) |
|--|-----------------|---------------------------|--------------------|--------------------------|
| Able to understand about various concepts of Library, its functions, objective and connect foundational concepts, theories, and principlesofinformationorganizatio nand accesstoprofessional contexts. | 30 | 6 | 3 | 39 |

Suggestion for End Semester Assessment

SuggestedSpecificationTable(For ESA)

| CO | UnitTitles | Marks D | istribution | | Total Marks |
|------------|---|---------|-------------|----------|----------------|
| | | R | U | A | . Marks |
| CO1 | Introduction to library, Types of library, Role of library in society, Role of Education sector, Classification scheme, Types of Information sources, Abstracting and indexing services, Use ofDatabases, OPAC, Computerized library services, Library Services, Online Public Access Catalogue, Types of InformationCenters,Library Automation, Create a Digital Library, Use of e resources | 00 | 30 | 70 | 100 |
| Laboratory | Description of Marks | | | | |
| work 1 | Labyyarka Assignment | | _ | _ | 35 |
| 2 | Labworks Assignment Viva-voce | - | <u> </u> | - | 10 |
| 3 | Attendance | - - | • - | <u> </u> | 05 |
| 3 | Total | - | - | - | 50 |

Legend:R:Remember,U:Understand,A:Apply



Theendofsemesterassessmentfor LibraryandInformationServices willbeheldwithwritten examination of 50 marks

Note.DetailedAssessmentrubricneedtobepreparedbythecoursewiseteachersforabovetasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. ImprovedLecture
- 2. Tutorial
- 3. CaseMethod
- 4. Group Discussion
- 5. RolePlay
- 6. Demonstration
- 7. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook,Twitter, Whatsapp, Mobile, Online sources)
- 8. Brainstorming

SuggestedLearningResources:

| Sl. No. | Title | Author | Publisher | Editionand |
|---------|-------------------------------|-------------|--------------|-----------------------|
| | | | | Year |
| 01 | ManagementInformationSystem- | Laudon KC | PearsonIndia | 2016 14 th |
| | ManagingthedigitalFirm, | andLaudonJP | | Edition, |
| 02 | Information Technology for | Turban, | Wiley | 2015 |
| | Management Advancing | Volonino | | |
| | SustainableprofitableBusiness | Woods. Wali | | |
| | Growth | OP.2015 | | |
| 03 | ManagementInformationSystem | JaiswalMand | Oxford | 2005 |
| | | MittalM. | | |

CurriculumDevelopmentTeam:

- 1. Dr.S.S.Tomar, Dean Faculty of Agriculturescience and technology.
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- 3. Dr. V.K. Vishwakarma, Head Department of Agricultural Economics, FAST
- 4. Dr. AshutoshKumarSingh, Associateprofessor Department of Agricultural Economics, FAST
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. ShriDeepnarayanMishra,TeachingAssociate Departmentof AgriculturalEconomics,FAST
- 7. Shri Rajeev Rav Suryavanshi, Department of Agricultural Economics, FAST



| | Program | meOutcomes | rific Outcomes | |
|--|---|---|---|--|
| | PO 6 | PO 7 | PO 7 PSO9 | |
| Course Outcomes | Student will apply various statistical methods to analyze their master research work. | Student will understand about library techniques, technical writing skill, IPR,laboratorytechniques and research ethics in manuscript writing. | Student will apply various information services,technical writings and communication skills in their academics. | Student will apply basic statistical tools during their research work. |
| PGS 501. Able to understand about various concepts of library, its functions, objective and connect foundational concepts, theories, and principles of information organizationandaccessto professionalcontexts. | 3 | 3 | 2 | 3 |

Legend:1-Low,2-Medium,3-High



CourseCode:-PGS502

CourseTitle:-Technicalwritingandcommunication.

Pre-requisite:-Understandingtheprinciplesofvarioustechnicalwritingincludingthesis,reviews, abstractsand developing communication skills through the proper use of language.

Rationale: The basic purpose of technical writing is to convey complex information in a simple manner. It explains a topic indetail using proper abstract and citations having communication skills being accessible to a general audience.

CourseOutcomes:

PGS502CO-01:Learningthevariousformofscientificwritingandimplementingskillsfor Formulation of research based documents.

PGS 502 CO-02: Acquisition of technical communication skill and articulate in English (verbal as writing)

SchemeofStudies:

| Boardof Study | Course Code | CourseTitle | | Schei | meofs | tudie | s(Hours/Week) | Total Credits |
|--------------------------|----------------|--------------------------------------|----|-------|-------|-------|-----------------|------------------|
| Staay | | | CI | LI | SW | SL | TotalStudyHours | (C) |
| | | | | | | | CI+LI+SW+SL | |
| Program Core (PCC) | PGS 502 | Technical writing and communication. | 0 | 15 | 2 | 4 | 21 | 0+1 |

Legend:

CI:ClassroomInstruction(Includesdifferentinstructionalstrategiesi.e.Lecture(L)and Tutorial (T)andothers),

LI:LaboratoryInstruction(IncludesPracticalperformancesinlaboratoryworkshop,fieldorother locations using different instructional strategies)

SW:SessionalWork(includes assignment, seminar, miniprojectetc.),

SL:SelfLearning,

C:Credits.

Note: SW & SL hasto be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

ANNX-II

Proposed examination scheme (Marking) as per the recommendation of PG re-structuring 'Committee of Agricultural Education Division, Indian Council of Agricultural Research for M. Sc. Horticulturein Vegetables science 2021-22 onwards



| | Category of Course/Subject | | Component | sofMarks | | Total |
|---|--|---|-------------------------------|--------------------------|---------------------------------|-------|
| | Course/Subject | Semester End Examination (External | MidTerm exam (Internal) | Assignment (Internal) | Practical Exam (Internal) | |
| 1 | Only Theory SubjectCourse | 50 | 40(20+20) | 10 | - | 100 |
| 2 | Subject/Course withtheoryand Practical | 50 | 30(15+15) | 5(Practical Based) | 15 | 100 |
| 3 | Subject/Course only Practical | - | - | - | 100 | 100 |

Course-CurriculumDetailing:

Thiscoursesyllabusillustratestheexpectedlearningachievements, bothat thecourseandsession levels, which students are anticipated to accomplish through various modes of instruction includingClassroomInstruction(CI), LaboratoryInstruction(LI), Sessional Work(SW),andSelf Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

PGS502.1:Learningthevariousformofscientificwritingandimplementingskillsfor Formulation of research based documents.

| | I I |
|-------|-------------|
| Item | Approximate |
| | Hours |
| CI | 00 |
| LI | 08 |
| SW | 01 |
| SL | 02 |
| Total | 11 |
| | |

| SessionOutcomes | LaboratoryInstruction | | SelfLearning(SL) |
|----------------------------------|---|-------------------------------|--|
| (SOs) | (LI) | Instruction(CI) | |
| SO1.1.Tounderstand about various | echnicalwriting Various form of scientific writing – thesis, technical papers, reviews, manuals etc. Various partof thesis and research communication Title page Authorship content page PrefaceIntroduction Reviewofliterature Material and methods Experimental result Discussion | Class room Instruction(CI) | SelfLearning(SL) Enlistingand writedescription ofresearch communication contents. |



SW-1SuggestedSeasonalWork(SW):

a. Assignments:

- Variouspartofthesisandresearchcommunications.
- Writingofabstract, summaries, précis, citations.
- Commonlyusedabbreviationsinthethesisandresearchcommunication.
- Writedowntheprincipalofeditingandpressreading.

b. MiniProject:

c. OtherActivities(Specify):

$PGS 502.2: Acquisition of technical communications kill and articulate \ in English (verbal \ as \ writing \)$

| _ _ | | | |
|---------------------------|------------------|--|--|
| Item | ApproximateHours | | |
| CI | 00 | | |
| LI | 07 | | |
| SW | 01 | | |
| SL | 02 | | |
| Total | 10 | | |

| SessionOutcomes(SOs) | LaboratoryInstruction(LI) | Class room Instruction(CI) | SelfLearning(SL) |
|---|---|-------------------------------|---|
| SO 2.1. To understand the types, forms, tenses clauses and their uses. SO 2.2. To understand common errors, punctuationinthe sentences. SO 2.3. To understand part of speechorwordclassand their uses. SO 2.4. To understand discussioningroupsand interviews. | Communicationskill- 1 Grammar (Tenses, part of speed, clauses, punctuation marks) 2 Error analysis (common error), concord, collocation, phonetic, symbols and transcription. 3 Accentualpattern: weak forms inconnected speech. 4 Participation in group discussion 5 Facingofinterview. 6 Presentationofscientific paper. | | Enlistingandwrite thedescription of communication using proper language skills. |



SW-2Suggested Seasonal Work (SW):

- a. Assignments:
 - 1 Writingtypesofclauses.
- 2 Writingthesentencesusing correct punctuation.
- 3 Writingthetypesandformsoftenses.
- b. MiniProject:
- c. OtherActivities(Specify):

Brief of Hours suggested for the Course Outcome

| CourseOutcomes | Class | Seasonal | Self | Total hour |
|--|---------|----------|----------|------------|
| | Lecture | Work | Learning | (Cl+SW+Sl) |
| | (Cl) | (SW) | (Sl) | |
| PGS 502.1: Learning the various form | 0 | 2 | 1 | 3 |
| of scientific writing and implementing | | | | |
| skillsforFormulationofresearchbased | | | | |
| documents. | | | | |
| PGS502.2:Acquisitionoftechnical | 0 | 2 | 1 | 3 |
| communicationskillandarticulatein | | | | |
| English(verbalaswriting) | | | | |

$Suggestion for End Semester Assessment \\ Suggested Specification Table (For ESA)$

| | | M | larksDistrib | ution | Total |
|-----|--|----|--------------|-------|-------|
| СО | UnitTitles | R | U | A | Marks |
| CO1 | Technicalwriting 1.1Variousformofscientificwriting | 00 | 05 | 05 | 10 |
| | -thesis,technicalpapers,reviews, manuals etc. Various part of thesis and | 03 | 03 | 04 | 10 |
| | research communication - Title page - Authorshipcontentpage | | | | |
| | Preface Introduction | 00 | 05 | 05 | 10 |
| | ReviewofliteratureMaterialandmethods | 03 | 02 | 05 | 10 |
| | - Experimentalresult - Discussion | 00 | 00 | 10 | 10 |
| | 1.3 citationsetc. | | | | |



| | | - | | | |
|------------|--|----|----|----|----|
| | 1.4 Commonlyusedabbreviations | 00 | 05 | 05 | 10 |
| | in the thesis and research | 04 | 02 | 04 | 10 |
| | communication. | 03 | 02 | 05 | 10 |
| | 1.5 Illustrations, photography and | | | | |
| | drawing with suitable captions | | | | |
| | paginationnumberingoftablesand | | | | |
| | illustrations. | | | | |
| | 1.6 Writingofnumbersanddates | | | | |
| | inscientificwriteups. | | | | |
| | 1.7 Editingandpressreading | | | | |
| | 1.8Writingofreviewarticles. | | | | |
| CO2 | Communicationskill- | | | | |
| | Grammar (Tenses, part of speed, | 03 | 02 | 05 | 10 |
| | clauses, punctuation marks) | | | | |
| | Error analysis (common error), | 02 | 03 | 05 | 10 |
| | concord, collocation, phonetic,symbols | 04 | 04 | 00 | 08 |
| | and transcription. | 05 | 02 | 00 | 07 |
| | Accentual pattern: weak forms in | 00 | 05 | 05 | 10 |
| | connected speech. | 00 | 05 | 05 | 10 |
| | Participationingroupdiscussion | | | | |
| | Facingofinterview. | | | | |
| | Presentationofscientificpaper. | | | | |
| Laboratory | DescriptionofMarks | | | | |
| work | | | | | |
| 1 | LabworksAssignment | - | - | - | 35 |
| 2 | Viva-voce | - | - | - | 10 |
| 3 | Attendance | - | - | - | 05 |
| | Total | | | | 50 |

Legend:R:Remember,U:Understand,A: Apply

Improved LectureTheendofsemesterassessmentfor **Technicalwriting and communication** will beheld with written examination of 50 marks

Note.Detailed Assessmentrubricneedtobeprepared bythecoursewiseteachersforabovetasks. Teachers can also design different tasks as per requirement, for end semester assessment.



Suggested Instructional/Implementation Strategies:

- 1. Tutorial
- 2. CaseMethod
- 3. GroupDiscussion
- 4. RolePlay
- 5. Demonstration
- 6. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 7. Brainstorming

SuggestedLearningResources:

(a)Books:

| S. No. | Title | Author | Publisher | Edition&Year |
|-----------|---|-------------------------------------|---|--------------|
| 1 | Spoken English | BarnesandNoble.Robert C.(Ed.). | FlourishYourLanguage | 2005 |
| 2 | Technical communication | MikemarkelStularA. Selber | Bedford/St. Martins, 12 th edition | 2017 |
| 3 | The Essentials of Technical communication | Elizabethtebeauxsam dragga. | Oxforduniversitypress,4 th editio n | 2017 |
| 4 | Technical writing prosess | Kieranmorganandsanja spajic | Betteronpaperpublications, 1th edition | 2015 |
| 5 | Developing quality technical information | MoiraMcfaddenlanyi, Deirdrelongo | IBMpress3thedition | 2014 |

CurriculumDevelopmentTeam:

- 1. Dr.S.S.Tomar, Dean Faculty of Agriculturescience and technology.
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- $3.\ Dr. V. K. Vishwakarma, Head Department of Agricultural Economics, FAST$
- $4. \, Dr. A shutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST$
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- $6. \ ShriDeep narayan Mishra, Teaching Associate Department of Agricultural Economics, FAST$
- 7. ShriRajeevRavSuryavanshi,DepartmentofAgriculturalEconomics,FAST

| | Pro | grammeOutcomes | ProgrammeSp | ecificOutcomes |
|---|---|---|-------------|-----------------------------------|
| | PO 6 | PO 7 | POS-9 | PSO11 |
| | Student will apply various statistical methods to analyze their master research work. | techniques, technical writing skill, IPR, | | tools during their research work. |
| PGS 502.1: Learning the various form of scientific writing and implementing skills for Formulation of research based documents. | | | | |
| PGS 502.2: Acquisition of technical communication skill and articulate in English (verbal as writing) | | | | |



Course Code:- ABM 504

Course Title: - Human Resource Management for Agricultural Organizations

Pre requisite: -Student should have basic knowledge of human resources management, policies

of resources welfare, and management of human resources.

Rationale: -A Human Resource Management for Agricultural Organizations curriculum is the express through the concept and procurers with provide the information to employers, employees and professionals in accurate manners. Professional or ABM holder should skill the principle of HRM to apply for achieves the fixed goal and desire. Also the HRM is help for understands of judging the increase the working efficiency and employment security.

Course Outcomes:

ABM 504 CO -1 Express the basic concept of HRM and SHRM for agricultural business organization.

ABM 504 CO -2 Employ the important of human resource management functions like as Job Analysis, recruitment, selection etc.

ABM 504 CO-3 Analyze the performance appraisal, training, development and compensation management with major reference to the agri based organizations

ABM 504 CO 4 Evaluate about the status of employee – employer relationship in Indian agri enterprises and global agri based organizations

ABM 504 CO 5 Setup the ethical and recent trends in managing human resource effectively **Scheme of studies**

| Board of | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Credits | |
|---|----------------|--|--------------------------------|----|----|----|---|-----|
| Study | | | Cl | LI | SW | SL | Total Study Hours (CI+LI+SW+ SL) | (C) |
| Professi onal Core course (PCC) | ABM 504 | Human Resource Management for Agricultural Organizations | 2 | 0 | 2 | 1 | 05 | 02 |

Legend: CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)



SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

| Board | Cours | Course Title | Scheme | of Asses | sment (l | Marks) | | | | |
|-------------|------------|--|--|---|-------------------------|---|---------------------------------|--|---|------------------------|
| of Study | e Code | | Progress | sive Asse | ssment (| PRA) | | | End | Total |
| | | | Class/ Home Assig nment 5 numb er 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Semin ar one (SA) | Class Activi ty any one (CAT) | Class Atten dance (AT) | Total Marks (CA+ CT+S A+CA T+AT | Semes ter Asses sment (ESA) | Marks (PRA+ ESA) |
| (PCC) | ABM 540 | Human Resource Management for Agricultural Organizations | 15 | 30 | 00 | 00 | 05 | 50 | 50 | 100 |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



${\bf ABM~504~CO\text{-}1~Express~the~basic~concept~of~HRM~and~SHRM~for~agricultural~business~organization}$

| Item | AppX Hrs |
|-------|----------|
| C 1 | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 09 |

| Session Outcomes | Laboratory | Class room | Self Learning (SL) |
|---------------------------------|------------------|------------------------------|-------------------------|
| (SOs) | Instruction (LI) | Instruction (CI) | |
| SO1.1- Introduce | | Unit I: | 1.1- Prepare the |
| the strategic Human | | Strategic Human | assignment on |
| Resource | | Resource | Human Resource |
| Management | | Management, | Planning-Natureand |
| SO1.2 - Brief the | | Human Resource | Significance, Job |
| Human Resource | | Planning-Nature | Analysis and talent |
| Planning-Natureand | | and Significance, | management process |
| Significance | | Job Analysis and | |
| SO1.3 – Discuss the | | talent management | |
| Job Analysis and | | process, Job | |
| talent management | | Description, job | |
| process SO1.4- Describes | | Specification, Job | |
| Job Description and | | enlargement, Job | |
| jobSpecification, | | enrichment, Job | |
| | | rotation | |
| SO1.5 Discuss the | | 1.1- Introduction to | |
| Job enlargement, Job | | Strategic Human | |
| enrichment and Job | | Resource | |
| rotation | | Management | |
| | | 1.2- Human | |
| | | Resource Planning | |
| | | 1.3- Significance of | |
| | | HRM | |
| | | 1.4- Job Analysis and | |
| | | talent management | |
| | | process | |
| | | 1.5- Job Description, | |
| | | jobSpecification | |



| | 1.6- Job enlargement, Job enrichment, Job rotation | |
|--|---|--|
| | Totation | |

SW-1 Suggested Sessional Work (SW):

- **a. Assignments:** Prepare the assignment on Human Resource Planning-Nature and Significance, Job Analysis and talent management process
- b. Mini Project: -
- c. Other Activities (Specify):-

ABM 504 CO-2: Employ the important of human resource management functions like as Job Analysis, recruitment, selection etc

| Item | AppX Hrs |
|-------|----------|
| C 1 | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 9 |

| and Human Resource Development-Nature and Human Resource Induction, Training and Human Resource | Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|---|--|-----------------------------|---|-----------------------|
| tools in recruitment SO2.4- Briefing the practices Career planning and tools in recruitment practices Career planning and Development | recruitment and Selection Process, Induction, Training and Human Resource Development-Nature SO2.2 – learned about the Significance, Process and Techniques, e-recruitment SO2.3- Apply to the use of Big Data for recruitment, use of Artificial Intelligence and machine learning tools in recruitment SO2.4- Briefing the practices Career | | Recruitment and Selection Process, Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, erecruitment, use of Big Data for recruitment, use of Artificial Intelligence and machine learning tools in recruitment practices Career planning and | assignment on |

| Development Internal | Internal mobility |
|-----------------------------------|------------------------|
| mobility including | including |
| Transfers | Transfers, |
| SO 2.5–Discuss to the | Promotions, |
| Promotions, | employee |
| employee separation | separation. |
| | 2.1 – Discuss the |
| | recruitment and |
| | Selection Process |
| | 2.2- Discuss to |
| | Induction, Training |
| | and Human Resource |
| | Development-Nature |
| | 2.3- Introduce to |
| | significance, Process |
| | and Techniques, e- |
| | recruitment. |
| | 2.4- Use of Artificial |
| | Intelligence and |
| | machine learning |
| | tools in recruitment |
| | practices. |
| | 2.5- Discuss to Career |
| | planning and |
| | Development Internal |
| | mobility including |
| | Transfers |
| | 2.6- Discuss to |
| | promotions, |
| | employee separation |
| CW 1 Suggested Seesand Work (SW). | omprojee separation |

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on recruitment and Selection Process, Induction, Training and Human Resource Development-Nature

b. Mini Project: c. Other Activities (Specify):

ABM 540 CO-3: Analyze the performance appraisal, training, development and compensation management with major reference to the Agri based organizations

| Item | AppX Hrs |
|-------|----------|
| C 1 | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 09 |

| Session Outcomes (SOs) | Laboratory Instruction(LI) | Class room Instruction(CI) | Self Learning (SL) |
|--|-------------------------------|--|--|
| SO3.1 – Introduction to performance Appraisal—Significance and methods, Compensation management SO3.2 – Discuss to the strategic pay plans, Job Evaluation, Wage and Salary Administration. SO3.3- Apply the wage Fixation, SO3.4- Discuss to Fringe Benefits and Incentive Payment of wage fixation. SO3.5— Describe the bonus, and Profit Sharing of wage fixation | | Unit: 03 Performance Appraisal—Significance and methods, Compensation management, Strategic pay plans, Job Evaluation, Wage and Salary Administration; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing 3.1- Introduce the performance appraisal 3.2- Discuss the Significance and methods, Compensation management. 3.3- Strategic pay plans, and Job Evaluation, 3.4- Wage and Salary Administration. 3.5- Wage Fixation; Fringe Benefits and Incentive Payment 3.6- Wage Fixation; bonus, and Profit Sharing | 3.1 Prepare the assignment on wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing |

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing

b. Mini Project:

c. Other Activities (Specify):



ABM 504 CO-4: Evaluate about the status of employee – employer relationship in Indianagri enterprises and global agri based organizations

| Item | App X Hrs |
|-------|-----------|
| Cl | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 09 |

| Session Outcomes | Laboratory Instruction | Class room Instruction | Self Learning |
|----------------------------|-------------------------------|---------------------------------|-------------------------|
| (SOs) | (LI) | (CI) | (SL) |
| SO1.1 –Identify the | | Unit-4 | 4.1- Prepare the |
| role and status of | | Role and Status of | assignment on |
| Trade Unions; | | Trade Unions; | employee retention. |
| Collective | | Collective Bargaining; | Quality of work life, |
| Bargaining; Worker's | | Worker's Participation | employee welfare |
| Participation in | | in Management, | measure, work life |
| Management. | | employee retention. | balance, Disputes and |
| SO1.2 - Apply the | | Quality of work life, | Grievance Handling |
| employee retention. | | employee welfare | |
| Quality of work life, | | measure, work life | |
| employee welfare | | balance, Disputes and | |
| measure. | | Grievance Handling | |
| SO1.3- Apply work | | Procedures; | |
| life balance, Disputes | | Arbitration and | |
| and Grievance | | Adjudication; Health | |
| Handling | | and Safety of Human | |
| SO1.4- Describes | | Resources | |
| the Procedures; | | 4.1- Role and Status of | |
| Arbitration and | | Trade Unions | |
| Adjudication | | | |
| SO1.5 — Brief the | | 4.2- Collective | |
| procedures; Health | | Bargaining; Worker's | |
| and Safety of Human | | Participation in | |
| Resources. | | Management, | |
| | | 4.3- employee retention. | |
| | | Quality of work life | |
| | | 4.4 - employee welfare | |
| | | measure, work life | |
| | | balance | |
| | | 4.5- Procedures; | |
| | | Arbitration and | |
| | | Adjudication | |



| 4.6- Procedures Health |
|------------------------|
| and Safety of Human |
| Resources |
| |

SW-1 Suggested Seasonal Work (SW)

- **a. Assignments:** Prepare the assignment on employee retention. Quality of work life, employee welfare measure, work life balance, Disputes and Grievance Handling
- b. Mini Project:
- c. Other Activities (Specify):

ABM 504 CO-5: Setup the ethical and recent trends in managing human resource effectively.

Approximate Hours

| Item | AppX Hrs | | |
|-------|----------|--|--|
| Cl | 6 | | |
| LI | 0 | | |
| SW | 2 | | |
| SL | 1 | | |
| Total | 09 | | |

| Session Outcomes | Laboratory | Self Learning | | |
|----------------------------------|-------------|-------------------------------|----------------|-----|
| (SOs) | Instruction | Instruction | (SL) | |
| | (LI) | (CI) | | |
| SO1.1 –Indentify to | LE1. | Unit-5.0 | 1.1 - Prepare | the |
| definition, scope and | | Ethical issues in | assignment | on |
| importance of machine | | HRM, Managing | Ethical issues | in |
| learning, | | Global Human | HRM | |
| SO1.2- Identify the types | | Resources, | | |
| of machine learning, linear | | Managing Human | | |
| and nonlinear models in | | Resources in Small | | |
| machine learning | | and | | |
| SO1.3- Introduction to | | Entrepreneurial | | |
| deep learning, basic | | firms, Human | | |
| differences in machine | | Resources | | |
| learning and deep learning | | accounting, Human | | |
| SO1.4- Briefs the basic | | Resources | | |
| differences in machine | | outsourcing. HR | | |
| learning and deep | | Information System, | | |
| learning. | | Human Resource | | |
| SO1.5- Apply to the | | Metrics and | | |
| concept of cloud machine | | Workforce | | |
| learning, Big data analysis | | Analytics, Future | | |
| | | trends in workforce | | |
| | | technologies. | | |
| | | 5.1- Ethical issues in | | |
| | | HRM and Managing | | |

| Global Human Resources 5.2- Managing Human Resources in Small and |
|--|
| Entrepreneurial firms. |
| 5.3- Human Resources accounting |
| 5.4- Human Resources outsourcing. |
| 5.5- HR Information System, Human Resource Metrics |
| 5.6- Workforce Analytics, Future trends in workforce technologies |

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on Ethical issues in HRM

b. Mini Project:

c. Other Activities (Specify):

Brief of Hours suggested for the Course Outcome

| Course Outcomes | Class Lecture (C l) | Laborato ry Lecture (L I) | Sessional Work (SW) | Self Learning (S l) | Total hour (C l + LI+ SW +S l) |
|---|---------------------------|------------------------------------|---------------------------|---------------------------|--------------------------------------|
| ABM 504 CO-1 Express the basic concept of HRM and SHRM for agricultural business organization | 06 | 00 | 02 | 01 | 09 |
| ABM 504 CO-2: Employ the important of human resource management functions like as Job Analysis, recruitment, selection etc. | 06 | 00 | 02 | 01 | 09 |

| ABM 504 CO-3: Analyze the performance appraisal, training, development and compensation management with major reference to the agribased organizations | 06 | 00 | 02 | 01 | 09 |
|--|----|----|----|----|----|
| ABM 504 CO-4: Evaluate about the status of employee – employer relationship in Indian agri enterprises and global agri based organizations | 06 | 00 | 02 | 01 | 09 |
| ABM 504 CO-5: Setup the ethical and recent trends in managing human resource effectively. | 06 | 00 | 02 | 01 | 09 |
| Total Hours | 30 | 00 | 10 | 05 | 45 |

Suggestion for End Semester Assessment Suggested Specification Table (For ESA)

| CO | Unit title | N | Iarks Distribi | ıtion | Total |
|------|---|----|----------------|-------|-------|
| | | R | U | A | Marks |
| CO-1 | Unit I: Strategic Human Resource Management, Human Resource Planning-Nature and Significance, Job Analysis and talent management process, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation | 02 | 03 | 00 | 05 |
| CO-2 | Unit II: Recruitment and Selection Process, Induction, Training and Human Resource Development- Nature, Significance, Process and Techniques, e- recruitment, use of Big Data for recruitment, use of Artificial Intelligence and machine learning tools in recruitment practices Career planning and Development Internal mobility including Transfers, Promotions, employee | 02 | 05 | 03 | 10 |

| | separation. | | | | |
|------|--|----|----|----|----|
| CO-3 | Unit: 03 Performance Appraisal— Significance and methods, Compensation management, Strategic pay plans, Job Evaluation, Wage and Salary Administration; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing | 00 | 08 | 07 | 15 |
| CO-4 | Unit-4 Role and Status of Trade Unions; Collective Bargaining; Worker's Participation in Management, employee retention. Quality of work life, employee welfare measure, work life balance, Disputes and Grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources | 02 | 05 | 08 | 15 |
| CO-5 | Unit-5.0 Ethical issues in HRM, Managing Global Human Resources, Managing Human Resources in Small and Entrepreneurial firms, Human Resources accounting, Human Resources outsourcing. HR Information System, Human Resource Metrics and Workforce Analytics, Future trends in workforce technologies. | 00 | 03 | 02 | 05 |
| | Total | 06 | 24 | 20 | 50 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

Suggested Learning Resources:

| S. | Title | Author | Publisher | Edition & |
|-----|----------------------------|--------------------|----------------|---------------|
| No. | | | | Year |
| 01 | Human Resource | Gary Dessler & | XIV Edition | Pearson India |
| | Management | Biju Varkkey | | |
| 02 | Human Resource | VSP Rao | Excel Books | 2010 |
| | Management Text and Cases | | | 3rd Edition. |
| 03 | Human Resource | Ashwathapa K | Tata McGraw | 2016 |
| | Management, Text and Cases | | Hill | |
| 04 | Human Resource | Michael J. | Sage | 2016 |
| | Information Systems, | Kavanagh, Mohan | Publications | |
| | | Thite & Richard D. | | |
| | | Johnson | | |
| 05 | Essentials of Human | Subba Rao P | Himalaya Publ. | 2004 |
| | Resource Management and | | House | |
| | Industrial Relations | | | |

Curriculum Development Team:

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- 3. Dr. V.K. Vishwakarma, Head Department of Agricultural Economics, FAST
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- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST
- 7. Shri Rajeev Rav Suryavanshi, Department of Agricultural Economics, FAST



Cos, POs and PSOs Mapping Course Code:-ABM 504

Course Title: - Human Resource Management for Agricultural Organizations

| Course | Progra | am Ou | tcomes | | | | | | | | | | Program S | pecific Outo | come | |
|----------|--------|-------|--------|---------|-------|-------|------|------|-------|----------|----------|-------|-------------|--------------|-----------|----------|
| Outcomes | PO1 | PO2 | PO3 | PO 4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 0 | PO1 1 | PO1 2 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
| | Man | Pro | Mod | Eth | Indiv | Com | Proj | Busi | Life- | Envi | Entr | Glo | Ability to | Ability to | Inculcat | Ability |
| | ageri | ble | ern | ics | idual | mun | ect | ness | long | ron | epre | bal | apply | understan | e | to use |
| | al | m | tool | | and | icati | man | deci | lear | men | neur | outl | manageria | d the day | proactiv | the |
| | kno | anal | usag | | team | on | age | sion | ning | t | ial | ook | 1 and | to day | e | researc |
| | wled | ysis | e | | work | | men | mak | | and | opp | | business | business | thinking | h based |
| | ge | | | | | | t | ing | | sust | ortu | | skilled for | operation | to | innovat |
| | | | | | | | and | | | aina | nitie | | developm | al | ensure | ive |
| | | | | | | | fina | | | bilit | S | | ent of | problems | effective | knowle |
| | | | | | | | nce | | | y | | | business | and | perform | dge for |
| | | | | | | | | | | | | | growth | startup | ance in | sustaina |
| | | | | | | | | | | | | | with the | developm | the | ble |
| | | | | | | | | | | | | | available | ent of | dynamic | develop |
| | | | | | | | | | | | | | resources | agribusin | socio- | ment in |
| | | | | | | | | | | | | | | ess and | economi | agribusi |
| | | | | | | | | | | | | | | provide | c and | ness |
| | | | | | | | | | | | | | | economic | business | growth |
| | | | | | | | | | | | | | | al | ecosyste | and |
| | | | | | | | | | | | | | | solution | m | develop |
| | | | | | | | | | | | | | | to | entrepre | S |
| | | | | | | | | | | | | | | enhance | neurial | |
| | | | | | | | | | | | | | | the | approac | |
| | | | | | | | | | | | | | | decide | h and | |

AKS University Department of Agribusiness Management Faculty of Management Studies

| | | | | | | | | | | | | | | goal | skill sets | |
|--------------------------|---|---|---|---|---|-----|---|---|------------|---|---|---|---|---------|------------|---|
| | | | | | | | | | | | | | | without | aligned | |
| | | | | | | | | | | | | | | comprom | with the | |
| | | | | | | | | | | | | | | ising | national | |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | ethical | prioritie | |
| | | | | | | | | | | | | | | value | S | |
| 1715 701 | _ | _ | | | | | | _ | _ | _ | _ | _ | | | _ | |
| | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| CO-1 Express | | | | | | | | | | | | | | | | |
| the basic | | | | | | | | | | | | | | | | |
| concept of | | | | | | | | | | | | | | | | |
| HRM and | | | | | | | | | | | | | | | | |
| SHRM for | | | | | | | | | | | | | | | | |
| agricultural business | | | | | | | | | | | | | | | | |
| organization | | | | | | | | | | | | | | | | |
| | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| CO-2: | 3 | | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| Employ the | | | | | | | | | | | | | | | | |
| important of | | | | | | | | | | | | | | | | |
| human | | | | | | | | | | | | | | | | |
| resource | | | | | | | | | | | | | | | | |
| management | | | | | | | | | | | | | | | | |
| functions like | | | | | | | | | | | | | | | | |
| as Job | | | | | | | | | | | | | | | | |
| Analysis, | | | | | | | | | | | | | | | | |
| recruitment, | | | | | | | | | | | | | | | | |
| selection etc. | | | | | | | | | | | | | | | | |
| ABM 504 3 | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| | 9 | _ | - | _ | _ | - 1 | _ | _ | - 1 | _ | 5 | 9 | _ | 9 | 9 | 9 |

| Analyze the | | | | | | | | | | | | | | | | |
|----------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| performance | | | | | | | | | | | | | | | | |
| appraisal, | | | | | | | | | | | | | | | | |
| training, | | | | | | | | | | | | | | | | |
| development | | | | | | | | | | | | | | | | |
| and | | | | | | | | | | | | | | | | |
| compensation | | | | | | | | | | | | | | | | |
| management | | | | | | | | | | | | | | | | |
| with major | | | | | | | | | | | | | | | | |
| reference to | | | | | | | | | | | | | | | | |
| the agri based | | | | | | | | | | | | | | | | |
| organizations | | | | | | | | | | | | | | | | |
| ABM 504 | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| CO-4: | | | | | | | | | | | | | | | | |
| Evaluate | | | | | | | | | | | | | | | | |
| about the | | | | | | | | | | | | | | | | |
| status of | | | | | | | | | | | | | | | | |
| employee - | | | | | | | | | | | | | | | | |
| employer | | | | | | | | | | | | | | | | |
| relationship | | | | | | | | | | | | | | | | |
| in Indian agri | | | | | | | | | | | | | | | | |
| enterprises | | | | | | | | | | | | | | | | |
| and global | | | | | | | | | | | | | | | | |
| agri based | | | | | | | | | | | | | | | | |
| organizations | | | | | | | | | | | | | | | | |
| ABM 504 | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO-5: | | | | | | | | | | | | | | | | |
| Setup the | | | | | | | | | | | | | | | | |
| ethical and | | | | | | | | | | | | | | | | |
| recent trends | | | | | | | | | | | | | | | | |
| in managing | | | | | | | | | | | | | | | | |



| human | | | | | | | | |
|--------------|--|--|--|--|--|--|--|--|
| resource | | | | | | | | |
| effectively. | | | | | | | | |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map: Human Resource Management for Agricultural Organizations

| POs & PSOs | COs No.& Titles | SOs No. | Laboratory | Classroom Instruction (CI) | Self Learning (SL) |
|------------------|------------------------|---------|-----------------|--|----------------------|
| No. | | | Instruction(LI) | | |
| PO 1,2,3,4,5,6 | ABM 504 CO-1 | SO1.1 | | Unit-1.0 | As mentioned in page |
| 7,8,9,10,11,12 | Express the basic | SO1.2 | | Strategic Human Resource Management, | number |
| | concept of HRM and | SO1.3 | | Human Resource Planning-Nature and | |
| PSO 1,2, 3, 4, 5 | SHRM for | SO1.4 | | Significance, Job Analysis and talent | |
| | agricultural business | SO1.5 | | management process, Job Description, | |
| | organization | | | job Specification, Job enlargement, Job | |
| | | | | enrichment, Job rotation | |
| | | | | 1.1, 1.2, 1.3, 1.4, 1.5, 1.6. | |
| PO 1,2,3,4,5,6 | ABM 504 CO-2: | SO1.1 | | Unit-2.0 – | As mentioned in page |
| 7,8,9,10,11,12 | Employ the important | SO1.2 | | Recruitment and Selection Process, | number |
| | of human resource | SO1.3 | | Induction, Training and Human | |
| PSO 1,2, 3, 4, 5 | management functions | SO1.4 | | Resource Development-Nature, | |
| | like as Job Analysis, | SO1.5 | | Significance, Process and Techniques, e- | |
| | recruitment, selection | | | recruitment, use of Big Data for | |
| | etc. | | | recruitment, use of Artificial | |
| | | | | Intelligence and machine learning tools | |
| | | | | in recruitment practices Career planning | |
| | | | | and Development Internal mobility | |
| | | | | including Transfers, Promotions, | |
| | | | | employee separation. | |
| DO 1 2 2 4 5 6 | ADM 504 CO 2 | 001.1 | | 2.1, 2.2, 2.3, 2.4, 2.5, 2.6. | A |
| PO 1,2,3,4,5,6 | ABM 504 CO-3: | SO1.1 | | Unit-3.0 | As mentioned in page |
| 7,8,9,10,11,12 | Analyze the | SO1.2 | | Recruitment and Selection Process, | number |

| PSO 1,2, 3, 4, 5 | performance appraisal, training, development and compensation management with | SO1.3 SO1.4 SO1.5 | Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, e- recruitment, use of Big Data for recruitment, use of | |
|--|---|---|---|-----------------------------|
| | major reference to the agri based organizations | | Artificial Intelligence and machine learning tools in recruitment practices Career planning and Development Internal mobility including Transfers, Promotions, employee separation. 3.1, 3.2, 3.3, 3.4, 3.5, 3.6. | |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 504 CO-4: Evaluate about the status of employee – employer relationship in Indian agri enterprises and global agri based organizations | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-4.0 Role and Status of Trade Unions; Collective Bargaining; Worker's Participation in Management, employee retention. Quality of work life, employee welfare measure, work life balance, Disputes and Grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 504 CO-5: Setup the ethical and recent trends in managing human resource effectively. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | 4.1, 4.2, 4.3, 4.4, 4.5, 4.6. Unit-5.0 Ethical issues in HRM, Managing Global Human Resources, Managing Human Resources in Small and Entrepreneurial firms, Human Resources accounting, Human Resources outsourcing. HR Information System, Human Resource Metrics and Workforce Analytics, Future trends in workforce technologies. 5.1, 5.2, 5.3, 5.4, 5.5, 5.6. | As mentioned in page number |



Course Code: - ABM 505

Course Title: - Production and Operations Management

Pre requisite: -Student should have basic knowledge of production and operations management

has used for developed the future plan business and predict to the financial requirement.

Rationale: -A production and operations management curriculum is the express through the concept and procurers with provide the information to assess the future plan business, predict to the financial and requirement in accurate manners. Professional or ABM holder should skill the principle of production and operations management to apply for planning and prediction. Also the production and operations management is help for understands of judging the feature of business assess.

Course Outcomes:

ABM 505CO-1 Describe the basic concepts of production and operations management

ABM 505 CO-2 Apply the basic Operations Strategy and developed the operation strategies

ABM 505 CO-3 Calculate the productivity variables, and their measurement along with product design and development

ABM 505 CO-4 Draw the fundamentals of inventory management, safety management, and quality assurance practices

ABM 505 CO-5 Arrange the quality assurance practices and techniques with major emphasis on agri and foodbased industries

Scheme of studies

| Board of Study | Course Code | Course Title | Schei | ne of s | s/Week) | Total Credits | | |
|---|----------------|---|-------|---------|---------|------------------|---|-----|
| | | | Cl | LI | SW | SL | Total Study Hours (CI+LI+SW+ SL) | (C) |
| Professi onal Core course (PCC) | ABM 504 | Production and Operations Management | 2 | 0 | 2 | 1 | 05 | 02 |

Legend: CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,



C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

| Board | Cours | Course Title | Scheme | of Asses | sment (] | Marks) | | | | |
|-------|-----------|--------------------------|---|---|-------------------------|---|---------------------------------|--|---|------------------------|
| of | e Code | | | | | | | | T | |
| Study | Code | | Progres | sive Asse | ssment (| PRA) | | | End | Total |
| | | | Class/ Home Assig nment 5 numb er 3 marks each | Class Test 2 (2 best out of 3) 10 marks each (CT) | Semin ar one (SA) | Class Activi ty any one (CAT) | Class Atten dance (AT) | Total Marks (CA+ CT+S A+CA T+AT | Semes ter Asses sment (ESA) | Marks (PRA+ ESA) |
| (PCC) | ABM | Production | (CA) | 30 | 00 | 00 | 05 | 50 | 50 | 100 |
| (PCC) | 540 | and | 13 | 30 | 00 | 00 | 03 | 30 | 30 | 100 |
| | | Operations Management | | | | | | | | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 505 CO-1 Describe the basic concepts of production and operations management

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 09 |

| Session Outcomes | Laboratory | Class room | Self Learning(SL) |
|-----------------------------------|------------------|--------------------------------|-------------------------|
| (SOs) | Instruction (LI) | Instruction (CI) | |
| | | | |
| SO1.1- Introduce | | Unit I: | 1.1- Prepare the |
| the Nature Concept | | | assignment on |
| and Scope of | | Nature Concept and | Nature Concept |
| Production and | | Scope of Production | and Scope of |
| Operations | | and Operations | Production and |
| Management | | Management; Factors | Operations |
| SO1.2 - Brief the | | Affecting System; | Management |
| Factors Affecting | | Facility location, | Wanagement |
| | | Types of | |
| System; Facility location | | Manufacturing | |
| SO1.3 – Discuss the | | Systems and Layouts, | |
| | | Process Selection and | |
| Types of | | Facility Layout, | |
| Manufacturing Systems and Layouts | | Layout Planning and | |
| Systems and Layouts | | Analysis, Forecasting | |
| SO1.4- Describes | | 1.1- Nature and Concept | |
| Process Selection and | | of Production and | |
| Facility Layout, | | Operations | |
| SO1.5 Discuss the | | Management | |
| Layout Planning and | | 1.2- Scope of | |
| Analysis, Forecasting | | Production and | |
| | | Operations | |
| | | Management | |
| | | 1.3- Factors Affecting | |
| | | System; Facility | |
| | | location and Layouts. | |
| | | 1.4- Types of | |
| | | Manufacturing Systems | |
| | | 1.5- Process Selection | |
| | | and Facility Layout | |
| | | 1.6- Layout Planning | |
| | | and Analysis, | |
| | | | |
| | | Forecasting | |

- **a. Assignments:** Prepare the assignment on Nature Concept and Scope of Production and Operations Management
- b. Mini Project: -
- c. Other Activities (Specify):-



ABM 505 CO-2: Apply the basic Operations Strategy and developed the operation strategies

| Item | AppX Hrs | |
|-------|----------|--|
| C 1 | 7 | |
| LI | 0 | |
| SW | 2 | |
| SL | 1 | |
| Total | 10 | |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|--|-----------------------------|--|-----------------------|
| SO2.1 – Introduce to the Operations Strategy, Competitive Capabilities and Core Competencies SO2.2 – learned about the Operations Strategy as a Competitive Weapon SO2.3- Apply to the Linkage Between Corporate, Business, and Operations Strategy. SO2.4- Briefing the Developing Operations Strategy, Elements or Components of Operations Strategy SO 2.5-Discuss to the Competitive Priorities, | <u> </u> | Unit II: Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of | - C |
| Components of Operations Strategy SO 2.5–Discuss to the Competitive | | Priorities, Manufacturing Strategies, Service Strategies, Global | |
| Strategies, Global Strategies and Role of Operations Strategy | | 2.2- Discuss to Competitive Capabilities and Core Competencies 2.4-Operations Strategy as a Competitive | |

| Weapon |
|-----------------------------|
| 2.5- Linkage Between |
| Corporate, Business, |
| and Operations |
| Strategy |
| 2.6- Developing |
| Operations Strategy, |
| Elements or |
| Components of |
| Operations Strategy. |
| 2.7- Competitive |
| Priorities, |
| Manufacturing |
| Strategies, Service |
| Strategies, Global |
| Strategies and Role of |
| Operations Strategy |
| |

- **a. Assignments:** Prepare the assignment on Developing Operations Strategy, Elements or Components of Operations Strategy
- b. Mini Project: c. Other Activities (Specify):

ABM 505 CO-3: Apply the basic Operations Strategy and developed the operation strategies

| , | PP-011111000 110015 |
|-------|---------------------|
| Item | AppX Hrs |
| C 1 | 5 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 08 |

| Session Outcomes (SOs) | Laboratory Instruction(LI) | Class room Instruction(CI) | Self Learning (SL) |
|-------------------------|-------------------------------|----------------------------|------------------------|
| | | Unit III: | 3.1 Prepare the |
| SO3.1 – Introduction to | | Productivity Variables | assignment on |
| Productivity Variables | | and Productivity | Production |
| and Productivity | | Measurement, | Planning and |
| Measurement | | Production Planning | Control, Mass |
| | | and Control, Mass | Production, Batch |
| SO3.2 – Discuss to the | | Production, Batch | Production, Job |
| Production Planning | | Production, Job Order | Order |
| and Control. | | Manufacturing, | Manufacturing |
| | | Product Selection, | |

| SO3.3- Apply Mass Product Design and Development, Process | |
|--|--|
| D 1 1 D 1 | |
| Decodystian Datah | |
| Production Batch, Selection, Capacity | |
| Production and Job planning | |
| Order Manufacturing 3.1-Productivity | |
| Variables and | |
| SO3.4- Discuss to Productivity | |
| Product Selection, Measurement | |
| Product Design and 3.2- Production Planning | |
| Development and Control | |
| 3.3- Mass Production, | |
| SO3.5- Describe the Process Selection, Batch Production, Job | |
| Order Manufacturing | |
| Capacity planning 3.4- Product Selection, | |
| Product Design and | |
| Development. | |
| 3.5- Process Selection, | |
| Capacity planning | |

a. Assignments: Prepare the assignment on Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing

- b. Mini Project:
- c. Other Activities (Specify):

ABM 505 CO-4: Draw the fundamentals of inventory management, safety management, and quality assurance practices

| Item | App X Hrs |
|-------|-----------|
| Cl | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 09 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|---------------------------|-----------------------------------|--------------------------------|-------------------------|
| SO1.1 –Identify the | | Unit-4 | 4.1- Prepare the |
| An Overview of | | An Overview of | assignment on An |
| Inventory | | Inventory Management | Overview of |
| Management | | Fundamentals, | Inventory |
| Fundamentals | | Determination of | Management |
| | | Material Requirement, | Fundamentals, |
| SO1.2 - Apply the | | Safety Management | |



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|--------------------------|---------------------------------|
| Determination of | Scheduling, Maintenance |
| Material Requirement, | Management Concepts, |
| Safety Management | Work Study, Method |
| Scheduling | Study, Work |
| | Measurement, Work |
| SO1.3-Apply | Sampling, Work |
| Maintenance | Environment, Production |
| Management | Planning and Control |
| Concepts, Work | (PPC) Industrial Safety, |
| Study, Method Study, | human- machine |
| Work Measurement, | interface, types of |
| Work Sampling, Work | interface designs. Cloud |
| Environment | operations management |
| SO1.4- Describes the | 4.1- An Overview of |
| Production Planning | Inventory Management |
| and Control (PPC) | Fundamentals |
| Industrial Safety | 4.2- Determination of |
| Thousand Surety | Material Requirement, |
| SO1.5— Brief the | Safety Management |
| human- machine | Scheduling |
| interface, types of | |
| interface designs. Cloud | 4.3-Maintenance |
| operations management. | Management Concepts |
| | 4.4 - Work Study, Method |
| | Study, Work Measurement, |
| | Work Sampling, Work |
| | Environment |
| | 4.5- Production Planning |
| | and Control (PPC) |
| | Industrial Safety |
| | 4.6- human- machine |
| | interface, types of interface |
| | designs. Cloud operations |
| | management |

- **a. Assignments:** Prepare the assignment on An Overview of Inventory Management Fundamentals
- b. Mini Project:
- c. Other Activities (Specify):



ABM 505 CO-5: Arrange the quality assurance practices and techniques with major emphasis on agri and foodbased industries

| Item | AppX Hrs |
|-------|----------|
| Cl | 6 |
| LI | 2 |
| SW | 2 |
| SL | 1 |
| Total | 11 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|--|-----------------------------------|--|---|
| SO1.1 –Indentify to Quality Assurance, Accepting Sampling, Statistical Process Control, SO1.2- Identify the total Quality Management, ISO standards and their Importance, SO1.3- Introduction to re- engineering, value engineering SO1.4- Briefs the check sheets, Pareto charts, Ishikawa charts, JIT Prerequisites for implementation SO1.5- Apply to the concept of SiX SIGMA, Lean Management, Reliability. | | Unit-5.0 Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, ISO standards and their Importance, Introduction to re- engineering, value engineering, check sheets, Pareto charts, Ishikawa charts, JIT Pre- requisites for implementation SiX SIGMA, Lean Management, Reliability 5.1- Quality Assurance, Accepting Sampling, Statistical Process Control, 5.2-Total Quality Management, ISO standards and their | 1.1 - Prepare the assignment on Introduction to reengineering, value engineering, check sheets, Pareto charts, Ishikawa charts, |

| Importance. |
|---|
| 5.3- Introduction to re- engineering and value engineering |
| 5.4- Check sheets, Pareto charts, Ishikawa charts. |
| 5.5- JIT Prerequisites for implementation |
| 5.6- SiX SIGMA, Lean Management, Reliability |

a. Assignments: Prepare the assignment on Introduction to re- engineering, value engineering, check sheets, Pareto charts, Ishikawa charts,

b. Mini Project:

c. Other Activities (Specify):

Brief of Hours suggested for the Course Outcome

| Course Outcomes | Class Lecture (C l) | Laborato ry Lecture (L I) | Sessional Work (SW) | Self Learning (S l) | Total hour (C l + LI+ SW +S l) |
|---|---------------------------|------------------------------------|---------------------------|---------------------------|--------------------------------------|
| ABM 505 CO-1 Describe the basic concepts of production and operations management | 06 | 00 | 02 | 01 | 09 |
| ABM 505 CO-2: Apply the basic Operations Strategy and developed the operation strategies | 07 | 00 | 02 | 01 | 10 |
| ABM 505 CO-3: Apply the basic Operations Strategy and developed the operation strategies | 05 | 00 | 02 | 01 | 08 |
| ABM 505 CO-4: Draw the fundamentals of inventory management, safety management, and quality | 06 | 00 | 02 | 01 | 09 |

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| assurance practice. | | | | | |
|--|----|----|----|----|----|
| ABM 505 CO-5: Arrange the quality assurance practices and techniques with major emphasis on agri and food based industries | | 00 | 02 | 01 | 09 |
| Total Hours | 30 | 00 | 10 | 05 | 45 |

Suggestion for End Semester Assessment Suggested Specification Table (For ESA)

| CO | Unit title | N | Marks Distrib | ution | Total |
|------|--|----|---------------|-------|-------|
| | | R | U | A | Marks |
| CO-1 | Unit I: Nature Concept and Scope of Production and Operations Management; Factors Affecting System; Facility location, Types of Manufacturing Systems and Layouts, Process Selection and Facility Layout, Layout Planning and Analysis, Forecasting | 02 | 03 | 00 | 05 |
| CO-2 | Unit II: Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy | 02 | 05 | 03 | 10 |
| CO-3 | Unit III: Productivity Variables and Productivity Measurement, Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing, Product Selection, Product Design and | 00 | 08 | 07 | 15 |

| | Development, Process Selection, | | | | |
|------|-----------------------------------|----|----|----|----|
| | Capacity planning | | | | |
| CO-4 | Unit-4 An Overview of Inventory | 02 | 05 | 08 | 15 |
| | Management Fundamentals, | | | | |
| | Determination of Material | | | | |
| | Requirement, Safety Management | | | | |
| | Scheduling, Maintenance | | | | |
| | Management Concepts, Work | | | | |
| | Study, Method Study, Work | | | | |
| | Measurement, Work Sampling, | | | | |
| | Work Environment, Production | | | | |
| | Planning and Control (PPC) | | | | |
| | Industrial Safety, human- machine | | | | |
| | interface, types of interface | | | | |
| | designs. Cloud operations | | | | |
| | management | | | | |
| CO-5 | Unit-5.0 Quality Assurance, | 00 | 03 | 02 | 05 |
| | Accepting Sampling, Statistical | | | | |
| | Process Control, Total Quality | | | | |
| | Management, ISO standards and | | | | |
| | their Importance, Introduction to | | | | |
| | re- engineering, value | | | | |
| | engineering, check sheets, Pareto | | | | |
| | charts, Ishikawa charts, JIT Pre- | | | | |
| | requisites for implementation | | | | |
| | SiX Sigma, Lean | | | | |
| | Management, Reliability | | | | |
| | Total | 06 | 24 | 20 | 50 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration

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8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)

9. Brainstorming

Suggested Learning Resources:

| S. No. | Title | Author | Publisher | Edition & Year |
|-----------|---|-------------------------|---|----------------------|
| 01 | Operations Management | William J. Stevenson | McGraw-Hill | 2014 12th Edition |
| 02 | Production and Operations Management | Panneerselvam K. | Prentice Hall India Learning Private Limited | 2012 3rd Edition. |
| 03 | Production and Operations Management | S. N Chary, | McGraw Hill Education | 2017 5 edit |

Curriculum Development Team:

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- 3. Dr. V.K. Vishwakarma, Head Department of Agricultural Economics, FAST
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- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST
- 7. Shri Rajeev Rav Suryavanshi, Department of Agricultural Economics, FAST



Cos, POs and PSOs Mapping Course Code:-ABM 505

Course Title: - Production and Operations Management

| Course | Program Outcomes | | | | | | | | | Program Sp | pecific Outco | ome | | | | |
|----------|------------------|------|------|---------|--------|-------|------|-------|-------|------------|---------------|-------|-------------|-------------|------------|----------|
| Outcomes | PO1 | PO2 | PO3 | PO 4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 0 | PO1 1 | PO1 2 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
| | Man | Pro | Mod | Eth | Indivi | Com | Proj | Busi | Life- | Envi | Entr | Glob | Ability to | Ability to | Inculcate | Ability |
| | ageri | ble | ern | ics | dual | mun | ect | ness | long | ron | epre | al | apply | understand | proactive | to use |
| | al | m | tool | | and | icati | man | decis | lear | ment | neur | outlo | managerial | the day to | thinking | the |
| | know | anal | usag | | team | on | age | ion | ning | and | ial | ok | and | day | to ensure | research |
| | ledge | ysis | e | | work | 022 | ment | maki | 8 | susta | oppo | 011 | business | business | effective | based |
| | leage | ysis | | | WOIR | | and | ng | | inabi | rtuni | | skilled for | operational | performa | innovati |
| | | | | | | | fina | l iig | | lity | ties | | developmen | problems | nce in the | ve |
| | | | | | | | | | | пц | ues | | t of | and startup | dynamic | knowled |
| | | | | | | | nce | | | | | | business | developme | socio- | ge for |
| | | | | | | | | | | | | | growth with | nt of | economic | sustaina |
| | | | | | | | | | | | | | the | agribusine | and | ble |
| | | | | | | | | | | | | | available | ss and | business | develop |
| | | | | | | | | | | | | | resources | provide | ecosyste | ment in |
| | | | | | | | | | | | | | | economica | m | agribusi |
| | | | | | | | | | | | | | | 1 solution | entrepren | ness |
| | | | | | | | | | | | | | | to enhance | eurial | growth |
| | | | | | | | | | | | | | | the decide | approach | and |
| | | | | | | | | | | | | | | goal | and skill | develops |
| | | | | | | | | | | | | | | without | sets | |
| | | | | | | | | | | | | | | compromis | aligned | |
| | | | | | | | | | | | | | | ing ethical | with the | |
| | | | | | | | | | | | | | | value | national | |
| | | | | | | | | | | | | | | | priorities | |



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| ABM 505 CO-1 Describe the basic concepts of production and operations management | | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABM 505 CO- 2: Apply the basic Operations Strategy and developed the operation strategies | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| ABM 505 CO- 3: Apply the basic Operations Strategy and developed the operation strategies | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| ABM 505 CO- 4: Draw the fundamentals of inventory management, safety management, and quality assurance practice. | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| ABM 505 CO- 5: Arrange the | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |

| quality | | | | | | | | |
|---------------|--|--|--|--|--|--|--|--|
| assurance | | | | | | | | |
| practices and | | | | | | | | |
| techniques | | | | | | | | |
| with major | | | | | | | | |
| emphasis on | | | | | | | | |
| agri and food | | | | | | | | |
| based | | | | | | | | |
| industries | | | | | | | | |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map: Production and Operations Management

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction(LI) | Classroom Instruction (CI) | Self Learning (SL) |
|---|--|---|-------------------------------|---|-----------------------------|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 505 CO-1 Describe the basic concepts of production and operations management | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0 Nature Concept and Scope of Production and Operations Management; Factors Affecting System; Facility location, Types of Manufacturing Systems and Layouts, Process Selection and Facility Layout, Layout Planning and Analysis, Forecasting 1.1, 1.2, 1.3, 1.4, 1.5, 1.6. | As mentioned in page number |



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| PO 1,2,3,4,5,6 | ABM 505 CO-2: | SO1.1 | Unit-2.0 – | As mentioned in page |
|---|---|---|---|-----------------------------|
| 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | Apply the basic Operations Strategy and developed the operation strategies | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7. | number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 505 CO-3: Apply the basic Operations Strategy and developed the operation strategies | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-3.0 Productivity Variables and Productivity Measurement, Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing, Product Selection, Product Design and Development, Process Selection, Capacity planning. 3.1, 3.2, 3.3, 3.4, 3.5, | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 505 CO-4: Draw the fundamentals of inventory management, safety management, and quality assurance practice. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-4.0 An Overview of Inventory Management Fundamentals, Determination of Material Requirement, Safety Management Scheduling, Maintenance Management Concepts, Work Study, Method Study, Work Measurement, Work Sampling, Work Environment, Production Planning and | As mentioned in page number |



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| | | | Control (PPC) Industrial Safety, human machine interface, types of interface designs Cloud operations management 4.1, 4.2, 4.3, 4.4, 4.5, 4.6. | |
|------------------|--|----------------|---|----------------------|
| PO 1,2,3,4,5,6 | ABM 505 CO-5: | | Unit-5.0 | As mentioned in page |
| 7,8,9,10,11,12 | Arrange the quality | ~ ~ ~ ~ | Quality Assurance, Accepting Sampling | |
| | assurance practices | SO1.3 | Statistical Process Control, Total Quality | |
| PSO 1,2, 3, 4, 5 | and techniques with major emphasis on agri and food based industries | SO1.4 SO1.5 | Management, ISO standards and thei Importance, Introduction to re engineering, value engineering, check sheets, Pareto charts, Ishikawa charts, JIT Pre-requisites for implementation SiX SIGMA, Lean Management, Reliability 5.1, 5.2, 5.3, 5.4, 5.5, 5.6. | |



Course Code:- ABM 507

Course Title: - Agricultural and Food Marketing Management- II

Pre requisite: -Student should have basic knowledge of, Food marketing concept and system, marketing planning and strategies with application of update national and international marketing practices.

Rationale: - The students studying Agricultural and Food Marketing Management- II should possess understanding about application of update national and international marketing practices in Agriculture and food marketing. This encompasses familiarity with the invention and evolution of food marketing. Additionally, students ought to acquire fundamental insights into various marketing, their applications. Agricultural food marketing II is useful for understands for concept and system of food marketing and market research.

Course Outcomes:

ABM 507CO-1 Discuss the agricultural and food marketing concepts and systems **ABM 507CO-2** Apply the marketing planning and strategies for developing products for

meeting the specific needs of the final customers

ABM 507CO-3 Estimate the Marketing Strategy, Planning and Control with Marketing plan control, Efficiency control.

ABM 507CO-4 Develop a clear view about the new product development consumer buying decision process, Buyer behavior and market segmentation

ABM 507CO-5 Asses to the commodity marketing practices in India and in International markets

Scheme of studies

| Board of | Course Code | Course Title | Schen | Scheme of studies (Hours/Week) | | | | Total Credits |
|---|----------------|--|-------|--------------------------------|----|----|---|------------------|
| Study | | | Cl | LI | SW | SL | Total Study Hours (CI+LI+SW +SL) | (C) |
| Profes sional Core course (PCC) | ABM 507 | Agricultural and Food Marketing Management-II | 1 | 1 | 2 | 1 | 05 | 02 |

Legend: CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)



SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

| Board | Course | Course | Scheme | of Asses | sment (] | Marks) | | | | |
|-------|---------|--|---|---|-------------------------|---|---------------------------------|--|--------------------------------------|-------|
| of | Code | Title | | | | | | | | |
| Study | | | Progres | sive Asse | essment (| PRA) | | | End | Total |
| | | | Class/ Home Assig nment 5 numb er 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Semin ar one (SA) | Class Activi ty any one (CAT) | Class Atten dance (AT) | Total Marks (CA+ CT+S A+CA T+AT | Semes ter (PRA+ Asses sment (ESA) | (PRA+ |
| (PCC) | ABM 507 | Agricultur al and Food Marketing Managem ent-II | 15 | 30 | 00 | 00 | 05 | 50 | 50 | 100 |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 507 CO-1 Discuss the agricultural and food marketing concepts and systems.

| Item | AppX Hrs |
|-------|----------|
| C 1 | 4 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 08 |

| SO1.1- Introduce the importance of agricultural and food Unit | F |
|---|--|
| importance of agricultural and food The | icultural and food rketing to assignment on the marketing concernant and marketing concernation and marketing concernant and marketing concernation |
| agricultural and food agri | icultural and food marketing conce and marketin |
| 6 | rketing to and marketin |
| | rketing to and marketin |
| | reloping countries, systems Marketin |
| | z c z z z z z z z z z z z z z z z z z z |
| SO1.2 – Interpret the the | marketing sub-systems |
| manifering control and | cept and Marketing function |
| marite emg | rketing systems, Links between |
| Transcome sac systems | rketing sub- agriculture and the |
| Transcome Tanetions, | tems Marketing food industry. |
| Discuss the | ctions, Links |
| miks octween agriculture | ween agriculture |
| and the lood madelly, | I the food industry, |
| rigirculturur und 100d | ricultural and food |
| marketing chterprises | rketing enterprises, |
| NIII 4- Describes the | rketing boards in |
| | reloping countries, |
| developing countries CO- | operatives in the |
| Co apparatives in the | iculture and food |
| agriculture and food | tors, Control and nagement of |
| anatana Cantual and | |
| | ondary co- eratives, The |
| ope | aknesses of co- |
| GO4 F | eratives, Selling |
| ope | angements between |
| operatives, Selling co- | |
| | ir members |
| | The importance of |
| ± 1 | cultural and food |
| ug. 1 | keting to developing |

| SO1.6 Laboratory and | countries, the marketing | |
|----------------------|--------------------------|--|
| field work | concept and marketing | |
| | systems, Marketing | |
| | sub-systems Marketing | |
| | functions | |
| | 1.2- Links between | |
| | agriculture and the food | |
| | industry, Agricultural | |
| | and food marketing | |
| | enterprises | |
| | 1.3- Marketing boards | |
| | in developing countries, | |
| | Co- operatives in the | |
| | agriculture and food | |
| | sectors, Control and | |
| | management of | |
| | secondary co-operatives | |
| | 1.4- The weaknesses of | |
| | co-operatives, Selling | |
| | arrangements between | |
| | co- operatives and their | |
| | members | |

- **a. Assignments:** Prepare the assignment on **the** marketing concept and marketing systems, marketing sub-systems Marketing functions, Links between agriculture and the food industry
- b. Mini Project: -
- c. Other Activities (Specify):-

ABM 507 CO-2: Apply the marketing planning and strategies for developing products for meeting the specific needs of the final customers

| Item | AppX Hrs |
|-------|----------|
| C 1 | 4 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 08 |

| Session Outcomes | Laboratory | Class room Instruction (CI) | Self Learning (SL) |
|------------------------------------|------------------|-------------------------------------|--------------------------|
| (SOs) | Instruction (LI) | | |
| SO2.1 – Introduce to the | LI-2.1 | Unit II: | 2.1 – Prepare the |
| market Liberalization: | | Market Liberalization: | assignment on Market |
| Economic structural | | Economic structural | Liberalization: |
| adjustment | | adjustment programmes, | Economic structural |
| programmes, Macro- | | Macro-economic | adjustment |
| economic stabilisation, | | stabilisation, The role | programmes |
| The role of the state | | of the state in | |
| in liberalised markets | | liberalised markets, | |
| SO2.2 – learned about | | Strategies for reforming | |
| strategies for reforming | | agricultural marketing, | |
| agricultural marketing, | | Obstacles to be | |
| obstacles tobe | | overcome in | |
| overcome in | | commercialization and | |
| commercialization and | | Privatization of | |
| privatization of | | agricultural marketing, | |
| agricultural marketing, | | Dealing with | |
| SO2.3- Apply to the dealing with | | accumulated deficits, | |
| dealing with accumulated deficits, | | Encouraging private | |
| Encouraging private | | sector involvement in | |
| sector involvement in | | agricultural marketing, | |
| agricultural marketing, | | Impediments to private | |
| SO2.4- Briefing the | | sector participation in | |
| Impediments to private | | agricultural markets, | |
| sector participation in | | impact of the macro- | |
| agricultural markets, | | economic environment | |
| , | | on private traders, | |
| SO 2.5-Discuss to the | | Government action to | |
| economic environment | | improve private sector | |
| on private traders, | | performance | |
| Government action to | | 2.1 – Market Liberalization: | |
| improve private sector | | Economic structural | |
| performance | | adjustment programmes, | |
| | | Macro-economic | |
| | | stabilisation, The role of | |
| | | the state in liberalised | |
| | | markets | |
| | | 2.2- Strategies for | |
| | | reforming agricultural | |
| | | marketing, Obstacles to be | |
| | | overcome in | |
| | | commercialization and | |
| | | Privatization of agricultural | |

| marketing | |
|------------------------------|--|
| 2.3- Dealing with | |
| accumulated deficits, | |
| Encouraging private sector | |
| involvement in agricultural | |
| marketing, Impediments to | |
| private sector participation | |
| in agricultural markets | |
| 2.4- Impact of the macro- | |
| economic environment on | |
| private traders, | |
| Government action to | |
| | |
| improve private sector | |
| performance. | |
| | |

- **a. Assignments:** Prepare the assignment on Market Liberalization: Economic structural adjustment programmes
- b. Mini Project:
- c. Other Activities (Specify):

ABM 507 CO-3: Estimate the Marketing Strategy, Planning and Control with Marketing plan control, Efficiency control

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 3 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 07 |

| Session Outcomes (SOs) | Laboratory Instruction(LI) | Class room Instruction(CI) | Self Learning (SL) |
|--|-------------------------------|---|--------------------------------|
| SO3.1 – Introduction to marketing strategy, planning and control: strategy, policy and planning, SO3.2 – Discuss to the strategic business units, The need for marketing planning. | ` , | Unit III: Marketing Strategy, Planning and Control: Strategy, policy and planning, Strategic business units, The need for marketing planning, The process | process of marketing planning, |
| SO3.3- Apply the process of marketing planning, Contents of the marketing plan. | | of marketing planning, Contents of the marketing plan, Monitoring, evaluating | marketing planning |

| SO3.4- Discuss to | and controlling the | |
|-------------------------|---------------------------------|--|
| monitoring, evaluating | marketing planning, | |
| and controlling the | Marketing controls, | |
| marketing planning. | Marketing plan control, | |
| SO3.5— Analyze the | Efficiency control | |
| marketing controls, | 3.1- Marketing Strategy, | |
| marketing plan control, | Planning and Control: | |
| efficiency control, | Strategy, policy and | |
| | planning, Strategic | |
| | business units, | |
| | 3.2- The need for | |
| | marketing planning, The | |
| | process of marketing | |
| | planning, Contents of the | |
| | marketing plan, | |
| | 3.3- Monitoring, | |
| | evaluating and | |
| | controlling the marketing | |
| | planning, Marketing | |
| | controls, Marketing plan | |
| | control, Efficiency | |
| | control, Technological | |
| | advances in physical | |
| CWV 1 C | distribution | |

- **a. Assignments:** Prepare the assignment on the process of marketing planning, Contents of the marketing plan, monitoring, evaluating and controlling the marketing planning
- b. Mini Project:
- c. Other Activities (Specify):

ABM 506 CO-4: Develop a clear view about the new product development consumer buying decision process, Buyer behavior and market segmentation

| Item | App X Hrs |
|-------|-----------|
| Cl | 3 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 06 |

| Tuesday of Multiagement Studies | | | | | | |
|----------------------------------|------------------|--------------------------|-------------------------|--|--|--|
| Session Outcomes(SOs) | Laboratory | Class room | Self Learning (SL) | | | |
| | Instruction (LI) | Instruction(CI) | | | | |
| | | Unit-IV | 4.1- Prepare the | | | |
| SO1.1 –Identify the | | New Product | assignment on New | | | |
| New Product | | Development: The | product development: | | | |
| Development: The | | impetus to innovation, | The impetus to | | | |
| impetus to innovation, | | New product | innovation, New | | | |
| New product | | development process | product development | | | |
| development process. | | The adoption process, | process. | | | |
| | | The effect of products | | | | |
| SO1.2 - Apply the | | characteristics on the | | | | |
| adoption process, The | | rate of adoption, Buyer | | | | |
| effect of products | | behavior: The | | | | |
| characteristics on the | | | | | | |
| rate of adoption. | | influences on buyer | | | | |
| G01.2 | | behaviour, Exogenous | | | | |
| SO1.3- Apply the | | influences on buyer | | | | |
| Buyer behavior: The | | behaviour Endogenous | | | | |
| influences on buyer | | influences on buyer | | | | |
| behaviour, Exogenous | | behaviour, The | | | | |
| influences on buyer | | consumer buying | | | | |
| behaviour Endogenous | | decision process, Buyer | | | | |
| influences on buyer | | behaviour and market | | | | |
| behaviour | | segmentation, Lifestyle | | | | |
| GO1 4 D 7 1 | | segmentation, | | | | |
| SO1.4- Describes the | | Organisational | | | | |
| consumer buying | | markets Industrial | | | | |
| decision process, Buyer | | markets, Industrial | | | | |
| behaviour and market | | buyer characteristics | | | | |
| segmentation | | | | | | |
| SO1.5— Brief the | | 4.1- New Product | | | | |
| organizational markets | | development: The impetus | | | | |
| Industrial markets, | | to innovation, New | | | | |
| · · | | product development | | | | |
| Industrial buyer characteristics | | process The adoption | | | | |
| characteristics | | process, The effect of | | | | |
| SO1.6— Laboratory and | | products characteristics | | | | |
| field works | | on the rate of adoption, | | | | |
| IIOIG WOIND | | 4.2- Buyer behavior: The | | | | |
| | | influences on buyer | | | | |
| | | behavior, Exogenous | | | | |
| | | | | | | |
| | | _ | | | | |
| | | behavior Endogenous | | | | |
| | | influences on buyer | | | | |
| | | behavior, The consumer | | | | |
| | | buying decision process. | | | | |

| 4.3-Buyer behavior and market segmentation, Lifestyle segmentation, Organizational markets Industrial markets, Industrial buyer | |
|---|--|
| characteristic | |

a. Assignments: Prepare the assignment on new product development: The impetus to innovation, new product development process.

b. Mini Project:

c. Other Activities (Specify):

ABM 506 CO-5: Asses to the commodity marketing practices in India and in International markets

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| Cl | 2 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 10 |

| Session Outcomes | Laboratory | Class room Instruction | Self Learning (SL) | | |
|-------------------------------|------------------|-------------------------------|--------------------------|--|--|
| (SOs) | Instruction (LI) | (CI) | | | |
| SO1.1 –Indentify the | LE1. | Unit-5.0 | 1.1 - Prepare the | | |
| Stages in a commodity | | Stages in a | assignment on | | |
| marketing system | | commodity marketing | challenges for grain | | |
| SO1.2- Asses the grain | | system, Grain | marketing systems, | | |
| marketing, challenges | | marketing, | fruits and | | |
| for grain marketing | | Challenges for grain | vegetables. | | |
| systems, | | marketing systems, | | | |
| SO1.3- Asses the | | fruits and vegetables, | | | |
| challenges for fruits | | Livestock and meat | | | |
| and vegetables, | | marketing, Poultry | | | |
| livestock and meat | | and eggs marketing, | | | |
| marketing, | | marketing of fresh | | | |
| SO1.4- Asses the | | milk | | | |
| challenges for poultry | | 5.1- Stages in a | | | |
| and eggs marketing | | commodity marketing | | | |
| SO1.5- Asses the | | system, Grain | | | |
| challenges for | | marketing, | | | |
| marketing of fresh | | 5.2- Challenges for | | | |
| milk | | grain marketing | | | |
| | | systems, fruits and | | | |



| vege | getables, Livestock |
|------|---------------------|
| and | l meat marketing, |
| Pou | ultry and eggs |
| mar | rketing, marketing |
| of f | fresh milk |

a. Assignments: Prepare the assignment on challenges for grain marketing systems, fruits and vegetables.

b. Mini Project:

c. Other Activities (Specify):

Brief of Hours suggested for the Course Outcome

| Course Outcomes | Class | Laboratory | Sessional | Self | Total hour |
|---------------------------------------|---------|---------------|-----------|----------|------------|
| | Lecture | Lecture (L I) | Work | Learning | (C l + LI+ |
| | (C l) | | (SW) | (S I) | SW +S1) |
| ABM 506 CO-1 Discuss the | 4 | 1 | 2 | 1 | 08 |
| agricultural and food | | | | | |
| marketing concepts and | | | | | |
| systems | | | | | |
| ABM 506 CO-2 Apply the | 4 | 1 | 2 | 1 | 08 |
| marketing planning and | | | | | |
| strategies for developing | | | | | |
| products for meeting the | | | | | |
| specific needs of the final customers | | | | | |
| ABM 506 CO-3 Estimate the | 3 | 1 | 2 | 1 | 07 |
| Marketing Strategy, Planning | 3 | 1 | 2 | 1 | 07 |
| and Control with Marketing | | | | | |
| plan control, Efficiency | | | | | |
| control. | | | | | |
| ABM 506 CO-4 Develop a | 3 | 1 | 2 | 1 | 07 |
| clear view about the new | | | | | |
| product development | | | | | |
| consumer buying decision | | | | | |
| process, Buyer behaviour | | | | | |
| and market segmentation | | | | | |
| ABM 506 CO-5 Asses to the | 2 | 1 | 2 | 1 | 06 |
| commodity marketing | | | | | |
| practices in India and in | | | | | |
| International markets. | | | | | |
| Total Hours | 16 | 05 | 10 | 05 | 36 |

Suggestion for End Semester Assessment Suggested Specification Table (For ESA)

| CO | Unit title Suggested Specific | Marks Distribution Total | | | |
|------|---|--------------------------|----|----|-------|
| | | R | U | A | Marks |
| CO-1 | Unit I: The importance of agricultural and food marketing to developing countries, the marketing concept and marketing systems, Marketing sub-systems Marketing functions, Links between agriculture and the food industry, Agricultural and food marketing enterprises, Marketing boards in developing countries, Co- operatives in the agriculture and food sectors, Control and management of secondary co-operatives, The weaknesses of co-operatives, Selling arrangements between co-operatives and their members | 02 | 03 | 00 | 05 |
| CO-2 | Unit II: Market Liberalization: Economic structural adjustment programmer, Macro-economic stabilization, The role of the state in liberalized markets, Strategies for reforming agricultural marketing, Obstacles to be overcome in commercialization and Privatization of agricultural marketing, Dealing with accumulated deficits, Encouraging private sector involvement in agricultural marketing, Impediments to private sector participation in agricultural markets, impact of the macro-economic environment on private traders, Government action to improve private sector performance | 02 | 05 | 03 | 10 |
| CO-3 | Unit III: Marketing Strategy, Planning and Control: Strategy, policy and planning, Strategic business units, The need for marketing planning, The process of marketing planning, Contents of the marketing plan, Monitoring, evaluating and controlling the marketing planning, Marketing controls, Marketing plan control, Efficiency control | 00 | 08 | 07 | 15 |

| CO-4 | Unit-IV New Product Development: | 02 | 05 | 08 | 15 |
|------|---|----|----|----|----|
| | The impetus to innovation, New | | | | |
| | product development process The | | | | |
| | adoption process, The effect of | | | | |
| | products characteristics on the rate | | | | |
| | of adoption, Buyer behavior: The | | | | |
| | influences on buyer behaviour, | | | | |
| | Exogenous influences on buyer | | | | |
| | behaviour Endogenous influences on | | | | |
| | buyer behaviour, The consumer | | | | |
| | buying decision process, Buyer | | | | |
| | behaviour and market | | | | |
| | segmentation, Lifestyle | | | | |
| | segmentation, Organisational | | | | |
| | markets Industrial markets, | | | | |
| | Industrial buyer characteristics | | | | |
| CO-5 | Unit-5.0 Stages in a commodity | 00 | 03 | 02 | 05 |
| | marketing system, Grain marketing, | | | | |
| | Challenges for grain marketing | | | | |
| | systems, fruits and vegetables, | | | | |
| | Livestock and meat marketing, | | | | |
| | Poultry and eggs marketing, | | | | |
| | marketing of fresh milk | | | | |
| | Total | 06 | 24 | 20 | 50 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

Suggested Learning Resources:

| S. | Title | Author | Publisher | Edition & |
|-----|------------------------------------|----------------|------------|-----------|
| No. | | | | Year |
| 01 | Agricultural Marketing in India | Acharya SS and | Oxford and | 2011 |
| | | Agarwal NL. | IBH. | 4th Ed. |
| 02 | Agri-Marketing Strategies in India | Mohan J. | NIPA | - |
| 03 | Agri-Marketing Management | Sharma Premjit | Daya | 2010. |
| | | | Publishing | |
| | | | House | |

Curriculum Development Team:

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Cos, POs and PSOs Mapping Course Code:-ABM 506

Course Title: - Agricultural and Food Marketing Management- I

| Course | Progra | am Ou | tcomes | | | | | | | | | | Program S | pecific Outo | come | |
|----------|--------|-------|--------|---------|-------|-------|------|------|-------|----------|----------|----------|-------------|--------------|------------|----------|
| Outcomes | PO1 | PO2 | PO3 | PO 4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 0 | PO1 1 | PO1 2 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
| | Man | Pro | Mod | Eth | Indiv | Com | Proj | Busi | Life- | Envi | Entr | Glo | Ability to | Ability to | Inculcat | Ability |
| | ageri | ble | ern | ics | idual | mun | ect | ness | long | ron | epre | bal | apply | understan | e | to use |
| | al | m | tool | | and | icati | man | deci | lear | men | neur | outl | manageria | d the day | proactiv | the |
| | kno | anal | usag | | team | on | age | sion | ning | t | ial | ook | 1 and | to day | e | researc |
| | wled | ysis | e | | work | | men | mak | | and | opp | | business | business | thinking | h based |
| | ge | | | | | | t | ing | | sust | ortu | | skilled for | operation | to | innovat |
| | | | | | | | and | | | aina | nitie | | developm | al | ensure | ive |
| | | | | | | | fina | | | bilit | S | | ent of | problems | effective | knowle |
| | | | | | | | nce | | | y | | | business | and | perform | dge for |
| | | | | | | | | | | | | | growth | startup | ance in | sustaina |
| | | | | | | | | | | | | | with the | developm | the | ble |
| | | | | | | | | | | | | | available | ent of | dynamic | develop |
| | | | | | | | | | | | | | resources | agribusin | socio- | ment in |
| | | | | | | | | | | | | | | ess and | economi | agribusi |
| | | | | | | | | | | | | | | provide . | c and | ness |
| | | | | | | | | | | | | | | economic | business | growth |
| | | | | | | | | | | | | | | al | ecosyste | and |
| | | | | | | | | | | | | | | solution | m | develop |
| | | | | | | | | | | | | | | to | entrepre | S |
| | | | | | | | | | | | | | | enhance | neurial | |
| | | | | | | | | | | | | | | the | approac | |
| | | | | | | | | | | | | | | decide | h and | |
| | | | | | | | | | | | | | | goal | skill sets | |
| | | | | | | | | | | | | | | without | aligned | |
| | | | | | | | | | | | | | | comprom | with the | |

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| | | | | | | | | | | | | | | ising ethical value | national prioritie s | |
|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---------------------------|----------------------------|---|
| ABM 506 CO-1 Discuss the agricultural and food marketing concepts and systems | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| ABM 506 CO-2 Apply the marketing planning and strategies for developing products for meeting the specific needs of the final customers | | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| ABM 506 CO-3: Demonstrate the marketing channels and intermediaries involved in | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |



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| | | | | | | | | | | | | | - | | | |
|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| food marketing | | | | | | | | | | | | | | | | |
| ABM 506 CO-4: Apply the promotional strategies and communicatio n development tools and | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| methods ABM 506 CO-5: | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| Estimate the marketing cost analysis and application of different cost analysis method of food product | | | | | | | | | | | | | | | | |

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: Agricultural and Food Marketing Management- I

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction(LI) | Classroom Instruction (CI) | Self Learning (SL) |
|---|--|---|-------------------------------|--|-----------------------------|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 506 CO-1 Discuss the agricultural and food marketing concepts and systems | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0 The importance of agricultural and food marketing to developing countries, the marketing concept and marketing systems, Marketing subsystems Marketing functions, Links between agriculture and the food industry, Agricultural and food marketing enterprises, Marketing boards in developing countries, Cooperatives in the agriculture and food sectors, Control and management of secondary co-operatives, The weaknesses of co-operatives, Selling arrangements between co-operatives and their members | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 506 CO-2 Apply the marketing planning and strategies for developing products for meeting the specific needs of the final customers | SO1.2 SO1.3 | | 1.1, 1.2, 1.3, 1.4. Unit-2.0 — Market Liberalization: Economic structural adjustment programmes, Macro-economic stabilisation, The role of the state in liberalised markets, Strategies for reforming agricultural marketing, Obstacles to be overcome in commercialization and Privatization of agricultural marketing, Dealing with accumulated deficits, Encouraging | As mentioned in page number |



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| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 506 CO-3 Estimate the Marketing Strategy, Planning and Control with Marketing plan control, Efficiency control. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | private sector involvement in agricultural marketing, Impediments to private sector participation in agricultural markets, impact of the macro-economic environment on private traders, Government action to improve private sector performance 2.1, 2.2. 2.3. 2.4. Unit-3.0 Marketing Strategy, Planning and Control: Strategy, policy and planning, Strategic business units, The need for marketing planning, The process of marketing planning, Contents of the marketing plan, Monitoring, evaluating and controlling the marketing planning, Marketing controls, Marketing plan control, Efficiency control | |
|---|---|---|---|--|
| | | | 3.1, 3.2, 3.3. | |
| PO 1,2,3,4,5,6 | ABM 506 CO-4 | SO1.1 | Unit-4.0 | |
| 7,8,9,10,11,12 | Develop a clear | SO1.2 | New Product Development: The impetus | |
| DSO 1 2 2 4 | view about the | SO1.3 SO1.4 | to innovation, New product development | |
| PSO 1,2, 3, 4, 5 | new product development | SO1.4 SO1.5 | process The adoption process, The | |
|] | consumer buying | 301.3 | effect of products characteristics on the | |
| | decision process, | | rate of adoption, Buyer behavior: The | |
| | Buyer behaviour | | influences on buyer behavior, | |
| | and market | | Exogenous influences on buyer | |
| | segmentation | | behavior Endogenous influences on | |
| | S | | buyer behaviour, The consumer buying | |



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| | | | decision process, Buyer behaviour and |
|----------------|---------------------|-------|---|
| | | | market segmentation, Lifestyle |
| | | | segmentation, Organisational markets |
| | | | Industrial markets, Industrial buyer |
| | | | characteristics |
| | | | .4.1, 4.2,4.3 |
| PO 1,2,3,4,5,6 | ABM 506 CO-5 | SO1.1 | Unit-5.0 |
| 7,8,9,10,11,12 | Asses to the | SO1.2 | Stages in a commodity marketing |
| | commodity | SO1.3 | system, Grain marketing, Challenges |
| PSO 1,2, 3, 4, | • | SO1.4 | for grain marketing systems, fruits and |
| 5 | marketing practices | SO1.5 | vegetables, Livestock and meat |
| | in India and in | 552.6 | |
| | International | | , , |
| | | | marketing, marketing of fresh milk |
| | markets. | | 5.1, 5.2 |

Course Code: ABM 508

Course Title: Agri Supply Chain Management

Pre requisite: -Students should have advance knowledge of Agri Supply Chain Management

Governance, for developed the ability of International Trade And Sustainability Governance

Rationale: - Agri Supply Chain Management is the express through the concept and provide the information to Agricultural Economist and professionals in accurate manners. Agricultural Economist or scientist should develop skill in the enterprise analysis and farm business with apply the principle of Agri Supply Chain Management

Course Outcomes:

ABM 508 CO - 1 Describes the various elements involved in managing agri supply chain from farm to fork

ABM 508 CO - 2 Relate well with the issues and challenges involved in managing and forecasting the demand of the products

ABM 508 CO - 3 Develop insights on the techniques of procurement management and handling inventory

ABM 508 CO - 4 Assess the importance of managing logistics along with adequate handling and packaging intricacies

ABM 508 CO - 5 Construct a overall clarity about the use of information technology to make the agri supply chain more efficient and rewarding.

Scheme of Studies:

| Board of | Course | Course | | Scheme of studies(Hours/Week) | | | | | | | |
|----------|--------|----------------|----|-------------------------------|---|---|--------------------------|------------|--|--|--|
| Study | Code | Title | CI | CI LI SW SL T | | | Total Study Hours | Credits | | | |
| | | | | | | | CI+LI+SW+SL | (C) | | | |
| Program | ABM | International | 2 | 2 | 1 | 1 | 06 | 02 | | | |
| Core | 543 | Trade And | | | | | | | | | |
| (PCC) | | Sustainability | | | | | | | | | |
| , , | | Governance | | | | | | | | | |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

| Board of Study | Course Code | Course Title | | Scheme of Assessment (Marks) | | | | | | | | | |
|----------------------|----------------|---|--------------|--------------------------------|--------|--------|---------|-------------|----|-----|--|--|--|
| | ABM 508 | Agri Supply Chain Manage ment | | Progressive Assessment (PRA) | | | | | | | | | |
| | | | Class/H | | Semin | | Class | Total Marks | | | | | |
| | | | ome | Test 2 | ar one | | Attenda | * | | | | | |
| | | | Assign | (2 | (SA) | ty any | nce | AT+AT) | | | | | |
| | | | ment 5 | best | | one | (AT) | | | | | | |
| | | | number | out of | | (CAT) | | | | | | | |
| | | | 3 marks | 3) 10 | | | | | | | | | |
| | | | each (CA) | marks each | | | | | | | | | |
| | | | (CA) | (CT) | | | | | | | | | |
| PCC | | | 15 | 30 | 00 | 00 | 5 | 50 | 50 | 100 | | | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 508 CO 1.Describes the various elements involved in managing agri supply chain fromfarm to fork

Approximate Hours

| Item | Approximate Hours |
|-------|----------------------|
| CI | 06 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 09 |

| Session Outcomes (SOs) | Laboratory | Class room Instruction (CI) | Self Learning (SL) |
|--|------------------|---|--|
| | Instruction (LI) | | |
| 1. Describes the various elements involved in managing agri 2 supply chain from farm to fork | | Unit I: Supply Chain: Changing Business Environment; SCM: Present Need; ConceptualModel of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM. Innovations in Global Agri-SCM Number of Teaching Hours: Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Modern Supply Chain Management Approach; 1.5 Elements in SCM. 1.6 Innovations in Global Agri-SCM | Prepare the assignment on Meaning and definition of Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; |

SW-1 Suggested Seasonal Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

ABM 508 CO 2 Relate well with the issues and challenges involved in managing and forecastingthe demand of the products

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 09 |

| Session Outcomes (SOs) | Laboratory | Class room Instruction (CI) | Self Learning (SL) | | |
|--|------------------|--|--|--|--|
| | Instruction (LI) | | | | |
| 1. Relate well with the issues and challenges involved in managing and 2. forecasting the demand of the products | | Unit II: Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. SCM Metrics/Drivers and Obstacles. Number of Teaching Hours: 21Demand Management in Supply Chain: 2.2 Types of Demand, Demand Planning and Forecasting; 2.3 Operations Management in Supply Chain, 2.4 Basic Principles of Manufacturing Management. SCM Metrics. Drivers and Obstacles. | Prepare the assignment on Meaning and definition of Demand Management in Supply Chain: Types of Demand, Demand | | |

SW-2 Suggested Seasonal Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

ABM 508 CO 3 Develop insights on the techniques of procurement management and handling inventory Approximate Hours

| Item | Approximate Hours |
|-------|----------------------|
| CI | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 09 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|---|--------------------------------|--|--------------------|
| Develop insights on the techniques of procurement Management and handling inventory | | Unit III: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI). 3.1 Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, 3.2 Classification of Purchases Goods or Services, 3.3 Traditional Inventory Management, 3.4Material Requirements Planning, 3.5 Just in Time (JIT), 3.6 Vendor Managed Inventory (VMI). | 1 |

SW-3 Suggested Seasonal Work (SW):

- a. Assignments:.
- b. Mini Project:
- c. Other Activities (Specify):



ABM 508 CO 4 Assess the importance of managing logistics along with adequate handling andpackaging intricacies Approximate Hours

| Item | |
|-------|---|
| CI | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|--|--------------------------------|--|--|
| 1. Assess the importance of managing logistics along with 2. Adequate handling and packaging intricacies | | Unit IV: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology. Number of Teaching Hours: 4.1 History and Evolution of Logistics; 4.2Elements of Logistics; Management; Distribution Management, 4.3 Distribution Strategies; Pool 4.4Distribution; Transportation Management; 4.5 Fleet Management; Service Innovation; Warehousing; | Prepare the assignment on Meaning and definition of History and Evolution of Logistics; Elements of Logistics; Management; |

| | Packaging for Logistics, | |
|--|---|--|
| | 4.6 Third-Party Logistics (TPL/3PL); GPS Technology | |

SW-4 Suggested Seasonal Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

ABM 508 CO 5 Construct a overall clarity about the use of information technology to make the agri supply chain more efficient and rewarding

| Item | Approximate Hours |
|-------|----------------------|
| CI | 6 |
| LI | 2 |
| SW | 1 |
| SL | 1 |
| Total | 10 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|---------------------------|--------------------------------|--------------------------------|--------------------|
| 1. Construct a overall | (2.7 | Unit V: Concept of | Prepare the |
| clarity about the use of | | Information Technology: | assignment on |
| information | | IT Application in SCM; | Meaning and |
| technology to make | | Advanced Planning and | definition of |
| the Agri | | Scheduling; SCM in | |
| 2. Supply chain more | | Electronic Business; | Concept of |
| efficient and | | Role of Knowledge in | Information |
| rewarding. | | SCM; Performance | Technology: IT |
| | | Measurement and | Application in |
| | | Controls in Agri. Supply | SCM; Advanced |
| | | Chain Management- | Planning and |
| | | Benchmarking: | Scheduling; SCM |
| | | introduction, concept | |
| | | and forms of | |
| | | Benchmarking. Case | |
| | | Studies on the following: | |
| | | (a) Green Supply Chains | |
| | | (b) Global Supply | |
| | | Chains (c) Coordination | |

in a SC. Value of and distortion of information: Bullwhip effect Sourcing and contracts in SC (e) Product availability with uncertain demand (f) Inventory planning with known/ unknown demand (g) Cases from FAO/IFPRI, etc. **Number of Teaching Hours:** Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management-Benchmarking: introduction, conceptand forms of Benchmarking. Case Studies on the following: (a) Green Supply Chains (b) Global Supply Chains (c) Coordination in a SC. Value of and distortion of information: Bullwhip effect Sourcing and contracts in SC (e) Product availability with uncertain demand (f) Inventory planning with known/ unknown demand (g) Cases from 5.6 FAO/IFPRI, etc.

SW-5 Suggested Seasonal Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

Brief of Hours suggested for the Course Outcome

| Course Outcomes | Class | Sessional | Self | Total hour |
|--------------------------------------|---------|-----------|----------|------------|
| | Lecture | Work (SW) | Learning | (Cl+SW+Sl) |
| | (Cl) | | (S1) | |
| CO - 01 Describes the various | 06 | 01 | 01 | 08 |
| elements involved in managing agri | | | | |
| supply chain fromfarm to fork | | | | |
| CO - 2. Relate well with the issues | 05 | 01 | 01 | 07 |
| and challenges involved in managing | | | | |
| and forecasting the demand of the | | | | |
| products | | | | |
| CO - 3. Develop insights on the | 06 | 01 | 01 | 08 |
| techniques of procurement management | | | | |
| and handling inventory | | | | |
| CO -4. Assess the importance of | 06 | 01 | 01 | 08 |
| managing logistics along with | | | | |
| adequate handling and packaging | | | | |
| intricacies | | | | |
| CO - 5. Construct a overall clarity | 07 | 01 | 01 | 08 |
| about the use of information | | | | |
| technology to make the agri supply | | | | |
| chain more efficient and rewarding. | | | | |

Suggestion for End Semester Assessment Suggested Specification Table (For ESA)

| СО | Unit Titles | Ma | Marks Distribution | | Total |
|------|--|----|---------------------------|----|-------|
| | | R | U | A | Marks |
| CO 1 | Unit I: Supply Chain: Changing | 02 | 03 | 00 | 05 |
| | Business Environment; SCM: Present | | | | |
| | Need; Conceptual Model of Supply | | | | |
| | Chain Management; Evolution of SCM; | | | | |
| | SCM Approach; Traditional Agri. Supply | | | | |
| | Chain Management Approach; Modern | | | | |
| | Supply Chain Management Approach; | | | | |
| | Elements in SCM. Innovations in | | | | |
| | Global Agri-SCM | | | | |

| | | 9411 | | | |
|------|---|-----------|----|----|----|
| CO 2 | Unit II: Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; | 02 | 05 | 03 | 10 |
| | Operations Management in Supply | | | | |
| | Chain, Basic Principles of | | | | |
| | Manufacturing Management. SCM | | | | |
| | Metrics/Drivers and Obstacles. | | | | |
| CO 3 | Unit III: Purchasing Cycle, Types of | 00 | 08 | 07 | 15 |
| | Purchases, Contract/Corporate Farming, | | | | |
| | Classification of Purchases Goods or | | | | |
| | Services, Traditional Inventory | | | | |
| | Management, Material Requirements | | | | |
| | Planning, Just in Time (JIT), Vendor | | | | |
| CO 4 | Managed Inventory (VMI). | 02 | 05 | 00 | 15 |
| CO 4 | Unit IV: History and Evolution of | 02 | 05 | 08 | 15 |
| | Logistics; Elements of Logistics; Management; Distribution | | | | |
| | Management, Distribution Strategies; | | | | |
| | Pool Distribution; Transportation | | | | |
| | Management; Fleet Management; | | | | |
| | Service Innovation; Warehousing; | | | | |
| | Packaging for Logistics, Third-Party | | | | |
| | Logistics (TPL/3PL); GPS | | | | |
| | Technology. | | | | |
| CO 5 | Unit V: Concept of Information | 00 | 03 | 02 | 05 |
| | Technology: IT Application in SCM; | | | | |
| | Advanced Planning and Scheduling; SCM in Electronic Business; Role of | | | | |
| | Knowledge in SCM; Performance | | | | |
| | Measurement and Controls in Agri. | | | | |
| | Supply Chain Management- | | | | |
| | Benchmarking: introduction, concept | | | | |
| | and forms of Benchmarking. Case | | | | |
| | Studies on the following: (a) Green | | | | |
| | Supply Chains (b) Global Supply | | | | |
| | Chains (c) Coordination in a SC. Value | | | | |
| | of and distortion of information: | | | | |
| | Bullwhip effect (d) Sourcing and | | | | |
| | contracts in SC (e) Product availability | | | | |
| | with uncertain demand (f) Inventory | | | | |
| | planning with known/ unknown demand (g) Cases from FAO/IFPRI, etc | | | | |
| | (g) Cases Holli FAO/II FRI, Etc | 06 | 24 | 20 | 50 |
| | | 00 | 47 | 40 | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment. Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to cement plant
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

Suggested Learning Resources:

| S. No. | Title | Author | Publisher | Edition & Year |
|-----------|---------------------------------------|----------------------------|---|-------------------|
| 1 | Agricultural marketing in India. | Acharya SS and Agarwal NL. | Oxford and IBH. | 2011. |
| 2 | Supply chain management: | Altekar RV. | Planning, and Operation, Pearson Education India | 2016. |
| 3 | Supply Chain Management & other | Mohanty RP. | Indian Case studies in Learning Resources. Oxford. | 2010. |

Curriculum Development Team:

- 1. Dr. S.S.Tomar, Dean Faculty of Agriculture science and technology.
- 2. Professor B.B. Beohar, Director Planning, & Director Extension, A.K.S. University
- 3. Dr. V.K. Vishwakarma, Head Department of Agricultural Economics, FAST
- 4.Dr. Ashutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST
- 7. Shri Rajeev Rav Suryavanshi, Department of Agricultural Economics, FAST

Cos, POs and PSOs Mapping

Course Code: - ABM 508

Course Title: - Supply Chain management

| Course Outcomes | Progran | n Outcom | ies | | | | | | | | | | Program Speci | fic Outcome | | |
|---|---------------------------------|-----------------------------|--------------------------|-------|------------------------------------|-----------------------|--|--|-------------------------------|--|--|-----------------------|--|---|--|--|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
| | Mana gerial knowl edge | Probl em analy sis | Mode rn tool usage | Ethic | Individ ual and team work | Comm unicat ion | Projec t mana geme nt and financ e | Busine ss decisi on makin g | Life- long learni ng | Enviro nment and sustai nabilit y | Entrep reneur ial oppor tunitie s | Global outloo k | Ability to apply managerial and business skilled for development of business growth with the available resources | Ability to understand the day to day business operational problems and startup development of agribusiness and provide economical solution to enhance the decide goal without compromisin g ethical value | Inculcate proactive thinking to ensure effective performanc e in the dynamic socio-economic and business ecosystem entrepreneu rial approach and skill sets aligned with the national priorities | Ability to use the research based innovative knowledg e for sustainabl e developm ent in agribusine ss growth and develops |
| CO-01 Describes the various elements involved in managing agri supply chain from farm to fork | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| CO - 2. Relate well with the issues and challenges involved in | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |

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| managing and forecasting the demand of the products | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO 3. Develop insights on the techniques of procurement management and handling inventory | | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| CO - 4.Assess the importance of managing logistics along with adequate handling and packaging intricacies | | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| CO - 5. Construct a overall clarity about the use of information technology to make the agri supply chain more efficient and rewarding. | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: Supply Chain management

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction(LI) | Classroom Instruction (CI) | Self Learning (SL) |
|--|--|---|-------------------------------|---|-----------------------------|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | CO - 01 Describes the various elements involved in managing agri supply chain from farm to fork | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of a manager 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9. | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | CO - 2. Relate well with the issues and challenges involved in managing and forecasting the demand of the products | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-2.0 – Management functions: Planning – Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing – Structure & Process, Line, Staff, Authority & Responsibility, Staffing – Recruitment and Selection, Directing – Training, Communication & Motivation, Controlling – Significance, Process, Techniques, Standards & Benchmarks, Management Audit. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10. | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | CO - 3. Develop insights on the techniques of procurement management and handling inventory | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behaviour — Emotions, Personality, Values, Attitudes, Perception, Learning and individual decision making, Motivation- Types of motivation, theories of motivation, motivational practices at workplace, managing stress and work life balance. | |



| | | | 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11. |
|----------------------------------|--|-------------------------|--|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 | CO - 4.Assess the importance of managing logistics | SO1.1 SO1.2 | Unit-4.0 Group dynamics- types of groups, group formation, Group decision making, teambuilding and developing collaboration, |
| PSO 1,2, 3, 4, 5 | along with adequate handling and packaging intricacies | SO1.3 SO1.4 SO1.5 | leadership styles and influence process; leadership theories, leadership styles and effective leader 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9. |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 | CO - 5. Construct a overall clarity about the use of | SO1.1 SO1.2 | Unit-5.0 Understanding and managing organizational culture, power and political behavior in organizations, conflict |
| PSO 1,2, 3, 4, 5 | information technology to make the agri supply chain more efficient and rewarding. | SO1.3 SO1.4 SO1.5 | Management, negotiation, managing organizational change, concept of organizational development. 5.1, 5.2, 5.3, 5.4, 5.5, 5.6. |



Faculty of Agriculture Science and Technology Department of Agricultural Economics

Course Code: - ABM 538

Course Title: - Financial Management in Agribusiness

Pre requisite: -Student should have basic knowledge of, Financial and capital, financial system, credit management in Agribusiness.

Rationale: - The students studying Financial Management in Agribusiness should possess understanding about Business financing system in India and International financial management. This encompasses familiarity with the estimation and analysis of capital or fund. Additionally, students ought to acquire fundamental insights into various capitals with their applications. Financial Management in Agribusiness is useful for understands for financial activity and capital formation.

Course Outcomes:

ABM 538 CO - 01 Discriminate the basics concept of financial management and concept of risk and return analysis

ABM 538 CO - 02 Initiate the Business Financing System in India and International financial management.

ABM 538 CO -03 Conclude the Features, and Techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy.

ABM 538 CO -04 Estimate the management of working capital, Cash budget, Management of collections and disbursement, Investment of Surplus cash.

ABM 538 CO -05 Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model.

Scheme of studies:

| Board | Course | Course Title | Sche | Scheme of studies (Hours/Week) | | | ours/Week) | Total |
|----------|--------|-------------------------|------|--------------------------------|---|---|--------------------|---------|
| of | Code | | | | | | | Credits |
| Study | | | Cl | LI | S | S | Total Study | (C) |
| | | | | | W | L | Hours | |
| | | | | | | | (CI+LI+SW+S | |
| | | | | | | | L) | |
| Professi | ABM | Financial Management in | 1 | 1 | 2 | 1 | 05 | 02 |
| onal | 538 | Agribusiness | | | | | | |
| Core | | | | | | | | |
| course | | | | | | | | |
| (PCC) | | | | | | | | |

Legend: CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)



Faculty of Agriculture Science and Technology Department of Agricultural Economics

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

| Board | Cours | Course Title | Scheme of Assessment (Marks) | | | | | | | |
|-------------|-----------|---|--|--|-------------------------|--|---------------------------------|---|--|------------------------|
| of Study | e Code | | Progressive Assessment (PRA) | | | | | | | Total |
| | | | Class/ Home Assign ment 5 numbe r 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Semin ar one (SA) | Class Activi ty any one (CAT | Class Atten dance (AT) | Total Marks (CA+ CT+S A+C AT+ AT) | Seme ster Asses sment (ESA | Marks (PRA+ ESA) |
| (PCC) | ABM 540 | Human Resource Management for Agricultural Organization s | 15 | 30 | 00 | 00 | 05 | 50 | 50 | 100 |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



Faculty of Agriculture Science and Technology Department of Agricultural Economics

ABM 538 CO-1 Discriminate the basics concept of financial management and concept of risk and return analysis

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 3 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 06 |



Faculty of Agriculture Science and Technology Department of Agricultural Economics

SW-1 Suggested Sessional Work (SW):

- **a. Assignments:** Prepare the assignment on Agribusiness financing in India; classification and credit need in changing agriculture scenario.
- b. Mini Project: -
- c. Other Activities (Specify):-



Faculty of Agriculture Science and Technology Department of Agricultural Economics

ABM 538 CO-2: Initiate the Business Financing System in India and International financial management.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 3 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 06 |

| Session Outcomes | Laboratory | Class room | Self Learning |
|----------------------------|-------------|-----------------------------|--|
| (SOs) | Instruction | Instruction | (SL) |
| (2 2 2) | (LI) | (CI) | (=) |
| SO2.1 – Introduce | ` ′ | Unit II: | 2.1 – Prepare the |
| to the Business | | Business Financing | assignment on |
| Financing System in | | System in India, | Business Financing |
| India | | Money and Capital | System in India |
| | | Markets, Regional | , and the second |
| SO2.2 – learned | | and All -India | |
| about Money and | | Financial | |
| Capital Markets, , | | Institutions; venture | |
| SO2.3- Apply to | | capital financing | |
| the Regional and All | | and its stages, | |
| -India Financial | | International | |
| Institutions | | financial | |
| SO2.4- Briefing the | | management | |
| venture capital | | 2.1 – Business | |
| financing and its | | Financing System in | |
| stages, | | India | |
| SO 2.5–Discuss to | | 2.2- Money and | |
| the International | | Capital Markets, | |
| financial | | Regional and All - | |
| management, | | India Financial | |
| SO 2.6 Laboratory | | Institution | |
| and field work | | 2.3- venture capital | |
| | | financing and its | |
| | | stages, International | |
| | | financial management | |

SW-1 Suggested Sessional Work (SW):

- a. Assignments: Prepare the assignment on Business Financing System in India
- b. Mini Project:
- c. Other Activities (Specify):



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ABM 538 CO-3: Conclude the Features and Techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 3 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 06 |

| Session Outcomes | Laboratory | Class room | Self Learning |
|-----------------------------------|-----------------|---|-----------------------------|
| (SOs) | Instruction(LI) | Instruction(CI) | (SL) |
| SO3.1 – Features, | LI1.1 | Unit III: | 3.1 Prepare the |
| types and Techniques | | Features, types and | assignment on |
| of capital budgeting | | Techniques of capital | Features, types |
| decision | | budgeting decision. | and Techniques of |
| SO3.2 – Discuss to the | | Cost of Capital, | capital budgeting decision. |
| Cost of Capital, SO3.3- Apply the | | Leverage analysis, | decision. |
| Leverage analysis, | | Capital structure. | |
| Capital structure | | Theory and Policy, | |
| | | Sources of Long and | |
| SO3.4- Discuss to The | | Short term finance, | |
| Theory and Policy, | | Dividend Theory, | |
| Sources of Long and | | Dividend Policy. | |
| Short term finance. | | 2.1 Factories toward and | |
| GO 25 D 7 4 | | 3.1- Features, types and Techniques of capital | |
| SO 3.5— Describe the | | budgeting decision | |
| Dividend Theory, Dividend Policy | | 3.2- Cost of Capital, | |
| SO 3.6 Laboratory and | | Leverage analysis, | |
| field work | | Capital structure. | |
| Tield Work | | 3.3- Theory and | |
| | | Policy, Sources of | |
| | | Long and Short term | |
| | | finance, Dividend | |
| | | Theory, Dividend | |
| | | Policy. | |



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SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on Features, types and Techniques of capital budgeting decision.

b. Mini Project:

c. Other Activities (Specify):



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ABM 538 CO-4: Estimate the management of working capital, Cash budget, Management of collections and disbursement, Investment of Surplus cash

Approximate Hours

| Item | App X Hrs |
|-------|-----------|
| Cl | 3 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 06 |

| Session Outcomes | Laboratory | Class room | Self Learning | |
|-------------------------|-------------|---------------------------|---------------------|-----|
| (SOs) | Instruction | Instruction | (SL) | |
| | (LI) | (CI) | | |
| | | Unit-4 | 4.1- Prepare | the |
| SO1.1 –Identify the | | Management of | assignment | on |
| Management of | | Working Capital, | Management | of |
| Working Capital | | Management of | collections | and |
| | | Receivables, | disbursement, | |
| SO1.2 - Apply the | | Management of cash; | Investment | of |
| Management of | | Cash budget, | Surplus cash. | |
| Receivables,. | | Management of | | |
| | | collections and | | |
| SO1.3- Apply the | | disbursement, | | |
| Management of cash; | | Investment of Surplus | | |
| Cash budget, | | cash | | |
| 0014 5 7 1 | | 4.1- Management of | | |
| SO1.4- Describes the | | Working Capital. | | |
| Management of | | | | |
| collections and | | 4.2- Management of | | |
| disbursement | | Receivables, | | |
| GO1 7 D : 6 1 | | Management of cash | | |
| SO1.5— Brief the | | budget | | |
| Investment of Surplus | | 4.3- Management of | | |
| cash | | collections and | | |
| 0016 11 | | disbursement, | | |
| SO1.6– Laboratory | | Investment of Surplus | | |
| and field works | | cash. | | |

SW-1 Suggested Sessional Work (SW)

- **a. Assignments:** Prepare the assignment on Management of collections and disbursement, Investment of Surplus cash.
- b. Mini Project:
- c. Other Activities (Specify):



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ABM 538 CO-5: Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C1 | 3 |
| LI | 1 |
| SW | 2 |
| SL | 1 |
| Total | 06 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) | |
|-----------------------------|-----------------------------------|-----------------------------------|--------------------------|--|
| SO1.1 –Indentify the | LE1. | Unit-5.0 | 1.1 - Prepare the | |
| Perspectives and | | Perspectives and | assignment on | |
| operational aspects of | | operational aspects | Definition, Scope | |
| Micro finance | | of Micro finance: | and importance of | |
| SO1.2- Identify the | | Definition, Scope | Micro Finance. | |
| Definition, Scope and | | and importance of | | |
| importance of Micro | | Micro Finance, | | |
| Finance, Evolution of | | Evolution of Micro | | |
| Micro Finance in India | | Finance in India, | | |
| SO1.3- Identifying | | Micro Finance | | |
| Micro Finance credit | | credit lending | | |
| lending models: - | | models: | | |
| Association model | | Association model, | | |
| SO1.4- Analyze the | | Community | | |
| Community Banking | | Banking model, | | |
| model, Credit union | | Credit union model, | | |
| model | | Co-operative model, | | |
| SO1.5- Apply the Co- | | SHG model, Village | | |
| operative model, SHG | | Banking model | | |
| model, Village | | 5.1- Perspectives and | | |
| Banking model | | operational aspects of | | |
| | | Micro finance | | |
| | | Definition, Scope and | | |
| | | importance of Micro | | |
| | | Finance | | |
| | | 5.2 - Evolution of | | |
| | | Micro Finance in | | |
| | | India, Micro Finance | | |



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| credit lending |
|------------------------|
| models. and |
| Association model |
| 5 .3- Community |
| Banking model, |
| Credit union model, |
| Co-operative model, |
| SHG model, Village |
| Banking model |

SW-1 Suggested Seasonal Work (SW):

- a. Assignments: Prepare the assignment on Definition, Scope and importance of Micro Finance.
- b. Mini Project:
- c. Other Activities (Specify):



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Brief of Hours suggested for the Course Outcome

| Course Outcomes | Class Lecture (C l) | Laboratory Lecture (L I) | Seasonal Work (SW) | Self Learnin g (S l) | Total hour (C l + LI+ SW +S l) |
|--|---------------------------|--------------------------------|--------------------------|-------------------------------|--------------------------------------|
| ABM 538 CO-1 Discriminate the basics concept of financial management and concept of risk and return analysis | 3 | 1 | 2 | 1 | 06 |
| ABM 538 CO-2: Initiate the Business Financing System in India and International financial management. | 3 | 1 | 2 | 1 | 06 |
| ABM 538 CO-3: Conclude the features and techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy | 3 | 1 | 2 | 1 | 06 |
| ABM 538 CO-4: Estimate the management of working capital, Cash budget, Management of collections and disbursement, Investment of Surplus cash | 3 | 1 | 2 | 1 | 06 |
| ABM 538 CO-5: Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model | 3 | 1 | 2 | 1 | 06 |
| Total Hours | 15 | 05 | 10 | 05 | 30 |



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Suggestion for End Semester Assessment Suggested Specification Table (For ESA)

| CO | Unit title | Marks Distribution | | | Total |
|------|---|--------------------|----|----|-------|
| | | R | U | A | Marks |
| CO-1 | Unit I: Meaning, importance, nature and scope of financing in India, agribusiness financing in India; classification and credit need in changing agriculture scenario; finance functions, investment financing, Risk and return concept & analysis | 02 | 03 | 00 | 05 |
| CO-2 | Unit II: Business Financing System in India, Money and Capital Markets, Regional and All -India Financial Institutions; venture capital financing and its stages, International financial management | 02 | 05 | 03 | 10 |
| CO-3 | Unit III: Features, types and Techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure. Theory and Policy, Sources of Long and Short term finance, Dividend Theory, Dividend Policy. | 00 | 08 | 07 | 15 |
| CO-4 | Unit- IV Management of Working Capital, Management of Receivables, Management of cash; Cash budget, Management of collections and disbursement, Investment of Surplus cash | 02 | 05 | 08 | 15 |
| CO-5 | Unit-V Perspectives and operational aspects of Micro finance: Definition, Scope and importance of Micro Finance, Evolution of Micro Finance in India, Micro Finance credit lending models: - Association model, Community Banking model, Credit union model, Co-operative model, SHG model, Village Banking model | 00 | 03 | 02 | 05 |
| | Total | 06 | 24 | 20 | 50 |

Legend: R: Remember, U: Understand, A: Apply



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The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming



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Suggested Learning Resources:

| S. No. | Title | Author | Publisher | Edition & Year |
|-----------|------------------------------------|---------------------------|----------------------------------|------------------------|
| 01 | Agricultural Finance | Nelson AG & Murrey WG. | Kalyani Publ | 1988 |
| 02 | Financial Markets and Services | Gordon and Natarajan. | Himalaya Publishing House; | 2016 Tenth Edition |
| 03 | Indian Financial System | Machiraju HR. | Vikas Publishing House | 2010 |
| 04 | Essentials of Financial Management | Pandey IM. | Vikas Publishing House | 2015 |
| 05 | Financial Management. | Khan and Jain. | McGraw Higher Education | 2014 |
| 06 | Financial Management, | Srivastav and Misra. | Oxford University Press; | 2010 Second edition |
| 07 | Financial Management | Reddy GS. | Himalaya Publishing House | 2010 |

Curriculum Development Team:

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Cos, POs and PSOs Mapping Course Code:-ABM 538

Course Title: - Financial Management in Agribusiness

| Course | Program Outcomes Program Specific Outcome | | | | | | | | | | | | | | | |
|----------|---|------|------|---------|-------|-------|------|------|-------|----------|----------|----------|-------------|------------|-----------|----------|
| Outcomes | PO1 | PO2 | PO3 | PO 4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 0 | PO1 1 | PO1 2 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
| | Man | Pro | Mod | Eth | Indiv | Com | Proj | Busi | Life- | Envi | Entr | Glo | Ability to | Ability to | Inculcat | Ability |
| | ageri | ble | ern | ics | idual | mun | ect | ness | long | ron | epre | bal | apply | understan | e | to use |
| | al | m | tool | | and | icati | man | deci | lear | men | neur | outl | manageria | d the day | proactiv | the |
| | kno | anal | usag | | team | on | age | sion | ning | t | ial | ook | 1 and | to day | e | researc |
| | wled | ysis | e | | work | | men | mak | | and | opp | | business | business | thinking | h based |
| | ge | | | | | | t | ing | | sust | ortu | | skilled for | operation | to | innovat |
| | | | | | | | and | | | aina | nitie | | developm | al | ensure | ive |
| | | | | | | | fina | | | bilit | S | | ent of | problems | effective | knowle |
| | | | | | | | nce | | | y | | | business | and | perform | dge for |
| | | | | | | | | | | | | | growth | startup | ance in | sustaina |
| | | | | | | | | | | | | | with the | developm | the | ble |
| | | | | | | | | | | | | | available | ent of | dynamic | develop |
| | | | | | | | | | | | | | resources | agribusin | socio- | ment in |
| | | | | | | | | | | | | | | ess and | economi | agribusi |
| | | | | | | | | | | | | | | provide | c and | ness |
| | | | | | | | | | | | | | | economic | business | growth |
| | | | | | | | | | | | | | | al | ecosyste | and |
| | | | | | | | | | | | | | | solution | m | develop |



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| | | | | | | | | | | | | | | to enhance the decide goal without comprom ising ethical value | entrepre neurial approac h and skill sets aligned with the national prioritie s | S |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--|--|---|
| ABM 538 CO- 1 Discriminate the basics concept of financial management and concept of risk and return analysis | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| ABM 538 CO- 2: Initiate the Business Financing System in India and International | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |



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| financial management. | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABM 538 CO- 3: Conclude the features and techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| ABM 538 CO- 4: Estimate the management of working capital, Cash budget, Management of collections and disbursement, Investment of Surplus cash | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |



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| ABM 538 CO- | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
|----------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5: Develop | | | | | | | | | | | | | | | | |
| the micro | | | | | | | | | | | | | | | | |
| finance credit | | | | | | | | | | | | | | | | |
| lending | | | | | | | | | | | | | | | | |
| models:- | | | | | | | | | | | | | | | | |
| association | | | | | | | | | | | | | | | | |
| model, | | | | | | | | | | | | | | | | |
| Community | | | | | | | | | | | | | | | | |
| Banking | | | | | | | | | | | | | | | | |
| model, Credit | | | | | | | | | | | | | | | | |
| union model | | | | | | | | | | | | | | | | |

Legend: 1 – Low, 2 – Medium, 3 – High



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Course Curriculum Map: Financial Management in Agribusiness

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction(LI) | Classroom Instruction (CI) | Self Learning (SL) |
|---|--|---|-------------------------------|--|-----------------------------|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 538 CO-1 Discriminate the basics concept of financial management and concept of risk and return analysis | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of a manager 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9. | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 538 CO-2: Initiate the Business Financing System in India and International financial management. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-2.0 – Management functions: Planning – Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing – Structure & Process, Line, Staff, Authority & Responsibility, Staffing – Recruitment and Selection, Directing – Training, Communication & Motivation, Controlling- Significance, Process, Techniques, Standards & Benchmarks, Management Audit. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10. | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 | ABM 538 CO-3: Conclude the features and techniques of capital | SO1.1 SO1.2 SO1.3 | | Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of | |



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| PSO 1,2, 3, 4, | budgeting decision. | SO1.4 | Individual behaviour – Emotions, |
|----------------|---|-------|--|
| 5 | Cost of Capital, Leverage analysis, | SO1.5 | Personality, Values, Attitudes, |
| | Leverage analysis, Capital structure and | | Perception, Learning and individual |
| | its policy | | decision making, Motivation- Types of |
| | | | motivation, theories of motivation, |
| | | | motivational practices at workplace, |
| | | | managing stress and work life balance. |
| | | | 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, |
| | | | 3.10, 3.11. |
| PO 1,2,3,4,5,6 | ABM 538 CO-4: | SO1.1 | Unit-4.0 Group dynamics- types of |
| 7,8,9,10,11,12 | Estimate the management of | SO1.2 | groups, group formation, Group decision |
| | management of working capital, Cash | SO1.3 | making, teambuilding and developing |
| PSO 1,2, 3, 4, | budget, Management | SO1.4 | collaboration, leadership styles and |
| 5 | of collections and | SO1.5 | influence process; leadership theories, |
| | disbursement, | | leadership styles and effective leader |
| | Investment of Surplus cash | | 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9. |
| PO 1,2,3,4,5,6 | ABM 538 CO-5: | SO1.1 | Unit-5.0 Understanding and managing |
| 7,8,9,10,11,12 | Develop the micro | SO1.2 | organizational culture, power and |
| | finance credit lending models:-association | SO1.3 | political behavior in organizations, |
| PSO 1,2, 3, 4, | model, Community | SO1.4 | conflict Management, negotiation, |
| 5 | Banking model, | SO1.5 | managing organizational change, concept |
| | Credit union model | | of organizational development. |
| | | | 5.1, 5.2, 5.3, 5.4, 5.5, 5.6. |



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Course Code: - ABM 526

Course Title: - Business Analytics for Agriculture

Pre requisite: -Student should have basic knowledge of, business analytics, business prediction and business planning in Agribusiness.

Rationale: - The students studying Business Analytics for Agriculture should possess understanding about Business analysis and prediction of future business plan. This encompasses familiarity with the estimation and analysis of prediction in business and analysis. Additionally, students ought to acquire fundamental insights into various capitals with their applications. Financial Management in Agribusiness is useful for understands for financial activity and capital formation.

Course Outcomes:

ABM 526 CO-1 Describe the equip of agribusiness with knowledge, skills and attitude for using data science tools and techniques

ABM 526 CO-2 Operate the using of statistical analytical tools for analysis of research problems.

ABM 526 CO-3 Determine to supervised machine learning and basic frame work of application of regression analysis

ABM 526 CO-4 Asses to supervised machine learning and deep learning and basic frame work of application of linear discriminate analysis

ABM 526 CO-5 Construct the competent professionals who can strategically and successfully implement data science applications.

Scheme of studies:

| Board of | Course Code | Course Title | Schem | Scheme of studies (Hours/Week) | | | | | | | |
|---|----------------|------------------------------------|-------|--------------------------------|----|----|---------------------------------------|-----|--|--|--|
| Study | | | Cl | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | (C) | | | |
| Professi onal Core course (PCC) | ABM 526 | Business Analytics for Agriculture | 1 | 1 | 2 | 1 | 05 | 02 | | | |

Legend: CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

| Board of | Cours e | Course Title | Scheme o | Scheme of Assessment (Marks) | | | | | | | | |
|-------------|------------|---|--|---|----------------------------|---|---------------------------------|---|--|-----|--|--|
| Study | Code | | Progressi | Progressive Assessment (PRA) End Total | | | | | | | | |
| | | | Class/ Home Assign ment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Semi nar one (SA) | Class Activ ity any one (CAT | Class Atten dance (AT) | Total Marks (CA+CT +SA+C AT+AT) | Sem Mar ester ks Asse (PRA ssme + nt ESA) (ES A) | | | |
| (PCC) | ABM 526 | Business Analytics for Agricultur e | 15 | 30 | 00 | 00 | 05 | 50 | 50 | 100 | | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 526 CO-1 Describe the equip of agribusiness with knowledge, skills and attitude for using data science tools and techniques

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 3 |
| LI | 1 |
| SW | 2 |
| SL | 2 |
| Total | 08 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction(CI) | Self Learning (SL) |
|---|--------------------------------|--|------------------------------------|
| SO1.1- Introduction to | LI1.1- Study the | Unit I: | 1.1- Prepare the |
| data science, evolution of data science, work | | Introduction to data science, evolution of | assignment on Introduction to data |
| profile of a data | science in | data science, work | science, evolution |

| scientist and career in | agribusiness | profile of a data | of data science, |
|--|--------------|---------------------------------|--------------------|
| data science | management | * . . | work profile of a |
| SO1.2 - Brief the nature | management | * | data scientist, |
| | | data science, nature of | |
| of data science, typical | | data science, typical | |
| working day of a data | | working day of a data | science, nature of |
| scientist, importance of | | scientist, importance of | data science, |
| data science in | | data science in | typical working |
| agribusiness. SO1.3 – Discuss the | | agribusiness; defining | day of a data |
| | | algorithm, big data, | scientist, |
| defining algorithm, big | | business analytics, | importance of data |
| data, business analytics, | | statistical learning, | science in |
| statistical learning. | | defining machine | agribusiness |
| SO1.4- Describes | | learning, defining | |
| defining machine | | artificial intelligence, | |
| learning, defining | | data mining; difference | |
| artificial intelligence, | | between analysis and | |
| data mining | | analytics, business | |
| SO1.5 Discuss the | | intelligence and | |
| difference between | | business analytics, | |
| analysis and analytics, | | typical process of | |
| business intelligence | | business analytics | |
| and business analytics, | | cycle. | |
| typical process of | | 1.1- Introduction to data | |
| business analytics | | science, evolution of data | |
| cycle. | | science, work profile of a | |
| SO1.6 Laboratory and | | data scientist, career in | |
| field work | | data science, nature of | |
| | | data science, typical | |
| | | working day of a data | |
| | | scientist, importance of | |
| | | data science in | |
| | | agribusiness | |
| | | 1.2- defining algorithm, | |
| | | big data, business | |
| | | analytics, statistical | |
| | | learning, defining | |
| | | machine learning, | |
| | | defining artificial | |
| | | intelligence | |
| | | 1.3- Data mining; | |
| | | difference between | |
| | | analysis and analytics, | |
| | | business intelligence and | |
| | | business analytics, typical | |
| | | process of business | |
| | | analytics cycle. | |
| | | analytics cycle. | |



- **a. Assignments:** Prepare the assignment on Introduction to data science, evolution of data science, work profile of a data scientist, career in data science, nature of data science, typical working day of a data scientist, importance of data science in agribusiness.
- b. Mini Project: -
- c. Other Activities (Specify):-

ABM 526 CO-2: Operate the using of statistical analytical tools for analysis of research problems

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 3 |
| LI | 1 |
| SW | 2 |
| SL | 2 |
| Total | 08 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|--|--|---|---|
| so2.1 – Introduce to the Fundamental of Research Fundamentals of R and R Studio, fundamentals of packages of R Studio, data manipulations, data transformations, normalization, standardization, missing values imputation, dummy variables, data visualization (2D and 3D) so2.2 – learned about basic architecture of machine learning analytical cycle, descriptive analytics-case study covering data manipulation so2.3- Apply to the measures of central tendency, measures | LI-2.1 - To develop a program in R using any four statistical functions. LI-2.2 - To develop a program in R to implement the user defined function. LI-2.3 - To develop a script to create data frame. LI-2.4 - To develop a module in R to create mathematical series LI-2.5 - To study the IDE for R language. LI-2.6 - To study of measures of central tendency. LI-2.7 - To study of measures of | Unit II: Fundamental of Research Fundamentals of R and R Studio, fundamentals of packages of R Studio, data manipulations, data transformations, normalization, standardization, missing values imputation, dummy variables, data visualization (2D and 3D), basic architecture of machine learning analytical cycle, descriptive analytics- case study covering data manipulation, measures of central tendency, measures of dispersion, | 2.1 – Prepare the assignment on Fundamental of Research Fundamentals of R and R Studio, fundamentals of packages of R Studio, data manipulations, data transformations, normalization, and standardization. |

| a.C. 11 | 1: | | |
|----------------------------------|-----------------------------|--|--|
| of dispersion, | dispersion. | measures of | |
| measures of distribution | LI-2.8 - To study of | distribution, | |
| SO2.4- Briefing the | measures of | measures of | |
| measures of | distribution. | associations, t-test, f- | |
| associations, t-test, f- | LI-2.9 - To study of | test, ANOVA, Chi- | |
| test, | measures of | square test, basic | |
| SO 2.5–Discuss to the | associations. | statistical modeling | |
| ANOVA, Chi-square | | framework. | |
| test, basic statistical | LI-2.10 - To study | 2.1 – Fundamental of | |
| modeling framework | of t-test, f-test. | Research Fundamentals | |
| SO 2.6 Laboratory and field work | LI-2.11 - To study | of R and R Studio, | |
| neid work | of ANOVA | fundamentals of | |
| | analysis | packages of R Studio, data manipulations, | |
| | LI-2.12 - To study | data manipulations, data transformations, | |
| | of Chi-square test | normalization, | |
| | - | standardization, | |
| | analysis. | missing values | |
| | LI-2.13 - To study | imputation, dummy | |
| | of basic statistical | variables, data | |
| | modeling | visualization (2D and | |
| | framework. | 3D), | |
| | | 2.2- Measures of | |
| | | central tendency, | |
| | | measures of | |
| | | dispersion, measures of distribution, | |
| | | measures of | |
| | | associations, t-test, f- | |
| | | test. | |
| | | 2.3- ANOVA, Chi- | |
| | | square test, basic | |
| | | statistical modeling | |
| | | framework | |

a. Assignments: Prepare the assignment on Fundamental of Research Fundamentals of R and R Studio, fundamentals of packages of R Studio, data manipulations, data transformations, normalization, and standardization.

b. Mini Project:

c. Other Activities (Specify):

ABM 526 CO-3: Determine to supervised machine learning and basic frame work of application of regression analysis

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 3 |
| LI | 1 |
| SW | 2 |
| SL | 2 |
| Total | 08 |

| Session Outcomes | Laboratory | Class room | Self Learning (SL) |
|--|---|--|---|
| (SOs) | Instruction(LI) | Instruction(CI) | |
| SO3.1 – Introduce the Supervised machine learning: Basic framework, regression models and classification models SO3.2 – Discuss to the Linear regression, nonlinear regression and multiple regression SO3.3 – Apply the polynomial regression, lasso regression SO 3.4 – Discuss to The ridge regression, stepwise regression, stepwise regression, logistic regression SO 3.5 – Describe the quintile regression, logistic regression SO 3.6 Laboratory and field work | LI1.3.1 To study the IDE for R language. LI1.3.2 To develop a script to demonstrate exploratory data analysis (EDA) LI1.3.3 - To study the Linear regression and nonlinear regression. LI1.3.4- To study the multiple regression and polynomial regression, LI1.3.5- To study the logistic regression | Supervised machine learning: Basic framework, regression models and classification models. | 3.1 Prepare the assignment on supervised machine learning: Basic framework and regression models. |

a. Assignments: Prepare the assignment on - supervised machine learning: Basic framework and regression models

b. Mini Project:

c. Other Activities (Specify):



ABM 526 CO-4: Asses to supervised machine learning and deep learning and basic frame work of application of linear discriminate analysis

Approximate Hours

| Item | App X Hrs |
|-------|-----------|
| Cl | 3 |
| LI | 1 |
| SW | 2 |
| SL | 2 |
| Total | 08 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|------------------------------------|-----------------------------------|--------------------------------|------------------------|
| SO4.1 – Introduce the | LI1.4.1- To study | Unit-4 | 4.1 Prepare the |
| Supervised machine | the forecasting | | assignment on - |
| learning: Linear | models (AR, and | | Supervised |
| discriminate analysis, | MA,). | discriminate analysis, | machine learning: |
| principal component | LI1.4.2 -To study | principal component | Linear discriminate |
| analysis, factor | the forecasting | | analysis, principal |
| analysis. | models (ARMA | analysis, support | component |
| SO4.2 – Discuss to the | and ARIMA). | vector machines, naïve | analysis, factor |
| support vector | | Bayes, nearest | analysis, support |
| machines, naïve Byes, | | neighbors, decision | vector machines. |
| nearest neighbors, | | trees, random forest, | |
| decision trees, random | | ensemble methods, k- | |
| forest, ensemble | | fold cross validation, X | |
| methods | | gradient boosting. | |
| SO4.3- Apply the <i>k</i> - | | Unsupervised machine | |
| fold cross validation, | | learning—basic | |
| X gradient boosting | | framework, concept of | |
| | | clustering, k-means, c- | |
| SO4.4- Discuss to The | | means, hierarchical | |
| Unsupervised machine | | clustering, hidden | |
| learning—basic | | mark ov models, | |
| framework, concept of | | forecasting models | |
| clustering. | | (AR, MA, ARMA and | |
| SOAF Describe the | | ARIMA). | |
| SO4.5— Describe the | | 4.1- Supervised | |
| hidden mark ov | | machine learning: | |
| models, forecasting | | Linear discriminate | |
| models (AR, MA, | | analysis, principal | |
| ARMA and ARIMA). | | component analysis, | |
| SO 3.6 Laboratory and field work | | factor analysis, support | |
| HEIU WOLK | | vector machines. | |
| | | 4.2- Naïve Bayes, | |
| | | nearest neighbors, | |
| | | decision trees, random | |
| | | forest, ensemble | |

| methods, k-fold cross validation, X gradient boosting. | |
|--|--|
| 4.3- Unsupervised machine learning—basic framework, concept of clustering, kmeans, c-means, hierarchical clustering, hidden mark or models, forecasting models (AR, MA, ARMA and ARIMA), | |

- **a. Assignments:** Prepare the assignment on Management of collections and disbursement, Investment of Surplus cash.
- b. Mini Project:
- c. Other Activities (Specify):

ABM 526 CO-5: Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| Cl | 3 |
| LI | 1 |
| SW | 2 |
| SL | 2 |
| Total | 08 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|--------------------------------------|-----------------------------------|--|----------------------------------|
| SO1.1 –Indentify the | LE1. 5.1 To study | Unit-5.0 | 1.1 - Prepare the |
| deep learning: Basic | and implement | Deep learning: Basic | assignment on |
| framework of neural | data visualization | framework of neural | Definition, Scope |
| nets, types of neural | tools. | nets, types of neural nets, computer vision, | and importance of Micro Finance. |
| nets, computer vision, | LE1. 5.2 To study | object detection and | |
| object detection and | the significance of | localization, gradient | |
| localization | data visualization | descent optimization | |
| SO1.2- Identify the gradient descent | in the context of | for loss function, regularization | |
| optimization for loss | data science | L1 and L2, feed | |
| function, regularization L1 and L2, | LE1. 5.3 To | forward neural nets, back propagation, | |

SO1.3- Identifying Micro Finance credit lending models: - Association model

SO1.4- Analyze the feed forward neural nets, back propagation, recurrent neural nets, convolution neural nets, reinforcement neural net, concurrent net.

SO1.5- Apply the introduction to IoT. All the illustrations used in the syllabus of Data Science in Agribusiness will be primarily from agribusiness domains and R Studio will be used for practical purposes

develop a script to demonstrate exploratory data analysis (EDA)

LE1. 5.4 To develop a program to visualize time series data.

LE1. 5.5 To study and implement data visualization tools.

recurrent neural nets, convolution neural nets. reinforcement neural net, concurrent net, introduction to I o T. All the illustrations used in the syllabus of **Science** Data in **Agribusiness** will be primarily from agribusiness domains and R Studio will be for practical used purposes **5.1-** Deep learning: Basic

5.1- Deep learning: Basic framework of neural nets, types of neural nets, computer vision, object detection and localization, gradient descent optimization for loss function,

5.2- Regularization L1 and L2, feed forward neural nets, back propagation, recurrent neural nets, convolution neural nets. reinforcement neural net, concurrent net. introduction to I o T **5**.3- All the illustrations used in the syllabus of Science Data in Agribusiness will be primarily from agribusiness domains and R Studio will be used for practical purposes

SW-1 Suggested Seasonal Work (SW):

- **a.** Assignments: Prepare the assignment on Definition, Scope and importance of Micro Finance.
- b. Mini Project:
- c. Other Activities (Specify):

Brief of Hours suggested for the Course Outcome

| Course Outcomes | Class | Laboratory | Seasonal | Self | Total hour |
|---|------------------|---------------|--------------|-----------------------|-----------------------|
| | Lecture (C l) | Lecture (L I) | Work (SW) | Learnin g (S l) | (C 1 + LI+ SW +S1) |
| ABM 526 CO-1 Describe the equip of agribusiness with knowledge, skills and attitude for using data science tools and techniques | 3 | 1 | 2 | 2 | 08 |
| ABM 526 CO-2: Operate the using of statistical analytical tools for analysis of research problems | 3 | 1 | 2 | 2 | 08 |
| ABM 526 CO-3: Determine to supervise machine learning and basic frame work of application of regression analysis. | 3 | 1 | 2 | 2 | 08 |
| ABM 526 CO-4: Asses to supervised machine learning and deep learning and basic frame work of application of linear discriminate analysis | 3 | 1 | 2 | 2 | 08 |
| ABM 526 CO-5: Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model | 3 | 1 | 2 | 2 | 08 |
| Total Hours | 15 | 05 | 10 | 10 | 40 |

Suggestion for End Semester Assessment Suggested Specification Table (For ESA)

| СО | Unit title | Marks Distribution | | Total Marks | |
|------|---|--------------------|----|----------------|----|
| | | R | U | A | |
| CO-1 | Unit I: Introduction to data science, evolution of data science, work profile of a data scientist, career in data science, nature of data science, typical working day of a data scientist, importance of data science in agribusiness; defining algorithm, big data, business analytics, statistical learning, defining machine learning, defining | 02 | 03 | 00 | 05 |

| | artificial intelligence, data mining; difference between analysis and analytics, business intelligence and business analytics, typical process of business analytics cycle. | | | | |
|------|--|----|----|----|----|
| CO-2 | Unit II: Fundamental of Research Fundamentals of R and R Studio, fundamentals of packages of R Studio, data manipulations, data transformations, normalization, standardization, missing values imputation, dummy variables, data visualization (2D and 3D), basic architecture of machine learning analytical cycle, descriptive analytics-case study covering data manipulation, measures of central tendency, measures of dispersion, measures of distribution, measures of associations, t-test, f-test, ANOVA, Chi-square test, basic statistical modeling framework. | 02 | 05 | 03 | 10 |
| CO-3 | Unit III: Supervised machine learning: Basic framework, regression models and classification models. Linear regression, nonlinear regression, multiple regression, polynomial regression, lasso regression, ridge regression, stepwise regression, quintile regression, logistic regression | 00 | 08 | 07 | 15 |
| CO-4 | Unit-4 Supervised machine learning: Linear discriminate analysis, principal component analysis, factor analysis, support vector machines, naïve Bayes, nearest neighbors, decision trees, random forest, ensemble methods, k-fold cross validation, X gradient boosting. Unsupervised machine learning—basic framework, concept of clustering, k-means, c-means, hierarchical clustering, hidden mark ov models, forecasting models (AR, MA, | 02 | 05 | 08 | 15 |

| | | | _ | 1 | _ |
|--------------------|---|----|----|----|----|
| | ARMA and ARIMA). | | | | |
| CO-5 | Unit-5.0 Deep learning: Basic framework of neural nets, types of neural nets, computer vision, object | 00 | 03 | 02 | 05 |
| | detection and localization, gradient descent optimization for loss function, regularization | | | | |
| | Total | 06 | 24 | 20 | 50 |
| Laboratory work | Description of Marks | | | | |
| 1 | Lab works Assignment | - | - | - | 35 |
| 2 | Viva-voce | - | - | - | 10 |
| 3 | Attendance | - | - | - | 05 |
| | Total | | | | 50 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

Suggested Learning Resources:

| S. | Title | Author | Publisher | Edition & |
|-----|--------------------------------|--------------------|-----------------|---------------|
| No. | | | | Year |
| 01 | Manning Early Access | Deep Learning | Manning | 2017 |
| | Program. Version 1 | with R. MEAP | Publication | |
| | | Edition | | |
| 02 | An Introduction to Statistical | James RG, Witten | Springer | . 2017 |
| | Learning with Application. | D, Hastie T and | Publication | Tenth Edition |
| | | Tibshirani R. 2017 | | |
| 03 | Machine Learning With Tensor | Millstein F. 2018. | Frank Millstein | 2018 |
| | flow: A Deeper Look At | | | |
| | Machine Learning With Tensor | | | |
| | Flow | | | |
| 04 | Introduction to Data Science | Stanton J. | SAGE | 2012 |
| | | | Publications, | |
| | | | Inc. | |

Curriculum Development Team:

- 1. Dr. S.S.Tomar, Dean Faculty of Agriculture science and technology.
- 2. Professor B.B. Beohar, Director Planning, & Director Extension, A.K.S. University
- 3. Dr. V.K. Vishwakarma, Head Department of Agricultural Economics, FAST
- 4.Dr. Ashutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST
- 7. Shri Rajeev Rav Suryavanshi Department of Agricultural Economics, FAST

Cos, POs and PSOs Mapping Course Code:-ABM 526

Course Title: - Business Analytics for Agriculture

| Course | se Program Outcomes I | | | | | | | | Program Specific Outcome | | | | | | | |
|----------|-----------------------|------|------|------|--------|-------|-------|-------|--------------------------|-------|-------|-------|-------------|-------------|-----------|----------|
| Outcomes | PO1 | PO2 | PO3 | PO | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 | PO1 | PO1 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
| | | | | 4 | | | | | | 0 | 1 | 2 | | | | |
| | Man | Pro | Mod | Ethi | Indivi | Com | Proj | Busi | Life- | Envi | Entr | Glob | Ability to | Ability to | Inculcate | Ability |
| | ageri | ble | ern | cs | dual | muni | ect | ness | long | ron | epre | al | apply | understan | proactive | to use |
| | al | m | tool | | and | catio | man | decis | learn | ment | neur | outlo | managerial | d the day | thinking | the |
| | know | anal | usag | | team | n | age | ion | ing | and | ial | ok | and | to day | to ensure | research |
| | ledge | ysis | e | | work | | ment | maki | | susta | oppo | | business | business | effective | based |
| | | | | | | | and | ng | | inabi | rtuni | | skilled for | operationa | performa | innovati |
| | | | | | | | finan | | | lity | ties | | developme | l problems | nce in | ve |
| | | | | | | | ce | | | | | | nt of | and | the | knowled |
| | | | | | | | | | | | | | business | startup | dynamic | ge for |
| | | | | | | | | | | | | | growth | developm | socio- | sustaina |
| | | | | | | | | | | | | | with the | ent of | economi | ble |
| | | | | | | | | | | | | | available | agribusine | c and | develop |
| | | | | | | | | | | | | | resources | ss and | business | ment in |
| | | | | | | | | | | | | | | provide | ecosyste | agribusi |
| | | | | | | | | | | | | | | economic | m | ness |
| | | | | | | | | | | | | | | al solution | entrepren | growth |
| | | | | | | | | | | | | | | to | eurial | and |
| | | | | | | | | | | | | | | enhance | approach | develop |
| | | | | | | | | | | | | | | the decide | and skill | S |
| | | | | | | | | | | | | | | goal | sets | |
| | | | | | | | | | | | | | | without | aligned | |

| | | | | | | | | | | | | | | compromi sing | with the national | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|------------------|-------------------|---|
| | | | | | | | | | | | | | | ethical | priorities | |
| | | | | | | | | | | | | | | | priorities | |
| | | | | | | | | | | | | | | value | | |
| ABM 526 CO-1 Describe the equip of agribusiness with knowledge, skills and attitude for using data science tools | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| and techniques | | | | | | | | | | | | | | | | |
| ABM 526 CO- 2: Operate the using of statistical analytical tools for analysis of research problems | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| ABM 526 CO-3: Determine to supervise machine learning and basic frame work of application of regression analysis. | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |

AKS University Department of Agribusiness Management Faculty of Management Studies

| ABM 526 CO- | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
|-----------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4: Asses to | | | | | | | | | | | | | | | | |
| supervised | | | | | | | | | | | | | | | | |
| machine | | | | | | | | | | | | | | | | |
| learning and | | | | | | | | | | | | | | | | |
| deep learning | | | | | | | | | | | | | | | | |
| and basic frame | | | | | | | | | | | | | | | | |
| work of | | | | | | | | | | | | | | | | |
| application of | | | | | | | | | | | | | | | | |
| linear | | | | | | | | | | | | | | | | |
| discriminate | | | | | | | | | | | | | | | | |
| analysis | | | | | | | | | | | | | | | | |
| ABM 526 CO- | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| 5: Develop the | | | | | | | | | | | | | | | | |
| micro finance | | | | | | | | | | | | | | | | |
| credit lending | | | | | | | | | | | | | | | | |
| models:- | | | | | | | | | | | | | | | | |
| association | | | | | | | | | | | | | | | | |
| model, | | | | | | | | | | | | | | | | |
| Community | | | | | | | | | | | | | | | | |
| Banking model, | | | | | | | | | | | | | | | | |
| Credit union | | | | | | | | | | | | | | | | |
| model | | | | | | | | | | | | | | | | |

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: Business Analytics for Agriculture

| POs & PSOs | COs No.& Titles | SOs No. | Laboratory | Classroom Instruction (CI) | Self Learning (SL) |
|--|--|---|-----------------|---|-----------------------------|
| No. | | | Instruction(LI) | | |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 526 CO-1 Describe the equip of agribusiness with knowledge, skills and attitude for using data science tools and techniques ABM 526 CO-2: | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of a manager 1.1, 1.2, 1.3. Unit-2.0 – | As mentioned in page number |
| 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | Operate the using of statistical analytical tools for analysis of research problems | SO1.2 SO1.3 SO1.4 SO1.5 | | Management functions: Planning – Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing – Structure & Process, Line, Staff, Authority & Responsibility, Staffing – Recruitment and Selection, Directing – Training, Communication & Motivation, Controlling- Significance, Process, Techniques, Standards & Benchmarks, Management Audit. 2.1, 2.2, 2.3. | number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 526 CO-3: Determine to supervise machine learning and basic frame work of application of regression analysis. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behaviour — Emotions, Personality, Values, Attitudes, Perception, Learning and individual decision making, Motivation- Types of | As mentioned in page number |



| | | | motivation, theories of motivation | |
|------------------|--|-------|--|----------------------|
| | | | motivational practices at workplace | |
| | | | managing stress and work life balance. | ` |
| | | | 3.1, 3.2, 3.3. | |
| PO 1,2,3,4,5,6 | ABM 526 CO-4: | SO1.1 | Unit-4.0 | As mentioned in page |
| 7,8,9,10,11,12 | Asses to supervised | SO1.2 | Group dynamics- types of groups, group | number |
| | machine learning and deep learning and | SO1.3 | formation, Group decision making | , |
| PSO 1,2, 3, 4, 5 | basic frame work of | SO1.4 | teambuilding and developing | |
| | application of linear | SO1.5 | collaboration, leadership styles and | 1 |
| | discriminate analysis | | influence process; leadership theories | , |
| | | | leadership styles and effective leader | |
| | | | 4.1, 4.2, 4.3. | |
| PO 1,2,3,4,5,6 | ABM 526 CO-5: | SO1.1 | Unit-5.0 | As mentioned in page |
| 7,8,9,10,11,12 | Develop the micro | SO1.2 | Understanding and managing | number |
| | finance credit lending models:-association | SO1.3 | organizational culture, power and | 1 |
| PSO 1,2, 3, 4, 5 | model, Community | SO1.4 | political behavior in organizations | , |
| | Banking model, | SO1.5 | conflict Management, negotiation | , |
| | Credit union model | | managing organizational change, concep | İ. |
| | | | of organizational development. | |
| | | | 5.1, 5.2, 5.3. | |

Course Code: PGS 503

Course Title: Intellectual Property and Its Management in Agriculture

Pre- requisite: To teach the physiology of Intellectual Property and Its Management in Agriculture **Rationale:** The main objective of this course is to equip students and stakeholders with knowledge of Intellectual Property Rights (IPR) related protection systems, their significance and use of IPR as a tool for wealth and value creation in a knowledge based economy.

Course outcomes:

PGS 503.1: Students will be able to understand Historical perspectives and need for the introduction of Intellectual Property Right.

PGS 503.2: Students will be able to understand National Biodiversity protection initiatives. Convention on Biological Diversity

PGS 503.3: Students will be able to understand Research Collaboration Agreement, License agreement

Scheme of Studies:

| Board of Study | Course | | | | | eme of ours/We | studies eek) | Total Credits(C) |
|--------------------------|---------|---|----|----|----|-------------------|---------------------------------------|---------------------|
| | Code | Course Title | Cl | LI | SW | SL | Total Study Hours(CI+LI+ SW+SL) | |
| Program Core (PGS) | PGS 503 | Intellectual Property and Its Management in Agriculture | 1 | 0 | 1 | 1 | 3 | 1 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW&SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory

| | Course | | Sc | heme of A | ssessment | (Marks) | | |
|--------------------------------|--------|---------|-----------|------------|---------------------------------|-------------------------------------|-----------------|--------------------------------|
| | Title | | P | rogressive | Assessme | ent(PRA) | End Semester | Total |
| Board Cours of Cod Study | rse | Jilaiks | (2bestout | (PA) | Class Attenda nce (AT) | Total Marks (CA+CT+ PA+AT) | Assessme nt | Mar ks (PRA +ESA) |



| PGS | 503 | Intellect ual Property and Its Manage ment in Agricult ure | 5 | 40 | 0 | 5 | 50 | 50 | 100 | |
|-----|-----|--|---|----|---|---|----|----|-----|--|
|-----|-----|--|---|----|---|---|----|----|-----|--|

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes(SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

PGS 503.1: Students will be able to understand Historical perspectives and need for the introduction of Intellectual Property Right.

Approximate Hours

| Item | AppXHrs |
|-------|---------|
| Cl | 04 |
| LI | 0 |
| SW | 01 |
| SL | 02 |
| Total | 07 |

| Session Outcomes(SOs) | Laboratory | Classroom | Self-Learning (SL) |
|------------------------------|-----------------|-------------------------|------------------------|
| , | Instruction(LI) | Instruction(CI) | |
| SO1.1 Student will | | Unit-1.0 Historical | 1. Role of IPR and its |
| understand the Historical | | perspectives and need | benefits. |
| perspectives and need for | | for the introduction of | |
| the introduction of | | Intellectual Property | 2. Role of TRIPS and |
| Intellectual Property Right. | | Right regime; TRIPs | its benefits |
| | | and various provisions | |
| SO1.2 Student will | | in TRIPS Agreement; | |
| recognize the TRIPs and | | Intellectual Property | |
| various provisions in | | and Intellectual | |
| TRIPS Agreement. | | Property Rights (IPR), | |
| | | benefits of securing | |
| SO1.3 Student will | | IPRs. | |
| understand different | | Historical perspectives | |
| Intellectual Property and | | and need for the | |
| Intellectual Property | | introduction of | |
| Rights (IPR), benefits of | | Intellectual Property | |
| securing IPRs | | Right regime. | |
| | | TRIPs and various | |
| | | provisions in TRIPS | |
| | | Agreement. | |
| | | IntellectualProperty | |
| | | and Intellectual | |
| | | PropertyRights (IPR). | |
| | | Benefits of securing | |
| | | IPRs. | |
| | | | |



- a. Assignments:
 - I. Preparation of file and write the role of IPR and TRIPS and their purpose.

PGS 503.2: Students will be able to understand National Biodiversity protection initiatives. Convention on Biological Diversity.

Approximate Hours

| Item | AppXHrs |
|-------|---------|
| Cl | 06 |
| LI | 0 |
| SW | 02 |
| SL | 03 |
| Total | 11 |

| Session Outcomes(SOs) | Laboratory Instruction(LI) | Classroom Instruction(CI) | Self -Learning(SL) |
|---------------------------|-------------------------------|------------------------------|------------------------|
| SO2.1 Students will | | Unit-2 Indian | 1. Basic Indian |
| understand the Indian | | Legislations for the | Legislature. |
| Legislations for the | | protection of various | 2. Plant varieties and |
| protection of various | | types of Intellectual | farmers' rights act |
| types of Intellectual | | Properties; | (2001). |
| Properties; Fundamentals | | Fundamentals of | |
| of patents, copyrights, | | patents, copyrights, | 3. Biodiversity act |
| geographical indications, | | geographical | (2002) |
| designs and layout | | indications, designs and | |
| | | layout, trade secrets and | |
| SO2.2Students will | | traditional knowledge, | |
| understand the trade | | trademarks, protection | |
| secrets and traditional | | of plant varieties and | |
| knowledge, trademarks, | | farmers' rights and | |
| protection of plant | | biodiversity protection; | |
| varieties and farmers' | | Protectable subject | |
| rights and biodiversity | | matters, protection in | |
| protection. | | biotechnology, | |
| | | protection of other | |
| SO2.3 Students will | | biological materials, | |
| identify the role of | | ownership and period of | |
| Protectable subject | | protection. | |
| matters, protection in | | Indian Legislations for | |
| biotechnology, | | the protection of various | |
| protection of other | | types of Intellectual | |
| biological materials, | | Properties. | |
| ownership and period of | | Fundamentals of patents, | |
| protection. | | copyrights, | |
| | | geographical indications, | |
| | | designs andlayout. | |
| | | trade secrets and | |
| | | | |



| traditional knowledge |
|-------------------------|
| and trademarks. |
| protection of plant |
| varieties and farmers' |
| rights and biodiversity |
| protection. |
| Protectable subject |
| matters, protection in |
| biotechnology. |
| protection of other |
| biological materials, |
| ownership and period of |
| protection. |

Assignments:

- I. Note on Plant varieties and farmers' rights act (2001).
- II. Note on Biodiversity act (2002).

PGS 503.3: Students will be able to understand Research Collaboration Agreement, License agreement.

Approximate Hours

| Item | AppXHrs |
|-------|---------|
| Cl | 05 |
| LI | 0 |
| SW | 02 |
| SL | 01 |
| Total | 08 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|--|--------------------------------|---|--------------------------------|
| SO3.1 Students will identify the National Biodiversity protection initiatives and Convention on Biological Diversity. | | Unit-3: National Biodiversity protection initiatives; Convention on Biological Diversity; International Treaty on Plant Genetic | 1. Plant Genetic Resources. |
| SO3.2 Students will understand the International Treaty on Plant Genetic Resources for Food and Agriculture and Licensing of technologies. | | Resources for Food and Agriculture; Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement. | |
| SO3.2 Students will understand the Material transfer agreements, | | National Biodiversity protection initiatives. Conventions on Biological Diversity. | |



| International Treatyon |
|-------------------------|
| Plant Genetic Resources |
| for Food and |
| Agriculture. |
| Licensing of |
| technologies and |
| Material transfer |
| agreements. |
| Research collaboration |
| Agreement and License |
| Agreement. |
| |
| |

- a. **Assignments**:
- i. Note on Plant Genetic Resources.
- ii. Note on National Biodiversity protection initiatives

Brief of Hours suggested for the Course Outcome:

| Course | Course Outcomes | Class | Sessional | Self- | Total hour |
|---------|---|--------------|-----------|---------------|------------|
| outcome | | Lecture (Cl) | Work (SW) | Learning (Sl) | (Cl+SW+Sl) |
| CO-01 | Students will be able to understand Historical perspectives and need for the introduction of Intellectual Property Right. | 04 | 01 | 02 | 07 |
| CO-02 | Students will be able to understand National Biodiversity protection initiatives. Convention on Biological Diversity. | 06 | 02 | 03 | 11 |
| CO-03 | Students will be able to understand Research collaboration Agreement, License agreement. | 05 | 02 | 01 | 08 |
| | Total | 15 | 05 | 06 | 26 |

Suggestion for End Semester Assessment Suggested Specification Table (For ESA)

| CO | Unit Titles | | rks Distribu | tion | Total |
|------|---|----|--------------|------|-------|
| | 2 | R | U | A | Marks |
| CO1 | Unit-1.0 Historical perspectives and need for the introduction of Intellectual Property Right regime; TRIPs and various provisions in TRIPS Agreement; Intellectual Property and Intellectual Property Rights (IPR), benefits of securing IPRs. | 05 | 03 | 02 | 10 |
| CO 2 | Unit-2 Indian Legislations for the protection of various types of Intellectual Properties; Fundamentals of patents, copyrights, geographical indications, designs and layout, trade secrets and traditional knowledge, trademarks, protection of plant varieties and farmers' rights and biodiversity protection; Protectable subject matters, protection in biotechnology, protection of other biological materials, ownership and period of protection. | 05 | 02 | 03 | 10 |
| CO 3 | Unit-3: National Biodiversity protection initiatives; Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture; Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement. | 05 | 03 | 02 | 10 |

Legend: R: Remember, U: Understand, A: Apply



The end of semester assessment for **Intellectual Property and Its Management in Agriculture** will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment. Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to organic fields
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

Suggested Learning Resources:

(a) Books:

| S.No. | Title | Author | Publisher | Edition |
|-------|-------------------------------|---------------------|---------------|---------|
| | | | | & Year |
| 1 | Intellectual Property Rights | Erbisch FH and | CABI. | 1998 |
| | in Agricultural | Maredia K | | |
| | Biotechnology | | | |
| 2 | Intellectual Property Rights: | Ganguli P | McGraw-Hill. | 2001 |
| | Unleashing Knowledge | | | |
| | Economy | | | |
| 3 | Intellectual Property Rights: | | NRDC and | 2001 |
| | Key to New Wealth | | Aesthetic | |
| | Generation | | Technologies. | |
| 4 | State of Indian Farmer. Vol. | Ministry of | Academic | 2004 |
| | V. Technology Generation | Agriculture, | Foundation | |
| | and IPR Issues | Government of India | | |
| 5 | Intellectual Property Rights | Rothschild M and | CABI | 2003 |
| | in Animal Breeding and | Scott N | | |
| | Genetics | | | |

Curriculum Development Team:

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Cos, POs and PSOs Mapping Course Code:-PGS 503

Course Title: - Intellectual Property and Its Management in Agriculture

| Course | Program Outcomes Program Specific Outcome | | | | | | | | | | | | | | | |
|--|---|------|------|---------|--------|-------|-------|-------|-------|----------|----------|-------|-------------|------------------------|---------------------|----------|
| Outcomes | PO1 | PO2 | PO3 | PO 4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 0 | PO1 1 | PO1 2 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
| | Man | Pro | Mod | Ethi | Indivi | Com | Proj | Busi | Life- | Envi | Entr | Glob | Ability to | Ability to | Inculcate | Ability |
| | ageri | ble | ern | cs | dual | muni | ect | ness | long | ron | epre | al | apply | understand | proactive | to use |
| | al | m | tool | | and | catio | man | decis | learn | ment | neur | outlo | managerial | the day to | thinking | the |
| | know | anal | usag | | team | n | age | ion | ing | and | ial | ok | and | day | to ensure | research |
| | ledge | ysis | e | | work | | ment | maki | | susta | oppo | | business | business | effective | based |
| | | | | | | | and | ng | | inabi | rtuni | | skilled for | operational problems | performan ce in the | innovati |
| | | | | | | | finan | | | lity | ties | | developme | and startup | dynamic | ve |
| | | | | | | | ce | | | | | | nt of | developme | socio- | knowled |
| | | | | | | | | | | | | | business | nt of | economic | ge for |
| | | | | | | | | | | | | | growth | agribusines | and | sustaina |
| | | | | | | | | | | | | | with the | s and | business | ble |
| | | | | | | | | | | | | | available | provide | ecosystem | develop |
| | | | | | | | | | | | | | resources | economical solution to | entrepren eurial | ment in |
| | | | | | | | | | | | | | | enhance | approach | agribusi |
| | | | | | | | | | | | | | | the decide | and skill | ness |
| | | | | | | | | | | | | | | goal | sets | growth |
| | | | | | | | | | | | | | | without | aligned | and |
| | | | | | | | | | | | | | | compromis | with the | develop |
| | | | | | | | | | | | | | | ing ethical | national | S |
| GO 1 G | | | | | | | | | | | | | | value | priorities | |
| CO-1 Studer will be able to understand | nts 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |

Department of Agribusiness Management Faculty of Management Studie

| Historical | | | | | | | | | | | | | | | | |
|------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| perspectives and | | | | | | | | | | | | | | | | |
| need for the | | | | | | | | | | | | | | | | |
| introduction of | | | | | | | | | | | | | | | | |
| Intellectual | | | | | | | | | | | | | | | | |
| Property Right. | | | | | | | | | | | | | | | | |
| CO-2 Students | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| will be able to | | | | | | | | | | | | | | | | |
| understand | | | | | | | | | | | | | | | | |
| National | | | | | | | | | | | | | | | | |
| Biodiversity | | | | | | | | | | | | | | | | |
| protection | | | | | | | | | | | | | | | | |
| initiatives. | | | | | | | | | | | | | | | | |
| Convention on | | | | | | | | | | | | | | | | |
| Biological | | | | | | | | | | | | | | | | |
| Diversity. | | | | | | | | | | | | | | | | |
| CO-3 Students | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| will be able to | | | | | | | | | | | | | | | | |
| understand | | | | | | | | | | | | | | | | |
| Research | | | | | | | | | | | | | | | | |
| collaboration | | | | | | | | | | | | | | | | |
| Agreement, | | | | | | | | | | | | | | | | |
| License | | | | | | | | | | | | | | | | |
| agreement. | | | | | | | | | | | | | | | | |

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: Intellectual Property and Its Management in Agriculture

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction(LI) | Classroom Instruction (CI) | Self Learning (SL) |
|--|--|-------------------------|-------------------------------|---|-----------------------------|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | CO-1 Students will be able to understand Historical perspectives and need for the introduction of Intellectual Property Right. | SO1.1 SO1.2 SO1.3 | | Unit-1.0 Historical perspectives and need for the introduction of Intellectual Property Right regime; TRIPs and various provisions in TRIPS Agreement; Intellectual Property and Intellectual Property Rights (IPR), benefits of securing IPRs. 1.1, 1.2, 1.3. 1.4. | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | CO-2 Students will be able to understand National Biodiversity protection initiatives. Convention on Biological Diversity. | SO1.1 SO1.2 SO1.3 | | Unit-2 Indian Legislations for the protection of various types of Intellectual Properties; Fundamentals of patents, copyrights, geographical indications, designs and layout, trade secrets and traditional knowledge, trademarks, protection of plant varieties and farmers' rights and biodiversity protection; Protectable subject matters, protection in biotechnology, protection of other biological materials, ownership and period of protection. 2.1, 2.2, 2.3.2.4,2.5 | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | CO-3 Students will be able to understand Research collaboration Agreement, License agreement. | SO1.1 SO1.2 SO1.3 | | Unit-3: National Biodiversity protection initiatives; Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture; Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement. 3.1, 3.2, 3.34,3.5 | As mentioned in page number |

Course Code: PGS 504

Course Title: Basic Concepts in laboratory techniques

Pre requisite: No specific requirements

Rationale: Studying basic laboratory techniques are fundamental for scientific research, ensuring accurate experimentation and data analysis. Mastery of these skills cultivates precision, reproducibility, and safety, forming the cornerstone of scientific inquiry across disciplines and facilitating advancements in knowledge and technology.

Course Outcomes:

CO1-PGS504 Student will learn about basic instrumentation, its principles, working and use. They will learn about Making solutions of different concentrations, learn acid base interaction. Also, student will learn about Procedural outline of various experiments. Student will learn about Basics of plant tissue culture and seed viability testing.

Scheme of Studies

| Board | Course | Course Title | Schei | ne of S | Veek) | Total | | |
|-------|--------|----------------|-------|-------------------------|-------|-------|-------|------------|
| Of | Code | | CI | CI LI SW SL Total Study | | | | Credit (C) |
| Study | | | | | | | Hours | |
| NC | PGS504 | Basic Concepts | 00 | 2 | 00 | 00 | 2 | 01 |
| | | in Laboratory | | | | | | |
| | | Techniques | | | | | | |

Legend:

CI:ClassroomInstruction(Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI:LaboratoryInstruction(IncludesPracticalperformancesinlaboratoryworkshop, field

SW: Sessional Work (includes assignment, seminar, mini projectetc.),

SL: Self Learning,

C: Credits.

Note:

SW&SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Practical

| Board | Cours | Course | Scheme of | Scheme of Assessment (Marks) | | | | | | |
|-------|-------|--------|------------|--|------|--------------|------|---------|------------|------------|
| of | e | Title | Progressiv | rogressive Assessment (PRA) | | | | | | Total |
| Study | Code | | Class/Ho | Class/Ho ClassTest Semi Class Clas Total | | | | | | Mark |
| | | | me | 2 | naro | Activit | S | Marks | este | S |
| | | | Assignm | (2 bestout | ne | \mathbf{y} | Atte | (CA+CT+ | r | (PR |
| | | | ent 5 | of3) | | anyon | nda | SA+ | Asse | A + |
| | | | number3 | 10 marks | | e | nce | CAT+AT) | ssm | ESA) |
| | | | marksea | each(CT) | | (CAT | | | ent | |
| | | | ch(CA) | | | (CAI | | | (ES | |
| | | | | | | , | (AT) | | A) | |
| | | | | | | | (AI) | | | |
| | | | | | | | (AT) | | ŕ | |

| NC | PGS5 | Basic | | | | 100 | 100 |
|----|------|------------|--|--|--|-----|-----|
| | 04 | Concepts | | | | | |
| | | in | | | | | |
| | | Laboratory | | | | | |
| | | Techniques | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

Course-Curriculum Detailing:

Laboratory techniques are important for any person conducting an experiment. Every procedure needs to be complete with accuracy and precision with proper safety measures. Student will understand the safety and details of working in scientific laboratory. Student will familiarize with various instruments and their principles. Student will practice and visualize common experimental procedures.

PGS504 CO-01 Student will learn about basic instrumentation, its principles, working and use. They will learn about Making solutions of different concentrations, learn acid base interaction. Also, student will learn about Procedural outline of various experiments. Student will learn about Basics of plant tissue culture and seed viability testing

Approximate Hours

| Item | Appx Hrs |
|-------|----------|
| CI | 00 |
| LI | 30 |
| SW | 00 |
| SL | 00 |
| Total | 30 |

| Session Outcomes | Laboratory | Classroom | Self-Learning (SL) |
|-----------------------|----------------------|-------------------|--------------------|
| (SOs) | Instructions (LI) | Instructions (CI) | |
| SO.L1 Identify safety | L1. Safety measures | | |
| measures while in Lab | while in Lab; | | |
| SO.L2 Recognize use | L2. Use of burettes, | | |
| of glasswares. | pipettes, measuring | | |
| SO.L3 Discover | cylinders, flasks, | | |
| handling of | separatory funnel, | | |
| glasswares. | condensers, | | |
| SO.L4 Recognize | micropipettes and | | |
| Drying of solvents/ | vaccupets; | | |
| chemicals; | L3. Washing, drying | | |
| SO.L5 Describe | and sterilization of | | |
| working with | glassware; | | |
| chemicals. | L4. Drying of | | |
| SO.L6 Describe | solvents/ chemicals; | | |
| working with | L5. Handling of | | |
| solutions. | chemical substances; | | |

| SO.L7 Articulate the | Weighing and | |
|--------------------------|-------------------------|--|
| technique of | preparation of | |
| formulating doses of | solutions of different | |
| agrochemicals | strengths and their | |
| SO.L8 Discover | dilution; | |
| handling techniques of | L6. Handling | |
| solutions | techniques of | |
| SO.L9 Identify the | solutions; | |
| handling of acid and | L7. Preparation of | |
| bases | different agro- | |
| SO.L10 Discover the | chemical doses in field | |
| formulation of buffer | and pot applications; | |
| and solutions of | L8. Preparation of | |
| specific pH. | solutions of acids; | |
| SO.L11 Identify the | L9. Neutralisation of | |
| use of lab instruments | acid and bases; | |
| SO.L12 Recognize | L10. Preparation of | |
| and categorize the | buffers of different | |
| media requirements | strengths and pH | |
| and its types | values; | |
| SO.L13 Discover the | L11. Use and handling | |
| methods and | of microscope, laminar | |
| application of viability | flow, vacuum pumps, | |
| of germplasm | viscometer, | |
| SO.L14 Illustrate | thermometer, | |
| procedure for plant | magnetic stirrer, | |
| tissue culture | micro-ovens, | |
| SO.L15 Recognize | incubators, sandbath, | |
| flowering plant by its | waterbath, oilbath; | |
| taxonomical | Electric wiring and | |
| description | earthing; | |
| | L12. Preparation of | |
| | media and methods of | |
| | sterilization; | |
| | L13. Seed viability | |
| | testing, testing of | |
| | pollen viability; | |
| | L14. Tissue culture of | |
| | crop plants; | |
| | L15. Description of | |
| | flowering plants in | |
| | botanical terms in | |
| | relation to taxonomy | |

Brief of Hours suggested for the Course Outcome

| Course Outcomes | Class Lecture (CL) | Sessional Work (SW) | Self- Learning (SL) | Total hour (CL+SW+SL) |
|---|--------------------|------------------------|---------------------------|--------------------------|
| Basic Concept of Laboratory Techniques | 0+30 | 0 | 0 | 30 |

Suggestion for End Semester Assessment Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks | Distribu | ition | Total |
|-----|--|-------|----------|-------|-------|
| | | R | U | A | Marks |
| CO1 | Safety measures while in Lab; Use of burettes, pipettes, measuring cylinders, flasks, separator funnel, condensers, micropipettes and vaccupets; Washing, drying and sterilization of glassware; Drying of solvents/ chemicals; Handling of chemical substances; Weighing and preparation of solutions of different strengths and their dilution; Handling techniques of solutions; Preparation of different agro-chemical doses in field and pot applications: Preparation of solutions of acids; Neutralisation of acid and bases; Preparation of buffers of different strengths and pH values; Use and handling of microscope, laminar flow, vacuum pumps, viscometer, thermometer, magnetic stirrer, micro-ovens, incubators, sunbath, water bath, oil bath; Electric wiring and earthling; Preparation of media and methods of sterilization; Seed viability testing, testing of pollen viability; Tissue culture of crop plants; Description of flowering plants in botanical terms in relation to taxonomy. | | 30 | 70 | 100 |
| | Total | | 30 | 70 | 100 |

Suggested Learning Resources:

| Sl. No. | Title | Author | Publisher | Edition and Year |
|---------|--|--|----------------------------|------------------|
| 01 | Laboratory Techniques in Organic Chemistry | Jerry R. Mohrig, David G. Alberg, and Gretchen M. Adams | W. H. Freeman and Company. | 2014 |
| 02 | Biotechnology: Expanding Horizons | B D Singh | Kalyani Publishers | 2005 |

Second Semester

| Course Type | Course | Course Name | Number of | credits | | Credit | | | | |
|--------------------|--|--|----------------|----------------|---------------|-----------|--|--|--|--|
| | Code | | Lecture | Tutorial | Practical | | | | | |
| TD • • | A DA / | g | (L) | (T) | (P) | 1 | | | | |
| Training | ABM – 595 | Summer Training/ | 0 | 0 | 1 | 1 | | | | |
| | | Industrial | | | | | | | | |
| | | Attachment | | | | | | | | |
| Course | I - | e opportunity to deve | elop skill in | field of inte | erest for agr | ibusiness | | | | |
| Outcome | professionals. | | | | | | | | | |
| | _ | the business skills in | communicati | ion, technolo | ogy, quantit | ative | | | | |
| | reasoning, and teamwork. | | | | | | | | | |
| | | gaining vital work – 1 | - | ience and bu | ilding stron | g resume | | | | |
| | | for bright career with develop research skill | | | | | | | | |
| | | 4. Analyze the organizational level challenges programs to help build the | | | | | | | | |
| | academic career and personality | | | | | | | | | |
| | 5. Evaluate the ability understanding and managing thought for MBA (Agri | | | | | | | | | |
| | | Business management) students looking to gain experience in a particular field | | | | | | | | |
| Topics | INTRODUCT | | | | | | | | | |
| Covered | | & ITS IMPORTAN | | | | | | | | |
| | | ning / Industrial attach | | | | _ | | | | |
| | | on to provide practical | - | | | | | | | |
| | - | students. Training pro | _ | | | | | | | |
| | | including, economic | | - | = | _ | | | | |
| | | ning / industrial attach | | • | | _ | | | | |
| | | npus and have to be | | | iness activit | ties and | | | | |
| | - | andling skill of busine | ess manageme | ent | | | | | | |
| | OBJECTIVI | | | | | | | | | |
| | | jectives of summer tra | · · | | | | | | | |
| | - | udents opportunity to | • | | | | | | | |
| | | lents in gaining vital v | vork – related | d experience | and buildin | g strong | | | | |
| | bright career. | | | | | | | | | |
| | | nain objectives of an | internship is | to expose i | for particula | r job or | | | | |
| | profession or | • | | | | | | | | |
| | _ | eness about the various | s job opportui | nities. Percei | ve communi | icational | | | | |
| | skills and org | anizational dynamics. | | | | | | | | |



Procedu res

The following procedures have been implement during the Tanning or Industrial attachment program

- 1. This program is organized during the end of second semester of the curriculum.
- 2. Department or University authority will decide the approach parameter or term and condition for of the Liasoning in the company under the jurisdiction of academic curriculum.
- 3. The terms condition or approach parameter should includes i.e. Tenure of training, venue of training, accommodation for trainees and it will be prepared MOU with the company and department or University authority before organize the training..
- 4. For Implement of the program different approach will be applied to connect the industry or company i.e. direct communicate by university authority to the industry /company or either liosoning officers or department for organize of the summer training programmer /industry attachment.
- 5. Summer / attachment program will be organized which have mandatory Physical participation of student as well as company authority



Course Code: - ABM 509

Course Title: - International Trade in Agricultural Products

Pre requisite: -Student should have basic knowledge of International Trade

Rationale: -A applied Management Of International Trade in Agricultural Products course is to give the understanding of Cooperative management. International trade in agriculture is governed and managed by various bodies that can affect the quantity of food produced by different countries. The international market and its related laws and regulations have a significant impact on agricultural products and the GDP of a country, and all of these determine whether a country enters the international agricultural trade market or only sells its products for domestic consumption. International trade is more prominent in the developing countries of the world because their economies are heavily dependent on agricultural production.

Course Outcomes:

ABM 509 CO-1 Expose the basic concepts of International trade with reference to WTO and International agreements on Agriculture.

ABM 509 CO-2. Apply to use different international trade technique and tools in international trade.

ABM 509 CO-3. Assess the practices of trade and foreign trade of agri business commodities.

ABM 509 CO-4 Develop a clear understanding about the significant regulations and policy measures for International Trade.

ABM 509 CO-5 Analyze to the international demand and supply with implication of foreign trade.

Scheme of studies

| Board of | Cours e Code | Course Title | Scl | Scheme of studies (Hours/Week) | | | | Tot al |
|----------|-----------------|------------------------|-----|--------------------------------|----|----|--------------------|------------|
| Study | | | C | L | SW | S | Total Study | Cre |
| | | | l | Ι | | L | Hours | dits |
| | | | | | | | (CI+LI+SW+ | (C) |
| | | | | | | | SL) | |
| Progra | ABM | | 02 | 00 | 02 | 01 | 05 | 0 |
| m Core | 509 | International Trade in | | | | | | |
| (PCC) | | Agricultural Products | | | | | | |
| | | | | | | | | |

Legend: CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others)



LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.)

SL: Self Learning

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

| Board | Cours | Course Title | | Scheme of Assessment (Marks) | | | | | | |
|-------------|-----------|---------------|--------|--------------------------------|----------|----------|--------|-------|-------|------------|
| of Study | e Code | | | Progres | ssive As | sessment | t (PRA |) | End | Total |
| Study | Couc | | Class/ | Class | Semi | Class | Class | Total | Seme | Mark |
| | | | Home | Test | nar | Activi | Atten | Marks | ster | S (DD A |
| | | | Assig | 2 | one | ty any | dance | (CA+C | Asses | (PRA |
| | | | nment | (2 | (SA) | one | (AT) | T+SA+ | smen | + ESA) |
| | | | 5 | best | | (CAT) | | CAT+ | t | ESA) |
| | | | numbe | out of | | | | AT) | (ESA | |
| | | | r | 3) | | | | | (LDII | |
| | | | 3 | 10 | | | | | , | |
| | | | marks | mark | | | | | | |
| | | | each | S | | | | | | |
| | | | (CA) | each | | | | | | |
| | | | | (CT) | | | | | | |
| (PCC) | AB | International | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 |
| | M | Trade in | | | | | | | | |
| | 509 | Agricultural | | | | | | | | |
| | | Products | | | | | | | | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



ABM 509 CO-1 Expose the basic concepts of International trade with reference to WTO and International agreements on Agriculture.

Approximate Hours

| Item | Appx hrs |
|-------|----------|
| C 1 | 06 |
| LI | 0 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| Session Outcomes | Laboratory | Class room Instruction (CI) | Self |
|-----------------------------|-----------------|-----------------------------------|--------------|
| (SOs) | Instruction(LI) | | Learning(SL) |
| | | | |
| SO1.1- Brief | LE1.1 – | Unit-1.0 International trade— | 1.1-Prepare |
| Introduction about | | basic concepts, WTO and its | the |
| International Trade | | implications for Indian | assignment |
| SO1.2 - Define the | | economy in general and | |
| WTO | | agriculture sector in particular. | |
| SO1.3 - Describe the | | 1.1-International Trade | |
| Function of WTO | | 1.2-World Trade Organization | |
| SO1.4- Describe the | | 1.3- Implications of WTO | |
| Implications of WTO | | 1.4-Role of WTO | |
| for Indian economy | | 1.5-Agriculture sector in | |
| SO1.5 Given the | | particular | |
| Importance of WTO | | 1.6-Impoertance of WTO | |

- a. Assignments: Prepare the assignment on management function evaluation thought
- b. Mini Project: -
- c. Other Activities (Specify):-



ABM 509 CO-2: Apply to use different international trade technique and tools in international trade.

Approximate Hours

| Item | Appx hrs |
|-------|----------|
| C 1 | 06 |
| LI | 00 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| Session Outcomes | Laboratory | Class room Instruction(CI) | Self Learning |
|---|------------------|---|------------------------------|
| (SOs) | Instruction (LI) | | (SL) |
| SO2.1 – Introduce to network methods SO2.2 – Learned about the CPM and PERT SO2.3- Briefing about the Financial appraisal/evaluation techniques SO2.4- Explain about the NVP, IRR, B:C SO 2.5–Explain the Pay Back Period, Project control and information system | LE2.1 | Unit-2.0 - Apply to use different international trade technique and tools in international trade. 2.1- Network Analysis 2.2-CPM and PERT 2.3- Project scheduling and resource allocation 2.4-Discounted/ no discounted cash flows 2.5- NPV, profitability index, IRR, Cost benefits ratio, Payback period 2.6- Project control and information system | 2.1 – Prepare the assignment |

- **a. Assignments:** Prepare the Assignment on given topics.
- **b. Mini Project:** Prepare a project report of different function of management used in any case study
- c. Other Activities (Specify):



ABM 542 CO-3: Assess the practices of trade and foreign trade of agri business commodities

Approximate Hours

| Item | Appx hrs |
|-------|----------|
| C 1 | 06 |
| LI | 00 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| Session Outcomes | Laboratory | Class room Instruction | Self Learning |
|--|------------------|---|---------------|
| (SOs) | Instruction (LI) | (CI) | (SL) |
| SO3.1 – Define to the agri entrepreneurship SO3.2 – Briefing the Entrepreneurial Development Models SO3.3 - Discuss the Successful Models in Agro Entrepreneurship Entrepreneur SO3.4 - Discuss the Development of women entrepreneurship SO3.5 – Describe the Social entrepreneurship | LE3.1 | Unit-3.0 Importance of foreign trade for developing economy; absolute and comparative advantage, foreign trade of India. Cases on agri business commodity trade practices. 3.1-Foreign trade 3.2-Importance of foreign trade 3.3-Absolute and comparative advantage 3.4- Foreign trade of India 3.5-Agri business commodity 3.6- Cases on agri business commodity trade practices | - |

- **a. Assignments:** Prepare the assignment on individual or organizational behaviors
- **b. Mini Project:** Prepare a project report of different function of management used in any case study
- c. Other Activities (Specify):



ABM 509 CO-4: Develop a clear understanding about the significant regulations and policy measures for International Trade.

Approximate hours

| Item | App X Hrs |
|-------|-----------|
| C1 | 06 |
| LI | 00 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| Session Outcomes (SOs) | Laboratory Instruction(LI) | Class room Instruction (CI) | Self Learning (SL) | |
|---|-------------------------------|---------------------------------------|-------------------------|--|
| SO4.1 –Identify the | LE1.1 - | Unit-4.0 India's balance of | 1.1- Prepare the | |
| India's balance of | | payments; inter regional Vs | assignment | |
| payments | | international trade; tariffs and | | |
| SO4.2 - Briefing | | trade control; exchange rate; | | |
| the inter regional | | the foreign trade multiplier. | | |
| and international | | 4.1-B alance of payments | | |
| trade | | 4.2- India's balance of | | |
| SO4.3- Apply the tariffs and trade | | payments | | |
| control | | 4.3-I nter regional Vs | | |
| SO4.4- Briefing the | | international trade | | |
| exchange rate | | 4.4-T ariffs and trade control | | |
| SO4.5 –Explain the | | | | |
| foreign trade | | 4.5-E xchange rate | | |
| multiplier | | 4.6 - Foreign trade multiplier | | |

- . **Assignments:** Prepare the assignment on Group decision making, team building and developing collaboration
- **b. Mini Project:** Prepare a project report of leadership styles and influence process; leadership theories, leadership styles and effective leader
- c. Other Activities (Specify):



ABM 509 CO-5: Analyze to the international demand and supply with implication of foreign trade.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| Cl | 06 |
| LI | 00 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| Session Outcomes | Laboratory | Class room Instruction | Self Learning | |
|---|-----------------|---|------------------------------|--|
| (SOs) | Instruction(LI) | (CI) | (SL) | |
| SO5.1 –Define the Foreign demand SO5.2- Briefing the supply side analysis SO5.3- Discuss about the implications for developing countries SO5.4- Discuss about the , market entry methods SO 5.5 - Explain the procedures & documentations | LE1. | Unit-5.0 Foreign demand, supply side analysis, opportunity cost, trade and factories, implications for developing countries, market entry methods, procedures & documentations. 5.1- Foreign demand 5.2-Supply side analysis 5.3-Opportunity cost 5.4-Implications for developing countries 5.5- Market entry methods 5.6-Procedures & documentations | 1.1 - Prepare the assignment | |

- a. Assignments: Prepare the assignment on individual or organizational behaviors
- **b. Mini Project:** Prepare a project report of different function of management used in any case study
- c. Other Activities (Specify):

Brief of Hours suggested for the Course Outcome

| Course Outcomes (ABM-509) | Class Lecture (C l) | Laborat ory Lecture (L I) | Sessional Work (SW) | Self Learnin g (S l) | Total hour (C1+ LI+ SW +S1) |
|---|---------------------------|------------------------------------|---------------------------|-------------------------------|---|
| CO-1. Expose the basic concepts of International trade with reference to WTO and International agreements on Agriculture. | 06 | 00 | 02 | 02 | 10 |
| CO-2. Apply to use different international trade technique and tools in international trade. | 06 | 00 | 02 | 02 | 10 |
| CO-3. Assess the practices of trade and foreign trade of agri business commodities. | 06 | 00 | 02 | 02 | 10 |
| CO-4. Develop a clear understanding about the significant regulations and policy measures for International Trade. | 06 | 00 | 02 | 02 | 10 |
| CO-5. Analyze to the international demand and supply with implication of foreign trade. | 06 | 00 | 02 | 02 | 10 |
| Total Hours | 30 | 00 | 10 | 10 | 50 |

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

| CO | Unit title | | Marks Distribution | | | |
|------|---|----|--------------------|----|-------|--|
| | | R | U | A | Marks | |
| CO-1 | Unit-1.0 International trade—basic concepts, | 2 | 2 | 2 | 06 | |
| | WTO and its implications for Indian | | | | | |
| | economy in general and agriculture sector in | | | | | |
| | particular. | | | | | |
| CO-2 | Unit-2.0 - Apply to use different international | 2 | 3 | 3 | 08 | |
| | trade technique and tools in international trade. | | | | | |
| CO-3 | Unit-3.0 Importance of foreign trade for | 2 | 4 | 4 | 10 | |
| | developing economy; absolute and | | | | | |
| | comparative advantage, foreign trade of | | | | | |
| | India. Cases on agri business commodity trade practices. | | | | | |
| CO-4 | Unit-4.0 India's balance of payments; inter | 2. | 5 | 5 | 12 | |
| | regional Vs international trade; tariffs and | _ | | | 12 | |
| | trade control; exchange rate; the foreign | | | | | |
| | trade multiplier. | | | | | |
| CO-5 | | 2 | 6 | 6 | 14 | |
| | Unit-5.0 Foreign demand, supply side analysis, opportunity cost, trade and | _ | | | | |
| | factories, implications for developing | | | | | |
| | countries, market entry methods, procedures | | | | | |
| | & documentations. | | | | | |
| | Total | 10 | 20 | 20 | 50 | |
| | 10tti | 10 | 20 | 20 | | |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion

- 5. Visit to financial institutions
- 6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 7. Brainstorming

Suggested Learning Resources:

| S. | Title | Author | Publisher | Edition |
|-----|-----------------------------------|---------------|-------------|---------|
| No. | | | | & |
| | | | | Year |
| 01. | Study materials by the Center for | The Future of | ITPO, New | 2016 |
| | WTO Studies | IndianAgricul | Delhi | |
| | | ture | | |
| 02. | International Trade and Food | Brouwer F | LEI - | 2016 |
| | Security | and Joshi PK | Wageningen | |
| | | | UR, The | |
| | | | Netherlands | |

Curriculum Development Team:

- 1. Dr. S.S.Tomar, Dean Faculty of Agriculture science and technology.
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- 4.Dr. Ashutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST
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- 6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST
- 7. Shri Rajeev Rav Suryavanshi, Lab Attendant Department of Agricultural Economics, FAST



Cos, POs and PSOs Mapping Course Code:-ABM 509

Course Title: - International Trade in Agricultural Products

| Course | Program Outcomes Program Specific Outcome | | | | | | | | | | | | | | | |
|----------|---|------|------|---------|-------|-------|------|------|-------|----------|----------|-------|-------------|------------|------------|----------|
| Outcomes | PO1 | PO2 | PO3 | PO 4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO1 0 | PO1 1 | PO1 2 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
| | Man | Pro | Mod | Eth | Indiv | Com | Proj | Busi | Life- | Envi | Entr | Glo | Ability to | Ability to | Inculcat | Ability |
| | ageri | ble | ern | ics | idual | mun | ect | ness | long | ron | epre | bal | apply | understan | e | to use |
| | al | m | tool | | and | icati | man | deci | lear | men | neur | outl | manageria | d the day | proactiv | the |
| | kno | anal | usag | | team | on | age | sion | ning | t | ial | ook | 1 and | to day | e | researc |
| | wled | ysis | e | | work | | men | mak | | and | opp | | business | business | thinking | h based |
| | ge | | | | | | t | ing | | sust | ortu | | skilled for | operation | to | innovat |
| | | | | | | | and | | | aina | nitie | | developm | al | ensure | ive |
| | | | | | | | fina | | | bilit | S | | ent of | problems | effective | knowle |
| | | | | | | | nce | | | y | | | business | and | perform | dge for |
| | | | | | | | | | | | | | growth | startup | ance in | sustaina |
| | | | | | | | | | | | | | with the | developm | the | ble |
| | | | | | | | | | | | | | available | ent of | dynamic | develop |
| | | | | | | | | | | | | | resources | agribusin | socio- | ment in |
| | | | | | | | | | | | | | | ess and | economi | agribusi |
| | | | | | | | | | | | | | | provide | c and | ness |
| | | | | | | | | | | | | | | economic | business | growth |
| | | | | | | | | | | | | | | al | ecosyste | and |
| | | | | | | | | | | | | | | solution | m | develop |
| | | | | | | | | | | | | | | to | entrepre | S |
| | | | | | | | | | | | | | | enhance | neurial | |
| | | | | | | | | | | | | | | the | approac | |
| | | | | | | | | | | | | | | decide | h and | |
| | | | | | | | | | | | | | | goal | skill sets | |
| | | | | | | | | | | | | | | without | aligned | |
| | | | | | | | | | | | | | | comprom | with the | |
| | | | | | | | | | | | | | | ising | national | |

| | | | | | | | | | | | | | | ethical value | prioritie s | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|------------------|----------------|---|
| CO-1: Identify the basic concepts of management and organizational behavior. | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| CO-2: Demonstrate the overall view of various management functions, managerial skills and approaches. | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| CO-3: Apply the fundamentals of individual and group behavior in the organizational setting. | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| CO-4: Analyze the group | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |

| decision making, teambuilding and developing collaboration and leadership | | | | | | | | | | | | | | | | |
|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| styles. | _ | _ | _ | | _ | _ | _ | | _ | | | _ | | | _ | _ |
| Evaluate the ability understanding and managing organizational culture, power and political behavior | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: International Trade in Agricultural Products

| POs & PSOs | COs No.& Titles | SOs No. | Laboratory | Classroom Instruction (CI) | Self Learning (SL) |
|------------------|----------------------|---------|-----------------|---|-----------------------------|
| No. | | | Instruction(LI) | | |
| PO 1,2,3,4,5,6 | CO-1: Identify the | SO1.1 | | Unit-1.0 | As mentioned in page |
| 7,8,9,10,11,12 | basic concepts of | SO1.2 | | Introduction to Management: Nature, | number |
| | management and | SO1.3 | | Scope and Significance of Management, | |
| PSO 1,2, 3, 4, 5 | organizational | SO1.4 | | Evolution of Management Thought, | |
| | behavior. | SO1.5 | | Approaches to Management, functions and skills of a manager | |
| | | | | 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9. | |
| PO 1,2,3,4,5,6 | CO-2: Demonstrate | SO1.1 | | Unit-2.0 – | As mentioned in page |
| 7,8,9,10,11,12 | the overall view of | SO1.2 | | Management functions: Planning – | number |
| | various management | SO1.3 | | Types, Steps, Objective, Process, | |
| PSO 1,2, 3, 4, 5 | functions, | SO1.4 | | Strategies, Policies, MBO, Organizing – | |
| | managerial skills | SO1.5 | | Structure & Process, Line, Staff, | |
| | and approaches. | | | Authority & Responsibility, Staffing – Recruitment and Selection, Directing – | |
| | | | | Training, Communication & Motivation, | |
| | | | | Controlling- Significance, Process, | |
| | | | | Techniques, Standards & Benchmarks, | |
| | | | | Management Audit. | |
| | | | | 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, | |
| DO 1 2 2 4 5 6 | CO 2. | CO1 1 | | 2.10. | As meantioned in mass |
| PO 1,2,3,4,5,6 | CO-3: | SO1.1 | | Unit-3.0 | As mentioned in page number |
| 7,8,9,10,11,12 | Apply the | SO1.2 | | Nature, Scope and Significance of | number |
| | fundamentals of | SO1.3 | | Organizational Behavior; Foundations of | |
| PSO 1,2, 3, 4, 5 | individual and group | SO1.4 | | Individual behaviour – Emotions, | |
| | behavior in the | SO1.5 | | Personality, Values, Attitudes, | |
| | organizational | | | Perception, Learning and individual | |

| | setting. | | decision making, Motivation- Types of | |
|------------------|--------------------|-------|--|----------------------|
| | | | motivation, theories of motivation, | |
| | | | motivational practices at workplace, | |
| | | | managing stress and work life balance. | |
| | | | 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, | |
| | | | 3.10, 3.11. | |
| PO 1,2,3,4,5,6 | CO-4: Analyze the | SO1.1 | Unit-4.0 Group dynamics- types of | As mentioned in page |
| 7,8,9,10,11,12 | group decision | SO1.2 | groups, group formation, Group decisio | n number |
| | making, | SO1.3 | making, teambuilding and developing | |
| PSO 1,2, 3, 4, 5 | teambuilding and | SO1.4 | collaboration, leadership styles and | |
| | developing | SO1.5 | influence process; leadership theories, | |
| | collaboration and | | leadership styles and effective leader | |
| | leadership styles. | | 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9. | |
| PO 1,2,3,4,5,6 | CO-5: Evaluate the | SO1.1 | Unit-5.0 Understanding and managing | As mentioned in page |
| 7,8,9,10,11,12 | ability | SO1.2 | organizational culture, power and | number |
| | understanding and | SO1.3 | political behavior in organizations, | |
| PSO 1,2, 3, 4, 5 | managing | SO1.4 | conflict Management, negotiation, | |
| | organizational | SO1.5 | managing organizational change, concep | ot |
| | culture, power and | | of organizational development. | |
| | political behavior | | 5.1, 5.2, 5.3, 5.4, 5.5, 5.6. | |



Course Code: - ABM 542

Course Title: - Project Management and Agribusiness Entrepreneurship

Pre requisite: -Student should have basic knowledge of Project Management

Rationale: -A applied Management Of Project Management and Agribusiness Entrepreneurship course is to give the understanding of project management. Agri-entrepreneurship can be used as chief remedy for the solution of this complexity such as lower the burden of agriculture, produce employment opportunities for rural youth, control migration from rural to urban areas, boost national income, sustain industrial development in rural areas and cut down the pressure on urban cities.

Course Outcomes:

ABM 542 CO-1 Express to understand the fundamentals of project and project management.

ABM 542 CO-2 Apply to develop a understanding of project analysis and financial appraisal of projects.

ABM 542 CO-3 Contrast to agri entrepreneurship concept and developed the various entrepreneurships.

ABM 542 CO-4 Analyze to develop a understanding of agri entrepreneurship opportunities and challenges.

ABM 542 CO-5 Develop the method of developing a agri based venture through the support system available in the Indian scenario.

Scheme of studies

| Board of Study | Course Code | Course Title | Sche | ırs/Week) | Total Credits | | | |
|--------------------------|----------------|--|------|-----------|------------------|----|---|-----|
| | | | Cl | LI | SW | SL | Total Study Hours (CI+LI+SW+ SL) | (C) |
| Program Core (PCC) | ABM 542 | Project Management and Agribusiness Entrepreneurship | 02 | 00 | 02 | 01 | 05 | 0 |

Legend: CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others)

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.)



SL: Self Learning

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

| Board | | Course | Scheme | of Ass | essmen | t (Ma | rks) | | | |
|-------------|----------------|-------------------------------------|---------------------------------------|---|----------------------------|---------------------------|-----------------------------|---------------------------------------|----|-----|
| of Study | e Code | Title | Progress Class/ Home Assign ment 5 | Class Test 2 (2 best | Semi nar one (SA) | Clas s Acti vity | Class Atten danc e | Total Marks (CA+CT+S A+CAT+A | | |
| | | | numbe r 3 marks each (CA) | out of 3) 10 marks each (CT) | | any one (CA T) | (AT) | T) |) | |
| (PCC) | AB M 542 | Agribusines s Financial Manageme nt | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



ABM 542 CO-1 Express to understand the fundamentals of project and project management.

Approximate Hours

| Item | Appx hrs |
|-------|----------|
| C 1 | 06 |
| LI | 0 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| Session Outcomes | Laboratory | Class room | Self Learning |
|---|------------------|--|---------------|
| (SOs) | Instruction (LI) | Instruction (CI) | (SL) |
| SO1.1- Brief Introduction about projects SO1.2 - Define the project life cycle SO1.3 - Describe the finance functions SO1.4- Describe the Project feasibility SO1.5 Given the | Instruction (LI) | Instruction (CI) Unit-1.0 Concept, characteristics of projects, types of projects, project identification, and Project's life cycle. Project feasibilitymarket feasibilitymarket feasibility, financial feasibility, and economic feasibility, social cost- | |
| | | | |



SW-1 Suggested Seasonal Work (SW):

- a. Assignments: Prepare the assignment on management function evaluation thought
- b. Mini Project: -
- c. Other Activities (Specify):-

ABM 542 CO-2 Apply to develop a understanding of project analysis and financial appraisal of projects Approximate Hours

| Item | Appx hrs |
|-------|----------|
| C1 | 06 |
| LI | 00 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|---------------------------|--------------------------------|--------------------------------|-------------------------------------|
| SO2.1 – Introduce to | LE2.1 | Unit-2.0 - Network | 2.1 Dranara |
| network methods | | Methods: Meaning, | 2.1 – Prepare the assignment |
| SO2.2 – Learned about | | Network Analysis, | the assignment |
| the CPM and PERT | | Critical Path Method | |
| SO2.3- Briefing about | | (CPM), Programme | |
| the Financial | | Evaluation and Review | |
| appraisal/evaluation | | Technique (PERT), | |
| techniques | | Project scheduling and | |
| | | resource allocation. | |
| SO2.4- Explain about | | Financial | |
| the NVP, IRR, B:C | | appraisal/evaluation | |
| | | techniques- discounted/no | |
| SO 2.5–Explain the Pay | | discounted cash flows; | |
| Back Period, Project | | Net present values, | |
| control and information | | profitability index, | |
| system | | Internal rate of returns; | |
| | | Cost benefits ratio; | |
| | | Accounting rate of return, | |
| | | Payback period, Project | |
| | | implementation; Cost | |
| | | overrun, Project control | |
| | | and information system. | |
| | | 2.1 – Network Analysis | |
| | | 2.2-CPM and PERT | |

| 2.3- Project scheduling and resource allocation2.4-Discounted/ no discounted cash flows |
|---|
| 2.5- NPV, profitability index, IRR, Cost benefits ratio, Payback period2.6- Project control and information system |

SW-1 Suggested Seasonal Work (SW):

- **a. Assignments:** Prepare the Assignment on given topics.
- **b. Mini Project:** Prepare a project report of different function of management used in any case study
- c. Other Activities (Specify):

ABM 542 CO-3: Contrast to agri entrepreneurship concept and developed the various entrepreneurships

Approximate Hours

| Appx hrs |
|----------|
| 06 |
| 00 |
| 02 |
| 02 |
| 10 |
| |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|---------------------------|--------------------------------|--------------------------------|------------------------|
| SO3.1 – Define to the | LE3.1 | Unit-3.0 Concept of Agri | 3.1 Prepare the |
| agri entrepreneurship | | Entrepreneurship: | assignment |
| | | Objective, Introduction | |
| SO3.2 – Briefing the | | to agri entrepreneurship, | |
| Entrepreneurial | | Entrepreneurial | |
| Development Models | | Development Models, | |
| | | Successful Models in | |
| SO3.3- Discuss the | | Agro Entrepreneurship | |
| Successful Models in | | Entrepreneur, | |
| Agro Entrepreneurship | | Development of women | |
| Entrepreneur | | entrepreneurship with | |

| SO3.4- Discuss the Development of women entrepreneurship SO3.5- Describe the Social entrepreneurship | reference to SHGs, Social entrepreneurship 3.1-Agri Entrepreneurship: Objective 3.2- Introduction to agri entrepreneurship 3.3-Entrepreneurial Development Models in Agro Entrepreneurship Entrepreneur |
|---|--|
| | 3.5- Development of women entrepreneurship with reference to SHGs 3.6- Social entrepreneurship |

SW-1 Suggested Sessional Work (SW):

- a. Assignments: Prepare the assignment on individual or organizational behaviors
- **b. Mini Project:** Prepare a project report of different function of management used in any case study
- c. Other Activities (Specify):

ABM 542 CO-4: Analyze to develop a understanding of agri entrepreneurship opportunities and challenges.

Approximate hours

| Item | App X Hrs |
|-------|-----------|
| Cl | 06 |
| LI | 00 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| Session Outcomes | Laboratory | Class room | Self Learning |
|-------------------------|------------------|------------------|---------------|
| (SOs) | Instruction (LI) | Instruction (CI) | (SL) |

| | | | | | | |
|----------------------------|-------------|---|-------------------------|--|--|--|
| SO4.1 –Identify the | LE1.1 - | Unit-4.0 Creativity, | 1.1- Prepare the | | | |
| Inventions and | | Innovation and Agro | assignment | | | |
| Innovation | | Entrepreneur: Inventions and Innovation, The | | | | |
| SO4.2 - Briefing | | Environment and Process | | | | |
| the Environment | | of Creativity, Creativity | | | | |
| and Process of | | and the Entrepreneur, | | | | |
| Creativity | | Innovative Approaches to Agro Entrepreneurship, | | | | |
| SO4.3- Apply the | | Business Incubation, | | | | |
| Innovative | | Steps and Procedure to | | | | |
| | | start a new business, | | | | |
| Approaches to Agro | | Business Opportunities in different field of | | | | |
| Entrepreneurship | | Agriculture and Allied | | | | |
| SO4.4- Briefing the | | Sectors. | | | | |
| steps and | | 4.1- Creativity, | | | | |
| Procedure to start a | | Innovation and Agro | | | | |
| new business | | Entrepreneur | | | | |
| SO4.5 –Explain the | | 4.2- : Inventions and | | | | |
| Business | | Innovation | | | | |
| Opportunities in | | | | | | |
| different field of | | 4.3 -Environment and | | | | |
| Agriculture and | | Process of Creativity, | | | | |
| Allied Sectors | | Creativity and the Entrepreneur | | | | |
| | | • | | | | |
| | | 4.4- Innovative | | | | |
| | | Approaches to Agro | | | | |
| | | Entrepreneurship | | | | |
| | | 4.5- Steps and | | | | |
| | | Procedure to start a new | | | | |
| | | business | | | | |
| | | 4.6- Business Opportunities in different | | | | |
| | | field of Agriculture and | | | | |
| | | Allied Sectors | | | | |

- **. Assignments:** Prepare the assignment on Group decision making, team building and developing collaboration
- **b. Mini Project:** Prepare a project report of leadership styles and influence process; leadership theories, leadership styles and effective leader
- c. Other Activities (Specify):



ABM 542 CO-5: Develop the method of developing a agri based venture through the support system available in the Indian scenario.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| Cl | 06 |
| LI | 00 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| Session Outcomes | Laboratory | Class room Instruction | Self Learning |
|--|----------------------|--|------------------------------------|
| | • | | _ |
| ` ′ | , , | ` ' | ` , |
| (SOs) SO5.1 –Define the SO5.2- Briefing the estimating Financial Requirements SO5.3- Discuss about the project appraisal SO5.4- Discuss about the Incentives and Subsidies SO 5.5 - Explain the role of government organizations-SIDO, DIC, KVIC, NSIC, SIDBI, NABARD | Instruction(LI) LE1. | Unit-5.0 Sources of Financing, Structure and Government Policy Support: Estimating Financial Requirements, Preparation of Detail Project Report, Project Appraisal, Sources of Long-Term Financing, Working Capital Financing, Venture Capitalist, Finance from Banking Institutions, Industrial Policy Resolutions in India, Incentives and Subsidies, Schemes for Incentives, Government Organizations like SIDO, DIC, KVIC, NSIC, SIDBI, NABARD and their role, Sick Industries and their Up gradation policy measures 5.1- Sources of Financing 5.2- Project Appraisal, Sources of Long-Term Financing 5.3- Working Capital Financing, Venture Capitalist, Finance from | (SL) 1.1 - Prepare the assignment |
| | | G , | |

| Incentives and Subsidies, |
|----------------------------|
| Schemes for Incentives |
| 5.5- Government |
| Organizations- SIDO, DIC, |
| KVIC, NSIC, SIDBI, |
| NABARD |
| 5.6- Role, Sick Industries |
| and their Up gradation |
| policy measures |

SW-1 Suggested Sessional Work (SW):

- a. Assignments: Prepare the assignment on individual or organizational behaviors
- **b. Mini Project:** Prepare a project report of different function of management used in any case study
- c. Other Activities (Specify):

Brief of Hours suggested for the Course Outcome

| Course Outcomes | Class Lecture (C l) | Laborat ory Lecture (L I) | Sessional Work (SW) | Self Learnin g (S l) | Total hour (C 1 + LI+ SW +S 1) |
|--|---------------------------|------------------------------------|---------------------------|-------------------------------|--------------------------------------|
| 1. Express to understand the fundamentals of project and project management. | 06 | 00 | 02 | 02 | 10 |
| 2. Apply to develop a understanding of project analysis and financial appraisal of projects. | 06 | 00 | 02 | 02 | 10 |
| 3.Contrast to agri entrepreneurship concept and developed the various entrepreneurships. | 06 | 00 | 02 | 02 | 10 |
| 4. Analyze to develop a understanding of agri entrepreneurship opportunities and challenges. | 06 | 00 | 02 | 02 | 10 |

| 5. Develop the method of | 06 | 00 | 02 | 02 | 10 |
|-----------------------------|----|----|----|----|----|
| developing a agri based | | | | | |
| venture through the support | | | | | |
| system available in the | | | | | |
| Indian scenario. | | | | | |
| Total Hours | 30 | 00 | 10 | 10 | 50 |

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

| CO | Unit title | Marks | Distrib | ution | Total |
|------|---|-------|---------|-------|-------|
| | | R | U | A | Marks |
| CO-1 | Unit-1.0 Concept, characteristics of projects, types of projects, project identification, and Project's life cycle. Project feasibility- market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis. | 2 | 2 | 2 | 06 |
| CO-2 | Unit-2.0 - Network Methods: Meaning, Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation. Financial appraisal/evaluation techniques- discounted/no discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Payback period, Project implementation; Cost overrun, Project control and information system. | 2 | 3 | 3 | 08 |
| CO-3 | Unit-3.0 Concept of Agri Entrepreneurship: Objective, Introduction to agri entrepreneurship, Entrepreneurial Development Models, Successful Models in Agro Entrepreneurship Entrepreneur, Development of women entrepreneurship with reference to SHGs, Social entrepreneurship | 2 | 4 | 4 | 10 |
| CO-4 | Unit-4.0 Creativity, Innovation and Agro Entrepreneur: Inventions and Innovation, The Environment and Process of Creativity, Creativity and the Entrepreneur, Innovative Approaches to Agro Entrepreneurship, Business Incubation, Steps and Procedure to start a new business, Business Opportunities in different field of Agriculture and Allied Sectors. | 2 | 5 | 5 | 12 |

| CO-5 | Unit-5.0 Sources of Financing, Structure and | 2 | 6 | 6 | 14 |
|------|---|----|----|----|----|
| | Government Policy Support: Estimating | | | | |
| | Financial Requirements, Preparation of Detail | | | | |
| | Project Report, Project Appraisal, Sources of | | | | |
| | Long-Term Financing, Working Capital | | | | |
| | Financing, Venture Capitalist, Finance from | | | | |
| | Banking Institutions, Industrial Policy | | | | |
| | Resolutions in India, Incentives and Subsidies, | | | | |
| | Schemes for Incentives, Government | | | | |
| | Organizations like SIDO, DIC, KVIC, NSIC, | | | | |
| | SIDBI, NABARD and their role, Sick | | | | |
| | Industries and their Up gradation policy | | | | |
| | measures | | | | |
| | Total | 10 | 20 | 20 | 50 |
| | | | | | |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Visit to financial institutions
- 6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 7. Brainstorming

Suggested Learning Resources:

| S. | Title | Author | Publisher | Edition |
|-----|----------------------------------|-------------|-----------------|-------------------------|
| No. | | | | & |
| | | | | Year |
| 01. | Business Planning and | Desai V | Himalaya | 2016 |
| | Entrepreneurial Management | | Publishing | |
| | | | House, Mumbai | |
| 02. | Managing a New Business | Ramachandar | Global Business | 2004 |
| | Successfully | an K | Press, New | 8 th edition |
| | | | Delhi | |
| 03. | Fundamentals of Entrepreneurship | Maheshwari | Arora R and | 03 th |
| | and Small Business Management | SN & | Sood SK | edition |
| | | Maheshwari | | 2003 |
| | | SK | | |
| | | | | |

Curriculum Development Team:

- 1. Dr. S.S.Tomar, Dean Faculty of Agriculture science and technology.
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- 3. Dr. V.K. Vishwakarma, Head Department of Agricultural Economics, FAST
- 4. Dr. Ashutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST
- 7. Shri Rajeev Rav Suryavanshi, Lab Attendant Department of Agricultural Economics, FAST



Cos, POs and PSOs Mapping Course Code: - ABM 542

Course Title: - Project Management and Agribusiness Entrepreneurship

| Course | Program Outcomes | | | | | | | | | | | | | Program Specific Outcome | | | |
|----------|------------------|------|------|------|------|------|------|------|------|--------|--------|-------|-----------|--------------------------|------------|----------|--|
| Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO 1 | PSO 2 | PSO 3 | PSO 4 | |
| | Mana | Pro | Mod | Ethi | Indi | Co | Proj | Busi | Life | Envir | Entre | Globa | Ability | Ability | Inculcat | Ability | |
| | gerial | ble | ern | cs | vidu | mm | ect | ness | - | onme | prene | l | to apply | to | e | to use | |
| | knowl | m | tool | | al | unic | man | deci | long | nt | urial | outlo | manageri | understa | proactiv | the | |
| | edge | anal | usag | | and | atio | age | sion | lear | and | oppor | ok | al and | nd the | e | researc | |
| | | ysis | e | | tea | n | men | mak | ning | sustai | tuniti | | business | day to | thinking | h based | |
| | | | | | m | | t | ing | | nabili | es | | skilled | day | to | innovat | |
| | | | | | wor | | and | | | ty | | | for | business | ensure | ive | |
| | | | | | k | | fina | | | | | | develop | operatio | effective | knowle | |
| | | | | | | | nce | | | | | | ment of | nal | perform | dge for | |
| | | | | | | | | | | | | | business | problem | ance in | sustaina | |
| | | | | | | | | | | | | | growth | s and | the | ble | |
| | | | | | | | | | | | | | with the | startup | dynamic | develop | |
| | | | | | | | | | | | | | available | develop | socio- | ment in | |
| | | | | | | | | | | | | | resources | ment of | economi | agribusi | |
| | | | | | | | | | | | | | | agribusi | c and | ness | |
| | | | | | | | | | | | | | | ness and | business | growth | |
| | | | | | | | | | | | | | | provide | ecosyste | and | |
| | | | | | | | | | | | | | | economi | m | develop | |
| | | | | | | | | | | | | | | cal | entrepre | S | |
| | | | | | | | | | | | | | | solution | neurial | | |
| | | | | | | | | | | | | | | to | approac | | |
| | | | | | | | | | | | | | | enhance | h and | | |
| | | | | | | | | | | | | | | the | skill sets | | |
| | | | | | | | | | | | | | | decide | aligned | | |
| | | | | | | | | | | | | | | goal | with the | | |
| | | | | | | | | | | | | | | without | national | | |
| | | | | | | | | | | | | | | compro | prioritie | | |

AKS University Department of Agribusiness Management Faculty of Management Studies

| | | | | | | | | | | | | | | mising ethical value | S | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----------------------------|---|---|
| CO-1: Express to understand the fundamenta ls of project and project managemen t. | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| CO-2: Apply to develop a understanding of project analysis and financial appraisal of projects. | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| CO 3: Contrast to agri entrepreneu rship concept and | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |

| developed | | | | | | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| the various | | | | | | | | | | | | | | | | |
| entrepreneu | | | | | | | | | | | | | | | | |
| rships. | | | | | | | | | | | | | | | | |
| CO 4: | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| Analyze to | | | | | | | | | | | | | | | | |
| develop a | | | | | | | | | | | | | | | | |
| understandi | | | | | | | | | | | | | | | | |
| ng of agri | | | | | | | | | | | | | | | | |
| entrepreneu | | | | | | | | | | | | | | | | |
| rship | | | | | | | | | | | | | | | | |
| opportunitie | | | | | | | | | | | | | | | | |
| s and | | | | | | | | | | | | | | | | |
| challenges. | | | | | | | | | | | | | | | | |
| CO 5: | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| Develop | | | | | | | | | | | | | | | | |
| the method | | | | | | | | | | | | | | | | |
| of | | | | | | | | | | | | | | | | |
| developing | | | | | | | | | | | | | | | | |
| a agri based | | | | | | | | | | | | | | | | |
| venture | | | | | | | | | | | | | | | | |
| through the | | | | | | | | | | | | | | | | |
| support | | | | | | | | | | | | | | | | |
| system | | | | | | | | | | | | | | | | |
| available in | | | | | | | | | | | | | | | | |
| the Indian | | | | | | | | | | | | | | | | |
| scenario. | | | | | | | | | | | | | | | | |

Legend: 1 – Low, 2 – Medium, 3 – High



Cos, POs and PSOs Mapping Course Code:-ABM 542

Course Curriculum Map: International Trade in Agricultural Products

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction(LI) | Classroom Instruction (CI) | Self Learning (SL) |
|---|---|---|-------------------------------|---|-----------------------------|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | CO-1: Express to understand the fundamentals of project and project management. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0 Concept, characteristics of projects, types of projects, project identification, and Project's life cycle. Project feasibility- market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis 1.1, 1.2, 1.3, 1.4, 1.5, 1.6. | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | CO-2: Apply to develop a understanding of project analysis and financial appraisal of projects. | SO1.3 SO1.4 | | Unit-2.0 - Network Methods: Meaning, Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation. Financial appraisal/evaluation techniques-discounted/no discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Payback period, Project implementation; Cost overrun, Project control and information system. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6. | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | CO 3: Contrast to agrientrepreneurship concept and developed the various | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-3.0 Concept of Agri Entrepreneurship: Objective, Introduction to agri entrepreneurship, Entrepreneurial Development Models, Successful Models in Agro Entrepreneurship Entrepreneur, Development of women entrepreneurship with reference to SHGs, Social entrepreneurship | As mentioned in page number |

| | entrepreneurships. | | 3.1, 3.2, 3.3, 3.4, 3.5, 3.6. | |
|---|--|---|---|-----------------------------|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | CO 4: Analyze to develop a understanding of agri entrepreneurship opportunities and challenges. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-4.0 Creativity, Innovation and Agro Entrepreneur: Inventions and Innovation, The Environment and Process of Creativity, Creativity and the Entrepreneur, Innovative Approaches to Agro Entrepreneurship, Business Incubation, Steps and Procedure to start a new business, Business Opportunities in different field of Agriculture and Allied Sectors. 4.1, 4.2, 4.3, 4.4, 4.5, 4.6. | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | Develop the method of developing a agri based venture through the support system available in the Indian scenario. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-5.0 Sources of Financing, Structure and Government Policy Support: Estimating Financial Requirements, Preparation of Detail Project Report, Project Appraisal, Sources of Long-Term Financing, Working Capital Financing, Venture Capitalist, Finance from Banking Institutions, Industrial Policy Resolutions in India, Incentives and Subsidies, Schemes for Incentives, Government Organizations like SIDO, DIC, KVIC, NSIC, SIDBI, NABARD and their role, Sick Industries and their Up gradation policy measures 5.1, 5.2, 5.3, 5.4, 5.5, 5.6. | As mentioned in page number |

Course Code: ABM 528

Course Title: Agri Extension Management

Pre- requisite: This course is designed to provide the students with knowledge of new innovations in agriculture and agri business sector to people living in rural areas.

Rationale: Carryout financial survey and evaluation of a proposed or existing agricultural enterprise and make recommendations, Provide administrative leadership in all sizes of agricultural enterprises, Market farm products and farming tools and equipment. Assist in Agricultural Management research To gather the skills on market survey, price determination techniques and supply chain management etc. The students know how to develop Entrepreneurship and agri-business plan, how to deal Cash Management and Marketing Management for Agri- Business.

Course Outcomes:

ABM 528 CO - 01 Apply critically analyze different Agricultural Extension approaches.

ABM 528 CO - 02 Asses the Advances in Extension - Cyber extension and Agricultural Knowledge Information System (AKISs) ITK.

ABM 528 CO -03 Apply the fundamentals of Advances in Extension services and improving of extension efficiency.

ABM 528 CO -04 Analyze the contemporary issue, Intellectual Property Rights, and Extension delivery with ATIC, IVLP, Kisan Call Centres.

Scheme of Studies:

| Categories | | | | Scheme of studies(Hours/Week) | | | | | Total |
|------------|------------|----------|-----------|-------------------------------|----|----|----|---------------|------------|
| Of | CourseCode | | | Cl | LI | SW | SL | Total Study | Credits |
| curriculum | | Course ' | Title | | | | | Hours | (C) |
| | | | | | | | | (CI+LI+SW+SL) | |
| PSC | ABM 528 | Agri | Extension | 1 | | 1 | 1 | 3 | 1 |
| | | Manag | ement | | | | | | |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



Scheme of Assessment:

| Catatog | Cours | Course Title | | Scheme of Assessment (Marks) | | | | | | |
|---------|-------|---------------------------------|---|------------------------------|---|-------------------------|------------------------|-------------------------------|--------------------------------|-----------------|
| ories | e | | | Progressive Assessment (PRA) | | End | Tot | | | |
| | Code | | Home Assign ment 5 numbe r 3 marks | Test 2 (2 best out of 3) | | Activi ty any one | Attend ance (AT) | Total Marks (CA+CT+SA+CAT+AT) | Seme ster Asses sment | al Ma rks |
| IPC.C. | 320 | Agri Extension Management | 10 | 40 | 0 | 0 | 0 | 50 | 50 | 50 |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 528 CO - 01 Apply critically analyze different Agricultural Extension approaches

Approximate Hours

| Item | Approx Hrs. |
|-------|-------------|
| CI | 3 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 5 |

| Session Outcomes(SOs) | Laboratory | Class room | Self Learning(SL) |
|-------------------------|-----------------|-------------------------|--------------------|
| | Instruction(LI) | Instruction(CI) | |
| SO.1 Introduce the | | Unit-1 Approaches of | |
| Approaches of | | Agricultural Extension: | assignment on |
| Agricultural Extension: | | A critical analysis of | identification and |
| A critical analysis of | | different approaches of | documentation of |
| different approaches of | | agricultural extension | ITK, Integration |
| agricultural extension. | | Importance and | of ITK system in |



| SO.2 Asses the Importance and relevance of indigenous knowledge system, identification and documentation of ITK, SO.3 Inculcate identification and documentation of ITK, Integration of IT | | | |
|--|-------------------------|---------------------------|-------------|
| relevance of indigenous knowledge system. SO.3 Inculcate identification and documentation of ITK, Integration of ITK, Integra | SO.2 Asses the | relevance of indigenous | research |
| indigenous knowledge system. SO.3 Inculcate identification and documentation of ITK, Integration of of ITK, Integration Concept of ITK, Integration, Concept of ITK, Integration, Concept of ITK, Integration, Integration of ITK, Integration, In | Importance and | knowledge system, | formulation |
| system. SO.3 Inculcate identification and documentation of ITK, Integration of ITK, Integration of ITK, System in research formulation of ITK, System in research formulation SO.4 Discriminate the Concept of Agricultural Knowledge and InformationSystem Knowledge and InformationSystem SO.4 Discriminate the Training of Stakeholders of AKIS Training of System in research of Agricultural Extension: A critical analysis of different approaches of agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | relevance of | identification and | |
| SO.3 Inculcate identification and documentation of ITK, Integration of ITK system in research formulation of ITK system in research formulation SO.4 Discriminate the Concept of Agricultural Knowledge and InformationSystem Knowledge and InformationSystem SO.4 Discriminate the Training of Stakeholders of AKIS Training of Stakeholders of AKIS Toritical analysis of different approaches of agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK 1.3. Integration of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | indigenous knowledge | documentation of ITK, | |
| identification and documentation of ITK, Integration of ITK system in research formulation SO.4 Discriminate the Concept of Agricultural Extension: A critical analysis of different approaches of Stakeholders of AKIS SO.4 Discriminate the Training of Stakeholders of AKIS SO.4 Discriminate the Training of Stakeholders of AKIS I.1. Approaches of Agricultural Extension: A critical analysis of different approaches of agricultural extension I.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK I.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | system. | Integration of ITK | |
| documentation of ITK, Integration of ITK system in research formulation SO.4 Discriminate the Concept of Agricultural Knowledge and InformationSystem SO.4 Discriminate the Training of SO.4 Discriminate the Training of Stakeholders of AKIS 1.1. Approaches of Agricultural Extension: A critical analysis of different approaches of agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | SO.3 Inculcate | system in research | |
| Integration of ITK system in research formulation SO.4 Discriminate the Concept of Agricultural Knowledge and InformationSystem SO.4 Discriminate the Training of SO.4 Discriminate the Training of SO.4 Discriminate the Training of Stakeholders of AKIS 1.1. Approaches of Agricultural Extension: A critical analysis of different approaches of agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | identification and | formulation, Concept of | |
| system in research formulation SO.4 Discriminate the Concept of Agricultural Knowledge and InformationSystem SO.4 Discriminate the Training of Stakeholders of Agricultural Extension: A critical analysis of different approaches of agricultural extension Training of Stakeholders of AKIS 1.1. Approaches of Agricultural Extension: A critical analysis of different approaches of agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | documentation of ITK, | Agricultural Knowledge | |
| formulation SO.4 Discriminate the Concept of Agricultural Knowledge and InformationSystem SO.4 Discriminate the Training of Stakeholders of AKIS Stakeholders of AKIS 1.1. Approaches of Agricultural Extension: A critical analysis of different approaches of agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | Integration of ITK | and Information System, | |
| SO.4 Discriminate the Concept of Agricultural Knowledge and InformationSystem SO.4 Discriminate the Training of Stakeholders of AKIS 1.1. Approaches of Agricultural Extension: A critical analysis of different approaches of agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | system in research | Training of | |
| Concept of Agricultural Knowledge and InformationSystem SO.4 Discriminate the Training of Stakeholders of AKIS Agricultural Extension: A critical analysis of different approaches of agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | formulation | Stakeholders of AKIS | |
| Knowledge and InformationSystem SO.4 Discriminate the Training of Stakeholders of AKIS Stakeholders of AKIS Critical analysis of different approaches of agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | SO.4 Discriminate the | 1.1. Approaches of | |
| InformationSystem SO.4 Discriminate the Training of Stakeholders of AKIS different approaches of agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | Concept of Agricultural | Agricultural Extension: A | |
| SO.4 Discriminate the Training of Stakeholders of AKIS agricultural extension 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | Knowledge and | critical analysis of | |
| Training of Stakeholders of AKIS 1.2- Importance and relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | InformationSystem | different approaches of | |
| Stakeholders of AKIS relevance of indigenous knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | SO.4 Discriminate the | agricultural extension | |
| knowledge system, identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | · · | 1.2- Importance and | |
| identification and documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | Stakeholders of AKIS | 8 | |
| documentation of ITK 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | | | |
| 1.3. Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, | | | |
| system in research formulation, Concept of Agricultural Knowledge and Information System, | | documentation of ITK | |
| formulation, Concept of Agricultural Knowledge and Information System, | | 1.3. Integration of ITK | |
| Agricultural Knowledge and Information System, | | 3 | |
| and Information System, | | formulation, Concept of | |
| | | | |
| TD 11 C C(1 1 11 | | | |
| Training of Stakeholders | | Training of Stakeholders | |
| of AKIS | | of AKIS | |

- **a. Assignments:** Prepare the assignment on identification and documentation of ITK, Integration of ITK system in research formulation
- b. Mini Project: -
- c. Other Activities (Specify):-



$ABM\ 528\ CO$ - $02\ Asses$ the Agricultural Knowledge Information System (<code>AKISs</code>) ITK

Approximate Hours

| Item | Approx Hrs. |
|-------|-------------|
| CI | 4 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 6 |

| Session Outcomes(SOs) | Laboratory | Class room Instruction(CI) | Self Learning(SL) |
|---------------------------|-----------------|----------------------------|--|
| | Instruction(LI) | | |
| SO.1.1: Introduce the | | Unit- 2 | Prepare the |
| cyber Extension: | | Cyber Extension: | assignment on |
| Concept of cyber | | Concept of cyber | Extension teaching |
| extension, national and | | extension, national and | methods— Meaning, Definition, Functions |
| international cases of | | international cases of | and Classification |
| extension projects using | | extension projects using | and Classification |
| ICT and their impact of | | ICT and their impact of | |
| agricultural extension. | | agricultural extension, | |
| SO 1.2: Learned to the | | alternative methods of | |
| alternative methods of | | financing agricultural | |
| financing agricultural | | extension - Scope, | |
| extension - Scope, | | limitations and | |
| limitations and | | experience and cases. | |
| experience and cases. | | Research -Extension - | |
| SO 1.3: Asses the | | Farmer - Market | |
| Research -Extension - | | linkage: Importance, | |
| Farmer - Market | | Scope, Implications etc., | |
| linkage: Importance, | | Market - Led Extension, | |
| Scope, Implications | | Farmer - Led Extension, | |
| etc., market – Led | | Concept of Farm Field | |
| Extension, Farmer - | | School, Farm School, | |
| Led Extension, | | Public - Private | |
| SO 1.4: Apply the | | Partnership: Meaning, | |
| Market – Led | | Models, Identification of | |
| Extension, Farmer - | | various areas for | |
| Led Extension | | partnership. | |
| 1.5: Asses the concept | | Stakeholder's analysis in | |
| of Farm Field School, | | Extension. Main | |
| Farm School, and | | streaming gender in | |
| Public - Private | | Extension - Issues and | |
| Partnership: Meaning, | | Prospects | |
| Models, and | | | |
| Identification of various | | 2.1- Cyber Extension: | |
| areas for partnership. | | Concept of cyber | |
| Stakeholder's analysis | | extension, national and | |



| | 1, , , | _ |
|------------------------|----------------------------|---|
| in Extension. Main | international cases of | |
| streaming gender in | extension projects using | |
| Extension - Issues and | ICT and their impact of | |
| Prospects | agricultural extension | |
| | 2.2- Alternative methods | |
| | of financing agricultural | |
| | extension - Scope, | |
| | limitations and experience | |
| | and cases. Research - | |
| | Extension -Farmer - | |
| | Market linkage: | |
| | Importance, Scope, | |
| | Implications etc. | |
| | 2.3- Market – Led | |
| | Extension, Farmer - Led | |
| | Extension, Concept of | |
| | Farm Field School, Farm | |
| | School | |
| | 2.4 – Public - Private | |
| | Partnership: Meaning, | |
| | Models, Identification of | |
| | various areas for | |
| | partnership. Stakeholder's | |
| | analysis in Extension. | |
| | Main streaming gender in | |
| | Extension - Issues and | |
| | Prospects | |
| | • | |

- **a. Assignments:** Prepare the assignment on Extension teaching methods— Meaning, Definition, Functions and Classification
- b. Mini Project:
- c. Other activities (specify):



ABM 528 CO - 03 Apply the fundamentals of Advances in Extension services and improving of extension efficiency.

Approximate Hours

| Item | Approx Hrs. |
|-------|-------------|
| CI | 3 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 04 |

| Session | Laboratory | Class room | Self Learning(SL) |
|-------------------------|-----------------|-----------------------------|--------------------|
| Outcomes(SOs) | Instruction(LI) | Instruction(CI) | |
| SO.1.1: introduce the | , | Unit-3 | Prepare the |
| implications of WTO: | | Implications of WTO: | assignment on |
| SO.1.2: Apply the OA | | OA for extension | GOI- NGO |
| for extension services, | | services, re- | collaboration to |
| of extension services | | orientation of | improve efficiency |
| for agri-business | | extension services for | of extension |
| SO.1.3: Apply the OA | | agri-business and | |
| for re-orientation of | | marketing activities, | |
| extension services, of | | GOI- NGO | |
| extension services for | | collaboration to | |
| agri-business | | improve efficiency of | |
| SO.1.4: Asses the OA | | extension. | |
| for extension services, | | Implications of WTO: | |
| re-orientation of | | OA for extension | |
| extension services for | | services, | |
| marketing activities | | Implications of WTO: | |
| SO.1.5: Apply the | | OA for re-orientation | |
| GOI- NGO | | of extension services | |
| collaboration to | | for agri-business and | |
| improve efficiency of | | marketing activities | |
| extension. | | GOI- NGO | |
| | | collaboration to | |
| | | improve efficiency of | |
| | | extension. | |
| | | | |

SW-1 Suggested Seasonal Work (SW):

Assignments: Prepare the assignment on Prepare the assignment on GOI- NGO collaboration to improve efficiency of extension

Mini Project:

Other activities (specify):



ABM 528 CO - 04 Analyze the contemporary issue, Intellectual Property Rights, and Extension delivery with ATIC, IVLP, Kisan Call Centres. Approximate Hours

| Item | Approx Hrs. |
|-------|-------------|
| CI | 9 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 11 |

| Session Outcomes(SOs) | Laboratory Instruction(LI) | Class room Instruction(CI) | Self Learning(SL) |
|------------------------------|-------------------------------|--------------------------------|-------------------|
| SO.1: Incriminate the | Institution(E1) | Unit- 4.0 | Prepare the |
| | | | assignment on |
| Extension and . | | Extension and | Organization |
| contemporary issues, | | contemporary issues: | innovations in |
| SO.2: Introduce the | | Extension and issues | . |
| Extension and issues | | related to rural poverty. | ATIC, IVLP, |
| related to rural poverty. | | Privatization of | , |
| SO.3: Asses the | | Extension. Intellectual | |
| Privatization of | | Property Rights (IPRs). | Centres. |
| Extension. Intellectual | | Extension Reforms in | |
| Property Rights (IPRs). | | India –Decentralized | |
| SO.4 Apply the | | decision making, Bottom | |
| Extension Reforms in | | up planning, Farming | |
| India –Decentralized | | System and Situation | |
| decision making, | | based Extension | |
| Bottom up planning, | | Delivery System, | |
| Farming System and | | Extension delivery | |
| Situation based | | through Commodity | |
| Extension Delivery | | Interest Groups. | |
| System | | Organization | |
| SO.5: Inculcate the | | innovations in Extension | |
| Extension delivery | | - ATIC, IVLP, Kisan | |
| through Commodity | | Call Centres. | |
| Interest Groups. | | Extension and | |
| Organization | | contemporary issues: | |
| innovations in | | Extension and issues | |
| Extension - ATIC, | | related to rural poverty | |
| IVLP, Kisan Call | | Privatization of Extension. | |
| Centres | | Intellectual Property Rights | |
| | | (IPRs). Extension Reforms | |
| | | in India | |
| | | Decentralized | |
| | | | |

| decision making, Bottom | |
|----------------------------|--|
| _ | |
| up planning, Farming | |
| System and Situation | |
| based Extension Delivery | |
| System 4.4 Extension | |
| delivery through | |
| Commodity Interest | |
| Groups | |
| 4.5.Organization | |
| innovations in Extension - | |
| ATIC, IVLP, Kisan Call | |
| Centres. | |
| | |

- **a. Assignments:** Prepare the assignment on Organization innovations in Extension ATIC, IVLP, Kisan Call Centres.
- b. Mini Project:
- c. Other activities (specify):

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (C l) | Laboratory Instruction(LI) | | Self Learning (Sl) | Total hour (Cl+SW+Sl+ LI)) |
|---|---------------------------|-----------------------------------|----|--------------------------|----------------------------------|
| ABM528CO-01. Apply critically analyze different Agricultural Extension approaches. | 03 | 0 | 1 | 1 | 05 |
| ABM528CO-02 Asses the Agricultural Knowledge Information System (AKISs) ITK | 04 | 0 | 1 | 1 | 06 |
| ABM528CO-03 Apply the fundamentals of Advances in Extension services and improving of extension efficiency. | | 0 | 1 | 1 | 05 |
| ABM 528 CO - 04 Analyze the contemporary issue, Intellectual Property Rights, and Extension delivery with ATIC, IVLP, Kisan Call Centres. | 05 | 0 | 1 | 1 | 07 |
| Total Hours | 15 | 00 | 04 | 04 | 23 |

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks | Distrib | ution | Total Marks |
|------|--|-------|---------|-------|-------------|
| | | R | U | A | |
| CO-1 | Unit-1 Approaches of Agricultural Extension: A critical analysis of different approaches of agricultural extension Importance and relevance of indigenous knowledge system, identification and documentation of ITK, Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, Training of Stakeholders of AKIS | 03 | 04 | 3 | 10 |
| CO-2 | Unit- 2 Cyber Extension: Concept of cyber extension, national and international cases of extension projects using ICT and their impact of agricultural extension, alternative methods of financing agricultural extension - Scope, limitations and experience and cases. Research -Extension -Farmer - Market linkage: Importance, Scope, Implications etc., Market – Led Extension, Farmer - Led Extension, Concept of Farm Field School, Farm School, Public - Private Partnership: Meaning, Models, Identification of various areas for partnership. Stakeholder's analysis in Extension. Main streaming gender in Extension - Issues and Prospects | 02 | 05 | 3 | 10 |
| CO-3 | Unit-3 Implications of WTO: OA for extension services, re-orientation of extension services for agri-business and marketing activities, GOI- NGO collaboration to improve efficiency of extension. | 04 | 04 | 3 | 11 |
| CO-4 | Unit- 4.0 Extension and contemporary issues: Extension and issues related to rural poverty. Privatization of Extension. Intellectual Property Rights (IPRs). Extension Reforms in India –Decentralized decision making, Bottom up planning, Farming System and Situation based Extension Delivery System, Extension delivery through Commodity Interest Groups. Organization innovations in | 05 | 07 | 7 | 19 |



| Extension - Centres. | ATIC, | IVLP, | Kisan | Call | | | | |
|----------------------|-------|-------|-------|------|----|--|--|--|
| Tota | ıl | 14 | 20 | 16 | 50 | | | |

R: Remember, U: Understand, A: Apply

Legend:

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Group Discussion
- 4. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 5. Brainstorming

Suggested Learning Resources:

| S. No. | Titles | Authors | Publishers | Edition & |
|--------|---|--|------------|---|
| | | | | Year |
| 1 | Management | Robbins SP, Coulter M and Vohra N | | 2010. |
| 2 | Principles of Agribusiness Management. | Beierlein JG, Schneeberger KC Osburn DD. | | 2014. Fifth edition. |
| 3 | PRINCIPLES AND PRACTICE OF MANAGEMENT. | L M Prasad | SON | 2021 , 10TH EDITION, ISBN: 9789351611813 |

Development Team:

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- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST
- 7. Shri Rajeev Rav Suryavanshi, Lab Attendant Department of Agricultural Economics, FAST



Cos, POs and PSOs Mapping Course Code:- AMB 528 Course Title: - Agri Extension Management

| Course | Progra | am Ou | tcomes | | | | | | | | | | Program S | pecific Outo | ome | |
|----------|--------|-------|--------|------|------|-------|------|------|-------|-------|-------|------|-------------|--------------|-----------|----------|
| Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
| | Man | Pro | Mod | Ethi | Indi | Com | Proj | Busi | Life- | Envi | Entr | Glo | Ability to | Ability to | Inculcat | Ability |
| | ageri | ble | ern | cs | vidu | mun | ect | ness | long | ron | epre | bal | apply | understan | e | to use |
| | al | m | tool | | al | icati | man | deci | lear | men | neur | outl | manageria | d the day | proactiv | the |
| | kno | anal | usag | | and | on | age | sion | ning | t | ial | ook | 1 and | to day | e | researc |
| | wled | ysis | e | | tea | | men | mak | | and | opp | | business | business | thinking | h based |
| | ge | | | | m | | t | ing | | sust | ortu | | skilled for | operation | to | innovat |
| | | | | | wor | | and | | | aina | nitie | | developm | al | ensure | ive |
| | | | | | k | | fina | | | bilit | S | | ent of | problems | effective | knowle |
| | | | | | | | nce | | | y | | | business | and | perform | dge for |
| | | | | | | | | | | | | | growth | startup | ance in | sustaina |
| | | | | | | | | | | | | | with the | developm | the | ble |
| | | | | | | | | | | | | | available | ent of | dynamic | develop |
| | | | | | | | | | | | | | resources | agribusin | socio- | ment in |
| | | | | | | | | | | | | | | ess and | economi | agribusi |
| | | | | | | | | | | | | | | provide | c and | ness |
| | | | | | | | | | | | | | | economic | business | growth |
| | | | | | | | | | | | | | | al | ecosyste | and |
| | | | | | | | | | | | | | | solution | m | develop |
| | | | | | | | | | | | | | | to | entrepre | S |
| | | | | | | | | | | | | | | enhance | neurial | |
| | | | | | | | | | | | | | | the | approac | |

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|-----------------------------|----|

| | | | | | | | | | | | | | | decide goal without comprom ising ethical value | h and skill sets aligned with the national prioritie s | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--|---|
| ABM528CO- 01. Apply critically analyze different Agricultural Extension approaches. | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| ABM528CO- 02 Asses the Agricultural Knowledge Information System (AKISs) ITK | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| ABM528 CO- 03 Apply the fundamentals of Advances in Extension services and improving of | | 2 | 1 | 2 | 2 | 2 | m | 2 | 1 | 2 | 3 | æ | 2 | 3 | æ | 3 |

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| extension efficiency. | | | | | | | | | | | | | | | | |
|-----------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABM 528 CO | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| - 04 Analyze | | | | | | | | | | | | | | | | |
| the | | | | | | | | | | | | | | | | |
| contemporary | | | | | | | | | | | | | | | | |
| issue, | | | | | | | | | | | | | | | | |
| Intellectual | | | | | | | | | | | | | | | | |
| Property | | | | | | | | | | | | | | | | |
| Rights, | | | | | | | | | | | | | | | | |
| and | | | | | | | | | | | | | | | | |
| Extension | | | | | | | | | | | | | | | | |
| delivery with | | | | | | | | | | | | | | | | |
| ATIC, IVLP, | | | | | | | | | | | | | | | | |
| Kisan Call | | | | | | | | | | | | | | | | |
| Centres. | | | | | | | | | | | | | | | | |

Legend: 1 - Low, 2 - Medium, 3 - High



Course Curriculum Map: Agri Extension Management

| POs & PSOs | COs No.& Titles | SOs | Laboratory | Classroom Instruction (CI) | Self Learning (SL) |
|------------------|----------------------|-------|------------------|---|----------------------|
| No. | | No. | Instruction (LI) | | |
| PO 1,2,3,4,5,6 | ABM528CO-01. | SO1.1 | | Unit-1.0 | As mentioned in page |
| | Apply critically | SO1.2 | | Approaches of Agricultural Extension: A | number |
| 7,8,9,10,11,12 | analyze different | SO1.3 | | critical analysis of different approaches of | |
| | Agricultural | SO1.4 | | agricultural extension Importance and | |
| | Extension | SO1.5 | | relevance of indigenous knowledge | |
| PSO 1,2, 3, 4, 5 | approaches. | | | system, identification and documentation | |
| | | | | of ITK, Integration of ITK system in | |
| | | | | research formulation, Concept of | |
| | | | | Agricultural Knowledge and Information | |
| | | | | System, Training of Stakeholders of | |
| | | | | AKIS | |
| | | | | 1.1, 1.2, 1.3. | |
| PO 1,2,3,4,5,6 | ABM528CO-02 | SO1.1 | | Unit-2.0 – | As mentioned in page |
| 7.0.0.40.44.42 | Asses the | SO1.2 | | Cyber Extension: Concept of cyber extension, | number |
| 7,8,9,10,11,12 | Agricultural | SO1.3 | | national and international cases of extension | |
| | Knowledge | SO1.4 | | projects using ICT and their impact of agricultural extension, alternative methods of | |
| | Information | SO1.5 | | financing agricultural extension - Scope, | |
| PSO 1,2, 3, 4, 5 | System (AKISs) ITK | | | limitations and experience and cases. | |
| | IIK | | | Research -Extension -Farmer - Market | |
| | | | | linkage: Importance, Scope, Implications etc., | |
| | | | | Market – Led Extension, Farmer - Led | |
| | | | | Extension, Concept of Farm Field School, Farm School, Public - Private Partnership: | |
| | | | | Meaning, Models, Identification of various | |
| | | | | areas for partnership. Stakeholder's analysis | |
| | | | | in Extension. Main streaming gender in | |
| | | | | Extension - Issues and Prospects | |



| | | | 2.1, 2.2, 2.3. 2.4. | |
|--|---|---|---|-----------------------------|
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM528CO-03 Apply the fundamentals of Advances in Extension services and improving of extension efficiency. | SO1.3 | Unit-3.0 Implications of WTO: OA for extension services, re-orientation of extension services for agri-business and marketing activities, GOI- NGO collaboration to improve efficiency of extension. 3.1, 3.2, 3.3. | As mentioned in page number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | ABM 528 CO - 04 Analyze the contemporary issue, Intellectual Property Rights, and Extension delivery with ATIC, IVLP, Kisan Call Centres. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Extension and contemporary issues: Extension and issues related to rural poverty. Privatization of Extension. Intellectual Property Rights (IPRs). Extension Reforms in India —Decentralized decision making, Bottom up planning, Farming System and Situation based Extension Delivery System, Extension delivery through Commodity Interest Groups. Organization innovations in Extension - ATIC, IVLP, Kisan Call Centres. 4.1, 4.2, 4.3. 4.4. 4.5 | As mentioned in page number |

Third Semester

| Course Type | Course | Course Name | Number of credits Credit | | | | | | | |
|-------------------|---|---|--------------------------------|-----------------------------|--------------------------|-----------------------|--|--|--|--|
| | Code | | Lecture | Tutorial | Practical | | | | | |
| | | | (L) | (T) | (P) | | | | | |
| Research / PRC | ABM-595 | Project Work | 0 | 0 | 20 | 20 | | | | |
| Course | 1. Demons | 1. Demonstrate an ability to plan a research project, such as is required in a | | | | | | | | |
| Outcome | research pr | research proposal prior to the starts of their work. | | | | | | | | |
| | 2. Demons | strate an ability to compl | ly with ethica | al, safety, an | d documenta | ation | | | | |
| | processes a | appropriate to their projec | et. | | | | | | | |
| | 3. Demons | trate expert knowledge i | n the subject | of their rese | earch project | , such as | | | | |
| | through a i | ntegrated literature surve | y. | | | | | | | |
| | 4. Demon | strate expert knowledge | in the resea | rch method | s appropriat | e to | | | | |
| | generating | reliable data for their res | earch questio | ns. | | | | | | |
| | 5. Demon | strate the ability of proj | ect manage | and to make | e constructiv | ve use of | | | | |
| | expertise as | ssociated with their proje | ect, while wor | king as an ir | ndependent l | earner. | | | | |
| | 6. Demons | trate an ability to relate t | heir original | data with ex | isting literat | ure, or to | | | | |
| | create an n | ovel synthesis of existing | g materials. | | | | | | | |
| Topics | Course de | scription: | | | | | | | | |
| Covered | The Agri Business Management culminates in a research project of the student's own design. This project is documented by a final thesis or research report or dissertation. The student's work is guided by an academic supervisor. It is also supported by a variety of key skill program. Students are expected to construct a research project that includes original research, deliberate and well considered methodological choices, and shows relevance to significant conversations within the discipline. The dissertation should represent the best research and analysis which student can produce. | | | | | | | | | |
| | Convenors are appointment by Head of Department and this is responsible for overall management of the supervisory process and for the overall management of the marking process. They organize all project work or research related activities. They are responsible for quality assurance. They are the first port-of-call for students with concerns over provision in this module. The primary contact will be the project supervisor who will be appointed by the module convenor. | | | | | | | | | |
| | Syllabus p | roceeding Plan: | | | | | | | | |
| | Step 1: In | formal conversations: | Students are | strongly en | ncouraged to | o discuss | | | | |
| | professiona professiona | project ideas with tutals, Students are encouraged training. Students integring with open-ended control of the | ged to attend erested in re | all sessions search meth | as part of th ods All | eir wider research | | | | |

should be non-committal. These conversations should begin in semester 3, becoming increasingly focused and developed.

Step 2: Identify topic:

The first formal step in the module involves identifying a preliminary project title and writing an abstract of no more than 100 words. This requires submitting a completed registration form. Writing an abstract for a research proposal or for completed research work is an important transferable skill. Supervisors will be assigned to students after the project title/ abstract forms have been submitted.

Supervision:

A supervisor is required. This is required to ensure comparability and clarity about the scale of the project as well as to allow for certain quality assurance processes to be in place. The main responsibilities of the supervisor are to assist the student with project management and to advise the student on criteria for assessment.

Stage 3: Project proposal:

In semester 3, students will Swrite a 2,000-word project proposal. This proposal is assessed. The supervisory purpose of this proposal is to refine key research questions, review existing scholarship and identify required resources. A further purpose is to require the student to identify the methods they believe will be most relevant for engaging the research questions to be investigated. Relevant compliance documentation should be appended, even if in pre-submission form. The proposal should reflect a student's best effort. At the same time, we recognize research often raises new questions. Some redefinition of topics and titles is common later in the research process. Students should keep their supervisors up to date on these developments, and they can expect a reasonable amount of adaptation.

Third Semester

| Course Type | Course | Course Name | Number of credits Cre | | | | | | | |
|-------------|---------|--|---------------------------------------|----------------|----------------|-------------|--|--|--|--|
| | Code | | Lecture | Tutorial | Practical | | | | | |
| | | | (L) | (T) | (P) | | | | | |
| Seminar/SC | ABM | Master's Seminar | 0 | 0 | 1 | 1 | | | | |
| Course | 544 | avnogura gractiva thoug | the or innover | tivo idoos de | sion the ene | oiol | | | | |
| Outcome | | Apply with exposure, creative thought or innovative ideas, design the special program, trial, mini research, business trial, skill developing activity are expose in a | | | | | | | | |
| Outcome | _ | | SS utat, Skill (| developing a | ictivity are e | xpose iii a | | | | |
| Topics | - | report or dissertation forms Master seminar program is also formal academic programs designed and | | | | | | | | |
| Covered | | to provide practical | | - ' | | | | | | |
| Covereu | | ss student. This program | | | | | | | | |
| | | ity on tactical way in | _ | • | | _ | | | | |
| | | student can express | - | • | | | | | | |
| | | on form or special assign | | _ | _ | _ | | | | |
| | _ | ring assigned period. | innent of the | sscriation of | mini proje | ct by the | | | | |
| | OBJECTI | 0 0 1 | | | | | | | | |
| | | objective of master's sen | ninar ic ac un | der | | | | | | |
| | 3 | eate the innovative idea | | | ue i e speci | al work | | | | |
| | | ot project, government | _ | | • | | | | | |
| | | re the brief report as disse | _ | _ | - | | | | | |
| | | expert of ABM field. | riation of sci | illilai report | ioi particult | ii period | | | | |
| Text/ | | ving procedures have | heen impl | ement duri | ing the Ta | nning or | | | | |
| Reference | | attachment program | been impi | cincin dan | ing the re | inning or | | | | |
| Book/s | | anize the orientation c | lasses for i | ntroduction | of master | seminar | | | | |
| | _ | vity of students. | 145505 101 11 | | or master | Schillia | | | | |
| | | otment of Seminar in ch | narge or Inst | ructor or Ex | pert for all | enrolled | | | | |
| | | ents under master semina | = | | T | | | | | |
| | | ribution of the master | | | or mini pro | oiects or | | | | |
| | | inar by allotted expert. | · · · · · · · · · · · · · · · · · · · | | Г | . . | | | | |
| | | h student have to finish | the master se | minar∨ assi | gned work u | ınder the | | | | |
| | | lance and supervision of | | | _ | | | | | |
| | _ | ructors. | | L | | C | | | | |
| | | lents have to ultimately | after finish tl | he seminar v | work, how to | o submit | | | | |
| | | seminar report or dissert | | | | | | | | |
| | | sign of assigned supervis | | · · | | • | | | | |
| | | lents have appeared in | | _ | | | | | | |
| | | entation of prepared sem | | | | | | | | |
| | | | | | | | | | | |



Course Code: - PGS 505

Course Title: - Agricultural Research, Research Ethics and Rural Development Programmes

Pre requisite: -Student should have basic knowledge of agricultural research, research ethics, and agricultural history along with fellowship program, rural development programme.

Rationale: - The students studying agricultural research and research ethics should possess understanding about method of research application, research ethics and fellowship for research and other scholars in construction agricultural development. This encompasses familiarity with the invention and evolution of agricultural research and development of agricultural programme, students ought to acquire fundamental insights into various agricultural technologies, their applications, as well as the Indian needs in agricultural developments.

Course Outcomes:

PGS 505 CO 1: Identify the history, levels of research, economic and social welfare through research programme.

PGS 505 CO 2: Apply the functioning, role and significant of regional, national and international research.

PGS 505 CO 3: Asses the agricultural research, research ethics with operating and safety of laboratory.

PGS 505 CO 4: Analyze the various development programmes and their functioning with its impact on agricultural development

PGS 505 CO 5: Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program.

Scheme of studies

| Catego ries of | Course Code | Course Title | | Scheme of studies (Hours/Week) | | | | Total Credi |
|----------------------------------|----------------|---|----|--------------------------------|----|----|---------------------------------------|----------------|
| course | | | Cl | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | ts (C) |
| Non credit course (NCC) | PGS 505 | Agricultural Research, Research Ethics and Rural Development Programmes | 01 | 00 | 02 | 01 | 04 | 01 |

Legend: CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)



SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

| Categor | Cour | Course Title | | Scheme of Assessment (Marks) | | | | | | |
|---------|------------|---|--|--|----------------------------|---|---------------------------------|---|---|-------------------|
| ies of | se | | | | | | | | | |
| course | Code | | | Prog | ressive A | ssessment | (PRA) | | End | Total |
| | | | Class/ Home Assig nmen t 5 numb er 3 mark s each (CA) | Class Test 2 (2 best out of 3) 10 mark s each (CT) | Semi nar one (SA) | Class Activit y any one (CAT) | Class Atten dance (AT) | Total Marks (CA+C T+SA+ CAT+ AT) | Semes ter Assess ment (ESA) | ess (PRA+ ESA) |
| | PGS 505 | Agricultural Research, Research Ethics and Rural Development Programmes | 15 | 30 | 00 | 00 | 5 | 50 | 50 | 100 |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



PGS 505 CO-1 Identify the history, levels of research, economic and social welfare through research programmes Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 3 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 06 |

| Session Outcomes | Laboratory | Class room | Self Learning (SL) |
|---|------------------|---|--|
| (SOs) | Instruction (LI) | Instruction (CI) | |
| SO1.1- Introduce about the history of agriculture in brief SO1.2 - Brief the basic concept global agricultural research system. SO1.3 - Discuss about the need, scope, opportunities; Role in promoting food security of global agricultural research system. SO1.4- Describes the reducing poverty and protecting the environment through global agricultural research system SO1.5 Asses the functions and use of national Agricultural Research Systems (NARS) and Regional Agricultural Research | Instruction (LI) | Unit-I History of agriculture in brief; Global agricultural research system: need, scope, opportunities; Role in promoting food security, reducing poverty and protecting the environment; National Agricultural Research Systems (NARS) and Regional Agricultural Research Institutions; 1.1- History of agriculture in brief 1.2- Global agricultural research system: need, scope, opportunities; Role in promoting food security, reducing poverty and protecting the environment 1.3- National Agricultural Research Systems (NARS) and Regional Agricultural Research Institutions | 1.1- Prepare the assignment on Global agricultural research system |



- **a. Assignments:** Prepare the assignment on Global agricultural research system
- b. Mini Project: -
- c. Other Activities (Specify):-

PGS 505 CO 2: Apply the functioning, role and significant of regional, national and international research.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 3 |
| LI | 0 |
| SW | 1 |
| SL | 2 |
| Total | 06 |

| Session Outcomes | Laboratory | Class room | Self Learning (SL) |
|---|------------------|---|---|
| (SOs) | Instruction (LI) | Instruction (CI) | |
| SO2.1 – introduce to the Consultative Group on International Agricultural Research (CGIAR) | LE2.1 | Unit-II Consultative Group on International Agricultural Research (CGIAR): International Agricultural | 2.1 – Prepare the assignment on partnership with NARS, role as a partner in the global agricultural research system |
| SO2.2 – learned about the International Agricultural Research Centers (IARC), SO2.3- Briefing the partnership with NARS, role as a partner in the global | | Research Centres (IARC), partnership with NARS, role as a partner in the global agricultural research system, strengthening capacities at national and regional levels; | |
| agricultural research system SO2.4- Briefing the strengthening capacities at national levels; International fellowships for scientific mobility SO 2.5-Discuss to | | International fellowships for scientific mobility 2.1 - Consultative Group on International Agricultural Research (CGIAR): International Agricultural Research | |

| the strengthening capacities at regional levels; International fellowships for scientific mobility | Centers (IARC) 2.2- Partnership with NARS, role as a partner in the global agricultural research system. | |
|--|--|--|
| | 2.3-, Strengthening capacities at national and regional levels; International fellowships for scientific mobility. | |

- **a. Assignments:** Prepare the assignment on partnership with NARS, role as a partner in the global agricultural research system.
- b. Mini Project:
- c. Other Activities (Specify):

PGS 505 CO 3: Asses the agricultural research, research ethics with operating and safety of laboratory.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| C 1 | 3 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 06 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learn | ing (SL) |
|---------------------------|--------------------------------|--------------------------------|--------------|-----------|
| SO3.1 – Identify to the | LE3.1 | Unit-3 | | pare the |
| Research ethics | | Research ethics: | | |
| | | research integrity, | Research | ethic and |
| SO3.2 – Discuss to the | | research safety in | research int | tegrity. |
| research integrity, | | laboratories, welfare | | |
| research safety in | | of animals used in | | |
| laboratories | | research, computer | | |
| | | ethics, standards and | | |
| SO3.3- Apply the | | problems in research | | |
| welfare of animals | | ethics | | |
| used in research | | 2.1 Descende athic and | | |
| SO3.4- Discuss to | | 3.1- Research ethic and | | |
| computer ethics and | | research integrity | | |

| standards SO3.5— Describe the problems in research ethics | 3.2- Research safety in laboratories, welfare of animals used in research. 3.3- Computer ethics, |
|--|--|
| | standards and problems in research ethics. |

- a. Assignments: Prepare the assignment on Research ethic and research integrity
- b. Mini Project:
- c. Other Activities (Specify):

PGS 505 CO 4: Analyze the various development programmers and their functioning with its impact on agricultural development

Approximate Hours

| Item | App X Hrs |
|-------|-----------|
| Cl | 3 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 06 |

| Session Outcomes (SOs) | Laboratory Instruction(LI) | Class room Instruction (CI) | Self Learning (SL) |
|--------------------------------|-------------------------------|--------------------------------|-------------------------|
| SO1.1 –Identify the | LE1.1 - | Unit-4.0 - I | 1.1- Prepare the |
| Concept and | | Concept and | assignment on |
| connotations of rural | | connotations of rural | Community |
| development. | | development, rural | Development |
| | | development policies | Programme. |
| SO1.2 - Apply the rural | | and strategies. Rural | |
| development policies | | development | |
| and strategies | | programmes: | |
| | | Community | |
| SO1.3- Asses the Rural | | Development | |
| development | | Programme, Intensive | |
| programmes: | | Agricultural District | |
| Community | | Programme, Special | |
| Development | | group - Area Specific | |
| Programme, Intensive | | Programme, Integrated | |

| Agricultural District | Rural Development | |
|--|---|--|
| Programme. | Programme (IRDP) | |
| SO1.4- Describes the Special group – Area Specific Programme. | 4.1- Concept and connotations of rural development, rural development policies and strategies | |
| SO1.5— Brief the Integrated Rural Development Programme (IRDP) | 4.2- Rural development programmes: Community Development Programme, Intensive Agricultural District Programme 4.3- Special group – Area Specific Programme, Integrated Rural | |
| | Development Programme (IRDP) | |

- **a. Assignments:** Prepare the assignment on Community Development Programme
- **b. Mini Project:** Prepare a project report of leadership styles and influence process; leadership theories, leadership styles and effective leader
- c. Other Activities (Specify):

PGS 505 CO 5: Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| Cl | 06 |
| LI | 00 |
| SW | 02 |
| SL | 02 |
| Total | 10 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self Learning (SL) |
|---|--------------------------------|---|--|
| SO1.1 –Indentify Panchayati Raj Institutions and Co- operatives. | LE1. | Unit-5.0 Panchayati Raj Institutions, Co- operatives, Voluntary Agencies/Non- | 1.1 - Prepare the assignment on Panchayati Raj Institutions, |
| SO1.2- Identify the | | Governmental | |

| Voluntary Agencies SO1.3- Identify the Non-Governmental Organizations SO1.4- Discuss the , Critical evaluation of rural development policies | Organisations. Critical evaluation of rural development policies and programmes. Constraints in implementation of rural policies and programmes |
|--|---|
| SO1.5- Briefs the programmers. Constraints in implementation of rural policies and | 5.1- Panchayati Raj Institutions, Co- operatives, Voluntary Agencies/Non- Governmental Organisations |
| programmers | 5.2- Critical evaluation of rural development policies and programmes |
| | 5.3- Constraints in implementation of rural policies and programmes |

- a. Assignments: Prepare the assignment on Panchayati Raj Institutions,
- b. Mini Project:
- c. Other Activities (Specify):

Brief of Hours suggested for the Course Outcome

| | | | | Diei of Hours suggested for the Course Cuttome | | | | | | | | | | | |
|---|---------------------------|------------------------------------|---------------------------|--|--------------------------------------|--|--|--|--|--|--|--|--|--|--|
| Course Outcomes | Class Lecture (C l) | Laborato ry Lecture (L I) | Sessional Work (SW) | Self Learning (S l) | Total hour (C l + LI+ SW +S l) | | | | | | | | | | |
| PGS 505 CO-1 Identify the history, levels of research, economic and social welfare through research programme | 3 | 0 | 2 | 1 | 06 | | | | | | | | | | |
| PGS 505 CO 2: Apply the functioning, role and significant of regional, national and international research. | 3 | 0 | 2 | 1 | 06 | | | | | | | | | | |
| PGS 505 CO 3: Asses the agricultural research, research ethics with operating and safety of laboratory. | 3 | 0 | 2 | 1 | 06 | | | | | | | | | | |

| PGS 505 CO 4: Analyze the various development programmes and their functioning with its impact on agricultural development | 3 | 0 | 2 | 1 | 06 |
|---|----|----|----|----|----|
| PGS 505 CO 5: Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program. | 3 | 0 | 2 | 1 | 06 |
| Total Hours | 15 | 00 | 10 | 05 | 30 |

Suggested Specification Table (For ESA)

| CO | Unit title | N | Marks Distribu | ıtion | Total |
|------|--|----|----------------|-------|-------|
| | | R | U | A | Marks |
| CO-1 | Identify the history, levels of research, economic and social welfare through research programme. | 02 | 03 | 00 | 05 |
| CO-2 | Apply the functioning, role and significant of regional, national and international research. | 02 | 05 | 03 | 10 |
| CO-3 | Asses the agricultural research, research ethics with operating and safety of laboratory. | 00 | 08 | 07 | 15 |
| CO-4 | Analyze the various development programmes and their functioning with its impact on agricultural development. | 02 | 05 | 08 | 15 |
| CO-5 | Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program | 00 | 03 | 02 | 05 |
| | Total | 06 | 24 | 20 | 50 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion

- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

Suggested Learning Resources:

| S. | Title | Author | Publisher | Edition & |
|-----|--|----------------------|---|-----------|
| No. | | | | Year |
| 01 | Indian Agriculture - Four Decades of Development | Bhalla GS & Singh G. | Sage Publ | 2001 |
| 02 | Manual on International Research and Research Ethics | Punia MS | CCS, Haryana Agricultural University, Hisar. | |
| 03 | Rural Development Strategies and Role of Institutions Issues, Innovations and Initiatives. | Rao BSV. | Mittal Publ | 2007 |
| | Rural Development - Principles, Policies and Management | Singh K | Sage Publ | 1998. |

Development Team:

- 1. Dr. S.S.Tomar, Dean Faculty of Agriculture science and technology.
- 2. Professor B.B. Beohar, Director Planning, & Director Extension, A.K.S. University
- 3. Dr. V.K. Vishwakarma, Head Department of Agricultural Economics, FAST
- 4. Dr. Ashutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST
- 7. Shri Rajeev Rav Suryavanshi, Lab Attendant Department of Agricultural Economics, FAST



Cos, POs and PSOs Mapping Course Code:- PGS 505

Course Title: - Agricultural Research, Research Ethics and Rural Development Programmes

| Course Outcomes | Program Outcomes | | | | | | | | | | | | | Program Specific Outcome | | | |
|--------------------|--------------------------|-----------------------|------------------------|-----------------------|---------------------|-------------------|--|----------------------------|----------------------|---|---|------------------------|---|--|--|--|--|
| | PO1 Man ager | PO 2 Pro ble | PO3 Mo der | PO 4 Eth ics | PO5 Indiv | PO6 Co mm | PO7 Proj | PO8 Busi ness | PO9 Life | PO1 0 Env iron | PO1 1 Ent repr | PO1 2 Glo bal | PSO 1 Ability to apply | PSO 2 Ability to | PSO 3 Inculcat | PSO 4 Ability to use | |
| | ial kno wled ge | m ana lysi s | n tool usag e | | and team work | unic atio n | man age men t and fina nce | deci sion mak ing | long lear ning | men t and sust aina bilit y | ene uria l opp ortu nitie s | outl | manageri al and business skilled for developm ent of business growth with the available resources | understa nd the day to day business operatio nal problems and startup develop ment of agribusin ess and provide economi cal solution to enhance the decide | proactive thinking to ensure effective perform ance in the dynami c socio- econom ic and busines s ecosyst em entrepre neurial approac h and | the researc h based innovat ive knowle dge for sustain able develo pment in agribus iness growth and develo ps | |

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| | | | | | | | | | | | | | | goal without compro mising ethical value | skill sets aligned with the national prioritie s | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--|---|
| PGS 505 CO-1 Identify the history, levels of research, economic and social welfare through research programme | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 2 | 1 |
| PGS 505 CO 2: Apply the functioning, role and significant of regional, national and international research. | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |
| PGS 505 CO 3: Asses the agricultural | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |

| research, research ethics with operating and safety of laboratory. | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PGS 505 CO 4: Analyze the various development programmes and their functioning with its impact on agricultural development | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 2 |
| PGS 505 CO 5: Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program. | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: Agricultural Research, Research Ethics and Rural Development Programmes

| POs & PSOs | COs No.& Titles | SOs No. | Laboratory | Classroom Instruction (CI) | Self Learning (SL) |
|------------------|---|---------|-------------|--|----------------------|
| No. | | | Instruction | | |
| | | | (LI) | | |
| PO 1,2,3,4,5,6 | PGS 505 CO-1 | SO1.1 | | Unit-1.0 | As mentioned in page |
| 7,8,9,10,11,12 | Identify the history, levels of research, economic and social | | | History of agriculture in brief; Global agricultural research system: need, scope, | number |
| | welfare through | SO1.3 | | opportunities; Role in promoting food security, reducing poverty and protecting | |
| PSO 1,2, 3, 4, 5 | research programme | SO1.4 | | the environment; National Agricultural | |
| | | SO1.5 | | Research Systems (NARS) and Regional | |
| | | | | Agricultural Research Institutions 1.1, 1.2, 1.3. | |
| PO 1,2,3,4,5,6 | PGS 505 CO 2: | SO1.1 | | Unit-2.0 – | As mentioned in page |
| 7,8,9,10,11,12 | Apply the functioning, role and significant of | | | Consultative Group on International Agricultural Research (CGIAR): International Agricultural Research | number |
| | regional, national | SO1.3 | | Centres (IARC), partnership with NARS, | |
| PSO 1,2, 3, 4, 5 | and international research. | SO1.4 | | role as a partner in the global agricultural | |
| | researen. | SO1.5 | | research system, strengthening capacities at national and regional levels; | |
| | | | | International fellowships for scientific | |
| | | | | mobility 2.1, 2.2, 2.3. | |

| PO 1,2,3,4,5,6 | PGS 505 CO 3: | SO1.1 | Unit-3.0 | As mentioned in page |
|--|--|---|--|----------------------|
| 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | Asses the agricultural research, research ethics with operating and safety of laboratory. | SO1.2 SO1.3 SO1.4 | Research ethics: research integrity research safety in laboratories, welfare of animals used in research, computer ethics standards and problems in research ethics 3.1, 3.2, 3.3. | |
| | | SO1.5 | | |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | PGS 505 CO 4: Analyze the various development programmes and their functioning with its impact on agricultural development | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-4.0 Concept and connotations of rural development, rural development policies and strategies. Rural development programmes: Community Development Programme, Intensive Agricultural District Programme, Special group — Area Specific Programme Integrated Rural Development Programme (IRDP) 4.1, 4.2, 4.3. | number |
| PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 | PGS 505 CO 5: Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | Unit-5.0 Panchayati Raj Institutions, Co operatives, Voluntary Agencies/Non Governmental Organizations. Critical evaluation of rural development policies and programmes. Constraints in implementation of rural policies and programmers 5.1, 5.2, 5.3. | number |

Fourth Semester

| Course Type | Course | Course Name | Number of | Credit | | | | | | |
|--------------------|--|---|----------------|----------------|----------------|-----------|--|--|--|--|
| | Code | | Lecture (L) | Tutorial (T) | Practical (P) | | | | | |
| Research / PRC | ABM-595 | Research Project | 0 | 0 | 20 | 20 | | | | |
| Course | | | | • | • | | | | | |
| Outcome | 2. Demonstrand approac | ne basic concepts of mana rate the overall view of var hes. fundamentals of individu | rious manager | nent functior | ns, manageria | | | | | |
| | setting | | | | - | | | | | |
| | 4. Analyze the organizational level challenges in managing the resources optimally5. Evaluate the ability understanding and managing organisational culture, power and political behavior | | | | | | | | | |
| Topics | Stage 4: St | ummer term research | | | | | | | | |
| Covered | Students a | re expected to commit | substantial ti | ime during | the summer | to their | | | | |
| | research project. Supervisions The principal form of academic input for t | | | | | | | | | |
| | research p | project normally comes | s through d | iscussions | with the de | esignated | | | | |
| | supervisor. | The majority of these | meetings sh | ould be fac | ce-to-face, | either in | | | | |
| | person or | via video- or audio-cor | nferencing te | chnology. S | Supervisors a | also may | | | | |
| | make them | selves available for addit | tional consult | ation, at thei | ir discretion. | | | | | |
| | Phase 5: S | ubmit project report | | | | | | | | |
| | The project | report is due near the er | nd of April, w | ith the spec | ific due date | posted by | | | | |
| | HoD through notice. The project report is assessed by the supervisor. Part of what being tested here is your ability to manage a substantial research project and | | | | | | | | | |
| | | | | | | | | | | |
| | complete th | ne project on time Suc | ch time mana | gement is c | ritical to ma | ıny | | | | |
| | commercial | and academic projects. | | | | | | | | |