CurriculumBook

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 Business Administration



AKS University

Department of Business Administration Faculty of Management Studies

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Professor B.A. Chopade Vice-Chancellor AKS University Satna, 485001 (M.P.)

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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 perfectly with there quisites of NEP-2020 and NAAC standards. Ihold the vbe lief that this revised syllabus will significantly enhance the skills and employ ability of our students.

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

Er.AnantSoni
Pro Chancellor & Chairman
AKS University, Satna

01August 2023



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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 the NEP-2020 guidelines, as wellas 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 forpotential enhancements in thearea of business management.

The curriculum goes beyond theoretical learning and embraces practical applications. To enhance students' skills, the curriculumintegrates industrial visits, and On-Job Training experiences, research projects. Thiswell-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 curriculumforDepartment of Business Administration willnot only enhance students' managerial skillsbutalso contributesignificantly to theiremployability. During the processofrevising 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 curriculumand makeit more student-centric. Your valuable insights will greatly contribute to shaping an education that best serves the needsand aspirations of our students.

01August2023

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



Department of Business Administration 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 contingentup on the endorsement of the curriculum 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 HigherEducation, Governmentof India, through NEP- 2020, as well as the principlesof 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 creditallocation for the MBA program iscappedat 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 acomprehensive learning experience, detaile devaluate on 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 runagricultural 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 AgriculturalEconomics, 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 Profess or Agricultural Economics

3. Dr. AshutoshSingh 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 ofagribusiness. Withthe purposeofis agriculture make a profitable enterprise and improves the farmer incomes.



AKSUniversity Department of Business Administration Faculty of Management Studies

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 discipleine in students to improve the farming enterprises, higher education and farming and societal needs.
- **M-4:** Establish focus research in leading area of agricultureand agribusiness for improve the farmers income and encourage the new startup of agribusiness.

PROGRAMME SCENARIO

Running curriculum of Agricultural Economics under B.Sc.Ag.Programsare

- 1. Fundamentals of Agricultural Economics
- 2. Agricultural Financeand Cooperation
- 3. Agricultural Marketing, Tradeand Prices
- 4. Farm Management, Production and Resources Economics
- 5. Agri-business Management-Electivecourse

Running curriculum of Allied courses Agricultural under B.Sc.Ag. Programsare

- 1. Agricultural Mathematics
- 2. Agricultural Statistics
- 3. Informatics
- 4. Intellectual propertyrights

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 programas M B A in AgriBusiness 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 coreare as of agribusiness and allied sectors.

POE (Program EducationOutcomes)

PEO-1

To develop R & Dtemperament among the students for development, innovation and sustainable business management and strategies indevelopment 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, safetyand environmentin context of development of agribusiness and their application.

PO(Programoutcomes)

PO-1

Managerialknowledge:

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

Applyethicalprinciples and commit to professional ethics and responsibilities and norms of the Agribusiness management and organization.

PO-5:

Individual and team work:

Function effectivelyas an individual, and as a member or leader in diverse teams, and in multi disciplinary 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 designdocumentation, makeeffective 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 applythese to one's ownwork, as a member and leader in team, to manage projects and in agro based and agriculture development project.

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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 bycoming out with innovative solutions.

PO09:

Life-long learning:

Recognize the need for, and have the preparation and ability toengage 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:

Demonstratea global outlook with theability 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/MappingofPEOswithMissionoftheDepartment

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

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

1. Range of Credits:

In the light of the fact that a typical Model Four- year Under Graduate degree program in Engineeringhasabout 160credits, thetotalnumber 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 Programin Cement Technology:

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

Components of the Curriculum

(Program curriculum grouping based on course components)

SINo	Course Component	Total Credits	Percentage of Total creditsin 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	
	TotalCredit			
6	Anyother (PISpecify) Non Credit (NC)	05	6.75	
7	Entrepreneurship (EC)	04	5.40	
	Total Non Credit 74			





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

Semester-I		Semester-II		
CourseTitle	Credit	CourseTitle Credit		
	Crean		Crean	
Major Courses	2.0.0	Major Courses	2 0 0 02	
1.Principles of Management and Organizational Behaviour	3+0+0= 03	1.Human Resource Management for Agricultural Organization	2+0+0=02	
2.ManagerialAccounting 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.SupplyChain Management	2+0=2	
Minor Courses		Minor Courses		
5. Research Methodology for Agribusiness management	2+1+0= 03	5.Financial Managementin Agri. Business	1+1+0=02	
Supporting Courses		SupportingCourses		
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 informati on services	0+1+0= 01	7.Intellectual property and its management in agriculture	1+0+0=01	
8. Technical writing and	0+1+0=01	8.Basic concepts in laboratory	1+0+0=01	
communications skills		techniques		
		9.Summer Training/ Industrial		
Total Credit		Attachment	4+0+0=04	
	18	Total Credit	18	
Semester-III		Semester-IV		
Course Title	Credit	Course Title	Credit	
Major Courses		Research Project	0+20=20	
International Trade for Agricultural Products	2+0=2	, and the second		
MinorCourses				
Project Management and Agri Business Entrepreneurship	2+1=3			
Supporting Courses	I			
Agri.Extension Management	1+0=1			
Research	1			
Project work	0+10=10			
Master'sSeminar	0+1=1			
Non-Credit Compulsory C	Courses			
Agricultura lResearch, Research Ethics and Rural Development	1+0=1			
Programmes				
Total Credit	18	Total Credit	20	

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- 1. Program Core(PCC)
- 2. Supporting Courses(PSC)
- Research Project(s)(PRC)
- 4. Industrial Training/Internships(ISC)
- 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

Courselevelcodingscheme:

- 1. Professional corecourses=PCC
- 2. **Professional elective=PEC**
- 3. **Supporting Courses**=PSC
- 4. Research Project(s)=PRC
- 5. Industrial Training/Internships=ISC
- 6. **Seminar**=SC
- 7. Anyother (PISpecify)NonCredit=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 CORECOURSES [PCC]/ Major Course(Total20)

Sl.	CodeNo.	Subject	Semester	Credits
1	AMB501	Principles of Management and Organizational	I	3(3+0)
		Behaviour		
2	ABM502	Managerial Accountingand Control	Ι	3(3+0)
3	ABM503	Applied Agribusiness Economics	I	2(2+0)
4	ABM504	Human Resource Management for Agricultural	II	2(2+0)
		Organization		
5	ABM505	Production and Operation Research Management	II	2(2+0)
6	ABM506	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(Total08)

Sl.	Code No.	Subject	Semester	Credits
1	ABM510	FoodTechnology and Processing Management		3+0
2	ABM511	Rural Marketing		3+0
3	ABM512	Fertilizers Technology and Management		3+0
4	ABM513	Management of Agrochemical		3+0
		Industry		
5	ABM514	Seed ProductionTechnology Management		3+0
6	ABM515	Technology management for Livestock Products		3+0
7	ABM516	Fruit Production & Post Harvest Management		3+0
8	ABM517	Farm Power & Machinery Management		2+0
9	ABM518	Food Retail Management		2+0
10	ABM519	Management of Agricultural Input Marketing		2+0
11	ABM520	Feed Business Management		2+0
12	ABM521	Management of Veterinary Hospitals		2+0
13	ABM522	Poultry And Hatchery Management		2+0
14	ABM523	Management Of Floriculture And Landscaping		2+0
15	ABM524	Risk ManagementInAgri.Business		2+0
16	ABM525	Management Of AgriBusiness Co-Operatives		2+0
17	ABM526	Business Analytics for Agriculture		2+0
18	ABM527	Dairy Business Management		1+0
19	ABM528	Agri. Extension Management		1+0
20	ABM529	Renewable Energy Sources Management		1+0
21	ABM530	Quality Management for AgriBusiness		1+0
22	ABM531	Advertising And Brand Management		1+0
23	ABM532	Agri.Infrastructure and Warehousing Management		1+0
24	ABM533	ContractFarming		1+0
25	ABM534	Human Resource Competence And Capacity Building Systems		1+0



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26	ABM535	Agri.Commodity Markets And Futures Trading		1+0
27	ABM536	Strategic ManagementforAgri.Business Enterprises		2+0
28	ABM537	Operations Research	II	2+0
29	ABM538	Financial Management in Agri.Business	II	2+0
30	ABM539	Communication for Management and Agri business	I	3+0
31	ABM540	Research Methodology for Agribusiness management	I	3+0
32	ABM541	Computer Application for Agribusiness		3+0
33	ABM542	Project Management and Agribusiness Entrepreneurship	III	3+0
34	ABM543	Agribusiness Environmentand Policy		2+0
35	ABM544	Agri Business Lawand Ethics	III	2+0
		Total Credit		15

SUPPORTING COURSES=PSC(Total06)

Sl.	CodeNo.	Subject	Semester	Credits
1	ABM541	Computer Application for AgriBusiness	I	3(2+1)
2	ABM526	Business Analytics for Agriculture	II	2(1+1)
3	ABM528	Agri.Extension Management	III	1(1+0)
		Total Credit		06

RESEARCH PROJECT(S)=PRC(Total30)

Sl.	CodeNo.	Subject	Semester	Credits
01		Project work	Ш	10(0+10)
02	ABM-595	Research Project	IV	20(0+20)
		Total Credit		30

INDUSTRIAL TRAINING/INTERNSHIPS=ISC(Total04)

Sl.	CodeNo.	Subject	Semester	Credits
01	ABM 595	Summer Training/Industrial Attachment	II	4(4+0)
		Total Credit		04

SEMINAR = SC(Total 01)

Sl.	CodeNo.	Subject	Semester	Credits
01	ABM591	Master'sSeminar	IV	1(0+1)
				01





ANY OTHER (PL SPECIFY) NON CREDIT=NC(Total05)

Sl.	CodeNo.	Subject	Semester	Credits
01	PGS501	Library and informationservices	I	1(0+1)
02	PGS502	Technical writing and communications skills	I	1(0+1)
03	PGS-503	Intellectual property and its management in agriculture	II	1(1+0)
04	PGS504	Basic concept sinlaboratory techniques	II	1(0+1)
05	PGS505	Agricultural Research, Research Ethicsand Rural Development programmes	Ш	1(1+0)
		Total Credit		05

ENTREPRENEURSHIP=EC(Total03)

Sl.	CodeNo.	Subject	Semester	Credits
01	ABM 542	Project Management and AgriBusiness	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 Physicalactivity
- ii CreativeArts
- Iii Universal HumanValues
- iv Literary
- v ProficiencyModules
- vi Lecturesby Eminent People
- vii Visitstolocal Areas
- viii Familiarization to Dept./Branch&Innovations

Mandatory Visits/ Workshop/Expert Lectures:

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

Evaluation Scheme:

1. For TheoryCourses:

- I. The Weightage of Internal assessment is 50% and
- II. End Semester Examis50%

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

2.-For Practical Courses:

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

The student has to obtain a least 40% marks individually both ininternal assessment and end semester exams to pass.





3. For Summer Internship/Projects/Seminaretc.

Evaluation is based on work done, quality of report, performance inviva-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	CourseTitle	L	Т	P	Total H	Credits
			Major Courses					
1	PCC	AMB501	Principles of Management and Organizational Behaviour			3	3(3+0)	
2	PCC	ABM 502	ManagerialAccounting and Control	3	0	0	3	3(3+0)
3	PCC	ABM503	AppliedAgribusiness Economics	2	0	0	2	2(2+0)
4	*PCC	ABM506	Agricultural and Food Marketing Management-I	2	0	0	2	2(2+0)
			Total				10	10(10+0)
			Minor Courses			•		
5	PCC	ABM540	Research Methodology for Agribusiness management	2	0	2	4	3(2+1)
			Total				4	3(2+1)
			Supporting Courses	I		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	PGS501	Libraryand informati onservices	0	0	2	2	1(0+1)
8	NC	PGS502	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	TotalH	Credits
			MajorCourses					
1	PCC	ABM504	Human Resource Management for Agricultural Organization	2 0 0			2	2(2+0)
2	PCC	ABM505	Production and Operation Research Management	2	0	0	2	2(2+0)
3	*PCC	ABM507	Agricultural and Food Marketing Management-II	2	0	0	2	2(2+0)
4	*PCC	ABM508	Marketing Management-II Agri.Supply Chain Management	2	0	0	2	2(2+0)
			Total	8	8(8+0)			
			Minor Courses		•	2	3	2(2+0)
5	PCC	ABM538	Financial Management in Agri. Business					
			Total	1	0	2	2	2(2+0)
			Supporting Courses		·	·	<u>'</u>	
6	PSC	ABM526	Business Analytics for Agriculture	1	0	2	3	2(1+1)
			Total	1	0	2	3	2(1+1)
			Non-Credit Compulsory Co	urses			<u>'</u>	
7	NC	PGS-503	Intellectualpropertyandits management inagriculture	0	0	1	2	1(0+1)
8	NC	PGS504	Basicconceptsinlaboratory techniques	0	0	1	2	1(0+1)
			Total	0	0	2	4	2(0+2)
			Summer Training/Industrial At	tachmei	nt	1		
9	EC	ABM595	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	CourseTitle	L	Т	P	Total H	Credits
	l		Major Course	S	<u>I</u>			
1	PCC	ABM 509	International Tradefor Agricultural Products	2	2 0		2	2(2+0)
			Total	02	0	0	02	2(2+0)
			Minor Course	S				
2	PCC	ABM 542	Project Managementand Agri Business Entrepreneurship	3	0	0	3	3(3+0)
			Total	03	0	0	03	3(3+0)
	I		Supporting Cou	irses	<u>I</u>			
3	PSC	ABM528	Agri.Extension Management	1		0	1	1(1+0)
			Total	01			01	1(1+0)
	•		Research/ Projectwor	k/ Semi	inar		•	
4	PRC	-	Project work	0	00	10	10	10(0+10)
5	SC	ABM591	Master's Seminar	0	01	01	01	1(0+1)
			Total			11	34	11(0+11)
			Non-Credit Compulsor	y Cours	es			
6	NC	PGS505	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	CourseTitle	L	T	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)



Course Code:-ABM501

Course Title:-Principles of Management and Organizational Behaviour

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.

CourseOutcomes:

ABM501 CO-1 Identify the basic concepts of management and organizational behaviour.

ABM501CO-2 Demonstrate the over all view of various management functions, managerial skills and approaches.

ABM501CO-3Apply the fundament also findividualand group behavior in the organizational setting.

ABM501CO-4 Analyze the group decision making, team buil dingand developing collaboration and leadership styles.

ABM501CO-5 Evaluate the ability understanding and managing organizational culture, power and political behaviour

Schemeofstudies

Board of	Course Code	Course Title	Scheme of studies (Hours/Week)					Total Cred
Study			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+S L)	its (C)
Program Core (PCC)	ABM 501	Principles of Management And Organizational Behaviour	03	00	02	01	06	03



Legend:CI: Class room Instruction (Includes differentin structional strategiesi.e.Lecture(L) and Tutorial (T) and others),

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

SW: Sessional Work (includes assignment, seminar, miniprojectetc.),

SL: Self Learning, **C:**

Credits.

Note: SW& SL hasto beplannedandperformedunderthecontinuousgui dance and feedbackofteacher Toensure out come of Learning.

Scheme of Assessment:

Board of	Course Code	CourseTitle	Scheme of Assessmen t(Marks)								
Study				Progr	ressive As	ssessment ((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 (PRA+ Asses ESA) sment (ESA)		
(PCC)	ABM 501	Principles of Management and Organizational	10	40	00	00	00	50	50	100	
		Behaviour									

Course-Curriculum Detailing:

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.



ABM501CO-1 Identify the basic concepts of management and organizational behaviour Approximate Hours

Item	AppXHrs
Cl	9
LI	0
SW	2
SL	1
Total	12

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning(SL)
SO1.1-Introduce about the meaning and definition of management SO1.2-Brief the basic concept of management SO1.3-Discussabout theNature,Scopeand Significance of Management, SO1.4-Describes the Evolution of Management Thought, Approaches to Management SO1.5Apply the lecture on functions and skills of amanager		Unit-1.0 Introduction to Management:Nature,	1.1- Prepare the assignment on management function evaluation thought

SW-1 Suggested Sessional Work(SW):

- a. Assignments: Prepare the assignment on management function evaluation thought
- b. Mini Project:-
- c. Other Activities(Specify):-





ABM501CO-2: Demonstrate the over all view of various management functions, managerial and approaches

ApproximateHours

Item	AppXHrs	
Cl	10	
LI	00	
SW	01	
SL	02	
Total	13	

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning (SL)
SO2.1–Introducetothe 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, Direction and controlling.		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-Introduction to management function	2.1 — Prepare assignment on project report of different function of management used in any case study
		2.2-Planning, Type and Step of planning 2.3-Objective Process and Strategies	
		2.4-Policies,MOB	





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2.5-organizing introduction Structure & 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-1Suggested Sessional Work (SW):

- **a. Assignments:** Prepare assignment on project report of different function of management used in any case study
- b. Mini Project:
- c. Other Activities(Specify):

ABM501CO-3: Apply the fundamentals of individual and group behaviorin the organizational setting Approximate Hours

Item	AppXHrs
Cl	11
LI	0
SW	2
SL	1
Total	13

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)		SelfLe (SL)	arning
SO3.1–Identify to		Unit-3.0 Nat	ture,	3.1	Prepare the
the organizational		Scope	and		assignment
behaviour		Significance	of		
SO3.2–Discusstothe		Organizational			



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fundamental of	Dahariam
individual behavior	Behavior; Foundations of
SO3.3-Apply the	Individualbehaviour
Learning and	Emotions,
individual decision	, I
making	Personality, Values, Attitudes,
SO3.4-Discuss to	Perception, Learning
motivation with type	and individual
theory and practice	decision making,
SO3.5–Describe the	Motivation-Typesof
managing of stress and	motivation, theories
work life balance	of motivation,
Work me balance	motivational practices
	A
	twork place,
	managing stressand
	work life balance.
	3.1-Nature,Scopeand
	Significance of
	Organizational B. Israei and A. Israei and A
	Behavior
	3.2- Foundations
	of 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

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SW-1 Suggested Seasonal Work(SW):

- a. Assignments: Prepare the assignment on individual or organizational behaviours
- b. Mini Project:
- c. OtherActivities(Specify):

ABM501CO-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
group dynamics,type		dynamics- types of	assignmentonGroup
of groups and		groups, group	decisionmaking,team
groups formation.		formation, Group	building and
SO1.2-Applythe		decision making,	developing
Group decision		team building and	collaboration
making		developing	
SO1.3- Apply the		collaboration,	
team building and		leadership	
developing		stylesand influence	
collaboration		process; leadership	
SO1.4-Describes		the ories,	
the leadership		leadership	
styles		stylesand effective	
And influenceprocess;		leader	
SO1.5–Applythe		4.1- Group	
leadership theories,		dynamics and types	
leader ship styles and		of groups	
effective leader		4.2 -group	
		formation	
		4.3- Group decision	
		making	
		4.4- Team	
		building	
		4.5- Developing	
		collaboration	
		4.6- Leadership	
		styles	
		4.7-Influence	





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

SW-1 Suggested Seasonal Work(SW):

.Assignments: Prepare the assignment on Group decision making, team building and developing collaboration

b.Mini Project:

c.Other Activities(Specify):

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

ApproximateHours

Item	AppXHrs
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		political behaviorin	
behavior in		organizations, conflict	
organizations		Management,	
SO1.3-Describesthe		negotiation,	
,conflict		managing	
Management,		organization	
negotiation and		alchange,	
managing		concept of	
organizational change		organizational	
SO1.4- Analysis the		development.	
concept of		5.1- Organizational	
organizational		culture	



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

SW-1 Suggested Seasonal Work(SW):

- a. Assignments: Prepare the assignment on individual oronganizational behaviours
- b. Mini Project:
- c. Other Activities(Specify)

Brief of Hourssuggested for the Course Outcome

CourseOutcomes	Class Lecture (C l)	Laborato ry Lecture (LI)	Seasonal Work (SW)	Self Learning (S l)	Totalhour (Cl+LI+ SW +S 1)
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, power and political Behavior	06	00	02	02	10
Total Hours	45	00	09	07	61



Suggested Specification Table (ForESA)

CO	Unittitle	I	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 amanager	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 Work place, 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,leadershipstyles andinfluenceprocess;leadership theories,leadershipstylesand	02	05	08	15



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

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

Theend of semesteras sessment for Introduction to Portl and cement will be held with written examination of 50 marks

Note. Detailed Assessm entrubric need to be prepared by the coursewise 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. Visitto Industry
- 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
01	Management.	RobbinsSP, CoulterMand VohraN	PearsonEdu	2010.
02	Principles of Agribusiness Management.	Beierlein JG, Schneeberger KC, Osburn DD.	Wave land Press	2014. Fifthedition.
03	Principles and 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	10TH EDITION 2021

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Cos, Pos and PSOs Mapping Course Code:-ABM 501

CourseTitle:-Principles of Management and Organizational Behaviour

Course	Progra	gramOutcomes											ProgramSp	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	hbased			
	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	mentin			
														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				

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														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

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the organizational setting.																
CO-4: Analyze the groupdecision making, team building and developing collaboration and leadership 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.	COsNo.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self Learning(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	17(//)		Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, function sand 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,	CO-2:Demonstrate the Overall view of various management functions, 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: Apply the fundamentals of individualand group behaviorinthe	SO1.1 SO1.2 SO1.3 SO1.4		Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behaviour–Emotions, Personality,	Asmentionedin Page number



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PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO-4: Analyzethe groupdecisionmaking, teambuildingand developing collaboration	SO1.5 SO1.1 SO1.2 SO1.3 SO1.4	groupformation, Group decision making, P	Asmentionedin Page number
	and leadershipstyles.	SO1.5	leadership styles and influence process, leadership theories, leadership styles and effectiveleader 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9.	
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO-5:Evaluatethe abilityunderstanding andmanaging organizationalculture, powerandpolitical behavior	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Organizational culture, power and political P	Asmentionedin Page number



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CourseCode: ABM 502

CourseTitle: Managerial Accounting and Control

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-1 Identify the concept soffinancial and managerial accounting.

ABM502CO-2. Discriminate the expertiseinaccountin gand application of accountingin company accounting

ABM 502 CO-3. Practice the basics of cost accounting through various tools and techniques available. **ABM 502 CO-**4 Estimate the analysis of cost accountingandtheir applicationinagribusiness accounting **ABM502CO-**5 Asses the budgetand budgetary control methods and application of its knowledgein preparation of budget

SchemeofStudies:

Boardof	Course CourseTitle			Scheme of studies(Hours/Week)					
Study	Code		CI	LI	SW	SL	Total Study Hours CI+LI+SW+SL	Credits (C)	
Program Core (PCC)	ABM 502	Managerial Accounting and Control	3	0	2	1	06	03	

Legend:

CI: Class room Instruction (Includesdifferentinstructionalstrategies i.e. Lecture(L)andTutorial(T)and others), LI: Laboratory Instruction (IncludesPractical performancesinlaboratory workshop, field or other locations using

different instructional strategies)

SW: Sessional Work (includes assignment, seminar, miniprojectetc.),

SL:Self Learning,

C: Credits.

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



Scheme of Assessment:

Boar	Couse	Course			Scho	eme of Ass	essment (N	Marks)		
d of	Code	Title		Progressive Assessmen t(PRA)						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	bestout	(SA)	anyone	ce (AT)	(CA+CT		
			ment 5	of3) 10	, ,	(CAT)	, ,	+SA+C		
			number	marks		, ,		AT+AT)		
			3marks	each				ŕ		
			each	(CT)						
			(CA)	. ,						
PC	ABM	Manage	15	30	00	00	5	50	50	100
C	502	rial								
		Account								
		ingand								
		Control								

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.



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ABM502CO-1: Identify the concept soffinancial and managerial accounting.

ApproximateHours

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

Session Out comes(SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	Self Learning (SL)
SO1.1:Financial Accounting-		UnitI:	1.1-Preparethe
Meaning, Need.		Financial Accounting-	assignmenton
		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-	
.SO1.5: Financial		Meaning, Need.	
		1.2 -Accounting principles.	
Accounting, Accounting Standards.		1.3 - AccountingConcepts	
Standards.		and Conventions.	
		1.4 -Branchesof	
		Accounting,	
		1.5 -Users of Accounting	
		information,	
		1.6-Advantages of	
		Accounting	
		1.7-Limitations. of	
		Accounting	
		1.8 -Financial Accounting	
		1.9-Accounting Standards.	

SW-1Suggested Sessional Work(SW):

- **a. Assignments:**Prepare the assignmenton Meaningand definition of Financial Accounting-Meaning, Need, Accounting principles: Accounting Concepts and Conventions
- b. Mini Project:
- c. Other Activities(Specify):



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ABM502CO-2: Discriminate the expertise in accountingand application of accounting in company accounting

Approximate Hours

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

Session Outcomes	Laboratory	Classroom Instruction	Self Learning(SL)
(SOs)	Instruction(LI)	(CI)	
SO1.1: The Double Entry		Unit2-TheDoubleEntry	-Preparethe
System- Its Meaning and		System- Its Meaning and	assignment on
Scope,		Scope, The Journal,	Meaning and
		Cash Book, Ledger, Trial	definition of The
SO1.2: The Journal, Cash		Balance, Trading	Double Entry
Book, Ledger, Trial		Account Profit and Loss	System- Its Meaning
Balance,		Account, Balance Sheet,	and Scope, The
		entriesandadjustments of	Journal, Cash Book,
SO1.3: Trading Account		different heads in	Ledger, Trial
Profit and Loss Account,		different Books and	Balance,
		Accounts, Introductionof	
SO1.4: Balance Sh		Company Accounts, Use of	
eet,		Accounting Software.	
entriesandadjustmentsof		TheDoubleEntrySystem- Its	
differentheadsindifferent		Meaning and Scope.	
Books and Accounts,		TheJournal.	
		-TheCashBook,	
SO1.5: Introduction of		2.4- TheLedger	
Company Accounts, Use		2.5 -TheTrialBalance,	
of Accounting Software.		2.6- Trading Account	
		Profit and Loss Account,	
		BalanceSheet, entries and	
		adjustments of different	
		heads in different Books	
		and Accounts,	
		- Introduction of Company	
		Accounts,	
		- Use of Accounting	
		Software	

SW-2Suggested Sessional Work(SW):

- **a. Assignments :** Preparethe assignmenton Meaningand definition of The Double Entry System-Its Meaning and Scope, The Journal, Cash Book, Ledger, Trial Balance
- b. Mini Project:
- c. OtherActivities



ABM502CO-3: Practice the basics of cost accounting through various tools and techniques avail

Approximate Hou

Item ApproXHours

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

SW-3 Suggested Sessional Works (SW):



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- **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. Mini Project:
- c. OtherActivities (Specify):

ABM502CO-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

Session Outcomes(SOs)	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning(SL)
SO1.1:Cost Accounting-		Unit4- CostAccounting-	4.1- Prepare the
Nature, Course,		Nature,	assignmenton
Significance of Cost		Course,Significanceof	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;	SignificanceofCost
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, Usesand		Limitations,	
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- Costvolume	
		profit Analysis	
		4.7- Significance,Uses	
		4.8- Limitations of	



	cuity of Management Studies
MarginalCosting	
- Standard Costing.	
Meaning, Uses and	
Limitations, Determination	
ofStandardCost, Variance	
Analysis.	
- Material, Labourand	
Overhead.	

SW-4 Suggested Sessional Work (SW):

a. Assignments:Preparethe assignmenton Meaningand definition of Cost Accounting–Nature, Course, Significance of Cost Accounting Classification

b. Mini Project:

c. Other Activities (Specify):

ABM502CO-5:Asses the budgetand budgetary control methods and applicationofits knowledge in preparation of budget.

Approximate Hours

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



	Limitations.
	5.2 -Budgeting and Profit
	planning,
	5.3- Different Types of
	Budgets and their
1	Preparations:
	5.4 - Sales. Budget,
1	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-5 Suggested Seasonal Work (SW):

- **a. Assignments:** Prepare the assignmenton Meaningand definition of Agricultural Cooperationin India
- b. Mini Project:
- c. Other Activities(Specify):

Brief of 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 through various tools and	9	0	2	1	12



				Faculty of IV	lanagement Studies
techniques available.					
ABM502CO4. Estimate the analysis of cost accounting and theirapplication in agribusiness accounting	10	0	2	1	13
ABM502CO5. Asses the budget and budgetary control methods and application of its knowledge Inpre parathion of budget.	8	0	2	1	11
Total	45	00	10	05	60

Suggestion for End Semester Assessment Suggested Specification Table (ForESA)

CO	UnitTitles		rksDistribut	` '	Total
	C 221 2 1 1 2 5	R	U	A	Marks
CO1	UnitI: Financial Accounting-Meaning, Need, Accounting principles: Accounting Concepts and Conventions; Branches of Accounting, Users of Accounting information, Advantages and Limitations of Financial Accounting, Accounting Standards	02	03	00	05
CO2	Unit 2-The Double Entry System- Its Meaning And Scope, The Journal, Cash Book, Ledger, Trial Balance, Trading Account Profit and Loss Account, Balance Sheet, entries and adjustments of different the adsindifferent Books and Accounts, Introduction of Company Accounts, Useof Accounting Software.	02	05	03	10
СОЗ	Unit-3 Management Accounting-Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of Financial Statements- Ratio, time series, commonsize and Dupont Analysis, Comparative and Common Size Statements, Cash Flowand Fund Flow Analysis	00	08	07	15
CO4	Unit4-Cost Accounting–Nature, Course, Significance of Cost Accounting; Classification of Cost, Costing for Material; Labour and overheads; Marginal Costing and cost volume	02	05	08	15



				acuity of irranage	
	Profit Analysis Its Significance, Uses and Limitations; Standard Costing—Its Meaning, Uses and Limitations, Determination of Standard Cost, Variance Analysis-Material, Labour and Overhead.				
CO5	Unit 5-Budget and Budgetary Control-Meaning, Uses and Limitations, Budgeting and Profitplanning, 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.	00	03	02	05
		06	24	20	50

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

Theend of semester assessment for Managerial Accounting and Control willbe held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for abovet asks. Teacher scan 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. Visittocement plant
- 7. Demonstration
- 8. ICT BasedTeaching Learning (Video Demonstration/Tutorials CBT, Blog,Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

SuggestedLearningResources:

S.No.	Title	Author	Publisher	Edition Year	&
1	Corporate Finance,	Ross, Wester f ield and Jaffe and Kakani (RWJK	Tata Mc GrawHill,	2009.	
2	Corporate Finance	1.MichaelCEhrhardtand EugeneFBrigham	A Focused Approach, Cengae Learning,2011	2011.	
3	Financial Management,	2.Rajiv Srivastava and Anil Misra,	Oxford University Press,	2011	
4	Financial Management	M. Pandey	10thedition), Vikas Publishing	2011.	
5	Accounting:	Anthony, Hawkins and Merchant	Text & Cases.	2011	



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CurriculumDevelopmentTeam:

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- 6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST
- 7. Shri Rajeev Rav Suryavanshi, Department of Agricultural Economics, FAST



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Cos,Pos and PSOs Mapping Course Code:-ABM 502

CourseTitle:-Managerial Accountingand Control

Course	Progra	am Out	comes				TVIUIUG						Program Specific Outcome					
Outcomes	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO11	PO12	PSO1	PSO 2	PSO 3	PS 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		
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CO1. Identify	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
the concepts of																
financialand																
managerial accounting.																
CO2.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
Discriminate the	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
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.		1]									



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CO4.Estimate	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
theanalysisof																
costaccounting																
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 CourseCurriculumMap:Managerial Accounting and Control

POs&PSOsNo. PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO1. Identify the Concepts of financial and managerial accounting.	SOs No. SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Laboratory Instruction(LI)	ClassroomInstruction(CI) UnitI: Financial Accounting- Meaning, Need, Accounting principles: Accounting ConceptsandConventions;Branchesof Accounting, Users of Accounting information, Advantages and Limitations Of Financial Accounting, Accounting Standards 1.1,1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9.	SelfLearning(SL) Asmentionedin page 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- The Double Entry System-Its Meaning	Asmentionedin page number



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PSO1,2,3,4, 5	application of accounting in company accounting CO3. Practice the	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 of Accounting Software. 2.1,2.2,2.3,2.4,2.5,2.6,2.7,2.8,2.9. Unit-3.0	Asmentionedinpage
7,8,9,10,11,12 PSO1,2,3,4,	basicsofcost accounting through various tools and techniques available.	SO1.2 SO1.3 SO1.4 SO1.5	Management Accounting-Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of Financial Statements-Ratio, timeseries, common size and Dupont Analysis, Comparative and Common Size Statements, Cash Flowand Fund Flow Analysis 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9.	number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO4. Estimate the analysis of cost accounting and their 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;Marginal Costing and cost volum eprofi Analysis Its Significance, Uses and Limitations; Standard Costing – Its Meaning, Uses and Limitations, Determination of Standard Cost, Variance Analysis-Material,Labour and Over head. 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		SO1.1	Unit-5.0		Asmentionedin
7,8,9,10,11,12 PSO1,2,3,4, 5	budget and budgetary control methods and application of its knowledge in preparation of budget.	SO1.3 SO1.4	Uses and Lin Profit planning Budgets and Budget, Purch Budget, Cash Master Budge	udgetaryControl- Meaning, mitations, Budgeting and ng, Different Types of their Preparations: Sales hase Budget, Production Budget, Flexible Budget, et, Zero Based Budgeting. Acquisition, Tax System-5.5,5.6.5.7.5.8.	



CourseCode:-ABM503

CourseTitle:-Applied Agribusiness Economics

Prerequisite:-Student should have basic knowledge of basic concepts of economics.

Rationale:-Applied Agribusiness Economics in Agribusiness management degree is 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-onexperience inpriceanalysis, operationsresearch, economicdevelopment, andeconomic research. Students are well-grounded in economic theoryand conduct economic analysis.

CourseOutcomes:

ABM503CO-1 Recognize the concepts of managerial economics and its implications the agri business environment.

ABM503CO-2. Describe clearover view on the macro economic environment that exists fora agribusiness enterprise to understand and adapt for optimizing the output.

ABM503CO-3 Initiate the familiar with issuesrelated to the agricultural sector, natural resource policies, and rural communities. .

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

ABM503CO-5Judge foranalyzeto macro economics and developed the expertise in macro economics and developed as professionals.

Schemeofstudies

Board of	Course Code	CourseTitle	So	Schemeofstudies(Hours/Week)				
Study			C	LI	SW	SL	Total Study	Cred
			l				Hours	its
							(CI+LI+SW+S	(C)
							L)	
Progra	ABM	Applied	02	00	02	01	05	02
m Core	503	Agribusiness						
(PCC)		Economics						

Legend: CI: Classroom Instruction(Includes differentin structional strategiesi.e.Lecture (L) and Tutorial (T) and others), LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other Location susing different instructional strategies)

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



SL:Self Learning,

C: Credits.

Note: SW &SL has to be planned and performed under the continuousgui dance and feed back of teacher Toensure outcome of Learning.

Scheme of Assessment:

Board of	Cours e	CourseTitle								
Study	Code			Progre	ssiveAss	essment(I	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 nticipatedtoaccomplishthroughvarious area modesofinstruction in cluding Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their masteryof Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



ABM503CO-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

Session Outcomes	Laboratory	Classroom Instruction	Self
(SOs)	Instruction(LI)	(CI)	Learning
, , , , , , , , , , , , , , , , , , ,			(SL)
SO1.1-Introduce about		Unit-1.0	1.1-Prepare the
the managerial		Scope of managerial	assignmentonbasics
economics		economics, objective of	ofeconomicprinciples
SO1.2-Definethe		the firm and basic	and Concepts of
basic conceptof		economic principles;	economics principles
firms		mathematical concepts used in managerial	
SO1.3 -Describethe		used in managerial economics.Introduction	
_		to behavioral	
concept of behavioral economics SO1.4- Discuss theuse of SO1.5 -Apply the lecture on the different basic economic principles		economics. 1.1-Introduction 1.2-Scope 1.3-Objectiveofthefirm 1.4-Basicsofeconomic principles 1.5-Concepts of economics principles 1.6-Uses of economic principles 1.7-Managerial economics 1.8-Behavioral economics	

SW-1Suggested Seasonal Work(SW):

- **a. Assignments:** 1.1-Prepare the assignment on basics of economic principles and Concepts of economics principles
- b. Mini Project:-
- c. Other Activities(Specify):-



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ABM503CO-2:Describe clear over view on the macro economic environment tha texists 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	Laboratory	Class room	Self Learning(SL)
(SOs)	Instruction(LI)	Instruction(CI)	
SO2.1.—Introduceto		Unit-2.0 -	2.1 – Prepare the
In difference curve		Indifference curves	assignment on demand,
SO2.2.—Learned		and budget sets -	Types of demand,
about the type of		Demand analysis -	Elasticity of demand
demand		meaning,typesand	and
SO2.3 Describe the		determinants of	determinants of the
Elasticity of demand.		demand;demand	
SO2.4Discussthe		function; demand	demand
Determinants of		elasticity; demand	
demand		forecasting-needand	
SO2.5.—Apply about		techniques.	
The demand		2.1- Introduction of	
fore casting		In differenc ecurve	
		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- Fore casting of	
		the demand	

SW-1 Suggested Seasonal Work(SW):

a. Assignments:Prepare the assignmenton demand, Types of demand, Elasticity of demand and determinants of the demand



b. Mini Project:

c. OtherActivities(Specify):

ABM503CO-3:Initiate the familiar with issues related to the agricultural sector, natural resource policies, and rural communities

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

SessionOutcomes (SOs)	Laboratory Instructio(LI)	Classroom Instruction (CI)	Self Learning (S	L)
SO3.1–Determine	, ,	Unit-3.0	3.1- Prepare	the
the production		Production, cost and	assignment	on
cost		supply analysis-	Production, cost	
		production function,		ana
SO3.2–Analyze to		Multi period	supply unalysis	
The supply function		production and cost		
SO3.3-Applythe		least-cost input		
Different production		combination, factor		
function		productivities and		
Tunction		returns to scale, cost		
SO3.4-Estimatethe		concepts, cost-output		
Least cost combination		relationship, and		
SO3.5–Applythe		short and long-run		
Return to scale		supply functions.		
Retain to seale		3.1- Identification of		
		cost of production		
		3.2- define the supply		
		function		
		3.3- define the least cost		
		combination		
		3.4- Returnto scale		
		3.5- Cost concepts		
		3.6- Different types of Production function		



SW-1 Suggested Seasonal Work (SW):

- a. Assignments: Prepare the assignment on Production, cost and supply analysis
- b. Mini Project
- c. Other Activities(Specify):

 $ABM503CO \hbox{-}4\hbox{:}Analyze \ the \ group \ decision \ making, team \ building \ and \ developing \ collaboration \ leadership \ styles.$

4	Approximateriours
Item	AppXHrs
Cl	06
LI	00
SW	02
SL	01
Total	09

SessionOutcomes	Laboratory Instruction	Classroom Instruction	SelfLearning
(SOs)	(LI)	(CI)	(SL)
SO4.1–Identify the		Unit-4.0	1.1- Prepare the
Price determination.		Pricing-determinantsof	assignmentonPricing-
CO42 Diamondo		price - pricingunder	determinantsofprice-
SO4.2-Discuss the		different market	pricingunderdifferent
Pricing under different		structures, pricing of	marketstructures.
Market structure		jointproducts, pricing methods in practice,	
SO4.3-Apply the		government policies	
Pricing methods		and pricing. Price	
SO4.4-Describes the		discrimination	
Govt policies and pricing		4.1- Determinants	
SO4.5–Analyzethe		of price	
Price discrimination		4.2- Pricing under	
		different market	
		structure 4.3- Price determination	
		for join products	
		4.4- Different pricing	
		methods	
		4.5- Govt. price polices	
		4.6- Price	
		discrimination	



SW-1 Suggested Seasonal Work(SW):

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

ABM503CO-5:Judge for analyze to macro economics and developed the expertisein macro economics and developed as professionals

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

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning (SL)
SO5.1–Indentifythe nationalincome SO5.2-Describethe consumptionand investment SO5.3-Discussthe factorsofinflation SO5.4AssesFactors influencingdemand for money SO5.5- Apply the conceptofbusiness decisions		Unit-5.0 Thenationalincome; circular flow of income:consumption, investment and saving: money- functions, factors influencing demand for money & supply of money;inflation; economic growth; businesscyclesand businesspolicies; business decisions under certain and uncertain situations. 5.1- Calculation of Nationalincome 5.2- Consumption, investment and saving functions	5.1-Prepare the assignment on The national income; circular flow of income:consumption, investmentandsaving: money



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5.3-Factorsinfluencing demand and supply for money
5.4-TypesofInflation5.5-Business cycles and businesspolicies
5.6- Decision taken under business situation

SW-1Suggested Seasonal Work(SW):

a. Assignments: Prepare the assignmenton The national in come; circular flowofin come: consumption, investment and saving: money

b. Mini Project:

c. OtherActivities (Specify)

Brief of Hours suggested for the Course Outcome

CourseOutcomes	Class Lecture (C l)	Laboratory Lecture (LI)	Sessional Work (SW)	Self Learning (S l)	Totalhour (Cl+LI+ SW +S1)
ABM-503 CO -01:Recognize the concepts of managerial economics and its implications on the agri business environment.	08	00	02	01	11
ABM-503CO-02:Describeclear overview on the macro economic environment that exists for a agri businessenter priseto understand And adapt for optimizing the output.	06	00	01	02	09
ABM-503 CO -03: Initiate the family ar with issues related to the agricultural sector, natural resource policies, and rural communities.	06	00	02	01	09
ABM-503CO-04:Analyze the group decision making,	06	00	02	01	09



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Team building and developing collaboration leadership styles.					
ABM-503 CO -05: Judge for analyze to macro economics and developed the expertisein Macro economics and developed asprofessionals	06	00	02	02	10
TotalHours	32	00	09	07	48

Suggestion for End Semester Assessment SuggestedS pecification Table (ForESA)

CO	UnitTitles	Ma	rksDistributi	on	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-Indifferencecurvesandbudgetsets	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, and shortand long-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, government policies and pricing. Price				
	discrimination				



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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;businessdecisions				
	Under certain and uncertainsituations.				
		06	24	20	50

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

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

Theend of semester -assessmentfor Introduction Port land 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.

Teacherscanalso designdifferent tasksasperrequirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

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

Suggested Learning Resources:

SNo.	Title	Author	Publisher	Edition&
				Year
01	Managerial Economics	SumaDamodaran	OxfordandIBH	2010
			Publishing	10 th edition
			CO.Pvt.LTD	
02	Managerial Economics	SavatoreD.SrivastavR.	Oxford	7thEdition
			UniversityPress	2012
03	Managerial Economics	DwivediDN	Vikash	8thEdition
			Publishing	2015
04	Principles of Agribusiness	Beierlein JG,	WavelandPress	2014
	Management.	Schneeberger		5 th edition
		KC, Osburn DD.		
05	Principles and Practice	L MPrasad	SULTAN	10thEdi
	of Management		CHAND&SON	tion
				2021

CurriculumDevelopmentTeam:

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Cos,Pos and PSOs Mapping Course Code:-ABM 503

CourseTitle:-Applied Agribusiness 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	toensure	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
														thedecide	approach	and
														goal	and skill	develop
														without	sets	S
														compromi	aligned	
														sing ethical	with the national	
														value		
														value	priorities	



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CO-1Identify the basic concepts of managerial economicsand itsimplications.	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
CO-2 Overall view of Macro economi c environment.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
CO-3 Apply the fundamentals of natural resource policies and rural communities.	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
CO-4 Apply the fundamentalsof decision making, team building and developing collaboration leadership styles.	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2



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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																
developedas																
professionals																

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

Course Curriculum Map:Managerial Accountingand Control

POs&PSOs	COsNo.&Titles	SOsNo.	Laboratory	ClassroomInstruction(CI)	SelfLearning(SL)
No.			Instruction(LI)		
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5 PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-1 Identifythe basic concepts of managerial economics and its implications.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		UnitI: Scopeofmanagerialeconomics,objective of thefirmandbasic economicprinciples; mathematical concepts used inmanagerial economics. Introductionto behavioral economics 1.1,1.2,1.3,1.4,1.5,1.6.1.71.8.	Asmentionedin page number
	CO-2 Overall view of macro economic environment.	SO1.1 SO1.2 SO1.3 SO1.4		Unit2- Indifference curves and budgetsets-Demand analysis-meaning,types and determinants of demand;demand function;demand elasticity;	Asmentionedinpage number



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PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-3 Apply the fundamentals of natural resource policies and rural communities.	SO1.4 SO1.5	Demand f or ecasting-need and techniques 2.1,2.2,2.3,2.4,2.5,2.6. Unit-3.0 Production, costand supply analysis-production function, Multi period production and cost least-cost input combination, factor productivities and returns to scale, cost concepts, cost-output relationship, and short and long-run supply functions. 3.1,3.2,3.3,3.4,3.5,3.6.	Asmentionedin page number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-4 Apply the fundamentals of decision making, teambuildingand developing collaboration leadershi pstyles.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-4.0 Pricing-determinantsofprice-pricing underdifferentmarketstructures, pricing ofjointproducts, pricingmethods in practice, government policies and pricing. Pricediscrimination. 4.1,4.2,4.3,4.4,4.5,4.6.	Asmentionedin page number



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CourseCode:-ABM506

CourseTitle:-Agricultural and Food Marketing Management-I

Prerequisite:-Student should have basic knowledge of,Food Marketing 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.

CourseOutcomes:

ABM506CO-1 Identify the basics of marketing withs pecificem phasisonmanaging the product details.

ABM506CO-2 Discriminate the pricing techniquesan dmanaging the demandand 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-5 Estimate the marketing cost analysis and application of different cost analysis method of food product

Scheme of studies

Board of	Course Code	CourseTitle	Schem	e of st	udies(l	Hours	/Week)	Total Credits
Study			Cl	LI	SW	SL	TotalStudy Hours (CI+LI+SW+ SL)	(C)
Profes sional Core course (PCC)	ABM 506	Agricultural and Food Marketing Management-I	2	0	2	1	05	02

Legend: CI: Class room Instruction (Includes different instructional strategiesi.e.Lecture(L)and Tutorial (T)andothers),

LI:Laboratory Instruction(Includes Practical performances in laboratory workshop, fiel doro therlocations using different instructional strategies)

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

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SL:SelfLearning,

C:Credits.

Note:SW&SLhastobeplannedandperformedunderthecontinuous guidanceandfeedbackofteacher toensure outcome of Learning.

SchemeofAssessment:

Board	Cours	CourseTitle	SchemeofAssessment(Marks)							
of Study	e Codo		ProgressiveAssessment(PRA)							Total
Study	Code		Class/ Home Assig nment numb er2 Marks 5 each(CA)	Class Test2 (2best outof 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

ABM506CO-1 Identify the basics of marketing with specificemphasison managing the product details.

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



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SessionOutcomes	Laboratory	Class room	SelfLearning
(SOs)	Instruction(LI)	Instruction(CI)	(SL)
SO1.1- Introduce the	LI1.1-	UnitI:	1.1-Preparethe
Introduction and Concept/	221,1	Introduction and	assignment
philosophies of Marketing		Concept/philosophiesof	on
Management		MarketingManagement;	Brandingproducts,
SO1.2 - Brief the Product		Product Management:	The
Management: The		The product, The	advantages and
product, The product mix,		product mix, Product	disadvantagesof
Product line extensions, and		line extensions, Product	branding.
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	
loyalty models,		markovmodels	
Homogenous first-order		Packaging, The	
mark ov models, Higher-		functions ofpackaging,	
order mark ov models		Packaging technology,	
Packaging		Recent developments in	
SO1.5 Discuss thefunctions		packaging	
of packaging, Packaging		1.1- Introduction and	
technology, Recent		Concept / philosophies of	
developments in packaging		Marketing Management.	
SO1.6 Laboratory and field		1.2-Product Management:	
work		Theproduct, Theproductmix,	
		1.3. Productlineextensions, 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	



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SW-1 Suggested Sessional Work (SW):

Assignments:Prepare the assignment On

Branding products, the advantages and disadvantages of branding

a. MiniProject:-

b. OtherActivities(Specify):-

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

ApproximateHours

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

SessionOutcomes	LaboratoryInstruction	Classroom Instruction	Self
(SOs)	(LI)	(CI)	Learning
((SL)
SO2.1 – Introduceto the	LI-2.1	UnitII:	- Prepare the
Pricing objectives, The		Pricingobjectives, The	assignment on
laws of supply and		laws of supply and	Pricing strategies,
demand		demand, Elasticity of	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- Briefingthe		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,		-Pricingobjectives,The	
Breakeven analysis,		laws of supply and demand,	
Market-oriented pricing,		Elasticity of	
Psychological pricing,		demandCross-	
Geographical pricing,		price elasticity of	
Administered pricing.		demand,	
		-Practical problems	
		ofpricetheory,Cost-	
		revenue-supply	



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relationships
2.3 -Themeaningofprice 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: Prepare the assignment on Pricing strategies, Cost-plus methods Of price determination

b. Mini Project:

c. OtherActivities(Specify):

 $\begin{array}{ccc} \textbf{ABM506CO-3: Demonstrate} & \textbf{the marketing channels and intermediaries involved in} \\ & \textbf{food marketing} \end{array}$

ApproximateHours

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

SessionOutcomes(SOs)	Laboratory	ClassroomInstruction(CI)	SelfLearning
	Instruction(LI)		(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	Marketingto
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	



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	4.5	
servicepolicy.	management, Inventory	
SO3.4-DiscusstoThe	management, Calculating	
totaldistributionconcept,	the economic order	
Warehouse management,	quantity, Transport	
Inventory management,	management, Technological	
Calculatingtheeconomic	advancesinphysical	
order quantity, Transport	distribution, Vehicle	
management,	scheduling and	
Technologicaladvancesin	routing,Fixedandvariable	
physical distribution.	routing systems, Vehicle	
SO3.5–Describe the	schedulingtools, Vehicle	
Vehicle scheduling and	scheduling models,	
routing, Fixed and variable	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,	
	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	
	servicepolicy,	
	- The total distribution	
	concept, Warehouse	
	management, Inventory	
	management, Calculating the	
	economic order quantity,	
	Transport management,	
	Technological advances in	
	physical distribution	
	- Vehicleschedulingand	
	routing, Fixed and variable	
	routing systems, Vehicle	
	scheduling tools, Vehicle	
	scheduling tools, vemere	
	models,	
	Computer-basedvehicle	
	scheduling	
	Strictoring	

SW-1 Suggested Sessional Work (SW) :



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- **a. Assignments:** Prepare the assignment on Key decisions in channel management, Types of distribution system, marketing to middlemen, Power and conflictin distribution channels
- b. Mini Project:
- c. OtherActivities(Specify):

ABM506CO-4:Apply the promotional strategies and communication development tools and methods ApproximateHours

11pp10/mmater10u15		
Item	AppXHrs	
Cl	2	
LI	1	
SW	2	
SL	1	
Total	06	

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



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effectivenessofmarketing communications	marketing communications mix,	
SO1.6–Laboratoryandfield 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-1Suggested Sessional Work(SW)

a. Assignments:Prepare the assignmenton Digital Marketing, Mobile Marketing, 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	AppXHrs	
Cl	2	
LI	1	
SW	2	
SL	1	
Total	10	

SessionOutcomes (SOs)	Laboratory Instruction (LI)	ClassroomInstruction (CI)	SelfLearning (SL)
	LE1.	Unit-5.0	1.1 - Prepare
SO1.1 –Indentify the		Marketing Costs and	theassignment
Marketing Costs and		Margins: Assessing the	8
Margins: Assessing the		performance of a	onIdentifyingm
performanceofamarketing		marketing system,	arketingcostsand
system, SO1.2- Identify		Marketing efficiency and	
theMarketing efficiency		effectiveness,	
and		Operational efficiency,	reference products
effectivenessOperational		Pricing efficiency,	concept.



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efficiency, Pricing efficiency, SO1.3- Identifying marketing costs and margins SO1.4- Analyze the Handling costs, Packaging costs, Transport costs	Identifying marketing costs and margins, The reference products concept, Handling costs, Packaging costs, Transport costs, Storage costs, Processing costs, Capital costs	
SO1.5- Calculate the Storage costs, Processing costs, Capital costs	5.1- Marketing Costs and Margins:5.2 Assessing the performance of amarketing system,	
	5.3- Marketing efficiency and effectiveness, Operationalefficiency, 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-1 Suggested Sessional Work(SW):

- a. Assignments:Prepare the assignmenton Ethical issuesin HRM
- b. Mini Project:
- c. OtherActivities(Specify):

Brief of Hourssuggested for the Course Outcome

CourseOutcomes	Class Lecture (C l)	Laboratory Lecture(LI)	Sessional Work (SW)	Self Learning (S l)	Totalhour (Cl+LI+ 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



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ABM506CO-3:Demonstratethe	4	1	2	1	08
marketing channels and					
intermediaries involved in food					
marketing					
ABM 506 CO-4: Apply the	2	1	2	1	06
promotional strategies and					
communicationdevelopment					
toolsandmethods					
ABM506CO-5:	3	1	2	1	07
Estimatethemarketingcostanalysi					
s and application of					
different cost analysis method of					
food product					
Total Hours	15	05	10	05	35

Suggestion for EndSemesterAssessment Suggested Specification Table (ForESA)

CO	Unittitle Uniter End Semester Assessment Suggest		ksDistrik		Total
		R	U	A	Marks
CO-1	UnitI:IntroductionandConcept/philosophiesof	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,				
	Homogenousfirst-order markovmodels, Higher-				
	order mark ov models Packaging, The				
	functionsofpackaging,Packagingtechnology,				
	Recentdevelopmentsinpackaging				
CO-2	Unit II: Pricing objectives, The laws of supply	02	05	03	10
	and demand, Elasticity of demand Cross-price				
	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 valueof 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, Vehiclescheduling models, Computer-based vehiclescheduling				
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, Processing costs, Capitalcosts	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 abovetasks. 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. Visitto Industry



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- 7. Demonstration
- 8. ICT BasedTeaching Learning(Video Demonstration/ Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

SuggestedLearningResources:

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

CurriculumDevelopmentTeam:

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Cos,POsandPSOsMappingCourse Code:-ABM506

CourseTitle:-Agricultural and Food Marketing Management-I

Course	Progra	am Ou	tcomes					cuitur ar a				<u> </u>	ProgramSp	ecificOutco	me	
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	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-	mentin
														essand	economi	agribusi
														provide .	cand	ness
														economic	business	growth
														al	ecosyste	and
														solution	m	develop
														to	entrepre	S
														enhance	neurial	
														the	approac	
														decide	hand	

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														goal without comprom ising ethical value	skillsets aligned withthe national prioritie s	
ABM 506 CO-1Identify thebasicsof marketingwith specific emphasis on managingthe product details.		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 the marketing	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3



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channels and intermediaries involvedin food marketing																
ABM 506 CO-4:Apply the promotional strategiesand communicatio n development tools and methods	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 of food product		3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

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

CourseCurriculum Map:Agricultural and Food Marketing Management-I

POs&PSOsNo.	COsNo.&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	ABM 506 CO-1 Identify the basics of marketing with specificemphasison managing the product details.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	mstruction(L1)	Unit-1.0 Introduction and Concept / philosophies of Marketing Management; Product Management:Theproduct,Theproduct mix,Productlineextensions,Productline deletions,Brandingproducts,The advantages and disadvantages of branding, Branding decisions Brandloyaltymodels, Homogenous first-order markovmodels, Higher-order markov models Packaging, The functions of packaging,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, Administer edpricing.	Asmentionedin page number



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	1		2122
			2.1,2.2.
D0122156	1 P. 1 504 GO 0	0014	
PO1,2,3,4,5,6	ABM 506 CO-3:	SO1.1	Unit-3.0
7,8,9,10,11,12	Demonstrate the	SO1.2	Channel decisions in relation to marketing
	marketing channels	SO1.3	strategy, The value of middlemen, Key
PSO1,2,3,4,	and intermediaries	SO1.4	decisions in channel management, Types of
5	involved in food		distributionsystem, Marketingtomiddlemen,
]	marketing	SO1.5	Powerandconflictindistributionchannels,
			Physical distribution, Customer service
			levels, Developing acustomers er vicepolicy,
			Thetotaldistributionconcept, Warehouse
			management, Inventory management,
			Calculatingtheeconomicorderquantity,
			Transport management, Technological
			advancesinphysical distribution, Vehicle
			schedulingandrouting,Fixedandvariable
			routingsystems, Vehicleschedulingtools,
			Vehicleschedulingmodels, Computer-based
			vehiclescheduling
			3.1,3.2,3.3,3.4.
PO1,2,3,4,5,6	ABM 506 CO-4:	SO1.1	Unit-4.0
	Apply the		The nature of marketing communications,
7,8,9,10,11,12	promotional	SO1.2	
	1	SO1.3	Setting marketing communication objectives,
PSO1,2,3,4,	strategies and communication	SO1.4	Factors influencing the communications mix,
5		SO1.5	The marketing communications mix,
	development tools		Advertising, Salespromotion, Public
	and methods		relations,Personalselling,DigitalMarketing,
			MobileMarketing,SocialMarketingand
			SocialMediaMarketing,Trainingthesales
			force, Changeagents, Selecting the media,



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PO1,2,3,4,5,6	ABM506CO-5:	SO1.1	Establishing the promotional budget, Monitoring the effectiveness of marketing communications. 4.1,4.2 Unit-5.0
7,8,9,10,11,12 PSO1,2,3,4,	Estimate the marketingcost analysis and application of different cost analysis method of food product	SO1.2 SO1.3 SO1.4 SO1.5	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.



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CourseCode:-ABM540

CourseTitle:-Research Methodology for 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 inaccuratemanners. Professionalor ABM holdershould skill theresearch methodology to 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.

CourseOutcomes:

ABM540CO-1Recognize there search scale measurement technique and their application in business research

ABM 540 CO-2 Apply the statistical analysis tools and techniques for better research outcomes. **ABM540CO-**3 Apply the fundamentalsofindividualandgroupbehaviourintheorganizationalsetting **ABM540CO-**4Analyze the higher statistical analysis and forecastingtechniqueinbusiness research

ABM540CO-5 Evaluate the concept of and usage of datascience, big data analysis for a griculture.

Schemeofstudies:

Boardof						Week)	Total Credits	
Study			Cl	LI	SW	SL	TotalStudy 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(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:SelfLearning,



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C:Credits.

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

SchemeofAssessment:

Board of	Cours e	CourseTitle	Scheme	eofAsses	sment(N	Iarks)				
Study	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:

Thiscourse syllabus illustrates the expected learning achievements, bothat 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.

ABM540CO-1 Recognize the research methodology concepts alon gwith its applicationin marketing research. ApproximateHours

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

meaning and definitionofresearch SO1.2 -Brief the Course Objective, types, andprocessof research SO1.3 – Discuss the researchmethodology in management-exploratory, descriptive, experimental, and diagnostic. SO1.4-Describesthe Problemformulation, setting of Course Objective SO1.5 Discuss the formulation of hypotheses, models, types of models, processofmodeling. SO1.6- Laboratory problemidentification and problem formulation. LE1.2-Topreparethe Project proposal or research synopsis. man definitionof research and problem formulation. LE1.2-Topreparethe Project proposal or research synopsis. man definitionof research synopsis. Me object proposal or research synopsis. man definitionof research synopsis. man definition of research synopsis. man defin	on(LI) Class room Instruction(CI)	SelfLearning(SL)
1.4 Des Exp Dia 1.5	UnitI: Meaning, Course Objective,types,and processofresearch; researchmethodology in	



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	hypotheses,	models,	
	types of	models,	
	process of mo	deling	

SW-1SuggestedSeasonalWork(SW):

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

ABM540CO-2: Apply the statistical analysis tools and techniques for better research outcomes.

ApproximateHours

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

SessionOutcomes (SOs)	LaboratoryInstruction (LI)	ClassroomInstruction (CI)	SelfLearning (SL)
so2.1-introducetothe scalesofmeasurement so2.2-learnedabout the ordinal, interval and ratio scales of measurement so2.3- Apply tothe Likert scale and other scalesofmeasurement 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-ToAssessments ofDataneeds(Sources ofdata,methodofdata collection) LE2.2- Exercise on coding, editing, tabulation and validation of data.	UnitII: 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, presentation, analysis, development process of scale, identification of variables, variable measurement,	2.1 – Prepare the assignment on scalesof measurement



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· · · · · · · · · · · · · · · · · · ·	
measurement, variable	variable
standardization and	standardization and
dummy variables.	dummy variables.
	2.1 - Scales
	ofmeasurement
	2.2- Nominal, ordinal,
	interval and ratio
	scales.
	2.3- Likert scale and
	other scales.
	2.4- Primary and
	secondary data,
	sources of data,
	Questionnaire
	Designing, instruments
	of data collection.
	2.5- Data editing,
	classification,coding,
	validation,tabulation,
	presentation, analysis
	2.6- Development
	process of scale,
	identification of
	variables, variable
	measurement, variable
	standardization and
	dummyvariables

SW-1 Suggested Seasonal Work (SW) :

- **a. Assignments:**Prepare the Assignment on given topics.
- b. Mini Project: Preparea project report of different function of management usedin any case study
- c. OtherActivities(Specify):



$ABM540CO\hbox{-}3\hbox{:}Apply \ the fundamentals \ of individual \ and \ group \ behaviour \ in \ the \ organizational \ setting$

ApproximateHours

	1
Item	AppXHrs
Cl	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–Discusstothe 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	LE1. Tostudy 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 diagnosticsforregression models. 3.1-Multivariatestatistical analysis techniques 3.2-Multivariatelinear regression models 3.3- Principal component analysis ofMultivariate linear regression models 3.4- linear discriminate analysisandfactoranalysis. 3.5-Evaluationmatricesfor regression models 3.6-Modeldiagnosticsfor regression models	3.1 Prepare the assignment on , lineardiscriminate analysis.

SW-1SuggestedSeasonalWork(SW):

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



ABM 540 CO-4: Analyze the higher statistical analysis and fore casting technique in business research. ApproximateHours

Item	AppXHrs
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
logisticregression	discriminate analysis,	Logistic regression,	assignment on
anddecisiontrees.	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	indexnumberanalysis	ARMAandARIMA	
SO1.4-Describesthe		models)	
support vector		4.1- Logisticregression	
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	
andARIMAmodels)		4.5 -Forecastingtechniques	
		(AR and MA, models)	
		4.6- Forecasting	
		techniques (ARMA and	
		ARIMA) model	
		,	

SW-1Suggested SeasonalWork(SW)

- **a. Assignments:**Prepare the assignment on Group decision making, team building and developing collaboration
- **b. MiniProject:**Prepareaprojectreportofleadershipstylesandinfluenceprocess;leadership theories, leadership styles and effective leader
- c. OtherActivities(Specify



${\bf ABM540CO\text{-}5:} Evaluate\ the\ concept\ to\ fand\ usage\ of\ data\ science, big data\ analysis for\ agriculture$

ApproximateHours

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

Session Outcomes	Laboratory	Classroom	Self Learning (SL)
(SOs)	Instruction (LI)	Instructio(CI)	
			Self Learning (SL) 1.1 - Prepare theassignment on machine learning, types of machine learning, linear and nonlinear models in machine learning
SO1.5-Applytothe concept of cloud		learning 5.2 - Importance and	
data analysis		learning	
		5.3- Linear and nonlinear models in machine learning.	
		5.4- Introduction to deep learning.	
		5.5- Basic differences in machine learningand deep learning.	



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machine learning, Big data analysis

SW-1Suggested Seasonal Work(SW):

- a. Assignments: Prepare the assignment on individual oronganizational behaviours
- **b.** MiniProject:Prepareaprojectreport of different function of management use dinanycase study
- c. OtherActivities(Specify):

Brief of Hourssuggested for the Course Outcome

CourseOutcomes	Class Lecture (C l)	Laborato ry Lecture (L I)	Seasonal Work (SW)	Self Learning (S l)	Totalhour (Cl+LI+ SW +S1)
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 individualand 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



Suggestion for End Semester Assessment

Suggested Specification Table (ForESA)

CO	Unittitle	N	AarksDistribu	tion	Total
		R	U	A	Marks
CO-1	UnitI: 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:Scales of measurement -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 standardization and dummy 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, evaluationmatrices and model diagnostics for regression models.	00	08	07	15
CO-4	Unit-4 Logistic regression, decision trees, cluster analysis, random forest, GARCH, CART models, support vector machines, Forecasting techniques (AR, MA, ARMA and ARIMA models)	02	05	08	15

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CO-5	Unit-5.0 Definition, scope and importance, machine learning, typesofmachinelearning,linear andnonlinearmodelsinmachine learning, introduction to deep learning, basic differences in machine learning and deep learning, concept of cloud machine learning, Big dataanalysis.	00	03	02	05
	Total	06	24	20	50
Laboratory work	DescriptionofMarks				
1	LabworksAssignment	-	-	_	35
2	Viva-voce	-	-	-	10
3	Attendance	-	-	-	05
	Total				50

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

semesterassessmentforIntroductiontoPortlandcementwillbeheldwithwritten examination of 50 marks

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

Teacherscanalso designdifferent tasksasperrequirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

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



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Suggested Learning Resources:

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

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- $4. Dr. A shutosh\ Kumar Singh, Associate professor Department of Agricultural Economics, FAST$
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
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Cos,POsandPSOsMappingCourse Code:-ABM 540

 $Course Title:\hbox{-Research} Methodology for Agribusiness management$

Course	Progra	ProgramOutcomes									nanage		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	toensure	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 toenhance	entrepren eurial	ness growth
														thedecide	approach	and
														goal	and skill	develop
														without	sets	s
														compromi	aligned	3
														sing	with the	
														ethical	national	
														value	priorities	
															T	
ABM 540	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
CO-1																
Recognizethe																
research																

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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 ofindividual 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	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO-5:																
Evaluate the																
conceptofand																
usageofdata																
science, big																
data																
analysis for																
agriculture																

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

${\bf Course Curriculum Map:} {\bf Research\ Methodology\ for Agribusiness management}$

POs&PSOsNo.	COsNo.&Titles	SOsNo.	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning(SL)
PO1,2,3,4,5,6	ABM540CO-1	SO1.1	LE1.1-Tostudythe	UnitI:	Asmentionedinpage
7,8,9,10,11,12			_	Meaning, Course Objective, types, and process of	number
7,0,9,10,11,12	Recognize	SO1.2			number
PGC1 2 2 4 5	researchmethodology	SO1.3	problemformulation.		
PSO1,2,3,4,5	conceptsalongwithits	SO1.4	LE1.2-Toprepare		
	application in	SO1.5	the Project proposal	experimental, diagnostic, Problem formulation,	
	Marketing research		orresearchsynopsis.	setting of Course Objective, formulation of	
				hypotheses, models, types of models, process	
				of modeling.	
DO1 2 2 4 5 6	ADM 17 40 CO 2	0014	I DA 1 M	1.1,1.2,1.3,1.4,1.5,1.6.	A 12
PO1,2,3,4,5,6	ABM540CO-2:	SO1.1	LE2.1- To	Unit2-	Asmentionedinpage
7,8,9,10,11,12	Apply the statistical	SO1.2	Assessments of Data	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 variables, variable	
			validationof data.	measurement, variable standardizat ionand dummy	
				variables.	
				2.1,2.2,2.3,2.4,2.5,2.6.	
PO1,2,3,4,5,6	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	SO1.3	measurement of	models, principal component analysis, linear	
1501,2,5,7,5	behavior in the	SO1.4 SO1.5	scale	discriminate analysis, factor analysis,	
	organizational setting	501.5	50410	evaluation matrices and model diagnostics for	
				regression models.	

			3.1,3.2,3.3,3.4,3.5,3.6.	
PO1,2,3,4,5,6	ABM540CO-4:	SO1.1	Unit-4.0	Asmentionedin page
7,8,9,10,11,12	Analyze the higher	SO1.2	Logistic regression, decision trees, cluster	number
	statistical analysis and	SO1.3	analysis, random forest, GARCH, CART	
PSO1,2,3,4,5	Fore	SO1.4	models, support vector machines, Forecasting	
	casting technique in	SO1.5	techniques (AR, MA, ARMA and ARIMA	
	business research.		models)	
			4.1,4.2,4.3,4.4,4.5,4.6.	
PO1,2,3,4,5,6	ABM540 CO-5:	SO1.1	Unit-5.0	Asmentionedin page
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	SO1.5	to deep learning, basic differences in machine	
	agriculture	501.5	learning and deep learning, concept of cloud	
			machine learning, Big data analysis.	
			5.1,5.2,5.3,5.4,5.5,5.6.	



of

CourseCode:-ABM541

CourseTitle:-Computer Application for AgriBusiness

Pre-requisite:-Studentshouldhavebasicknowledgeofcomputerapplication and application 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 operationsefficiently. These programs help with tasks like cropplanning, 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 agribusiness 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 ofartificial 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							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	Computer	2	1	2	1	6	3
	541	Application for Agri Business						

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

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

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

SL:SelfLearning,

C:Credits.

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

SchemeofAssessment:

Theory

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

Course-CurriculumDetailing:

This course syllabusillustrates the expectedlearning achievements, bothatthecourseand 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 show case their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM541 CO-1:Recognize the fundamentalsconceptofcomputersandapplicationinagri busine

Approximate Hours

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

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

outputdevices.



SO1.2- Discuss the generation and Its Evolution.

SO1.3-Describetothe
Characteristics of
Computers and main
Areas of Computers
andtheirApplications.

SO1.4Briefthe Classification of Computers.

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

SO1.6Libraryand InformationServices

and deletingaFiles & 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, MemoryTypes(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 DefineinMemory (Cache, RAM, **Types**

ROM), Memory Units.

SW-1SuggestedSessionalWork(SW):

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

ABM 541CO. 2: Express the application of Information technology in a gribusiness management.

ApproximateHours

Item	AppxHrs.
Cl	6
LI	4
SW	2
SL	1
Total	13

SessionOutcomes	Laboratory	Classroom	Self-Learning
(Sos)	Instruction(LI)	Instruction(CI)	(SL)
SO1.1 Definethe	MS-EXCEL -	Unit-2	Preparation of
system Software and	Creating a		Assignmentondata
Application Software		Application Software,	base management
			system.
SO1.2 Explain in	Cicating grainis.	introduction to computer	
Opensourcesoftware.		languages, Introduction	
		to Operating Systems –	
SO1.3Discussthe	Calcination in Excer	Functions, Features and	
introduction to		Types.,MSWindowsand	
computer languages		LINUX. Data Base	
		Management System, Introduction to MSOffice	
SO1.4 Introduction to		SystemSoftwareand	
OperatingSystems		Application	
Functions, Features		Opensourcesoftware	
and Types., MS		Introduction to	
Windowsand LINUX		computer&Operating	
		Systems languages	
SO1.5 -DataBase		Introduction to Operating	
Management System,		Systems – Functions,	
Introduction to MS		Features and Types, MS	
Office		Windows and LINUX.	
		Data Base	
SO1.6- Libraryand		ManagementSystem.	
InformationServices		IntroductiontoMS	
		Office	

SW-1SuggestedSessionalWork(SW):

- a. Assignments: Preparation of Assignment on database management system,
- b. MiniProject:
- c. OtherActivities(Specify):

ABM541CO.3:Practice of internet and web designand their application for developing of business.

ApproximateHours

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

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self- Learning(SL)
SO1.1 Introduce The	3.1 MS-ACCESS:	Unit-3	Preparation of
businessvalueofinternet,	Creating Database,	The business value of	Assignment on
Intranet,e	_	internet,Intranet,extranet	introduction toWeb
xtranet and Internet.	reports, Form	and Internet, Introduction	page design using
SO1.2 Apply the	designing.	toWebpagedesignusing	HTML
IntroductiontoWebpage	3.2. MS-PowerPoint:	HTML, Cloud Computing,	
design using HTML.	Presentation	Security and ethical	
Cloud Computing,		challenges: Computer	
Security and ethical	ofpost	crime – Hacking, cyber	
challengesSO1.3Analyze	ers, charts,	theft,unauthorizeduseat	
the	overhead .	work.Piracy-software and	
computer crime –	transparencies	intellectual property.	
Hacking, cyber theft,	andsli	Health and Social Issues,	
unauthorized useatwork	des	Ergonomics and cyber	
SO1.4Assesthepiracy		terrorism.	
- software		The business value of	
andintellectual		internet, Intranet, extranetand	
property.		Internet	
SO1.5Assesthehealthand		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	
		intellectualproperty.	
		HealthandSocial	
		Issues, Ergonomics and cyber	
		terrorism	

SW-1SuggestedSeasonalWork(SW):

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

ABM541CO.04Develop the understanding of artificial intelligence and MISfor 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- SettheTransition	Unit-4	4.1- Preparationof
concept of MIS-	and	TheconceptofMIS-	Assignment on
Definition, importance,	AnimationEffectin	Definition,importance,	Fuzzy logical
Course Objective,	Slide	Course Objective,	control systems.
prerequisites	4.2- Internet	prerequisites,	
	applications: Web	advantages and	
SO1.2 Asses the	Browsing, Creation	challenges;Information	
advantages and challenges	and operation of	9 ,	
Of MIS.	email account	MIS and Decision -	
SO1.3Examine the		Making.	
Information Needsof		Types/Classificationof	
organization, MIS and		InformationSystemfor	
Decision – Making.		organizations;	
Decision – Making.		Introduction to	
SO1.4InformationSystem		Artificial Intelligence	
for organizations.		(AI),Neural Networks,	
		Fuzzy logical control	
SO1.5Assesthe		systems.	
Introduction to Artificial		4.1- The concept of	
Intelligence (AI), Neural		MIS–Definition,	
Networks, Fuzzylogical		importance, Course	
control systems.		Objective, 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/Classificationof	
		Information System	
		for organizations	
		4.5-Introductionto	

	Artificial I	ntelligence	
	(AI),		
	4.6NeuralNetw	orks,Fuzzy	
	logica	l control	
	systems		
	•		

SW-1Suggested Seasonal Work(SW):

- a. **Assignments:**Preparation of Assignment on Fuzzylogical control systems.
- b. Mini Project:
- c. Other Activities (Specify):

ABM541CO.5:Asses the understanding of E-business/E-commerce models and their application in business management

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

Session	Laboratory	ClassroomInstruction	Self-Learning
Outcomes	Instruction	(CI)	(SL)
(SOs)	(LI)		
SO1.1Introduce 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
paymentsystems,e-	in webpage	processes, electronic	paymentsystemswith
commercetrends	1 0	payment systems, e-	special
with special		commercetrendswith	reference to agri
reference to agri		specialreferencetoagri	business
business		business. Applications	
SO1.3Applicationsof		ofMISintheareasof	
MIS in the areas of		Human Resource	
Human Resource		Management,Financial	
Management		Management, Production	
SO1.4Applications		/	
ofMISinFinancial		Operations	
Management,		Management,Materials	
Production/Operatio		Management,	
ns Management		Marketing	
SO1.5-Applications		Management.	

ofMISinMaterials	5.1- E-business/e-	
Management,		
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 referenceto	
	agri business.	
	5.4 -ApplicationsofMISin	
	the areas of Human	
	Resource Management,	
	5.5 -ApplicationsofMISin	
	the areasof Financial	
	Management,	
	Production/Operations	
	Management.	
	5.6-	
	ApplicationsofMISinthe	
	areasofMaterials	
	Management, Marketing	
	Management.\	
CVV 1C		

SW-1Suggested Seasonal Work(SW):

a. Assignments:Preparation of Assignment on E-commerce processes, electronic payment systems with special reference to agri business..

b. Mini Project:

c. OtherActivities (Specify) : Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (Cl)	Laboratory Instruction (LI)	Sessiona lWork (SW)	Self Learning (Sl)	Totalhour (Cl+SW+Sl)
ABM 541 CO.1:Recognize the fundamentals concept of computersandapplicationin agribusiness.	6	1	2	1	10
ABM541CO.2:Expressthe 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

ABM541CO.04Developthe understanding of artificial intelligence and MIS for improved d ecision making in business management	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

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

CO	UnitTitles	Ma	rks Distrib	ution	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						
	of Computers,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,IntroductiontoMSOffice						
CO-3	Unit-3Thebusinessvalueofinternet,Intranet,	02	03	04	09		
	extranetand Internet,Introduction to Webpage						
	design using HTML, Cloud Computing, Security						
	and ethical challenges:Computer crime -						
	Hacking, cybertheft, unauthorized use atwork.						
	Piracy – software and intellectua						
	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), NeuralNetworks, Fuzzy						
	logicalcontrolsystems.						

CO-5	nit-5 E-business/e-commerce:e-business models,	06		06	05	17
e	-commerceprocesses, electronic payment systems, e-					
C	ommerce trends with special reference to agri					
b	usiness.ApplicationsofMISintheareasofHuman					
R	esource Management, Financial Management,					
P	roduction / Operations Management, Materials					
N	Ianagement,MarketingManagement.					
•	Total	17	7	19	14	50
Laborator	y DescriptionofMarks					
work						
1	LabworksAssignment	-		-	-	35
2	Viva-voce	=		-	=	10
3	Attendance	=		-	=	05
	Total					50

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

Theend of first semester assessment for Computer Application in management will beheld with written examination of 50 marks

Note. Detailed Assessment rubricneed to be prepared by the course wise teachers for above tasks. Teacher scan also design different task sasper requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. CaseMethod
- 4. GroupDiscussion
- 5. Brainstorming

SuggestedLearningResources:

S.	Title	Author	Publisher	Edition&Y
No.				ear
1	ManagementInformation Systems- Managing the digital Firm,	LaudonKCandLaudon JP	PearsonIndia	2016 14hEdition,
2	InformationTechnologyfor Management, Advancing Sustainable, Profitable BusinessGrowth,		Wiley	2015
3	ManagementInformation Systems	Jaiswal MandMittalM.	Oxford	2005

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Department Of Business Administration Faculty of Management Studies

Cos,POsandPSOsMappingCourse Code:- ABM 541

CourseTitle:-ComputerApplicationforAgriBusiness

CourseOutcomes	Progran	nOutcom	es			ourse i	10101	Jiipute	pp		/g	- CESTITOS.	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	Abilityto apply managerial andbusiness skilled for development ofbusiness growthwith theavailable resources	Abilityto 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 withthe national priorities	Abilitytous etheresearch based innovative knowledg efor sustainable 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 technologyinagri business management.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3



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CO-3: Practiceofinternet and web design and their application for developingof business.	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
4:Developtheunde rstanding ofartificial intelligenceand MISforimproved decisionmakingin business management	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
CO-5: Asses the understanding of E-business/ E-commerce models and their application in business management	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

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



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$Course Curriculum Map: Computer\ Application for AgriBusiness$

POs&PSOsNo.	COsNo.&Titles	SOsNo.	LaboratoryInstruction(LI)	ClassroomInstruction(CI)	SelfLearning(SL)
PO1,2,3,4,5,6 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 Conceptof Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, MainAreas 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
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-2: Express the application of Informationtechnology 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, introductiontocomputerlanguages, 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



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PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-3: Practice of internetand 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,	Unit-3.0 The business value of internet, Intranet, extranet and Internet, Introduction to Webpagedesignusing HTML, Cloud Computing, Security and ethical challenges: Computer crime – Hacking, cybertheft, unauthorized use atwork. Piracy – software and intellectual	Asmentionedinpage number
			overheadtra nsparencies and slides	property. Health and Social Issues, Ergonomics and cyber terrorism. 3.1,3.2,3.3,3.4,3.5,3.6,	
PO1,2,3,4,5,6 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 Effectin Slide 4.2- Internetapplications: Web Browsing, Creation and operation of email account	Unit-4.0The concept of MIS—Definition, importance, 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. 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12	CO-5: Asses the understanding of E-business/ E-	SO1.1 SO1.2	5.1-Webpagedesigningusing HTML.5.2-Createhyperlinkin	Unit-5.0Understandingandmanaging organizational culture,powerandpoliticalbehaviorin	Asmentionedinpage number



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



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CourseCode:-PGS501

CourseTitle: Library and Information Services

Pre-requisite: Student should avebasic knowledge of library because courseaimsto

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

Rationale: To impart to the student sanunder standing of knowledge classification and the theories of library classi fication, to developskills indocument classificationandcontentanalysis. 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.

CourseOutcomes:

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			Schen	neofstudie	s(Hours/Week)	TotalCredits
of Study	Code		Cl	LI	SW	SL	Total StudyHours(CI+ LI+SW+SL)	(C)
	PGS 501	Libraryand Information Services	0	1	1	1	3	1

Legend:

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

LI:Laboratory Instruction (Includes Practicalper for mancesinlaboratoryworkshop, field or other locations using different instructional strategies)

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

SL:Self Learning,

C:Credits.

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

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SchemeofAssessment:

				Scheme	ofAssess	ment(Mai	rks)			
				Progres	ssiveAsso	essment(P	PRA)		End	Total
Board of Study	Couse Code	Course Title	Class/Ho me Assignme nt 5 number 3marks each (CA)	Class Test2 (2best outof 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	Marks (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 informationorganization and access to professional contexts.

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



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SessionOutcomes	LaboratoryInstruction	Classroom	(SL)			
(SOs)	(LI)	Instruction(CI)				
SO1.1 Understand the	Introductionto					
Concept, Definition	library,		1. How to			
&Characteristicsof	Typesoflibrary,		Accessioning of			
Library	Roleoflibraryin		Booksonsoftware			
	society					
SO1.2Understandthe	RoleofEducation		2 How to Books			
Importance	sector,		searchinLibrary			
&Functionsof	Classification		throughtheOPAC			
Library	scheme,		8			
	TypesofInformation		3. Difference			
SO1.3 UnderstandtheRole of	sources		BetweenLibrary			
Library and	Abstractingand		and Information			
InformationServices	indexing services,		Services			
	UseofDatabases,		Services			
	OPAC					
	Computerizedlibrary					
	services					
	LibraryServices					
	OnlinePublic					
	Access Catalogue					
	Types of					
	InformationCenters					
	LibraryAutomation					
	Createa Digital					
	Library					
	Useoferesources					
	Useoferesources					

SW-1SuggestedSessionalWork(SW):

a. Assignments:

- 1. Introductiontolibraryanditsservices;
- 2. Roleoflibraries ineducation, research and technology transfer,
- 3. Classificationsystems and organization of library;
- 4. Sourcesofinformation-, Primary Sources, Secondary Sources and Tertiary Sources;
- 5. Intricacies of abstracting and indexing services (Science Citation Index, Biological Abstracts,

Chemical Abstracts, CABI Abstracts, etc.);

6. Tracinginformationfromreferencesources;



Brief of Hourssuggested for the Course Outcome

CourseOutcomes	Classecture(CL)	Sessional Work (SW)	Self-Learning (SL)	Total hour (CL+SW+SL)
Ableto understandabout various conceptsof Library, its functions, objective and connect foundational concepts, theories, and principles of information or ganization and access to professional contexts.	30	6	3	39

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

СО	UnitTitles	MarksDistribution			Total Marks
		R	U	A	IVIALKS
CO1	Introduction tolibrary, Types of library, Role of Education sector, Classificationscheme, Types of Information sources, Abstracting and indexing services, Use of Databases, OPAC, Computerized library services, Library Services, Online Public Access Catalogue, Types of Information Centers, Library Automation, Createa Digital Library, Use of e resources	00	30	70	100
Laboratory	DescriptionofMarks				
work 1	LabworksAssignment	_			35
2	Viva-voce		 -		10
3	Attendance		-		05
	Total	-	_	_	50

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



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Theendofsemesterassessmentfor LibraryandInformationServices willbeheldwithwritten examination of 50 marks

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

SuggestedInstructional/ImplementationStrategies:

- 1. ImprovedLecture
- 2. Tutorial
- 3. CaseMethod
- 4. GroupDiscussion
- 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	201614 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 Agriculture science and technology.
- 2. ProfessorB.B.Beohar, Director Planning, & Director Extension, A.K.S. University
- 3. Dr.V.K.Vishwakarma, HeadDepartment 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



	Program	meOutcomes	ProgrammeSpecificOutcomes		
	PO 6	PO 7	PSO9	PSO 11	
CourseOutcomes	Student will apply various statistical methods to analyze their master research work.	Student will understand about librarytechniques, 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	3	3	2	3	
foundational concepts, theories, and principles of information organizationandaccessto professionalcontexts.					

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



Department Of Business Administration Faculty of Management Studies

CourseCode:-PGS502

CourseTitle:-Technical writing and communication.

Pre-requisite:-Under standing the principles of various technicalwritingincludingthesis,reviews, abstracts and developing communication skills through the proper use of language.

 $\textbf{Rationale:-} \ \ The basic purpose of technical writing is to convey complex information in a simple manner.$

It explains at opicinde tail using proper abstract and citations having communication skills being accessible to a general audience.

CourseOutcomes:

PGS502CO-01:Learningthevariousformofscientificwritingandimplementingskills forFormulation of research based documents.

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

SchemeofStudies:

Boardof Study	Course Code	CourseTitle		Schemeofstudies(Hours/Week)				
Study	8046		CI	LI	SW	SL	TotalStudyHours	Credits (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) and others),

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

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

SL:SelfLearning,

C:Credits.

Note:SW& SLhasto be plannedandperformedunderthecontinuousguidanceandfeedbackof 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



S. No.	Category of Course/Subject		Component	ComponentsofMarks				
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 onlyPractical	-	-	-	100	100		

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both atthecourseandsession levels, which students are anticipated to accomplish through various modes of instruction includingClassroomInstruction(CI), LaboratoryInstruction(LI), Sessional Work(SW),andSelfLearning (SL). As the course progresses, students should showcase their masteryofSession Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs)uponthe course's conclusion.

PGS 502.1: Learning the various form of scientific writing and implementing skills for the property of the pFormulation of research based documents.

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



		1	T
SessionOutcomes	LaboratoryInstruction	Class room	SelfLearning(SL)
(SOs)	(LI)	Instruction(CI)	
technicalwriting approaches for scientific strengting of research documents. SO1.3.Tounderstand abouteditingand press reading methodtoavoid plagiarism.	echnicalwriting Various formof scientific writing – thesis, technical papers, reviews, manuals etc. Variouspartofthesis and research communication Titlepage Authorship content page PrefaceIntroduction Reviewofliterature Material and methods Experimental result Discussion citationsetc. Commonlyused abbreviations in the thesis and research communication. Illustrations, photographyand drawing with suitable captions pagination numberingoftables and illustrations. Writing ofnumbers and dates in scientific write ups. Editingandpressreading . Writingofreview articles.		Enlistingand writedescription ofresearch communication contents.



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SW-1SuggestedSeasonalWork(SW):

a. Assignments:

- Variouspartofthesisandresearchcommunications.
- Writingofabstract, summaries, précis, citations.
- Commonlyused abbreviations in the thesis and research communication.
- 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. SO2.2.Tounderstand common errors, punctuationinthe sentences. SO2.3.Tounderstandpartof speechorwordclassand their uses. SO 2.4. To understand discussioningroupsand interviews.	Communicationskill1 Grammar (Tenses, partof speed, clauses, punctuation marks) .2 Error analysis (common error), concord, collocation, phonetic, symbols and transcription3 Accentualpattern:weak forms inconnected speech4 Participation ingroup discussion .5 Facingofinterview6 Presentationofscientific paper.		Enlistingandwrite thedescriptionof communication using proper language skills.



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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 of	0	2	1	3
scientific writing and implementing				
skillsforFormulationofresearchbased				
documents.				
PGS502.2: Acquisitionoftechnical	0	2	1	3
communicationskillandarticulatein				
English(verbalaswriting)				

SuggestionforEndSemesterAssessment SuggestedSpecificationTable(ForESA)

		M	arksDistrib	ution	Total
СО	UnitTitles	R	U	A	Marks
CO1	Technicalwriting	00	05	05	10
	Variousformofscientificwriting				
	–thesis,technicalpapers,reviews,				
	manuals etc.	03	03	04	10
	Various part of thesis and				
	research communication				
	- Title page				
	- Authorshipcontentpage				
	- Preface				
	- Introduction	00	05	05	10
	- Reviewofliterature				
	- Materialandmethods	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)	0.0	0.2	0.7	4.0
	Error analysis (common error),	02	03	05	10
	concord, collocation, phonetic, symbols	04	04	00	08
	and transcription.	05 00	02 05	00 05	07 10
	_	00	05	05	10
	Accentual pattern: weak forms in	UU	05	05	10
	connected speech.				
	Participationing roup discussion				
	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 Lecture The end of semester assessment for Technical writing and communication will be held with written examination of 50 marks

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



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SuggestedInstructional/ImplementationStrategies:

- 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, HeadDepartmentofAgriculturalEconomics, 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. Shri DeepnarayanMishra,TeachingAssociateDepartmentofAgriculturalEconomics, FAST
- 7. Shri Rajeev RavSuryavanshi,DepartmentofAgriculturalEconomics,FAST

	Pro	ogrammeOutcomes	ProgrammeSpecificOutcomes		
	PO6	PO7	POS-9	PSO11	
	Student will apply various statistical methods to analyze their maste research work.	·	information services, technic	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)					



Department Of Business Administration Faculty of Management Studies

CourseCode:-ABM504

CourseTitle:-Human Resource Management for Agricultural Organizations

Prerequisite:- Students hould have basic knowledge of human resources management, policies

ofresources welfare, andmanagementofhuman resources.

Rationale: -A Human Resource Management for Agricultural Organizations curriculum is the expressthroughthe 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.

CourseOutcomes:

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

ABM504CO-2EmploytheimportantofhumanresourcemanagementfunctionslikeasJob Analysis,recruitment,selectionetc.

ABM504CO-3Analyzetheperformanceappraisal,training, development and compensation management with major reference to the agribased organizations

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

ABM504CO5 Setup the ethical and recent trends in managing human resource effectively

Schemeofstudies

Board of	Course Code	CourseTitle	Schei	Schemeofstudies (Hours/Week)				
Study			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+ SL)	(C)
Professi onal Core course (PCC)	ABM 504	Human Resource Management for AgriculturalOrganizations	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)



Department Of Business Administration Faculty of Management Studies

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

SL:SelfLearning,

C:Credits.

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

SchemeofAssessment:

Board	Cours	CourseTitle	Scheme	eofAssess	ment(Ma	arks)				
of Study	e Code		ProgressiveAssessment(PRA) End Total					Total		
			Class/ Home Assig nment 5 numb er 3 marks each (CA)	Class Test 2 (2best out of 3) 10 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 540	Human Resource Management for Agricultural Organizations	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.



$ABM 504 CO-1 Express the basic concept of HRM and SHRM for a gricultural business\ organization$

Item	AppXHrs
Cl	6
LI	0
SW	2
SL	1
Total	09



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1.6- Job enlargement, Job enrichment, Job
rotation

SW-1 Suggested Sessional Work (SW):

- **a. Assignments:**PreparetheassignmentonHumanResourcePlanning-Natureand Significance, Job Analysis and talent management process
- b. MiniProject:-
- c. OtherActivities(Specify):-

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

Item	AppXHrs
Cl	6
LI	0
SW	2
SL	1
Total	9

SessionOutcomes (SOs)	LaboratoryInstruction (LI)	ClassroomInstruction (CI)	SelfLearning (SL)
SO2.1-introducetothe 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 ArtificialIntelligence andmachinelearning tools in recruitment SO2.4- Briefing the practices Career planning and		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	2.1 – Prepare the assignment on recruitment and Selection Process, Induction, Training andHumanResource Development-Nature



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DevelopmentInternal	Internal mobility
mobility including	includingTransfers,
Transfers	Promotions,
SO 2.5–Discuss to the	employee
Promotions,	separation.
employeeseparation	2.1 – Discuss the
	recruitment and
	Selection Process
	2.2- Discuss to
	Induction, Training
	andHumanResource
	Development-Nature
	2.3- Introduce to
	significance, Process
	and Techniques, e-
	recruitment.
	2.4-UseofArtificial
	Intelligence and
	machine learning
	tools in recruitment
	practices.
	2.5-DiscusstoCareer
	planning and
	DevelopmentInternal
	mobility including
	Transfers
	2.6- Discuss to
	promotions,
	employeeseparation
CVV 1C	

SW-1SuggestedSeasonalWork(SW):

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

b. MiniProject:c.OtherActivities(Specify):

ABM 540CO-3: Analyze the performance appraisal, training, development and compensationmanagement with major reference to the Agribased organizations

rippi ommateriours			
Item	AppXHrs		
Cl	6		
LI	0		
SW	2		
SL	1		
Total	09		



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SessionOutcomes(SOs)	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning(SL)
SO3.1 –Introductionto performanceAppraisal—Significance and methods, Compensation management SO3.2 – Discuss to the strategicpayplans, Job Evaluation, Wage and Salary Administration. SO3.3-Applythewage Fixation, SO3.4-DiscusstoFringe Benefits and Incentive Paymentofwage 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; WageFixation; Fringe Benefits, Incentive Payment, bonus, and ProfitSharing 3.1- Introduce the performanceappraisal 3.2- Discuss theSignificance and methods, Compensation management. 3.3-Strategicpayplans, andJobEvaluation, 3.4-WageandSalary Administration. 3.5-WageFixation; FringeBenefitsand IncentivePayment 3.6-WageFixation; bonus,andProfit Sharing	3.1 Prepare the assignmentonwage Fixation; Fringe Benefits, Incentive Payment, bonus, andProfit Sharing

SW-1Suggested Seasonal Work(SW):

- **a. Assignments:**Preparetheassignmentonwage Fixation;FringeBenefits, Incentive Payment,bonus,andProfitSharing
- b. MiniProject:
- c. OtherActivities(Specify):



ABM 504 CO-4: Evaluate about the status of employee-employer relationship in Indiana griding a contract of the contract of tenterprises and global agri based organizations

1.1	
Item	AppXHrs
Cl	6
LI	0
SW	2
SL	1
Total	09

SessionOutcomes	GOs) (LI) (CI)		SelfLearning		
(SOs)			(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, Disputesand		
SO1.2 - Apply the		Quality of work life,	Grievance Handling		
employeeretention.		employee welfare	_		
Qualityofworklife,		measure, work life			
employee welfare		balance, Disputes and			
measure.		Grievance Handling			
SO1.3- Apply work		Procedures;			
lifebalance, Disputes		Arbitration and			
and Grievance		Adjudication; Health			
Handling		and Safety of Human			
SO1.4-Describes		Resources			
the Procedures;		4.1- RoleandStatusof			
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 -employeeretention.			
		Quality of work life			
		4.4 -employeewelfare			
		measure, work life			
		balance			
		4.5 - Procedures;			
		Arbitration and			
		Adjudication			



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4.6- Procedures Health
and Safety of Human
Resources

SW-1SuggestedSeasonalWork(SW)

- **a. Assignments:**Preparetheassignmentonemployeeretention. Qualityofworklife,employee welfare measure, work life balance, Disputes and Grievance Handling
- b. MiniProject:
- c. OtherActivities(Specify):

ABM 504 CO-5:Setuptheethicalandrecenttrendsinmanaginghumanresource effectively.

Approximate Hours

Item	AppXHrs
Cl	6
LI	0
SW	2
SL	1
Total	09

SessionOutcomes (SO ₂)			SelfLearning	earning	
(SOS)			(82)		
SO1.1 –Indentify to definition, scope and importanceofmachine learning, SO1.2- Identify the types ofmachinelearning, linear and nonlinear models in machine learning SO1.3- Introduction to deep learning, basic differences in machine learning anddeeplearning SO1.4- Briefs the basic differences in machine learning and deep learning. SO1.5- Apply to the concept ofcloud machine learning, Bigdataanalysis	Instruction (LI) LE1.	Instruction (CI) Unit-5.0 Ethical issues in HRM, Managing Global Human Resources, Managing Human Resources in Small andEntrepreneurial firms, Human Resources accounting, Human Resources outsourcing. HR InformationSystem, Human Resource Metrics and Workforce Analytics, Future trends in workforce technologies. 5.1-Ethical issuesin HRMandManaging	(SL) 1.1 - Prepare assignment Ethical issues HRM	the on in	



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

SW-1Suggested Seasonal Work (SW) :

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

Brief of Hours suggested for the Course Outcome

CourseOutcomes	Class Lecture (C l)	Laborato ry Lecture (L I)	Sessional Work (SW)	Self Learning (S l)	Totalhour (C l + LI+ SW +S l)
ABM 504CO-1Expressthe basicconceptofHRMand SHRM for agricultural businessorganization	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



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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 inIndian agri enterprises and global agri based organizations	06	00	02	01	09
ABM504CO-5: Setup the ethical and recent trends in managing human resource effectively.	06	00	02	01	09
TotalHours	30	00	10	05	45

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

CO	Unittitle	N	// // // // // // // // // // // // //	ıtion	Total
		R	U	A	Marks
CO-1	UnitI:StrategicHumanResource Management, Human Resource Planning-NatureandSignificance, Job Analysis and talent management process, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation	02	03	00	05
CO-2	UnitII: 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 ArtificialIntelligence and machine learning tools in recruitment practices Career planningandDevelopment Internal mobility including Transfers,Promotions,employee	02	05	03	10



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	separation.				
CO-3	Unit:03 Performance Appraisal— Significance and methods, Compensation management, Strategic pay plans, Job Evaluation, Wage and Salary Administration; Wage Fixation; FringeBenefits,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 ofwork life, employee welfare measure, work life balance, Disputes and Grievance Handling Procedures; Arbitrationand Adjudication; Health and Safety of HumanResources	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 workforcetechnologies.	00	03	02	05
	Total	06	24	20	50

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

The end of semesterassessment for Introduction to Portland cement will beheld with written examination of 50 marks

Note. Detailed Assess mentrubricneedtobepreparedby thecoursewiseteachersforabove tasks.

Teachers canalso designdifferent tasksasper requirement, for end semester assessment.

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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

SuggestedLearning Resources:

S.	Title	Author	Publisher	Edition&
No.				Year
01	HumanResource	GaryDessler&	XIVEdition	PearsonIndia
	Management	Biju Varkkey		
02	Human Resource	VSPRao	ExcelBooks	2010
	ManagementTextandCases			3rdEdition.
03	Human Resource	Ashwathapa K	TataMcGraw	2016
	Management, Textand Cases		Hill	
04	Human Resource	Michael J.	Sage	2016
	InformationSystems,	Kavanagh, Mohan	Publications	
		Thite&RichardD.		
		Johnson		
05	Essentials of Human	SubbaRaoP	HimalayaPubl.	2004
	ResourceManagementand		House	
	IndustrialRelations			

CurriculumDevelopment Team:

- 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, HeadDepartment of Agricultural Economics, FAST
- 4. Dr. AshutoshKumarSingh, AssociateprofessorDepartment 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



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Cos,POsandPSOsMapping Course Code:-ABM 504

CourseTitle:-Human Resource Management for Agricultural Organizations

Course	ProgramOutcomes ProgramSpecific Outcome															
Outcomes	PO1 Man	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO1	PSO2	PSO3	PSO4
	ageri	Pro	Mod	Eth	Indiv	Com	Proj	Busi	Life-	Envi	Entr	Glo	Abilityto	Abilityto	Inculcat	Ability
	al	ble	ern	ics	idual	mun	ect	ness	long	ron	epre	bal	apply	understan	e	touse
	kno	m	tool		and	icati	man	deci	lear	men	neur	outl	manageria	dtheday	proactiv	the
	wled	anal	usag		team	on	age	sion	ning	t	ial	ook	land	today	e	researc
	ge	ysis	e		work		men	mak		and	opp		business	business	thinking	hbased
							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 socio-	develop
													resources	agribusin essand	economi	mentin 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 504 CO-1Express the basic conceptof HRM and SHRM for agricultural business organization	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM 504 CO-2: Employ the important of human resource management functions like as Job Analysis, recruitment, selectionetc.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM 504 CO-3:	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3



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



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human								
resource								
effectively.								

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

CourseCurriculumMap: Human Resource Management for Agricultural Organizations

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning(SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3, 4,5	ABM504CO-1 Express the basic concept of HRM and SHRM for agricultural business organization	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Strategic Human Resource Management, Human Resource Planning-Nature and Significance, Job Analysis and talent managementprocess, JobDescription, job Specification, Job enlargement, Job enrichment, Jobrotation 1.1,1.2,1.3,1.4,1.5,1.6.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3, 4,5	ABM 504 CO-2: Employ the important of human resource managementfunctions like as Job Analysis, recruitment, selection etc.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-2.0— 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, employees eparation. 2.1,2.2,2.3,2.4,2.5,2.6.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12	ABM 504 CO-3: Analyze the	SO1.1 SO1.2		Unit-3.0 Recruitment and Selection Process,	Asmentionedinpage number



PSO1,2,3, 4,5	performanceappraisal, training, development and compensation management with major reference to the agri based organizations	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 Artificial Intelligence and machinelearning tools in recruitment practices CareerplanningandDevelopment Internal mobility including Transfers, Promotions, employee separation. 3.1,3.2,3.3,3.4,3.5,3.6.	
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3, 4,5	ABM504CO-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	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; Arbitrationand Adjudication; Healthand Safety of Human Resources 4.1, 4.2, 4.3, 4.4, 4.5, 4.6.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3, 4,5	ABM504CO-5: Setup the ethical and recent trends in managing human resource effectively.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-5.0 EthicalissuesinHRM,ManagingGlobal Human Resources, Managing HumanResourcesinSmalland Entrepreneurialfirms,HumanResources accounting, Human Resources outsourcing.HR InformationSystem, HumanResourceMetricsandWorkforce Analytics,Futuretrendsinworkforce technologies. 5.1,5.2,5.3,5.4,5.5,5.6.	Asmentionedinpage number



CourseCode:-ABM505

CourseTitle:-ProductionandOperationsManagement

Prerequisite:-Student shouldhavebasicknowledgeofproductionandoperationsmanagement has used for developed the future plan business and predict tothe financialrequirement.

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 apply for planning and prediction. Also the production and operations management is help for understands of judging the feature of business assess.

CourseOutcomes:

ABM505CO-1Describethebasicconceptsofproductionandoperationsmanagement

ABM505CO-2ApplythebasicOperationsStrategyanddevelopedtheoperationstrategies

ABM505CO-3Calculatetheproductivityvariables,andtheirmeasurementalongwith product design and development

ABM505CO-4Drawthefundamentalsofinventory management, safety management, and quality assurance practices

ABM505CO-5Arrangethequalityassurancepracticesandtechniqueswithmajoremphasis on agri and foodbased industries

Schemeofstudies

Board ofStudy	Course Code	CourseTitle	Schei	neofst	Week)	Total Credits		
			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+ SL)	(C)
Professi onal Core course (PCC)	ABM 504	ProductionandOperations Management	2	0	2	1	05	02

Legend:CI:ClassroomInstruction(Includesdifferent instructionalstrategies i.e.Lecture(L) and Tutorial (T) and others),

LI: LaboratoryInstruction(IncludesPracticalperformances inlaboratoryworkshop, field or other locations using differentinstructional strategies)

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

SL:SelfLearning,



C:Credits.

Note: SW&SLhastobeplanned andperformedunder the continuousguidanceand feedback of teacher to ensure outcome of Learning.

SchemeofAssessment:

Board of	Cours e	CourseTitle	Scheme	eofAssess	ment(Ma	arks)				
Study	Code		Progres Class/ Home Assig nment 5 numb er 3 marks each (CA)	Class Test 2 (2best out of 3) 10 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	End Semes ter Asses sment (ESA)	Total Marks (PRA+ ESA)
(PCC)	ABM 540	Production and Operations Management	15	30	00	00	05	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 SelfLearning (SL). Asthe 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.

ABM505CO-1Describethebasicconceptsofproduction and operations management Approximate Hours

Item	AppXHrs
Cl	6
LI	0
SW	2
SL	1
Total	09



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SW-1Suggested Sessional Work (SW):

- $\textbf{a. Assignments:} Prepare \ the \ assignment on \ Nature \ Concept and \ Scope \ of \ Production \ and$ **Operations Management**
- b. MiniProject:-
- c. OtherActivities(Specify):-



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${\bf ABM505CO\text{-}2:} Apply the basic Operations Strategy and developed the operation strategies \\ Approximate Hours$

Item	AppXHrs
Cl	7
LI	0
SW	2
SL	1
Total	10

SessionOutcomes	LaboratoryInstruction	ClassroomInstruction	SelfLearning
(SOs)	(LI)	(CI)	(SL)
SO2.1 – Introducetothe Operations Strategy, Competitive CapabilitiesandCore Competencies SO2.2-learnedabout the Operations Strategy as a CompetitiveWeapon SO2.3-Applytothe Linkage Between Corporate, Business, and Operations Strategy. SO2.4- Briefing the Developing Operations Strategy, Elements or Components of OperationsStrategy SO2.5-Discusstothe Competitive Priorities,	-	UnitII: Operations Strategy: Operations Strategy, Competitive CapabilitiesandCore Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, CompetitivePriorities, Manufacturing Strategies, Service Strategies, Global StrategiesandRoleof Operations Strategy	<u> </u>
Components of OperationsStrategy SO2.5–Discusstothe Competitive		Manufacturing Strategies, Service Strategies, Global StrategiesandRoleof	



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	Weapon
	2.5-LinkageBetween
	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
	StrategiesandRoleof
	Operations Strategy

SW-1SuggestedSessionalWork(SW):

- **a. Assignments:**Preparetheassignment onDevelopingOperationsStrategy,Elementsor Components of Operations Strategy
- b. MiniProject:c.OtherActivities(Specify):

 ${\bf ABM505CO\text{-}3:} Apply the basic Operations Strategy and developed the operation strategies \\ Approximate Hours$

Item	AppXHrs	
Cl	5	
LI	0	
SW	2	
SL	1	
Total	08	

SessionOutcomes(SOs)	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning(SL)
		Unit III:	3.1 Prepare
SO3.1 – Introduction to		Productivity Variables	theassignment
ProductivityVariables		and Productivity	
and Productivity		Measurement,	onProduction
Measurement		Production Planning	Planning and
		and Control, Mass	Control, Mass
SO3.2 –Discuss to the		Production, Batch	Production, Batch
Production Planning		Production, JobOrder	Production, Job
and Control.		Manufacturing, Product	Order
		Selection,	Manufacturing

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GO2.2 A 1 Mars	Product Design and	
SO3.3- Apply Mass	Development, Process	
Production Batch,	Selection, Capacity	
Production and Job	planning	
OrderManufacturing	3.1- ProductivityVariables	
G04.5: B.1	and	
SO3.4-Discussto Product	Productivity	
Selection,	Measurement	
Product Design and	3.2- ProductionPlanning	
Development	andControl	
	3.3-Mass Production,	
SO3.5– Describe the		
Process Selection,	Batch Production, Job	
Capacity planning	Order Manufacturing,	
cupatity prairing	3.4- Product Selection,	
	Product Design and	
	Development.	
	3.5- Process Selection,	
	Capacityplanning	

SW-1SuggestedSeasonalWork(SW):

- **a. Assignments:**Preparetheassignment on Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing
- b. MiniProject:
- c. OtherActivities(Specify):

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

ApproximateHours

Item	AppXHrs
Cl	6
LI	0
SW	2
SL	1
Total	09

SessionOutcomes (SOs)	Laboratory Instruction (LI)	ClassroomInstruction (CI)	SelfLearning (SL)
SO1.1 –Identify the		Unit-4	4.1- Prepare the
An Overview of		An Overview of	assignment on An
InventoryManagement		Inventory Management	Overview of
Fundamentals		Fundamentals,	Inventory
		Determination of	Management
SO1.2-Applythe		Material Requirement,	Fundamentals,
		Safety Management	



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Determination of MaterialRequirement, SafetyManagement Scheduling SO1.3-Apply Maintenance ManagementConcepts, Work Study, Method Study, Work Measurement, WorkSampling, Work Environment SO1.4-Describesthe Production Planning and Control (PPC) IndustrialSafety SO1.5—Briefthe human-machine interface, types of interface designs. Cloud operations management.	Managemen Work Study, Measuremen Sampling, Environmen Planning a (PPC) Indu human- interface, interface de operationsm 4.1- An Inventory Fundamentals 4.2- Deter Material Req Safety Scheduling 4.3-Maintena Management 4.4-WorkStu Study,WorkN	dy, Method Work nt, Work nt, Production and Control astrial Safety, machine types of esigns. Cloud nanagement Overview of Management s rmination of quirement, Management ance Concepts udy,Method Measurement, npling, Work conPlanning atrol (PPC) fety an-machine esofinterface adoperations	

SW-1Suggested Seasonal Work (SW)

- a. Assignments: Prepare the assignment on An Overview of Inventory Management Fundamentals
- b. MiniProject:
- c. OtherActivities(Specify):



Department Of Business Administration Faculty of Management Studies

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

ApproximateHours

* *	
Item	AppXHrs
Cl	6
LI	2
SW	2
SL	1
Total	11

SessionOutcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	SelfLearning (SL)
SO1.1 —Indentify to Quality Assurance, Accepting Sampling, Statistical Process Control, SO1.2-Identifythe total Quality Management, ISOstandardsandtheir Importance, SO1.3-Introduction to reengineering, 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, AcceptingSampling, Statistical Process Control, Total Quality Management, ISO standardsandtheir Importance, Introduction to re- engineering, value engineering, check sheets, Pareto charts, Ishikawa charts, JITPre- requisites for implementation SiXSIGMA,Lean Management, Reliability 5.1- Quality Assurance,Accepting Sampling,Statistical ProcessControl, 5.2-Total Quality Management, ISO standards and their	1.1 -Prepare the assignment onIntroduction to reengineering, value engineering, check sheets, Pareto charts, Ishikawa charts,



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Importance.
5.3- Introduction to re- engineering and value engineering
5.4-Check sheets, Pareto charts, Ishikawacharts.
5.5-JITPre- requisites for implementation
5.6-SiXSIGMA, LeanManagement, Reliability

SW-1 Suggested Seasonal Work (SW) :

a. Assignments: Preparetheassignment on Introduction to re- engineering, value engineering, check sheets, Paretocharts, Ishikawa charts,

b. MiniProject:

c. OtherActivities(Specify):

Brief of Hourssuggested for the Course Outcome

CourseOutcomes	Class Lecture (C l)	Laborato ry Lecture (LI)	Sessional Work (SW)	Self Learning (S l)	Totalhour (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: Drawthe fundamentals of inventory management, safety management, and quality	06	00	02	01	09

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		1			
assurancepractice.					
ABM505CO-5:Arrangethe qualityassurancepractices and techniques with major emphasisonagriand food based industries	06	00	02	01	09
TotalHours	30	00	10	05	45

Suggestion for End Semester Assessment Suggested Specification Table(ForESA)

CO	Unittitle	N	MarksDistribu	ition	Total
		R	U	A	Marks
CO-1	UnitI:NatureConceptandScope of Production andOperations Management; Factors Affecting System; Facilitylocation, Types of Manufacturing Systems and Layouts, Process Selection and Facility Layout, LayoutPlanning andAnalysis, Forecasting	02	03	00	05
CO-2	Unit II: Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Operations StrategyasaCompetitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of OperationsStrategy, Competitive Priorities, Manufacturing Strategies, Service Strategies,Global Strategiesand RoleofOperationsStrategy	02	05	03	10
CO-3	Unit III: Productivity Variables and Productivity Measurement, Production Planning and Control, MassProduction, Batch Production, Job Order Manufacturing, Product Selection, Product Designand	00	08	07	15

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	4	
Development, Process Selection,		
Capacity planning		

	Development, Process Selection, Capacity planning				
CO-4	Unit-4 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 Control (PPC) Industrial Safety, human-machine interface, types of interfacedesigns.Cloud operations management	02	05	08	15
CO-5	Unit-5.0 Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, ISO standards and their Importance, Introduction to re- engineering, value engineering, checksheets, Pareto charts, Ishikawa charts, JIT Pre- requisitesfor implementation SiX SIGMA,Lean Management, Reliability	00	03	02	05
	Total	06	24	20	50

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

The end of semesterassessmentfor Introduction toPortland cementwill beheld with written examination of 50marks

Note. Detailed Assessmentrubric 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/ImplementationStrategies:

- 1. ImprovedLecture
- 2. Tutorial
- 3. CaseMethod
- 4. GroupDiscussion
- 5. RolePlay
- 6. Visitto 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	Operations Management	WilliamJ.	McGraw-Hill	2014
		Stevenson		12thEdition
02	Productionand Operations	PanneerselvamK.	Prentice Hall	2012
	Management		IndiaLearning	3rdEdition.
			Private	
			Limited	
03	Productionand Operations	S.NChary,	McGrawHill	2017
	Management		Education	5edit

CurriculumDevelopment Team:

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



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

Course Title: - Production and Operations Management

Course	ProgramOutcomes												ProgramSp	ecific Outco	me	
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	Indivi	Com	Proj	Busi	Life-	Envi	Entr	Glob	Abilityto	Abilityto	Inculcate	Ability
	ageri	ble	ern	ics	dual	mun	ect	ness	long	ron	epre	al	apply	understand	proactive	touse
	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	andbusiness	day	to ensure	research
	ledge	ysis	e		work		ment	maki		susta	oppo		skilled for	business	effective	based
		<i>J</i>					and	ng		inabi	rtuni		developmen	operational	performa	innovati
							fina	8		lity	ties		t of	problems	nceinthe	ve
										піу	ties		business	andstartup	dynamic	knowled
							nce						growthwith	developme	socio-	gefor
													the available	ntof	economic	sustaina
													resources	agribusine	and business	ble
													resources	ssand provide	ecosyste	develop mentin
														economica	m	agribusi
														lsolution	entrepren	ness
														toenhance	eurial	growth
														thedecide	approach	and
														goal	andskill	develops
														without	sets	_
														compromis	aligned	
														ingethical	withthe	
														value	national	
															priorities	



ABM505CO-1 Describe the basic concepts of production and operations management	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM505CO- 2: Apply the basicOperations Strategy and developed the operation strategies	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM505CO- 3: Apply the basicOperations Strategy and developed the operation strategies	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
ABM505CO- 4: Draw the fundamentalsof inventory management, safety management, and quality assurance practice.	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
ABM505CO- 5:Arrangethe	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2



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

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

${\bf Course Curriculum Map: Production\ and Operations Management}$

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning(SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,	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 andScopeofProductionand Operations Management; Factors Affecting System;Facilitylocation,Typesof Manufacturing Systems and Layouts, Process SelectionandFacilityLayout, LayoutPlanningandAnalysis,Forecasting 1.1,1.2,1.3,1.4,1.5,1.6.	Asmentionedinpage number



PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	ABM 505 CO-2: Apply the basic Operations Strategy and developed the operationstrategies ABM 505 CO-3:	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-2.0— Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and OperationsStrategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, ManufacturingStrategies, Service Strategies, Global Strategies and Role of Operations Strategy. 2.1,2.2,2.3,2.4,2.5,2.6,2.7. Unit-3.0	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,	ABM 305 CO-3: Apply the basic Operations Strategy and developed the operationstrategies	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	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,	number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,	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	Asmentionedinpage number



			Control (PPC) Industrial Safety, human-machine interface, types of interface designs. Cloudoperations management 4.1,4.2,4.3,4.4,4.5,4.6.
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,	ABM505CO-5: Arrange the quality assurance practices andtechniques with major emphasis on agri and food based industries	SO1.3 SO1.4	Unit-5.0 Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, ISO standards and their Importance,Introduction to re- engineering,valueengineering,checksheets, Pareto charts, Ishikawa charts, JITPre- requisites for implementation SiXSIGMA, LeanManagement, Reliability 5.1,5.2,5.3,5.4,5.5,5.6.



CourseCode:-ABM507

CourseTitle:-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 inventionand 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 systemof food marketing and market research.

CourseOutcomes:

ABM 507CO -1 Discuss the agricultural and food marketing concepts and systems **ABM 507CO-**2Applythe marketing planning and strategies for developing products for meeting the specific needs ofthe finalcustomers

ABM507CO-3EstimatetheMarketingStrategy, PlanningandControlwithMarketing plan control, Efficiency control.

ABM507CO-4 Developaclearviewaboutthenew productdevelopmentconsumer buying decision process, Buyer behavior and market segmentation

ABM507CO-5AssestothecommoditymarketingpracticesinIndia and inInternational markets

Schemeofstudies

Board of Study	Course Code	CourseTitle	Schemeofstudies (Hours/Week)				Total Credits (C)	
Study			Cl	LI	SW	SL	TotalStudy Hours (CI+LI+SW +SL)	(C)
Profes sional Core course (PCC)	ABM 507	Agricultural and Food MarketingManagement-II	1	1	2	1	05	02

Legend:CI:ClassroomInstruction(Includesdifferent instructionalstrategies i.e.Lecture(L) and Tutorial (T) and others),

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



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

SL:SelfLearning,

C:Credits.

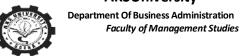
Note: SW&SLhasto beplannedandperformed underthecontinuousguidanceand feedbackof teacher to ensure outcome of Learning.

SchemeofAssessment:

Board	Course	Course	SchemeofAssessment(Marks)							
of	Code	Title								
Study			ProgressiveAssessment(PRA)						Total	
			Class/ Home Assig nment 5 numb er 3 marks each (CA)	Class Test 2 (2best out of 3) 10 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 (PRA+ Asses ESA) sment (ESA)	
(PCC)	ABM507	Agricultur al and Food Marketing Managem ent-II	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 507 CO-1 Discuss the agricultural and food marketing concepts and systems.

ApproximateHours

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



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SO1.6Laboratoryand	countries, the marketing
field work	concept and marketing
	systems, Marketing
	sub-systems Marketing
	functions
	1.2- Links between
	agriculture and the food
	industry, Agriculturaland
	food marketing
	enterprises
	1.3-Marketingboards
	indeveloping countries,
	Co-operatives in the
	agriculture and food
	sectors, Control and
	management of
	secondaryco-operatives
	1.4-Theweaknessesof
	co-operatives, Selling
	arrangements between
	co-operatives and their
	members

SW-1Suggested Sessional Work (SW):

a. Assignments: Prepare the assignmenton **the** marketingconcept and marketingsystems, marketingsub-systems Marketing functions, Links between agriculture and the food industry

b. MiniProject:-

c. OtherActivities(Specify):-

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

ApproximateHours

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



		4111	
SessionOutcomes	Laboratory	ClassroomInstruction(CI)	SelfLearning(SL)
(SOs)	Instruction(LI)		
SO2.1 – Introduce to the	LI-2.1	UnitII:	2.1 – Prepare the
market Liberalization:		Market Liberalization:	assignmenton Market
Economic structural		Economic structural	Liberalization:
adjustment		adjustmentprogrammes,	Economic structural
programmes, Macro-		Macro-economic	adjustment
economicstabilisation,		stabilisation, The role	programmes
The roleofthestate in		of the state in	
liberalised markets		liberalised markets,	
SO2.2 – learned about		Strategies for reforming	
strategiesforreforming		agricultural marketing,	
agricultural marketing,		Obstacles to be	
obstacles tobe		overcome in	
overcome in		commercialization and	
commercializationand		Privatization of	
privatization of		agricultural marketing,	
agriculturalmarketing,		Dealing with	
SO2.3- Applyto the		accumulated deficits,	
dealing with accumulated deficits,		,	
,		Encouraging private sector involvement in	
Encouraging private sector involvement in			
agriculturalmarketing,		agricultural marketing, Impediments to private	
SO2.4- Briefing the			
Impedimentstoprivate		sector participation in	
sector participation in		agricultural markets,	
agricultural markets,		impact of the macro- economic environmenton	
,			
SO 2.5–Discuss to the		private traders,	
economic environment		Government action to	
on private traders,		improve private sector	
Government action to		performance	
improve private sector		2.1 –MarketLiberalization: Economic structural	
performance			
		adjustment programmes,	
		Macro-economic	
		stabilisation, The role of the state in liberalised	
		markets	
		2.2- Strategies forreforming	
		agricultural marketing,	
		Obstacles to be overcome in	
		commercialization and	
		Privatizationofagricultural	
	<u> </u>		İ



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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.
Periodia.

SW-1SuggestedSessionalWork(SW):

a. Assignments: PreparetheassignmentonMarketLiberalization:Economicstructural adjustment programmes

b. MiniProject:

c. OtherActivities(Specify):

ABM507CO-3:Estimatethe Marketing Strategy, Planning andControl withMarketing plan control, Efficiency control Approximate Hours

Item	AppXHrs
Cl	3
LI	1
SW	2
SL	1
Total	07

SessionOutcomes(SOs)	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning(SL)
SO3.1 –Introduction to	LI1.1	Unit III:	3.1 Prepare the
marketing strategy,		Marketing Strategy,	assignment on the
planning and control:		Planning and Control:	process of
strategy, policy and		Strategy, policy and	marketingplanning,
planning,		planning, Strategic	Contents of the
SO3.2 –Discuss to the		business units, The need	marketing plan,
strategic business		for marketing planning,	Monitoring,
units, The needfor		The processof	evaluating and
marketing planning.		marketing planning,	controlling the
SO3.3-Applythe process		Contentsofthe	marketingplanning
of marketing		marketing plan,	
planning,Contentsof		Monitoring, evaluating	
themarketingplan.		inionitoi migici aidating	



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SO3.4-Discuss to	and controlling the	
monitoring, evaluating	marketing planning,	
and controlling the	Marketing controls,	
marketing planning.	Marketingplancontrol,	
SO3.5–Analyzethe	Efficiencycontrol	
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	
	marketingplan,	
	3.3- Monitoring,	
	evaluating and	
	controllingthemarketing	
	planning, Marketing	
	controls, Marketing plan	
	control, Efficiency	
	control, Technological	
	advancesinphysical	
GYY 4G	distribution	

SW-1Suggested SessionalWork(SW):

- **a. Assignments:** Preparetheassignment ontheprocessofmarketing planning, Contentsofthe marketing plan, monitoring, evaluating and controlling the marketing planning
- b. MiniProject:
- c. OtherActivities(Specify):

ABM 506 CO-4: Develop a

clear view about the new productdevelopment consumerbuying decision process, Buyer behavior and market segmentation

ApproximateHours

Item	AppXHrs
Cl	3
LI	1
SW	2
SL	1
Total	06



SOI.1 -Identify theNew Product Development: The impetus to innovation, New product development process. SOI.2 -Applythe adoption process, The effect of products characteristics on the rate of adoption. SOI.3-Applythe Buyer behavior: The influences on buyer behaviour, Exogenous influences on buyer behaviour Endogenous influences on buyer behaviour and market segmentation. SOI.4- Describes the consumer buying decision process, Buyer behaviour and market segmentation. SOI.5- Brief the organizationalmarkets Industrial markets, Industrial buyer characteristics SOI.6-Laboratoryand field works New product Development: The impetus to innovation, New product development process. The edet of products characteristics on the rate of adoption, Buyer behavior: The influences on buyer behaviour, Exogenous influences on buyer behaviour, The consumer buying decision process, Buyer behaviour and market segmentation, Organisational markets, Industrial markets, Industrial markets, Industrial markets, Industrial markets, Industrial consumer characteristics SOI.6-Laboratoryand field works				
SO1.1 -Identify theNew Product Development: The impetus to innovation, New product development process. SO1.2 -Applythe adoption process, The effect of products characteristics on the rate of adoption. SO1.3-Applythe Buyer behavior: The influences on buyer behaviour Endogenous influences on buyer behaviour and market segmentation SO1.5- Brief the consumer buying decision process, Buyer behaviour and market segmentation SO1.5- Brief the organizational markets, Industrial buyer characteristics SO1.6-Laboratoryand field works Unit-IV New Product Development: The impetus to innovation, New product development process. The effect of products characteristics on the rate of adoption, Buyer behavior: The influences on buyer behaviour and market segmentation. Organisational markets Industrial markets, Industrial buyer characteristics 4.1- Prepare th assignment on New product development; The impetus to innovation, New product development process. The effect of products characteristics on the rate of adoption, Process.	SessionOutcomes(SOs)	•		SelfLearning(SL)
influences on buyer behavior, Theconsumer	Product Development: The impetus to innovation, New product developmentprocess. SO1.2 -Applythe adoption process, The effect of products characteristics on the rate of adoption. SO1.3-Applythe Buyer behavior: The influences on buyer behaviour, Exogenous influences on buyer behaviour Endogenous influences on buyer behaviour SO1.4- Describes the consumer buying decision process, Buyer behaviour and market segmentation SO1.5- Brief the organizationalmarkets Industrial markets, Industrial buyer characteristics SO1.6-Laboratoryand		New Product Development: The impetus to innovation, New product development process Theadoptionprocess, The effect of products characteristics on the rate of adoption, Buyer behaviour; Exogenous influences on buyer behaviour Endogenous influences on buyer behaviour and market segmentation, Organisational markets Industrial markets, Industrial buyercharacteristics 4.1-New Product development: The impetus to innovation, New product development: The impetus to innovation, New product development process, The effect of products characteristics on the rate of adoption, 4.2-Buyerbehavior: The influences on buyer behavior, Exogenous influences on buyer behavior Endogenous influences on buyer Endogenous influences on buyer	assignment on New productdevelopment: The impetus to innovation, New product development



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

SW-1SuggestedSessionalWork(SW)

- **a. Assignments:**Prepare the assignmenton new productdevelopment:Theimpetus to innovation, new product developmentprocess.
- b. MiniProject:
- c. OtherActivities(Specify):

ABM 506CO-5: Assestothecommodity marketingpractices in IndiaandinInternational markets Approximate Hours

I I	
Item	AppXHrs
Cl	2
LI	1
SW	2
SL	1
Total	10

SessionOutcomes	Laboratory	ClassroomInstruction	SelfLearning(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
marketing system		commoditymarketing	onc
SO1.2- Asses the grain		system, Grain	hallenges for grain
marketing, challenges		marketing,Challenges	marketing systems,
for grain marketing		for grain marketing	fruits and
systems,		systems,	vegetables.
SO1.3-Assesthe		fruitsandvegetables,	
challenges for fruitsand		Livestock and meat	
vegetables,		marketing, Poultry	
livestock and meat		and eggs marketing,	
marketing,		marketing of fresh	
SO1.4- Asses the		milk	
challenges for poultry		5.1- Stages ina	
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,fruitsand	



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vegetables,	Livestock
and meat	marketing,
Poultry and e	eggs
marketing,	marketing
offreshmilk	

SW-1Suggested Sessional Work (SW) :

- **a. Assignments:**Preparetheassignment onchallenges forgrainmarketingsystems, fruits and vegetables.
- b. MiniProject:
- c. OtherActivities(Specify):

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

CourseOutcomes	Class Lecture (C l)	Laboratory Lecture(LI)	Sessional Work (SW)	Self Learning (S l)	Totalhour (Cl+LI+ SW +Sl)
ABM506 CO-1 Discussthe agricultural and food marketing concepts and systems	4	1	2	1	08
ABM 506 CO-2 Apply the marketing planning and strategies for developing products for meeting the specific needs of the final customers	4	1	2	1	08
ABM 506 CO-3 Estimate the Marketing Strategy, Planning and Control with Marketing plan control, Efficiency control.	3	1	2	1	07
ABM506CO-4Developa clearviewaboutthenew product development consumer buying decision process,Buyer behaviour andmarketsegmentation	3	1	2	1	07
ABM 506 CO-5 Asses to the commodity marketing practices in India and in International markets.	2	1	2	1	06
TotalHours	16	05	10	05	36



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Suggestion for End SemesterA ssessment Suggested Specification Table(ForESA)

CO	Unittitle Suggested Specification				Total
		R	U	A	Marks
CO-1	Unit I: The importance of agricultural and foodmarketing to developing countries, the marketing concept and marketing systems, Marketing sub-systems Marketing functions, Linksbetween 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, Theroleofthestatein liberalized markets, Strategies for reforming agricultural marketing, Obstacles to be overcome in commercialization and Privatization of agricultural marketing, Dealing withaccumulated deficits, Encouraging private sector involvement in agriculturalmarketing, Impediments to private sector participation in agricultural markets, impact of the macro-economic environmenton private traders, Government action to improveprivatesectorperformance	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

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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 characteristicsontherate 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 andmeatmarketing,				
	Poultry and eggs marketing,				
	marketingoffreshmilk				
	Total	06	24	20	50

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

The end of semesterassessmentfor Introduction toPortland cementwill beheld with written examination of 50marks

Note.DetailedAssessmentrubricneedtobepreparedby thecoursewiseteachersforabove 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. RolePlay
- 6. Visitto Industry
- 7. Demonstration
- 8. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming



Suggested Learning Resources:

S.	Title	Author	Publisher	Edition&
No.				Year
01	AgriculturalMarketinginIndia	AcharyaSSand AgarwalNL.	Oxfordand IBH.	2011 4thEd.
02	Agri-MarketingStrategies in India	MohanJ.	NIPA	-
03	Agri-MarketingManagement	SharmaPremjit	Daya Publishing House	2010.

Curriculum Development Team:

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Cos,POsandPSOsMapping Course Code:-ABM 506

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

Course	Progra	amOut	comes										ProgramSp	pecific Outc	ome	
Outcomes	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO1	PSO2	PSO3	PSO4
	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	ent of	dynamic	develop
													resources	agribusin	socio-	ment in
														essand	economi	agribusi
														provide	c and	ness
														economic	business	growth
														al	ecosyste	and
														solution	m	develop
														to enhance	entrepre neurial	S
														the		
														decide	approac h and	
															skillsets	
														goal without	aligned	
														comprom	withthe	
														Comprom	withine	



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													-			
														ising ethical value	national prioritie s	
ABM 506 CO-1 Discuss the agricultural and food marketing conceptsand systems	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM 506 CO-2 Apply themarketing planning and strategies for developing products for meeting the specificneeds of the final customers	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM 506 CO-3: Demonstrate themarketing 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 ndevelopment tools and methods	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 of food product	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

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



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Course Curriculum Map: Agricultural and Food Marketing Management-I

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning(SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	ABM506CO-1 Discuss the agricultural and food marketing concepts and systems	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Theimportanceofagriculturalandfood marketing to developing countries, themarketingconceptandmarketing systems, Marketing sub- systems Marketing functions, Links between agriculture and the food industry, Agricultural and foodmarketingenterprises, Marketing boards in developing countries, Cooperatives in the agriculture and food sectors, Control and management of secondaryco-operatives, The weaknesses of co-operatives, Selling arrangements betweenco-operativesandtheir members 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 506 CO-2 Applythemarketing planning and strategies for developing products for meeting the specificneedsofthe finalcustomers	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-2.0–Market Liberalization: Economic structura adjustment programmes, Macro-economic stabilisation, The role of the state in liberalised markets, Strategies for reforming agricultural marketing, Obstaclestobeovercomein commercializationandPrivatizationof agriculturalmarketing, Dealing with accumulated deficits, Encouraging	Asmentionedinpage number



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PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	ABM 506 CO-3 Estimate the MarketingStrategy, Planning and Control with Marketing plan control, Efficiency control.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	private sector involvement inagricultural marketing, Impediments to private sector participation in agricultural markets, impact of the macroeconomicenvironmentonprivate 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,policyandplanning, Strategicbusinessunits,Theneedfor marketing planning, The process of marketing planning, Contents of the marketing planning, Marketing evaluatingandcontrollingthe marketing planning, Marketing controls, Marketing plan control, Efficiencycontrol 3.1,3.2,3.3.
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,	ABM 506 CO-4 Develop a clear view about the new product development consumer buying decision process, Buyer behaviour and market segmentation	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-4.0 NewProduct Development: The impetus toinnovation,Newproductdevelopment process The adoption process, The effectofproductscharacteristicsonthe rate of adoption, Buyer behavior: The influences on buyer behavior, Exogenous influences on buyer behavior behaviorEndogenousinfluenceson buyerbehaviour,Theconsumerbuying



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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
PO1,2,3,4,5,6	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 for
PSO1,2,3,4,	marketing practices	SO1.4	grain marketing systems, fruits and
5	in India and in	SO1.5	vegetables, Livestock and meat
			marketing, Poultry and eggs
	International		marketing,marketingof freshmilk5.1,
	markets.		5.2



CourseCode: **ABM 508**

CourseTitle: AgriSupplyChainManagement

Prerequisite: -StudentsshouldhaveadvanceknowledgeofAgriSupplyChainManagement 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 farmbusiness with apply the principle of Agri Supply Chain Management

CourseOutcomes:

ABM508CO - 1Describes the various elements involved in managing agrisupply chain from farm to fork

ABM508CO - 2Relate wellwiththe issuesandchallengesinvolvedinmanagingandforecasting the demand of the products

ABM 508 CO - 3 Develop insights on the techniques of procurementmanagement 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.

SchemeofStudies:

Boardof	Course	Course		Schei	neofst	tudies	s(Hours/Week)	Total
Study	Code	Title	CI	LI	SW	SL	TotalStudyHours	Credits
							CI+LI+SW+SL	(C)
Program	ABM	International	2	2	1	1	06	02
Core	543	Trade And						
(PCC)		Sustainability						
		Governance						

Legend:

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

LI: LaboratoryInstruction(Includes Practicalperformances inlaboratoryworkshop, fieldor other locations using different instructional strategies)

SW:SessionalWork(includesassignment, seminar, miniproject etc.),

SL:SelfLearning,

C:Credits.



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Note: SW & SLhas to beplanned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

SchemeofAssessment:

Board of Study	Course Code	Course Title			Sc	chemeof	Assessme	nt(Marks)		
	ABM 508	Agri Supply Chain Manage ment		Pi	rogressi	veAssess	sment(PR	(A)	End Semes ter Assess ment (ESA)	Total Marks (PRA+ ESA)
			Class/H	Class	Semin	Class	Class	Total Marks		
			ome	Test2	arone	Activi				
			Assign	(2	(SA)	tyany	nce	AT+AT)		
			ment 5	best		one	(AT)			
			number	outof		(CAT)				
			3marks each	3)10 marks						
			(CA)	each						
			(CA)	(CT)						
PCC			15	30	00	00	5	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 508CO 1.Describes the various elements involved in managingagrisupply chain fromfarm to fork

Approximate Hours

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



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SessionOutcomes(SOs)	Laboratory	ClassroomInstruction(CI)	SelfLearning(SL)	
	Instruction(LI)			
1. Describes the variouselements involvedinmanaging 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; ElementsinSCM.Innovationsi nGlobal Agri-SCM Number of TeachingHours: Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply ChainManagement; Evolution of SCM; SCM Approach; TraditionalAgri.SupplyChain Management Approach; Modern Supply ChainManagement Approach; Modern Supply ChainManagementApproach; 1.5ElementsinSCM. 1.6InnovationsinGlobal Agri-SCM	Prepare the assignment on Meaning and definitionofSupply Chain: Changing Business Environment;SCM: Present Need; Conceptual Model of Supply Chain Management;	

SW-1SuggestedSeasonalWork(SW):

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

ABM 508 CO2 Relate well with the issuesand challengesinvolvedin managing and fore casting the demand of the products

ApproximateHours

Item	AppXHrs
CI	6
LI	0
SW	2
SL	1
Total	09



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Session Outcomes(SOs)	Laboratory	ClassroomInstruction(CI)	SelfLearning(SL)
	Instruction(LI)		
1. Relate well with the		Unit II: Demand	Prepare the
issues and challenges		Management in Supply	assignment on
involved in managing		Chain: Types of Demand,	Meaning and
and		Demand Planning and	definition of
2. forecasting the		Forecasting; Operations	Demand
demandof the		Management in Supply	Management in
products		Chain, Basic Principles of	Supply Chain: Types of
		Manufacturing	Types of Demand, Demand
		Management. SCM	Demand, Demand
		Metrics/Drivers and	
		Obstacles.	
		Number of Teaching	
		Hours:	
		21DemandManagement	
		in Supply Chain:	
		2.2 Types of Demand,	
		Demand Planning and	
		Forecasting;	
		2.3 Operations	
		Management in Supply	
		Chain,	
		24BasicPrinciples	
		of	
		Manufacturing	
		Management.	
		SCMMetrics.	
		DriversandObstacles.	

SW-2SuggestedSeasonalWork(SW):

- a. Assignments:
- b. MiniProject:
- $\textbf{c.} \quad \textbf{OtherActivities} \textbf{(Specify):} \\$



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ABM 508 CO 3 Develop insights on the techniques of procurement management and handlinginventory ApproximateHours

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

Session Outcomes (SOs)	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning(SL)	
Developinsights on the techniquesof procurement Management and handling inventory		Unit III: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional InventoryManagement, Material Requirements Planning,JustinTime (JIT),VendorManaged Inventory(VMI). 3.1 Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, 3.2 Classification of Purchases Goods or Services, 3.3 Traditional InventoryManagement, 3.4Material RequirementsPlanning, 3.5JustinTime (JIT), 3.6 Vendor Managed Inventory(VMI).	Preparethe assignment on Meaning and definition of Purchasing Cycle, Types of Purchases, Contract/Corporate	

SW-3SuggestedSeasonalWork(SW):

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



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ABM 508 CO4Assess the importance of managing logistics along with adequate handling andpackaging intricacies ApproximateHours

Item	
CI	6
LI	0
SW	2
SL	1
Total	9

Session Outcomes(SOs)	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning (SL)	
1. Assess theimportance 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; Packagingfor Logistics, Third-Party Logistics (TPL/3PL); GPS Technology. Number of Teaching Hours: 4.1HistoryandEvolution ofLogistics; 4.2ElementsofLogistics; Management;Distribution Management, 4.3DistributionStrategies; Pool 4.4Distribution; Transportation Management; A.5 Fleet Management; Service Innovation;Warehousing;	Prepare the assignmenton Meaning and definition of History and Evolution of Logistics; Elements of Logistics; Management;	



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Packaging forLogistics,	
4 . 6 Third-Party Logistics (TPL/3PL); GPS Technology	

SW-4SuggestedSeasonalWork(SW):

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

 $ABM\ 508\ CO\ 5Constructaoverall clarity$ 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

SessionOutcomes	Laboratory	ClassroomInstruction	SelfLearning(SL)	
(SOs)	Instruction(LI)	(CI)		
1. Construct a overall		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 chainmore		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		
		Studiesonthefollowing:		
		(a) GreenSupplyChains		
		(b) Global Supply		
		Chains (c) Coordination		



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	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.				
	Number of Teaching				
	Hours:				
	Concept of Information				
	Technology: IT				
	Application in SCM;				
	Advanced Planning and				
	Scheduling; SCM in				
	Electronic Business;				
	Role of				
	Knowledge in SCM;				
	PerformanceMeasurement				
	and Controls				
	in Agri.Supply Chain				
	Management-				
	Benchmarking:				
	introduction, conceptand				
	forms of				
	Benchmarking. Case				
	Studies on the following:				
	(a) GreenSupplyChains				
	(b) Global Supply				
	Chains(c)Coordination				
	inaSC.Valueofand				
	distortion of information:				
	Bullwhip effect (d)				
	Sourcingandcontractsin				
	SC(e)Productavailability				
	withuncertaindemand(f)				
	Inventory				
	planning with known/				
	unknown demand (g)				
	Casesfrom				
	5.6FAO/IFPRI,etc.				



SW-5SuggestedSeasonalWork(SW):

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

BriefofHourssuggested fortheCourse Outcome

CourseOutcomes	Class Lecture (Cl)	Sessional Work(SW)	Self Learning (Sl)	Total hour (Cl+SW+Sl)
CO- 01 Describes the various elements involved in managing agri supply chain from farm to fork	06	01	01	08
CO-2.Relatewellwith theissues andchallengesinvolvedinmanaging and forecasting the demandof the products	05	01	01	07
CO - 3. Develop insights on the techniquesofprocurement management and handling inventory	06	01	01	08
CO-4.Assessthe importance of managing logistics along with adequate handling and packaging intricacies	06	01	01	08
CO - 5.Construct a overall clarity about the use of information technology to make the agri supply chainmoreefficientandrewarding.	07	01	01	08

Suggestion for End Semester AssessmentSuggested Specification Table (For ESA)

СО	UnitTitles	Ma	rks Distributi	on	Total
		R	U	A	Marks
CO 1	Unit I: SupplyChain:ChangingBusiness	02	03	00	05
	Environment; SCM: Present Need;				
	Conceptual ModelofSupply Chain				
	Management; Evolution of SCM; SCM				
	Approach; Traditional Agri. Supply Chain				
	Management Approach; Modern Supply				
	Chain Management Approach;				
	Elementsin SCM. Innovationsin				
	GlobalAgri-SCM				

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CO 2	UnitII:DemandManagementin Supply	02	05	03	10
					i
	Chain: Types of Demand, Demand				
	Planning and Forecasting; Operations				
	Management in				
	SupplyChain,BasicPrinciplesof				
	ManufacturingManagement.SCM				
	Metrics/DriversandObstacles.				
CO 3	Unit III: Purchasing Cycle, Types of	00	08	07	15
003	Purchases, Contract/Corporate Farming,	00	00	07	13
	Classification of Purchases Goods or				
	Services, Traditional Inventory				
	Management, Material Requirements				
	Planning, Justin Time (JIT), Vendor				
	ManagedInventory(VMI).				
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 inSCM;			-	
	Advanced Planning and Scheduling;				
	SCMinElectronicBusiness;Roleof				
	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. Valueof				
	and distortion of information:				
	Bullwhip effect (d) Sourcingand				
	contracts inSC (e) Product availability				
	with uncertain demand (f) Inventory				
	planning withknown/unknowndemand				
	(g)CasesfromFAO/IFPRI,etc				
		06	24	20	50



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

The end of semester assessment for will be held withwritten 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. RolePlay
- 6. Visittocementplant
- 7. Demonstration
- 8. ICTBased Teaching Learning (Video Demonstration/TutorialsCBT,Blog,Facebook,Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

SuggestedLearning Resources:

S.	Title	Author	Publisher	Edition&Y
No.				ear
1	Agricultural marketinginIndia.	AcharyaSS and Agarwal NL.	Oxfordand IBH.	2011.
2	Supplychain management:	AltekarRV.	Planning, and Operation, Pearson Education India	2016.
3	Supply Chain Management&ot her	MohantyRP.	Indian CasestudiesinLearning Resources. Oxford.	2010.

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Cos, POs and PSOs Mapping

Course Code:- ABM 508

Course Title: - Supply Chain management

CourseOutcomes	Progran	ProgramOutcomes ProgramSpecificOutcome														
	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 eman alysis	Mode rntool usage	Ethic	Individ ualand teamw ork	Comm unicat ion	Projec tmana geme nt and financ e	Busine ssdecis ion makin g	Life- longl earni ng	Enviro nment andsu stai nabilit y	Entrep reneur ialopp or tunitie s	Global outloo k	Abilityto apply managerial andbusiness skilled for development of business growth with theavailable resources	Abilityto understand the day to daybusiness operational problemsand 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 andbusiness ecosystem entrepreneu rial approach and skill setsaligned withthe national priorities	Abilityto usethe researchb ased innovative knowledg efor sustainabl e developm entin agribusine ssgrowth 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 involvedin	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3

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managing and forecasting the demandofthe products																
CO 3. Develop insights on the techniques of procurement managementand handling inventory	3	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	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
CO-5. Construct a overall clarity abouttheuseof information technologyto make the agri supplychain more efficient andrewarding.	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

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



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Course Curriculum Map: Supply Chain management

POs&PSOsNo.	COsNo.&Titles	SOsNo.	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning(SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-01Describesthe various elements involved in managing agri supply chain fromfarm to fork	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction to Management: Nature, Scope andSignificanceofManagement,Evolutionof Management Thought, Approaches to Management,functionsandskillsofamanager 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 PSO1,2,3,4,5	CO-2.Relatewell with theis sues 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, ManagementAudit. 2.1,2.2,2.3,2.4,2.5,2.6,2.7,2.8,2.9,2.10.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO - 3. Develop insights on the techniques of procurement management and handlinginventory	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-3.0 Nature, Scope and Significance of OrganizationalBehavior;Foundationsof Individual behaviour — Emotions, Personality,Values,Attitudes,Perception, Learningandindividualdecisionmaking, Motivation-Typesofmotivation,theories of motivation,motivational practices at workplace,managingstressandworklife balance.	



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		3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9,3.10, 3.11.	
CO - 4.Assess the	SO1.1	Unit-4.0Group dynamics- typesofgroups,	
importance of managing logistics	SO1.2	group formation, Group decision making, teambuildinganddevelopingcollaboration,	
	SO1.3	leadership styles and influence process;	
packagingintricacies	SO1.4	leadership theories, leadership styles and effective leader	
	SO1.5	4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9.	
CO - 5. Construct a	SO1.1	Unit-5.0 Understanding and managing	
the use ofinformation	SO1.2	organizational culture, power and political behavior in organizations, conflict	
••	SO1.3	Management, negotiation, managing	
moreefficientand rewarding.	SO1.4 SO1.5	organizational change, concept of organizationaldevelopment.	
	importance of managing logistics along with adequate handling and packagingintricacies CO - 5. Construct a overall clarity about the use ofinformation technology to make theagri supply chain moreefficientand	importance of managing logistics along with adequate handling and packagingintricacies CO - 5. Construct a overall clarity about the use ofinformation technology to make theagri supply chain moreefficientand SO1.2 SO1.3 SO1.4 SO1.2 SO1.4 SO1.5 CO - 5. Construct a so1.1 SO1.2 SO1.2 SO1.3 SO1.3	3.11. CO - 4.Assess the importance of managing logistics along with adequate handling and packagingintricacies CO - 5. Construct a overall clarity about the use ofinformation technology to make theagri supply chain moreefficientand rewarding 3.11. Unit-4.0Group dynamics- typesofgroups, group formation, Group decision making, teambuildinganddevelopingcollaboration, leadership styles and influence process; leadership theories, leadership styles and effective leader 4.1,4.2,4.3,4.4,5,4.6,4.7,4.8,4.9. Unit-5.0 Understanding and managing organizational culture, power and political behavior in organizations, conflict Management, negotiation, managing organizational change, concept of organizationaldevelopment.



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CourseCode:-ABM538

CourseTitle:-FinancialManagementinAgribusiness

Prerequisite: -Student shouldhavebasicknowledgeof, Financialandcapital, financialsystem, 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.

CourseOutcomes:

ABM538CO-01Discriminatethebasics concept offinancial management and concept of riskand return analysis

ABM538CO -02InitiatetheBusiness FinancingSysteminIndia and Internationalfinancial management.

ABM538CO-03Conclude the Features, and Techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy.

ABM538CO-04Estimatethemanagement ofworkingcapital, Cashbudget, Management of collections and disbursement, Investment of Surplus cash.

ABM538CO -05Developthemicrofinancecreditlendingmodels:-associationmodel, Community Bankingmodel, Credit union model.

Schemeofstudies:

Board of	Course Code	CourseTitle	Schemeofstudies (Hours/Week)					Total Credits
Study			Cl	LI	S W	S L	Total Study Hours (CI+LI+SW+S L)	(C)
Professi onal Core course (PCC)	ABM 538	FinancialManagementin Agribusiness	1	1	2	1	05	02

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

LI: LaboratoryInstruction(Includes Practicalperformances inlaboratoryworkshop, fieldor other locations using different instructional strategies)



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SW:SessionalWork(includesassignment, seminar, miniproject etc.),

SL:SelfLearning,

C:Credits.

Note: SW &SL hastobeplannedandperformedunder thecontinuousguidanceandfeedbackof teacher to ensure outcome of Learning.

SchemeofAssessment:

Board	Cours	CourseTitle	SchemeofAssessment(Marks)							
of Study	e Code		Progress	ProgressiveAssessment(PRA) End						Total
			Class/ Home Assign ment5 numbe r 3 marks each (CA)	Class Test 2 (2 best outof 3) 10 marks each (CT)	Semin arone (SA)	Class Activi tyany 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-CurriculumDetailing:

This coursesyllabus illustrates the expected learning achievements, bothat 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.



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

ApproximateHours

Item	AppXHrs
Cl	3
LI	1
SW	2
SL	1
Total	06

SessionOutcomes (SOs)	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning (SL)
SO1.1- Introduce the meaning, importance, nature and scope of financing in India SO1.2 - Brief the agribusiness financing in India. SO1.3 - Discuss the classification and credit need in changing agriculturescenario. SO1.4- Describes finance functions, investment financing SO1.5 Discuss the Risk andreturn concept & analysis SO1.6Laboratoryand field work	LI1.1-	UnitI: 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 1.1- Meaning, importance, nature and scope of financing inIndia 1.2- Agribusiness financing in India; classification and credit need in changing agriculturescenario 1.3- Finance functions, investmentfinancing, Riskandreturn concept&analysis.	1.1- Prepare the assignment on Agribusiness financing in India; classification and credit need in changing agriculture scenario.



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SW-1SuggestedSessionalWork(SW):

- **a. Assignments:**Prepare the assignmentonAgribusinessfinancinginIndia; classificationand creditneedinchangingagriculture scenario.
- b. MiniProject:-
- c. OtherActivities(Specify):-



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ABM538CO-2: Initiate the Business Financing System in India and International financial management.

ApproximateHours

1 1	
Item	AppX Hrs
Cl	3
LI	1
SW	2
SL	1
Total	06

SessionOutcomes	Laboratory	Classroom	SelfLearning
(SOs)	Instruction	Instruction	(SL)
	(LI)	(CI)	
SO2.1 – Introduceto	LI-2.1	UnitII:	2.1 – Prepare the
the Business		Business Financing	assignment on
Financing System in		System in India,	BusinessFinancing
India		Money and Capital	System in India
		Markets, Regional	•
SO2.2 – learned		and All -India	
about Money and		Financial	
Capital Markets, ,		Institutions; venture	
SO2.3-Apply to		capital financing	
theRegionalandAll		and its stages,	
-India Financial		International	
Institutions		financial	
SO2.4- Briefing the		management	
venture capital		2.1 – Business	
financing and its		Financing System	
stages,		inIndia	
SO 2.5–Discuss to		2.2- Money and	
the International		Capital Markets,	
financial		Regional and All -	
management,		India Financial	
SO 2.6Laboratory		Institution	
and field work		2.3- venture capital	
		financingandits	
		stages, International	
		financialmanagement	

SW-1SuggestedSessionalWork(SW):

- a. Assignments: Preparetheassignmenton Business Financing Systemin India
- b. MiniProject:
- c. Other Activities(Specify):



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ABM538CO-3:Conclude theFeaturesandTechniquesofcapitalbudgeting decision.Costof Capital, Leverage analysis, Capitalstructure and its policy

ApproximateHours

Item	AppXHrs
Cl	3
LI	1
SW	2
SL	1
Total	06

SessionOutcomes	Laboratory	Class room	SelfLearning
(SOs)	Instruction(LI)	Instruction(CI)	(SL)
SO3.1 – Features,	LI1.1	Unit III:	3.1 Prepare
types and Techniques		Features, types and	theassignmen
of capital budgeting		Techniquesofcapital	t on Features,
decision		budgeting decision.	types and
SO3.2 – Discuss to the		Cost of Capital,	Techniques of
Cost of Capital, SO3.3-		Leverage analysis,	capital budgeting
Apply the		Capital structure.	decision.
Leverage analysis,		Theory and Policy,	
Capitalstructure		Sources of Longand	
SO3.4- Discuss to The		Shorttermfinance,	
Theory and Policy,		Dividend Theory,	
Sources of Long and		Dividend Policy.	
Short termfinance.			
Short terminanee.		3.1- Features, types and	
SO 3.5– Describe the		Techniques of capital	
Dividend Theory,		budgeting decision	
DividendPolicy		3.2- Cost of Capital,	
SO3.6Laboratoryand		Leverage analysis,	
field work		Capitalstructure.	
		3.3- Theoryand	
		Policy, SourcesofLong	
		and Short term finance,	
		Dividend	
		Theory, Dividend	
		Policy.	



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SW-1SuggestedSeasonalWork(SW):

- **a. Assignments:** Preparetheassignment on Features, types and Techniques of capital budgeting decision.
- b. MiniProject:
- c. Other Activities(Specify):



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ABM538CO-4:Estimatethe managementofworkingcapital, Cash budget, Managementof collections and disbursement, Investment of Surplus cash

ApproximateHours

Promineterious				
Item	AppXHrs			
Cl	3			
LI	1			
SW	2			
SL	1			
Total	06			

SessionOutcomes (SOs)	Laboratory InstructionClassroom InstructionSelfLearning (SL)			
	(LI)	(CI)	44 5	
CO11 Identify the		Unit-4	4.1- Prepare th	
SO1.1 –Identify the		Management of	0	n
Management of		Working Capital,	O	of
Working Capital		Management of	collections an	d
GO12 A 1 1		Receivables,	disbursement,	
SO1.2 - Apply the		Management of cash;		of
Management of		Cash budget,	Surplus cash.	
Receivables,.		Management of		
G012		collections and		
SO1.3- Apply the		disbursement,		
Management of cash;		Investment of Surplus		
Cashbudget,		cash		
SO1.4- Describes the		4.1- Management of		
Management of		WorkingCapital.		
collections and		4.2- Management of		
disbursement		Receivables,		
		Management of cash		
SO1.5 – Brief the		budget		
Investment of Surplus		C		
cash		4.3- Management of		
		collections and		
SO1.6–Laboratory		disbursement,Investment		
and field works		of Surplus cash.		

SW-1SuggestedSessionalWork(SW)

- **a. Assignments:** PreparetheassignmentonManagementofcollections and disbursement, Investment of Surplus cash.
- b. MiniProject:
- c. Other Activities(Specify):



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ABM538CO-5:Developthemicrofinancecreditlending models:-associationmodel, CommunityBanking model, Credit union model

ApproximateHours

1.1.	
Item	AppX Hrs
Cl	3
LI	1
SW	2
SL	1
Total	06

SessionOutcomes (SOs)	Laboratory Instruction	Classroom Instruction	SelfLearning (SL)	
	(LI)	(CI)	` ,	
SO1.1 –Indentify the	LE1.	Unit-5.0Perspectives	1.1 - Prepare the	
Perspectives and		and	assignment on	
operational aspects of		operational aspects	Definition, Scope	
Microfinance		of Micro finance:	and importance of	
SO1.2- Identify the		Definition, Scope	MicroFinance.	
Definition, Scope and		and importance of		
importance of Micro		Micro Finance,		
Finance, Evolution of		Evolution of Micro		
MicroFinanceinIndia		Finance in India,		
SO1.3- Identifying		Micro Finance		
Micro Finance credit		credit lending		
lending models: -		models:		
Association model		Association model,		
SO1.4- Analyze the		CommunityBanking		
Community Banking		model,		
model, Credit union		Credit unionmodel,		
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		operationalaspectsof		
		Micro finance		
		Definition,Scopeand		
		importance of Micro		
		Finance		
		5.2 - Evolution of		
		MicroFinancein		
		India, MicroFinance		



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

SW-1Suggested Seasonal Work (SW):

- a. Assignments:- Prepare the assignment on Definition, Scope and importance of Micro Finance.
- b. MiniProject:
- c. OtherActivities(Specify):

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${\bf Briefof Hours suggested\ for the Course Out come}$

CourseOutcomes	Class Lecture (C l)	Laboratory Lecture (L I)	Seasonal Work (SW)	Self Learnin g (Sl)	Totalhour (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 Systemin India and International financial management.	3	1	2	1	06
ABM538CO-3:Conclude thefeaturesandtechniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structureanditspolicy	3	1	2	1	06
ABM 538 CO-4: Estimate the management of working capital, Cash budget, Management of collections and disbursement, Investment of Surpluscash	3	1	2	1	06
ABM538CO-5:Develop the micro finance credit lendingmodels:-association model,CommunityBanking model,Credit union model	3	1	2	1	06
TotalHours	15	05	10	05	30



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Suggestion for End Semester Assessment SuggestedSpecificationTable(ForESA)

CO Unittitle		MarksDistribution			Total
		R	U	A	Marks
CO-1	Unit I: Meaning, importance, natureandscopeoffinancing in India, agribusiness financing in India; classification and credit need in changing agriculture scenario; finance functions, investmentfinancing, Riskand 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.CostofCapital,Leverage analysis,Capitalstructure. Theory and Policy,Sourcesof Long and Shorttermfinance,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 inIndia, MicroFinancecreditlending models: - Association model, Community Banking model, Credit union model, Co-operative model, SHGmodel, VillageBankingmodel	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.DetailedAssessmentrubricneedtobepreparedbythecoursewiseteachersfor abovetasks. Teachers can also design different tasks as per requirement, for endsemester assessment.

SuggestedInstructional/Implementation Strategies:

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



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SuggestedLearning Resources:

S. No.	Title	Author	Publisher	Edition& Year
01	AgriculturalFinance	NelsonAG&Mur reyWG.	KalyaniPubl	1988
02	FinancialMarketsand Services	Gordonand Natarajan.	Himalaya Publishing House;	2016 TenthEdition
03	IndianFinancialSystem	Machiraju HR.	VikasPublishing House	2010
04	EssentialsofFinancial Management	PandeyIM.	VikasPublishing House	2015
05	FinancialManagement.	KhanandJain.	McGrawHigher Education	2014
06	FinancialManagement,	Srivastavand Misra.	Oxford UniversityPress;	2010 Secondedition
07	FinancialManagement	ReddyGS.	Himalaya PublishingHouse	2010

CurriculumDevelopmentTeam:

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Cos,POsandPSOsMapping Course Code:-ABM 538

$Course Title \hbox{:-} Financial Management in Agribusiness$

Course												ecific Outco	ecific Outcome			
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	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-	mentin
														essand	economi	agribusi
														provide	cand	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 hand skillsets aligned withthe national prioritie s	S
ABM538CO- 1 Discriminate the basics concept of financial management and concept of riskandreturn analysis	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM538CO- 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.																
ABM538CO- 3: Conclude the features and techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
ABM538CO- 4: Estimate the management of working capital, Cash budget, Management of collections and disbursement, Investment of Surpluscash		2	3	1	2	2	3	2	1	2	1	1	3	3	2	2

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ABM538CO-	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																
Bankingmodel,																
Credit																
union model																

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

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$Course Curriculum Map: Financia\ l Management in\ Agribusiness$

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning(SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	ABM538CO-1 Discriminate the basics concept of financial management and concept of risk and return analysis ABM538CO-2: Initiate the Business	SO1.5 SO1.1		Unit-1.0 Introduction to Management: Nature, ScopeandSignificanceofManagement, 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. Unit-2.0— Management functions: Planning	Asmentionedinpage number
7,8,9,10,11,12 PSO1,2,3,4, 5 PO1,2,3,4,5,6 7,8,9,10,11,12	Financing System in India and International financial management.	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 — Recruitmentand 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.	number
	ABM 538 CO-3: Conclude the features and techniquesofcapital	SO1.1 SO1.2 SO1.3		Unit-3.0 Nature, Scope and Significance of OrganizationalBehavior;Foundationsof	



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PSO1,2,3,4,	budgeting decision.	SO1.4	Individual behaviour – Emotions,
5	Cost of Capital,	SO1.5	Personality, Values, Attitudes,
	Leverage analysis, Capital structure and		Perception, Learning and individual
	its policy		decisionmaking, Motivation-Typesof
			motivation, theories of motivation,
			motivational practices at workplace,
			managingstressandworklifebalance.
			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	ABM538CO-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
	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.
PO1,2,3,4,5,6	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 creditlending models:-association	SO1.3	political behavior in organizations,
PSO1,2, 3,4,	model, Community	SO1.4	conflict Management, negotiation,
5	Banking model,	SO1.5	managingorganizationalchange,concept
	Credit union model		of organizational development.
			5.1,5.2,5.3,5.4,5.5,5.6.



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CourseCode:-ABM526

CourseTitle:-BusinessAnalyticsforAgriculture

Prerequisite:-Studentshouldhavebasic knowledgeof, businessanalytics, businesspredictionand business planning in Agribusiness.

Rationale: - The students studying BusinessAnalytics 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 andcapital formation.

CourseOutcomes:

ABM526CO-1Describetheequip of agribusiness withknowledge, skills and attitude for using data science tools and techniques

 $ABM526CO\hbox{-}2O perate the using of statistical analytical tools for analysis of research problems.$

 ${\bf ABM526CO\text{-}3} Determine to supervise d machine learning and basic framework of application of regression analysis$

ABM526CO-4Assestosupervisedmachinelearninganddeeplearningandbasicframeworkof application of linear discriminate analysis

ABM526CO-5Construct the competent professionals who can strategically and successfully implement data science applications.

Schemeofstudies:

Board of	Course Code	,							
Study			Cl	(C)					
Professi onal Core course (PCC)	ABM 526	BusinessAnalyticsfor Agriculture	1	1	2	1	05	02	

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

LI: LaboratoryInstruction(Includes Practicalperformances inlaboratoryworkshop, fieldor other locations using different instructional strategies)

SW:SessionalWork(includesassignment,seminar,miniproject etc.),

SL:SelfLearning,

C:Credits.

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



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SchemeofAssessment:

Board	Cours	Course	Schemeo	SchemeofAssessment(Marks)									
of Study	e Code	Title											
Study	Code		Progressi	veAssess	ment(PR	A)			End	Total			
			Class/ Home Assign ment 5 number 3marks each (CA)	Class Test 2 (2best 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 ester ks Asse (PRA ssme + nt (ES A)				
(PCC)	ABM 526	Business Analytics for Agricultur e	15	30	00	00	05	50	50	100			

Course-CurriculumDetailing:

This coursesyllabus illustrates theexpectedlearningachievements, bothat thecourseandsession 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 inthe overall achievement of CourseOutcomes (COs) upon the course's conclusion.

ABM 526CO-1Describetheequipofagribusinesswithknowledge,skillsandattitudefor usingdata science tools and techniques

ApproximateHours

Item	AppXHrs
Cl	3
LI	1
SW	2
SL	2
Total	08

SessionOutcomes(SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning(SL)
SO1.1- Introduction to			1.1- Prepare the
		Introduction to data	assignment on
data science, work profile	* *	science, evolution of	Introduction to data
of a data	science in	data science, work	science, evolution



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scientist and career	agribusiness	profile of a data	of data science, work
indatascience	management	scientist, careerindata	profile of adata
SO1.2 - Brief the nature	managoment	science, nature of data	scientist,
of data science, typical		*	career in data
working day of a data		science, typical working	science, nature of
scientist, importance of		day of a data scientist,	data science,
data science in		importance of data	,
agribusiness.		science in agribusiness;	typicalworkingday of a data scientist,
SO1.3 – Discuss the		defining algorithm, big	importance of data
defining algorithm, big		data, business analytics,	
data, business analytics,		statisticallearning,	science in agribusiness
statistical learning.		defining machine	agribusiness
SO1.4- Describes		learning, defining	
		artificial intelligence,	
defining machine learning, defining		data mining; difference	
learning, defining artificial intelligence,data		between analysis and	
mining		analytics, business	
		intelligence and	
SO1.5 Discuss the difference between		business analytics,	
		typical process of	
analysis and analytics,		business analytics	
business intelligenceand		cycle.	
business analytics,		1.1- Introduction to data	
typical process of		science, evolution of data	
business analytics		science, work profile of a	
cycle.		data scientist, career indata	
SO1.6Laboratoryand		science,natureofdata	
field work		science, typical working	
		day of a data scientist,	
		importance ofdata	
		science in	
		agribusiness	
		1.2- defining	
		algorithm,bigdata,business	
		analytics, statistical	
		learning, defining	
		machine learning,	
		defining artificial	
		intelligence	
		1.3- Datamining;	
		difference between	
		analysis and analytics,	
		business intelligence and	
		business analytics, typical	
		processofbusiness	
		analyticscycle.	



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SW-1SuggestedSeasonalWork(SW):

- **a. Assignments:** Prepare the assignment on Introduction to data science, evolution of data science, workprofileofa data scientist, career indata science, nature of datascience, typical working day of a data scientist, importance of data science in agribusiness.
- b. MiniProject:-
- c. OtherActivities(Specify):-

ABM526CO-2:Operate the using of statistical analytical tools for analysis of researchproblems ApproximateHours

1.1	
Item	AppX Hrs
Cl	3
LI	1
SW	2
SL	2
Total	08

SessionOutcomes (SOs)	Laboratory Instruction (LI)	ClassroomInstruction (CI)	SelfLearning (SL)
SO2.1 – Introduce to theFundamental 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 – learnedabout basic architecture of machinelearning analytical cycle, descriptive analytics-case study covering data manipulation SO2.3- Apply to the measures of central tendency, measures	LI-2.1-Todevelopa program in R using any four statistical functions. LI-2.2-To developa program in R to implement the user defined function. LI-2.3-Todevelopa script to create data frame. LI-2.4-To developa module in R tocreate mathematical series LI-2.5 - Tostudythe IDE for R language. LI-2.6 –Tostudyof measures of central tendency. LI-2.7-Tostudyof measures of	UnitII: Fundamental of Research Fundamentals of R and R Studio, fundamentals of packages ofR Studio, data manipulations, datatransformations, 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.



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of dispersion,	dispersion.	measures of	
measures of	LI-2.8-Tostudyof	distribution,measures	
distribution	measures of	of	
SO2.4-Briefingthe	distribution.	associations, t-test, f-	
measures of		test, ANOVA, Chi-	
associations, t-test, f-test,	LI-2.9 -Tostudyof	square test, basic	
SO 2.5–Discuss to the	measures of	statistical modeling	
ANOVA, Chi-square	associations.	framework.	
test, basic statistical	LI-2.10 -Tostudy	2.1 – Fundamental of	
modeling framework	of t-test, f-test.	Research Fundamentals	
SO2.6Laboratoryand	LI-2.11 -To study	of R and R Studio,	
field work	of ANOVA	fundamentals	
	analysis	ofpackages of R	
	•	Studio, data	
	LI-2.12 -Tostudy	manipulations,	
	of Chi-square test	data transformations,	
	analysis.	normalization, standardization,	
	LI-2.13-Tostudy of	missing values	
	basicstatistical	imputation, dummy	
	modeling	variables, data	
	framework.	visualization (2D and	
	framework.	3D),	
		2.2- Measures ofcentral	
		tendency,	
		measures of	
		dispersion, measures of	
		distribution,	
		measures of	
		associations, t-test, f-	
		test. 2.3- ANOVA,Chi-	
		square test, basic	
		statistical modeling	
		framework	

SW-1SuggestedSeasonalWork(SW):

a. Assignments:Prepare the assignmenton Fundamental ofResearch FundamentalsofRandR Studio,fundamentalsofpackagesofRStudio,datamanipulations,datatransformations, normalization, and standardization.

b. MiniProject:

c. Other Activities(Specify):



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ABM526CO-3: Determineto supervised machinelearning andbasic frameworkofapplicationof regressionanalysis Approximate Hours

Item	AppXHrs
Cl	3
LI	1
SW	2
SL	2
Total	08

SessionOutcomes (SOc)	Laboratory	Class room	SelfLearning(SL)
(SOs)	Instruction(LI)	Instruction(CI)	
SO3.1 – Introduce the	LI1.3.1 To study	Unit III:	3.1 Prepare the
Supervised machine	the IDE for R	Supervised machine	assignment on -
learning: Basic	language.	learning: Basic	supervisedmachine
framework, regression	LI1.3.2 To develop	framework, regression	learning: Basic
models and	a script to	models and	framework and
classification models	demonstrate	classification models.	regression models.
SO3.2 – Discuss to the Linear regression,	exploratory data		
nonlinear regression	analysis (EDA)	nonlinear regression,	
and multiple	LI1.3.3-Tostudy the		
regression	Linear	polynomial regression,	
	regression and	lasso regression, ridge	
SO3.3- Apply the	nonlinearregression.	regression, stepwise	
polynomial regression,	LI1.3.4- To study	regression, quintile	
lassoregression	•	regression, logistic	
SO 3.4- Discuss to The	the multiple	regression	
ridge regression,	regression and	3.1- Supervised machine	
stepwiseregression,.	polynomial	learning: Basic	
SO 3.5– Describe the	regression,	framework, regression	
quintile regression,	LI1.3.5- To study	models and classification	
logistic regression	the logistic	models.	
SO 3.6 Laboratory and	regression	3.2- Linear regression,	
field work		nonlinear regression,	
		multiple regression,	
		polynomial regression	
		and lasso regression	
		1 0	
		3.3- Ridge regression, stepwise regression, quintile regression and logistic regression	

SW-1SuggestedSeasonalWork(SW):

- **a. Assignments:** Preparetheassignmenton-supervisedmachinelearning:Basicframeworkand regression models
- b. MiniProject:
- c. Other Activities(Specify):



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

ApproximateHours

Item	AppXHrs
Cl	3
LI	1
SW	2
SL	2
Total	08

SessionOutcomes	Laboratory	ClassroomInstruction	SelfLearning
(SOs)	Instruction	(CI)	(SL)
	(LI)	(-1)	(~)
SO4.1 – Introduce the	LI1.4.1- To study	Unit-4	4.1 Prepare
Supervised machine	the forecasting		theassignment
learning: Linear	models (AR, and		on -
discriminate analysis,	MA,).	discriminate analysis,	Supervised
principal component	LI1.4.2 -To study	principal component	machine learning:
analysis, factor	the forecasting	analysis, factor	Linear discriminate
analysis.	models (ARMAand	analysis, support	analysis, principal
SO4.2 – Discuss to the	ARIMA).	vector machines, naïve	component
support vector		Bayes, nearest	analysis, factor
machines, naïve Byes,		neighbors, decision	analysis, support
nearest neighbors,		trees, random forest,	vectormachines.
decision trees, random		ensemble methods, k -	
forest, ensemble		foldcrossvalidation,X	
methods		gradient boosting.	
SO4.3- Apply the <i>k</i> -		Unsupervised machine	
fold cross validation,X		learning—basic	
gradient boosting		framework, concept of	
G044 5: #		clustering, k-means, c-	
SO4.4- DiscusstoThe		means, hierarchical	
Unsupervised machine		clustering, hidden	
learning—basic		mark ov models,	
framework, concept of		forecasting models	
clustering.		(AR,MA, ARMAand	
SO4.5 — Describe the		ARIMA).	
hidden mark ovmodels,		4.1- Supervised	
forecasting models		machine learning:	
(AR, MA, ARMA and		Linear discriminate	
ARIMA).		analysis, principal	
SO3.6Laboratoryand		component analysis,	
field work		factor analysis, support	
HEIU WOLK		vectormachines.	
		4.2- Naïve Bayes, nearest	
		neighbors, decision trees, random	
		*	
		forest, ensemble	



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

SW-1SuggestedSeasonalWork(SW)

- **a. Assignments:** PreparetheassignmentonManagementofcollections and disbursement, Investment of Surplus cash.
- b. MiniProject:
- c. Other Activities(Specify):

ABM526CO-5: Developthe micro financecredit lending models:-association model, CommunityBanking model, Credit union model

ApproximateHours

Item	AppXHrs
Cl	3
LI	1
SW	2
SL	2
Total	08

SessionOutcomes (SOs)	Laboratory Instruction (LI)	ClassroomInstruction (CI)	SelfLearning (SL)
SO1.1 –Indentify the deep learning: Basic framework of neural nets, types of neural nets, computer vision, object detection and localization SO1.2- Identify the gradient descent optimization for loss function, regularization L1 and L2,	and implementdata visualization tools. LE1. 5.2 To study the significance of data visualizationin the context of data science	object detection and localization, gradient descent optimizationfor	Definition, Scopeand importance of



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

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

SO1.5- Apply the introduction to IoT. All the illustrations used in the syllabus of Data Sciencein 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. convolutionneural nets. reinforcement neural net, concurrent net, introduction to I o T.All the illustrationsused in the syllabus of Data Science in Agribusiness will be primarily from agribusiness domains and R Studio will be used for practical purposes

5.1-Deep learning:Basic framework of neuralnets, types of neuralnets, 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 reinforcement neuralnet, concurrent introduction to I o T **5**.3- All the illustrations used in the syllabus of Data Science in Agribusiness will be primarily from agribusinessdomainsand R Studio will be used for practical purposes

SW-1SuggestedSeasonalWork(SW):

- a. Assignments:-PreparetheassignmentonDefinition,ScopeandimportanceofMicroFinance.
- b. MiniProject:
- c. Other Activities(Specify):



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

CourseOutcomes	Class Lecture (C l)	Laboratory Lecture(LI)	Seasonal Work (SW)	Self Learnin g (Sl)	Totalhour (C 1 + LI+ SW +S 1)
ABM526CO-1Describe the equipofagribusinesswith knowledge, skills and attitude for using data science toolsand 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
ABM526CO-3:Determineto 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
ABM526CO-5:Developthe micro finance credit lending models:-association model, Community Banking model, Credit union model	3	1	2	2	08
TotalHours	15	05	10	10	40

SuggestionforEndSemesterAssessment SuggestedSpecificationTable(ForESA)

СО	Unittitle	MarksDistribution		Total Marks	
		R	U	A	
CO-1	Unit I:Introduction to data science, evolution of datascience, 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, bigdata, business analytics, statistical learning, defining machinelearning, defining	02	03	00	05



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	artificial intelligence, datamining; difference between analysis and analytics, business intelligenceandbusiness 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, dummyvariables, 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, randomforest, ensemblemethods, k-foldcrossvalidation, 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



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	ARMAandARIMA).				
CO-5	Unit-5.0 Deep learning: Basic framework of neural nets, types of neuralnets, computervision, object detection and localization, gradient descent optimization for loss function, regularization	00	03	02	05
	Total	06	24	20	50
Laboratory work	DescriptionofMarks				
1	LabworksAssignment	-	-	-	35
2	Viva-voce	-	-	-	10
3	Attendance	-	-	-	05
	Total				50

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

Theendofsemester assessment for IntroductiontoPortlandcement willbeheldwithwrittenexamination of 50 marks

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

SuggestedInstructional/Implementation Strategies:

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



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SuggestedLearningResources:

S.	Title	Author	Publisher	Edition&
No.				Year
01	ManningEarlyAccess Program. Version 1	DeepLearning withR.MEAP Edition	Manning Publication	2017
02	AnIntroductiontoStatistical Learning with Application.	JamesRG,Witten D, Hastie T and TibshiraniR.2017	Springer Publication	.2017 TenthEdition
03	MachineLearningWithTensor flow: A Deeper Look At MachineLearningWithTensor Flow	MillsteinF.2018.	FrankMillstein	2018
04	IntroductiontoDataScience	StantonJ.	SAGE Publications, Inc.	2012

CurriculumDevelopmentTeam:

- 1. Dr.S.S.Tomar, Dean Faculty of Agriculturescience and technology.
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Cos,POsandPSOsMapping Course Code:-ABM 526

Course Title: -Business Analytics for Agriculture

Progra	amOuto	comes										ProgramSp	ecific Outcor	ne	
PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO1	PSO2	PSO3	PSO4
Man	Pro	Mod		Indivi	Com	Proi	Busi	Life-		Entr		Abilityto	Abilityto	Inculcate	Ability
						_						_	•		touse
		_						_		_				1	the
												and	today	to ensure	research
												business	business	effective	based
												skilledfor	operationa	performa	innovati
												developme	lproblems	nce in	ve
												ntof	and	the	knowled
												business	startup	dynamic	gefor
												growth	developm	socio-	sustaina
														economi	ble
												available	_		develop
												resources			mentin
													*	ecosyste	agribusi
														m	ness
														-	growth
															and
															develop
															S
													_		
													without	aligned	
		PO1 PO2 Man Pro ageri ble al m know anal	Man Pro Mod ageri ble ern al m tool know anal usag	PO1 PO2 PO3 PO 4 Man Pro Mod Ethi ageri ble ern cs al m tool know anal usag	PO1 PO2 PO3 PO PO5 Man Pro Mod Ethi Indivi ageri ble ern cs dual al m tool and know anal usag team	PO1 PO2 PO3 PO PO5 PO6 Man Pro Mod Ethi Indivi Com ageri ble ern cs dual muni and catio know anal usag team n	PO1PO2PO3PO 4PO5PO6PO7ManPro Mod 2Ethi Indivi Com Proj ageri ble ern cs dual muni ect al m tool know anal usagand catio man age	PO1 PO2 PO3 PO PO5 PO6 PO7 PO8 Man Pro Mod Ethi Indivi Com Proj Busi ageri ble ern cs dual muni ect ness al m tool and catio man decis know anal usag team n age ion ledge ysis e work ment maki and ng finan	PO1 PO2 PO3 PO 4 PO5 PO6 PO7 PO8 PO9 Man Pro Mod Ethi Indivi Com Proj Busi Lifeageri ble ern cs dual muni ect ness long and catio man decis learn ing ledge ysis e work ment and ng finan	PO1 PO2 PO3 PO 4 PO5 PO6 PO7 PO8 PO9 PO1 O O O O O O O O O O O O O O O O O O	PO1 PO2 PO3 PO 4 PO5 PO6 PO7 PO8 PO9 PO1 1 Man Pro Mod Ethi Indivi Com Proj Busi Life- Envi Entrageri ble ern cs dual muni ect ness long ron epre al m tool and catio man decis learn ment neur know anal usag team n age ion ing and ial ledge ysis e work ment maki and ng finan lity ties	PO1 PO2 PO3 PO 4 PO5 PO6 PO7 PO8 PO9 PO1 PO1 2 Man Pro Mod Ethi Indivi Com Proj Busi Life- Envi Entr Glob ageri ble ern cs dual muni ect ness long ron epre al and catio man decis learn ment neur outlo know anal usag ledge ysis e work ment and ng finan ng lity ties	PO1 PO2 PO3 PO 4 PO5 PO6 PO7 PO8 PO9 PO1 PO1 PO1 2 Man Pro Mod Ethi Indivi Com proj Busi Life- Envi Entr Glob Abilityto ageri ble ern cs dual muni ect ness long ron epre al apply and team n age ion ment and ledge ysis e work ment and finan ce lity ties PO1 PO2 PO3 PO PO5 PO6 PO7 PO8 PO9 PO1 PO1 PO1 2 Rand Pro Mod Ethi Indivi Com proj Busi Life- Envi Entr Glob Abilityto apply managerial ing and ial susta oppo inabi rtuni lity ties PO3 PO4 PO1 PO1 PO1 PO1 PO1 PO1 PO1 PO1 III PO1 III PO1 III PO1 III POI	PO1 PO2 PO3 PO 4 PO5 PO6 PO7 PO8 PO9 PO1 D	POI PO2 PO3 PO 4 PO5 PO6 PO7 PO8 PO9 PO1 1 2 PSO1 PSO2 PSO3 Man Pro Mod ageri ble ern tool know anal ledge ysis e e Po5 Po5 Po6 Po7 Po8 Po7 Po8 Po7 Po8 Po7 Po8 Po9 Po1 Do 1 PO1 PSO1 PSO1 PSO2 PSO3 Busi Life long necs long man decis and susage ledge Po7 Po8 Po9 Po1 Do 1 PSO1 PSO1 PSO1 PSO2 PSO3 Busi Life long nemt and susage proactive thinking to ext on man decis and finan ce Po7 Po8 Po9 PO1 Do 1 PSO1 PSO1 PSO1 PSO2 PSO3 Abilityto and and susage business skilledfor developme ntof developme ntof developme withthe available resources performance in the dynamic sand business growth withthe available resources provide economic alsolution to entreprene entreprene the decide goal pst oday to ensure effective performance in the dynamic sand business ecosyste economic alsolution to entreprene entreprene and business growth developme ntof evelopme available resources performance thedecide andskill sets



														compromi sing ethical value	with the national priorities	
ABM526CO-1 Describe the equip of agribusiness withknowledge, skills and attitude for using data science tools and techniques	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM526CO- 2: Operate the using of statistical analyticaltools foranalysisof research problems	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM526CO- 3: Determine to supervise machinelearning 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

ABM526CO-	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
4: Asses to																
supervised																
machinelearning																
and																
deep learning																
and basic frame																
work of																
application of																
linear																
discriminate																
analysis																
ABM526CO-	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																
Bankingmodel,																
Credit union																
model																

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



Course Curriculum Map: Business Analytics for Agriculture

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning(SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	ABM526CO-1 Describe the equip of agribusiness with knowledge, skills and at titude for using data science tools and techniques	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.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	ABM526CO-2: Operate the using of statistical analytical tools for analysis of researchproblems	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.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	ABM526CO-3: Determine to supervise machine learning and basic frameworkof application of regressionanalysis.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Vnit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behaviour — Emotions, Personality, Values, Attitudes, Perception, Learning and individual decisionmaking, Motivation-Typesof	Asmentionedinpage number



PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	ABM 526 CO-4: Assestosupervised machinelearningand deep learning and basicframeworkof application of linear discriminateanalysis	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	motivation, theories of motivate motivational practices at workple managing stress and work life balance 3.1,3.2,3.3. Unit-4.0 Group dynamics- types of groups, g formation, Group decision make teambuilding and develop collaboration, leadership styles influenceprocess; leadershiptheories, leadershipstylesandeffectiveleader 4.1,4.2,4.3.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	ABM 526 CO-5: Develop the micro financecreditlending models:-association model, Community Banking model, Credit union model	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-5.0 Understanding and mana organizational culture, positional and political behavior in organizations, conflict Management, negotiate managing organizational change, concept of organizational development. 5.1,5.2,5.3.	ower ion,



CourseCode:PGS503

CourseTitle: IntellectualPropertyandItsManagementinAgriculture

Pre- requisite: To teach the physiology of Intellectual Property and Its Management in Agriculture Rationale: Themainobjective 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 forwealth and valuecreation in a knowledgebased economy.

Courseoutcomes:

PGS503.1:Students willbeabletounderstandHistorical perspectives and need fortheintroduction of Intellectual Property Right.

PGS503.2: Studentswill be able to understand National Biodiversity protection initiatives. Convention on Biological Diversity

PGS503.3: Studentswill be able to understand Research Collaboration Agreement, License agreement **SchemeofStudies:**

Boardof Study	Course				Schemeofstudies (Hours/Week)			Total Credits(C)
	Code	Course Title	Cl	LI	SW	SL	Total Study Hours(CI+LI+ SW+SL)	
Program Core (PGS)	PGS503	Intellectual PropertyandIts Managementin Agriculture	1	0	1	1	3	1

Legend:

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

LI:LaboratoryInstruction(IncludesPracticalperformances inlaboratory workshop, fieldor other locationsusing different instructional strategies)

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

SL: Self Learning,

C:Credits.

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

SchemeofAssessment: Theory

		Course		Sc	hemeofAs	sessment(Marks)		
		Title		P	rogressive	Assessmer	nt(PRA)	End Semester	Total
Board of Study	Course Code		5 marks	1 0502	(PA)	Class Attenda nce (AT)	Total Marks (CA+CT+ PA+AT)	Assessme nt \ (ESA)	Mar ks (PRA +ESA)



Item

AppXHrs

PGS	Manag	ty lts e in	40	0	5	50	50	100	
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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 503.1: Students will be able to understand Historical perspectives and need for the

introduction of Intellectual Property Right. **Approximate Hours**

		LI		0
		CIII		-
		\mathbf{SW}		01
		SL		02
		Total		07
Laboratory Instruction(LI)			Self	F-Learning(SL)
	for the intro	and need oduction of	benef	its.
_	•	Instruction(LI) Instruction Unit-1.0 perspectives for the intro	Laboratory Classroom Instruction(CI) Unit-1.0 Historical perspectives and need for the introduction of	Laboratory Classroom Instruction(CI) Unit-1.0 Historical perspectives and need benefit

	Instruction(L1)	Instruction(C1)	
SO1.1 Student will		Unit-1.0 Historical	1. RoleofIPRandits
understand the Historical		perspectives and need	benefits.
perspectives and need for		for the introduction of	
the introduction of		Intellectual Property	2. RoleofTRIPSand
IntellectualPropertyRight.		Right regime; TRIPs	its benefits
		and various provisions	
SO1.2 Student will		in TRIPS Agreement;	
recognizetheTRIPsand		Intellectual Property	
various provisions in		and Intellectual	
TRIPS Agreement.		Property Rights (IPR),	
		benefits of securing	
SO1.3 Student will		IPRs.	
understand different		Historical perspectives	
IntellectualPropertyand		and need for the	
Intellectual Property		introduction of	
Rights(IPR),benefitsof		Intellectual Property	
securingIPRs		Right regime.	
		TRIPs and various	
		provisions in TRIPS	
		Agreement.	
		IntellectualProperty	
		and Intellectual	
		PropertyRights (IPR).	
		Benefits of securing	
		IPRs.	



SW-1SuggestedSeasonalWork(SW):

a. Assignments:

 $I. \quad \ \ Preparation of file and write the role of IPR and TRIPS and their purpose.$

PGS503.2:StudentswillbeabletounderstandNationalBiodiversityprotectioninitiatives. Convention on Biological Diversity.

ApproximateHours

1.1	
Item	AppXHrs
Cl	06
LI	0
SW	02
SL	03
Total	11

SessionOutcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
SO2.1 Students will		Unit-2 Indian	1. BasicIndian
understand the Indian		Legislations for the	Legislature.
Legislations for the		protection of various	2. Plantvarietiesand
protection of various		types of Intellectual	farmers' rights act
types of Intellectual		Properties; Fundamentals	(2001).
Properties; Fundamentals		of	, ,
of patents, copyrights,		patents, copyrights,	3. Biodiversityact
geographicalindications,		geographicalindications,	(2002)
designs and layout		designs and layout,	
		tradesecrets 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		ownershipandperiodof	
Protectable subject		protection.	
matters, protection in		Indian Legislations for	
biotechnology,		the protection of various	
protection of other		types of Intellectual	
biological materials,		Properties.	
ownershipandperiodof		Fundamentalsofpatents,	
protection.		copyrights,	
		geographicalindications,	
		designs andlayout.	
		tradesecretsand	
		a adosoci otsana	



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.

SW-2Suggested Seasonal Work (SW):

Assignments:

- I. NoteonPlantvarietiesandfarmers'rightsact (2001).
- II. NoteonBiodiversityact(2002).

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

ApproximateHours

Item	AppXHrs
Cl	05
LI	0
SW	02
SL	01
Total	08

SessionOutcomes(SOs)	Laboratory	Classroom	Self-Learning		
	Instruction(LI)	Instruction(CI)	(SL)		
SO3.1Studentswillidentify theNationalBiodiversity protectioninitiativesand ConventiononBiological Diversity. SO3.2Studentswill understandtheInternational TreatyonPlant Genetic ResourcesforFoodand AgricultureandLicensingof technologies. SO3.2Studentswill understandtheMaterial transferagreements,		Unit-3: National Biodiversity protection initiatives; Convention on Biological Diversity; International TreatyonPlantGenetic ResourcesforFoodand Agriculture; Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement. National Biodiversityprotection initiatives. Conventions on Biological Diversity.	1.PlantGenetic Resources.		



Research collaboration	International Treatyon
AgreementandLicense	PlantGeneticResources
Agreement.	for Food and
	Agriculture.
	Licensing of
	technologies and
	Material transfer
	agreements.
	Research collaboration
	AgreementandLicense
	Agreement.

SW-3Suggested Sessional Work (SW):

- a. **Assignments**:
- i. NoteonPlantGeneticResources.
- ii. NoteonNationalBiodiversityprotectioninitiatives



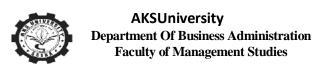
${\bf Briefof Hours suggested for the Course\ Outcome:}$

Course	Course Outcomes	Class	Sessional	Self-	Total hour
outcome		Lecture	Work(SW)	Learning	(Cl+SW+Sl)
		(Cl)		(Sl)	
CO-01	Students will be able to	04	01	02	07
	understand Historical				
	perspectives and need for the				
	introduction of Intellectual				
	Property Right.				
CO-02	Students will be able to	06	02	03	11
	understandNationalBiodiversity				
	protection initiatives.				
	ConventiononBiological				
	Diversity.				
CO-03	Students will be able to	05	02	01	08
	understand Research				
	collaboration Agreement,				
	Licenseagreement.				
	Total	15	05	06	26

SuggestionforEndSemesterAssessment SuggestedSpecificationTable(ForESA)

CO	UnitTitles		rksDistribut	ion	Total
		R	U	A	Marks
CO 1	Unit-1.0Historical 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; Licensingoftechnologies, Material transfer agreements, Research collaboration Agreement, License Agreement.	05	03	02	10

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



Theendofsemester assessmentfor **IntellectualPropertyandItsManagementinAgriculture** will be held with written examination of 50 marks

Note. Detailed Assessment rubricneedtobepreparedbythecoursewiseteachers for abovetasks. Teachers canalso design different tasks as per requirement, for endsemester assessment.

Suggested Instructional/Implementation Strategies:

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

Suggested Learning Resources:

(a)Books:

S.No.	Title	Author	Publisher	Edition
1	Intellectual Property Rights	Erbisch FH and	CABI.	&Year 1998
1	in Agricultural		CADI.	1990
	Biotechnology	Marchare		
2	Intellectual Property Rights:	GanguliP	McGraw-Hill.	2001
	Unleashing Knowledge			
	Economy			
3	Intellectual Property Rights:		NRDC and	2001
	Key to New Wealth		Aesthetic	
	Generation		Technologies.	
4	StateofIndianFarmer.Vol.	Ministry of	Academic	2004
	V.TechnologyGeneration	Agriculture,	Foundation	
	and IPR Issues	GovernmentofIndia		
5	IntellectualPropertyRights	Rothschild Scott N	CABI	2003
	in Animal Breeding and	M		
	Genetics	and		

CurriculumDevelopmentTeam:

- 1. Dr.S.S.Tomar, Dean Faculty of Agricultures cience and technology.
- 2. ProfessorB.B.Beohar, DirectorPlanning, & DirectorExtension, A.K.S. University
- 3. Dr.V.K.Vishwakarma, HeadDepartment of Agricultural Economics, FAST
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AKSUniversity DepartmentofAgribusinessManagement FacultyofManagementStudie

Cos,POsandPSOsMapping Course Code:-PGS 503

Course Title: -Intellectual Property and Its Management in Agriculture

Course	Progra	amOuto	comes										ProgramSp	ecific Outco	me	
Outcomes	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO1	PSO2	PSO3	PSO4
	Man ageri al know ledge	Proble m anal ysis	Mod ern tool usag e		Indivi dual and team work	Com muni catio n	Project man age ment and finan ce	Busi ness decis ion maki ng	Life- long learn ing		Entrepre neur ial oppo rtuni ties		Abilityto apply managerial and business skilled for developme nt of business growth withthe available resources	Abilityto understand the day to day business operational problems andstartup developme ntof agribusines sand provide economical solutionto enhance thedecide goal without compromis	Inculcate proactive thinkingto ensure effective performan ce in the dynamic socioeconomic and business ecosystem entrepren eurial approach andskill sets aligned withthe	Ability to use the research based innovati ve knowled ge for sustaina ble develop ment in agribusi ness growth and
CO-1 Student will be able to understand	3	1	1	2	1	1	1	2	3	2	1	3	3	ingethical value	national priorities	develop s

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Historical																
perspectives and																
need for the																
introduction of																
Intellectual																
PropertyRight.																
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.	1				1	1										

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



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Course Curriculum Map: Intellectual Property and Its Management in Agriculture

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning(SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-1 Students will be able to understand Historical perspectives and need fortheintroduction of Intellectual Property Right.	SO1.1 SO1.2 SO1.3		Unit-1.0Historical perspectives and need for the introduction of Intellectual Property Right regime; TRIPs and various provisions in TRIPS Agreement; Intellectual Propertyand Intellectual PropertyRights (IPR), benefits of securing IPRs. 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	CO-2 Students will be able to understand National Biodiversity protection initiatives. Convention on BiologicalDiversity.	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	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-3 Students willbe 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	Asmentionedinpage number



CourseCode:PGS504

CourseTitle:BasicConceptsinlaboratorytechniques

Prerequisite: Nospecific 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.

CourseOutcomes:

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.

SchemeofStudies

Board	Course	CourseTitle	SchemeofStudies (Hours/Week)					Total
Of	Code		CI	LI	SW	SL	TotalStudy	Credit(C)
Study							Hours	
NC	PGS504	BasicConcepts	00	2	00	00	2	01
		in Laboratory						
		Techniques						

Legend:

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

LI:LaboratoryInstruction(IncludesPracticalperformancesinlaboratoryworkshop, field

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

SL:SelfLearning,

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:

Practical

Board	Cours	Course	SchemeofAssessment(Marks)							
of	e	Title	ProgressiveAssessment(PRA)						End	Total
Study	Code		Class/Ho	ClassTest	Semi	Class	Clas	Total	Sem	Mark
			me	2	naro	Activit	S	Marks	este	S
			Assignm	(2bestout	ne	y	Atte	(CA+CT+	r	(PR
			ent 5	of3)		anyon	nda	SA+	Asse	A +
			number3	10marks		e	nce	CAT+AT)	ssm	ESA)
			marksea	each(CT)		(CAT			ent	
			ch(CA)			(CAI			(ES	
)	(AT)		A)	
							(AT)			
							(AI)			

NC	PGS5	Basic				100	100
	04	Conceptsin					
		Conceptsin Laboratory					
		Techniques					
		-					

Course-CurriculumDetailing:

Laboratorytechniques areimportant for anypersonconductinganexperiment. Everyprocedureneeds to becomplete withaccuracyandprecision withproper safetymeasures. Student willunderstandthesafety anddetails ofworkinginscientificlaboratory. Student willfamiliarizewithvarious instruments andtheir 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 baseinteraction. Also, student will learn about Procedural outline of various experiments. Student will learn about Basics ofplant tissue culture and seed viability testing

ApproximateHours

Item	AppxHrs
CI	00
LI	30
SW	00
SL	00
Total	30

SessionOutcomes	Laboratory	Classroom	Self-Learning(SL)
(SOs)	Instructions(LI)	Instructions(CI)	_
SO.L1Identifysafety	L1.Safetymeasures		
measureswhileinLab	whileinLab;		
SO.L2Recognizeuse	L2.Useofburettes,		
ofglasswares.	pipettes, measuring		
SO.L3Discover	cylinders, flasks,		
handlingof	separatoryfunnel,		
glasswares.	condensers,		
SO.L4Recognize	micropipettesand		
Dryingofsolvents/	vaccupets;		
chemicals;	L3.Washing,drying		
SO.L5Describe	andsterilizationof		
workingwith	glassware;		
chemicals.	L4.Dryingof		
SO.L6Describe	solvents/chemicals;		
workingwith	L5.Handlingof		
solutions.	chemical substances;		

SO.L7Articulatethe	Weighing and	
technique of	preparation of	
formulatingdosesof	solutionsofdifferent	
agrochemicalsSO.L8	strengths and their	
Discover	dilution;	
handlingtechniquesof	L6.Handling	
solutions	techniquesof	
SO.L9 Identify the	solutions;	
handlingofacidand	L7. Preparation of	
bases	different agro-	
SO.L10Discoverthe	chemicaldosesinfield	
formulationofbuffer	and pot applications;	
and solutionsof	L8. Preparation of	
specific pH.	solutions of acids;	
SO.L11 Identify the	L9.Neutralisationof	
useoflabinstruments	acid and bases;	
SO.L12 Recognize	L10.Preparationof	
and categorize the	buffersofdifferent	
media requirements	strengths and pH	
and its types	values;	
SO.L13 Discover the	L11.Useandhandling	
methods and	ofmicroscope,laminar	
applicationofviability	flow, vacuum pumps,	
of germplasm	viscometer,	
SO.L14 Illustrate	thermometer, magnetic	
procedure for plant	stirrer, micro-ovens,	
tissueculture SO.L15	incubators, sandbath,	
Recognize	waterbath, oilbath;	
floweringplantbyits	Electric wiring and	
taxonomical	earthing;	
description	L12. Preparation of	
	mediaandmethodsof	
	sterilization;	
	L13.Seedviability	
	testing, testing of	
	pollen viability; L14.Tissuecultureof	
	crop plants;	
	L15. Description of flowering plants in	
	botanical terms in	
	relationtotaxonomy	
	Totationiotaxonomy	

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

CourseOutcomes	ClassLecture(CL)	Sessional Work(SW)	Self- Learning (SL)	Total hour (CL+SW+SL)
Basic Concept of LaboratoryTechniques	0+30	0	0	30

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

CO	UnitTitles	Marks	Distribu	tion	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; Tissuecultureof 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	Editionand Year
01	Laboratory Techniquesin Organic Chemistry	JerryR. Mohrig, DavidG.Alberg, andGretchenM. Adams	W.H.Freemanand Company.	2014
02	Biotechnology: Expanding Horizons	BDSingh	Kalyani Publishers	2005

Second Semester

CourseType	Course	CourseName	Numberofcredits			Credit
	Code		Lecture	Tutorial	Practical	
			(L)	(T)	(P)	
Training	ABM-	Summer	0	0	1	1
	595	Training/				
		Industrial Attachment				
Course	1. Identify th	e opportunity todevelo	n poskillinfielde	of interestfor	ı ragribusines:	S
Outcome	professionals					
	*	nebusinessskillsin com	nmunication.t	echnology.a	uantitative	
	reasoning, an			5511101087,4		
		gaining vitalwork – re	lated experier	nce and build	ling strong r	esume
		eer with develop resea				
	_	he organizational leve		rograms toh	elpbuild the	
	1	eer and personality	<i>O</i> 1	C	1	
		neabilityunderstanding	gandmanaging	thoughtfor 1	MBA(Agri	
		agement)studentslook			. •	
Topics	INTRODUC	ΓΙΟΝ				
Covered	TRAINNING	&ITSIMPORTANC	E:-			
	Summer train	ning / Industrial attacl	hment is forn	nal academic	c programs	designed
	and conduction	on to provide practica	l experience	in real work	d environme	nt of the
	agribusiness	students. Training pro	ograms are u	tilized in a	number of	different
	career fields	including, economic	cs, advertisin	g and man	y more. Du	ring the
	summer Trai	ning / industrial attacl	hment studen	t may attach	ed in the ind	dustry or
	industrial can	npus and have to be tr	ained about the	he business	activitiesand	develop
	the handling	skillof business manag	gement			
	OBJECTIVI	ES:-				
	The major ob	jectives ofsummer tra	ining / indust	rialattachme	nt are:-	
	Toprovidestu	dentsopportunitytodev	velopskillsintl	he fieldofint	erest.	
	To assiststud	entsingaining vitalwor	k –related ex	perience and	l building str	rong
	bright career.					
	Oneof thema	inobjectivesof aninteri	nshipistoexpo	seforparticu	larjob or pro	fession or
	industry.					
	.Togetawarer	nessaboutthevariousjol	oopportunities	s. Perceiveco	ommunicatio	onal skills
	and organizat	ional 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.
- 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 beapplied to connect the industry or company i.e. direct communicate by university authority to the industry /company or either liosoning officersor department for organize of the summer training programmer /industry attachment.
- 5. Summer / attachment program will be organized which have mandatory Physical participation of studentas well as company authority



CourseCode:-ABM509

CourseTitle:-InternationalTradeinAgriculturalProducts

 $\label{lem:precequisite:-Studentshouldhave basic knowledge of International Trade} \\ Precequisite:-Studentshould have basic knowledge of International Trade \\ Precequisite:-Studentshould have be$

Rationale: -A applied Management Of International Trade in Agricultural Products course is to give the understanding of Cooperative management. International trade in agricultureisgoverned 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.

CourseOutcomes:

ABM 509CO-1 Expose the basic concepts of International trade with reference to WTO and International agreements on Agriculture.

ABM 509 CO-2. Applyto use different international trade technique and tools in international trade.

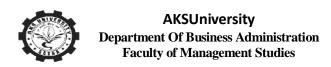
ABM509CO-3. Assess the practices of trade and foreign trade of a gribusiness commodities. **ABM 509 CO-**4 Develop a clear understanding about the significant regulations and policy measures for International Trade.

ABM 509CO-5 Analyze to the international demand and supply with implication of foreigntrade.

Schemeofstudies

Board of	Cours eCode	CourseTitle	Schemeofstudies(Hours/Week)					Tot al
Study			C	L I	SW	S L	TotalStudy Hours (CI+LI+SW+ SL)	Cre dits (C)
Progra mCore (PCC)	ABM 509	International Trade in AgriculturalProducts	02	00	02	01	05	0

Legend:CI:Classroom Instruction (Includes differentinstructional 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.

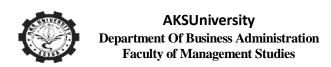
Note:SW&SLhastobeplannedand performed underthecontinuousguidanceand feedbackof teacher to ensure outcome of Learning.

SchemeofAssessment:

Board	Cours	CourseTitle		SchemeofAssessment(Marks)							
of Study	e Code	ProgressiveAssessment(PRA)				ProgressiveAssessment(PRA)					
Study	Code		Class/ Home Assig nment 5 numbe r 3 marks each (CA)	Class Test 2 (2 best outof 3) 10 mark s each (CT)	Semi nar one (SA)	Class Activi tyany one (CAT)	Class Atten dance (AT)	Total Marks (CA+C T+SA+ CAT+ AT)	Seme ster Asses smen t (ESA	Mark s (PRA + ESA)	
(PCC)	AB M 509	International Trade in Agricultural	15	20	5	5	5	50	50	100	
	309	Products									

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the courseand session levels, whichstudents 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.



$ABM509CO\hbox{-}1Expose the basic concepts of International trade\ with reference\ to WTO and$

International agreements on Agriculture.

Approximate Hours

Item	Appxhrs
Cl	06
LI	0
SW	02
SL	02
Total	10

SessionOutcomes (SOs)	Laboratory Instruction(LI)	ClassroomInstruction (CI)	Self Learning(SL)
SO1.1- Brief	LE1.1-	Unit-1.0 International trade—	1.1-Prepare
Introduction about		basic concepts, WTO and its	the
InternationalTrade		implications for Indian	assignment
SO1.2-Definethe		economy in general and	
WTO		agriculture sector in particular.	
SO1.3 - Describe the		1.1-International Trade	
Function of WTO		1.2-WorldTradeOrganization	
SO1.4- Describe the		1.3- Implications of WTO	
Implications of WTO		1.4-RoleofWTO	
for Indian economy		1.5-Agriculture sector in	
SO1.5 Given the		particular	
Importance of WTO		1.6-ImpoertanceofWTO	

- a. Assignments: Prepare the assignment on management function evaluation thought
- b. MiniProject:-
- c. OtherActivities(Specify):-

ABM 509 CO-2:Apply to use differentinternational trade technique and tools in international trade. Approximate Hours

Item	Appxhrs
Cl	06
LI	00
SW	02
SL	02
Total	10

SessionOutcomes (SOs)	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning (SL)
SO2.1–Introduceto network methods SO2.2 – Learned about the CPM and PERT SO2.3- Briefing about the Financial appraisal/evaluation techniques SO2.4- Explain abouttheNVP,IRR, B:C SO2.5–Explainthe Pay Back Period, Project control and informationsystem	LE2.1	Unit-2.0 - Apply to use different international trade technique and tools in international trade. 2.1—NetworkAnalysis 2.2-CPMand 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 – Preparethe assignment

- a. Assignments: Preparethe Assignment on given topics.
- **b. Mini Project:** Prepare a project report of different function of management used inanycase study
- c. OtherActivities(Specify):



ABM 542 CO-3: Assess the practices of trade and foreign trade of agri business commodities ApproximateHours

Item	Appxhrs
C1	06
LI	00
SW	02
SL	02
Total	10

SessionOutcomes	Laboratory	ClassroomInstruction	SelfLearning (SL)
(SOs)	Instruction(LI)	(CI)	
SO3.1–Define to the agri entrepreneurship SO3.2 – Briefing the Entrepreneurial DevelopmentModels SO3.3- Discuss the Successful Modelsin 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 businesscommoditytrade practices. 3.1-Foreigntrade 3.2-Importanceofforeign trade 3.3-Absolute and comparative advantage 3.4- Foreign trade of India 3.5-Agri business commodity 3.6- Cases on agri businesscommoditytrade practices	3.1Preparethe assignment

- a. Assignments: Preparetheassignmenton individual or organizational behaviors
- b. MiniProject: Prepareaproject reportofdifferent functionofmanagement usedinanycase study
- c. OtherActivities(Specify):

ABM509CO-4:Developa clear understanding about the significant regulations and policy measures for International Trade.

Approximate hours

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

SessionOutcomes	Laboratory	ClassroomInstruction	SelfLearning
(SOs)	Instruction(LI)	(CI)	(SL)
SO4.1 –Identify the India's balance of payments SO4.2 - Briefingthe inter regional and international trade SO4.3-Apply the tariffs and trade control SO4.4- Briefing the exchange rate	LE1.1-	Unit-4.0 India's balance of payments; inter regional Vs international trade; tariffs and trade control; exchange rate; the foreign trade multiplier. 4.1-Balanceofpayments 4.2- India's balance of payments 4.3-Inter regional Vs international trade	1.1-Prepare the assignment
SO4.5–Explain the foreign trade multiplier		4.4-Tariffsandtrade control4.5-Exchangerate4.6-Foreigntrademultiplier	

- . Assignments: Prepare the assignment on Group decision making, team building and developing collaboration
- **b. MiniProject:**Prepareaproject reportofleadershipstylesand influenceprocess;leadership theories, leadership styles and effective leader
- c. OtherActivities(Specify):

ABM509CO-5:Analyze to thein ternation aldemand and supply with implication of foreign trade. Approximate Hours

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

SessionOutcomes (SOs)	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning (SL)
SO5.1 –Define the Foreign demand SO5.2-Briefingthe supply side analysis SO5.3- Discuss about the implications for developing countries SO5.4- Discuss about the , market entrymethods 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-Supplysideanalysis 5.3-Opportunitycost 5.4-Implicationsfordeveloping countries 5.5-Marketentrymethods 5.6-Procedures & documentations	1.1-Prepare the assignment

- a. Assignments: Preparetheassignment on individual or organizational behaviors
- b. MiniProject: Prepareaproject reportofdifferent functionofmanagement usedinanycase study
- c. OtherActivities(Specify):

Brief of Hourssuggested for the Course Outcome

CourseOutcomes(ABM-509)	Class Lecture (C l)	Laborat ory Lecture (L I)	Sessional Work (SW)	Self Learnin g (SI)	Total hour (Cl+ LI+SW +Sl)
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 andforeign trade of agri businesscommodities.	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
TotalHours	30	00	10	10	50

Suggestion for End Semester Assessment

SuggestedSpecificationTable(ForESA)

CO	Unittitle	Mark	MarksDistribution					
		R	U	A	Marks			
CO-1	Unit-1.0 International trade—basic concepts,	2	2	2	06			
	WTO and its implications for Indian							
	economyingeneraland 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, for eightrade of							
	India. Cases on agribusiness commodity							
	trade practices.							
CO-4	Unit-4.0 India's balance of payments; inter	2	5	5	12			
	regional Vs international trade; tariffs and							
	trade control; exchange rate; the foreign							
	trademultiplier.							
CO-5	Unit-5.0 Foreign demand, supply side	2	6	6	14			
	analysis, opportunity cost, trade and							
	factories, implications for developing							
	countries, market entrymethods, procedures							
	&documentations.	10	20	20	50			
	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 canalso design differenttasks as perrequirement, for endsemester assessment.

${\bf Suggested Instructional/Implementation Strategies:}$

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

- 5. Visittofinancialinstitutions
- 6. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 7. Brainstorming

SuggestedLearningResources:

S. No.	Title	Author	Publisher	Edition &
01.	StudymaterialsbytheCenterfor WTO Studies	TheFutureof IndianAgricul ture	ITPO, New Delhi	Year 2016
02.	International Trade and Food Security	Brouwer F andJoshiPK	LEI - Wageningen UR, The Netherlands	2016

CurriculumDevelopmentTeam:

- 1. Dr.S.S.Tomar, Dean Faculty of Agriculturescience and technology.
- 2. ProfessorB.B.Beohar, DirectorPlanning, &DirectorExtension, A.K.S. University
- ${\it 3.\ Dr. V. K. Vishwakarma, Head Department of Agricultural Economics, FAST}$
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Cos,POsandPSOsMapping Course Code:-ABM 509

Course Title: -International Trade in Agricultural Products

Course	Progra	amOut	comes										ProgramSp	ecific Outc	ome	
Outcomes	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO1	PSO2	PSO3	PSO4
	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 enhance	entrepre neurial	develop
														thedecide	approac	S
														goal	h and	
														without	skillsets	
														comprom	aligned	
														ising	withthe	
														151115	national	
															iidti\(\)iidi	

														ethical value	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 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 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

${\bf Course Curriculum Map:} International Trade in Agricultural Products$

POs&PSOs No.	COsNo.&Titles	SOs No.	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning(SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2,3,4,5	CO-1:Identifythe basic concepts of management and organizational behavior.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction to Management: Nature, ScopeandSignificanceofManagement, 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.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2,3,4,5	CO-2:Demonstrate theoverallview of variousmanagement functions, managerialskills andapproaches.	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.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2,3,4,5	CO-3: Applythe fundamentalsof individualandgroup behavior inthe organizational	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-3.0 Nature, Scope and Significance of OrganizationalBehavior; Foundations of Individual behaviour – Emotions, Personality, Values, Attitudes, Perception, Learning and individual	Asmentionedinpage number

PO1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2,3,4,5	cO-4: Analyzethe group decision making, teambuildingand developing collaborationand leadershipstyles.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	decisionmaking,Motivation-Typesof motivation, theories of motivation, motivational practices at workplace, managingstressandworklifebalance. 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9, 3.10,3.11. Unit-4.0Groupdynamics-typesof groups,groupformation,Groupdecision making,teambuildinganddeveloping collaboration,leadershipstylesand influenceprocess;leadershiptheories, leadershipstylesandeffectiveleader 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:Evaluatethe	SO1.1	Unit-5.0 Understanding and managing Asmentionedinpage
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	managingorganizationalchange, concept
	culture, power and		of organizational development.
	politicalbehavior		5.1,5.2,5.3,5.4,5.5,5.6.



CourseCode:-ABM542

CourseTitle:-Project Management and Agribusiness Entrepreneurship

Prerequisite:-Student shoul dhavebasic knowledge of ProjectManagement

Rationale: -A applied Management Of Project Management and Agribusiness Entrepreneurship course is to give the understanding ofproject management. Agri-entrepreneurship can be used as chiefremedy 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 cutdown the pressure on urban cities.

CourseOutcomes:

ABM 542 CO-1 Express to understand the fundamentals of project and project management. **ABM542CO-2**Applyto developaunderstandingofproject analysis and financial appraisal of projects.

ABM 542 CO-3 Contrasttoagri entrepreneurshipconceptand developedthevarious entrepreneurships.

ABM542CO-4Analyzeto developaunderstandingofagrientrepreneurshipopportunities and challenges.

ABM542CO-5 Developthe method of developing a agri basedventure through the support system available in the Indian scenario.

Schemeofstudies

Boardof Study	Course Code	CourseTitle	Sche	emeofs	studies(Hour		Total Credits
			Cl	LI	SW	SL	TotalStudy Hours (CI+LI+SW+ SL)	(C)
Program Core (PCC)	ABM 542	Project Management and Agribusiness Entrepreneurship	02	00	02	01	05	0

Legend:CI:ClassroomInstruction(Includesdifferent instructionalstrategies i.e.Lecture(L) and Tutorial (T) and others)

LI: LaboratoryInstruction(IncludesPracticalperformances inlaboratoryworkshop, 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	Cours	Course	Scheme	ofAsse	ssment	Mark	s)			
of	e	Title								
Study	Code		Progress	ProgressiveAssessment(PRA)					End	Total
			Class/ Home Assign ment5 number 3 marks each (CA)	Class Test2 (2 best outof 3) 10 marks each (CT)	Semi nar one (SA)	Clas s Acti vity any one (CA T)	Class Atten danc e (AT)	TotalMarks (CA+CT+S A+CAT+A T)	Seme ster Asses sment (ESA	l
(PCC)	AB M 542	Agribusines s Financial Manageme nt	15	20	5	5	5	50	50	100

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both atthe 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.



$ABM542CO\text{-}1Express to understand the fundamentals of project and project management.} \\ Approximate Hours$

Item	Appxhrs
C 1	06
LI	0
SW	02
SL	02
Total	10

SessionOutcomes	Laboratory	Class room	SelfLearning
(SOs)	Instruction(LI)	Instruction(CI)	(SL)
SO1.1- Brief	LE1.1-	Unit-1.0 Concept,	1.1- Prepare the
Introduction about		characteristics of	assignment
projects		projects, types of	
SO1.2-Definethe		projects, project	
project life cycle		identification, and	
SO1.3 -		Project's life cycle.	
Describethefinance		Project feasibility-	
functions		market feasibility,	
		technical feasibility,	
SO1.4-Describethe		financial feasibility,	
Project feasibility		and economic	
SO1.5 Given the		feasibility, social cost-	
project risk analysis		benefitanalysis,project	
		risk analysis.	
		1.1-Define project and	
		characteristics of	
		projects	
		1.2- Types of projects	
		1.3- Project's life cycle	
		1.4-Market feasibility,	
		technical feasibility	
		1.5-Financialfeasibility,	
		and	
		economic feasibility	
		1.6-Social cost-benefit	
		analysis, project risk	
		analysis	



SW-1 Suggested Seasonal Work (SW) :

- a. Assignments: Preparetheassignmenton management function evaluation thought
- b. MiniProject:-
- $c.\ Other Activities (Specify) :-$

ABM542CO-2Apply todevelop aunderstandingofproject analysis and financial appraisal of projects Approximate Hours

Item	Appxhrs
C 1	06
LI	00
SW	02
SL	02
Total	10

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning (SL)
SO2.1-Introduceto	LE2.1	Unit-2.0 - Network	2.1 –Prepare
network methods		Methods: Meaning,	the assignment
SO2.2-Learnedabout		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- Explainabout the		Financial	
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–NetworkAnalysis	
		2.2-CPMandPERT	

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

SW-1SuggestedSeasonalWork(SW):

- **a. Assignments:**PreparetheAssignment ongiventopics.
- **b. Mini Project:**Preparea project reportofdifferent function of management used inanycase study
- c. OtherActivities(Specify):

ABM542CO-3: Contrastto agrientrepreneurshipconceptand developed the various entrepreneurships

ApproximateHours

Item	Appxhrs
C 1	06
LI	00
SW	02
SL	02
Total	10

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning (SL)
SO3.1– Defineto the	LE3.1	Unit-3.0ConceptofAgri	3.1 Preparethe
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	
SuccessfulModelsin		Entrepreneur,	
AgroEntrepreneurship		Developmentofwomen	
Entrepreneur		entrepreneurship with	

SO3.4- Discuss the Developmentofwomen entrepreneurship SO3.5- Describe the Socialentrepreneurship	reference to SHGs, Social entrepreneurship 3.1-Agri Entrepreneurship: Objective 3.2-Introductiontoagri entrepreneurship 3.3-Entrepreneurial DevelopmentModels
	3.4- Successful Models inAgroEntrepreneurship Entrepreneur 3.5- Development of women entrepreneurship with reference to SHGs 3.6- Social entrepreneurship

SW-1SuggestedSessionalWork(SW):

- a. Assignments: Preparetheassignmenton individual or organizational behaviors
- **b. Mini Project:** Prepare a project reportofdifferent function of management used inanycase study
- c. OtherActivities(Specify):

$ABM542CO-4: Analyze to develop a understanding of a grient repreneurship opportunities \ and \ challenges.$

Approximatehours

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



AKSUniversity DepartmentofAgribusinessManagement FacultyofManagementStudies

SessionOutcomes	Lahawatawa	Class room	Colff coming
(SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning (SL)
SO4.1 –Identify the Inventions and Innovation SO4.2-Briefing the Environment	LE1.1-	Unit-4.0 Creativity, Innovation and Agro Entrepreneur: Inventions and Innovation, The EnvironmentandProcess of Creativity, Creativity	1.1-Preparethe assignment
and Process of Creativity SO4.3-Apply the Innovative Approaches to Agro Entrepreneurship SO4.4- Briefing the		and the Entrepreneur, Innovative Approaches to Agro Entrepreneurship, Business Incubation, Steps and Procedure to start a new business, Business Opportunitiesin different field of Agriculture and Allied Sectors.	
steps and Proceduretostarta new business SO4.5—Explain the Business Opportunities in different field of Agriculture and Allied Sectors		4.1-Creativity, Innovation and Agro Entrepreneur 4.2-:Inventionsand Innovation 4.3-Environment and Process of Creativity, Creativity and the Entrepreneur	
		4.4-Innovative Approaches to Agro Entrepreneurship 4.5- Steps and Procedure to start a new business 4.6- Business Opportunitiesindifferent fieldof Agriculture and Allied Sectors	

SW-1SuggestedSessionalWork(SW):

.Assignments: Preparethe assignment on Group decision making, teambuilding and developing collaboration

b. Mini Project: Prepare a project report ofleadership styles and influence process; leadership theories, leadership styles and effective leader

c. OtherActivities(Specify):



ABM542CO-5:Develop the method of developing a agribase dventurethroughthe support system available in the Indian scenario.

Approximate Hours

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

SessionOutcomes (SOs)	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning (SL)
SO5.1 –Define the	LE1.	Unit-5.0 Sources of	1.1- Prepare 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	LEI.	Financing, Structure and Government Policy Support: Estimating Financial Requirements, Preparation of DetailProject Report, Project Appraisal, Sources of Long- Term Financing, Working Capital 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, NABARDand 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 BankingInstitutions 5.4-IndustrialPolicy ResolutionsinIndia,	assignment



Incentives and Subsidies,
Schemes for Incentives
5.5- Government
Organizations- SIDO, DIC,
KVIC, NSIC, SIDBI,
NABARD
5.6- Role, SickIndustries
and their Up gradation
policymeasures

SW-1SuggestedSessionalWork(SW):

- a. Assignments: Preparetheassignmenton individual or organizational behaviors
- **b. Mini Project:**Preparea project reportofdifferent functionof management used inanycase study
- c. OtherActivities(Specify):

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

CourseOutcomes	Class Lecture (C l)	Laborat ory Lecture (LI)	Sessional Work (SW)	Self Learnin g (SI)	Total hour (C 1 + LI+ SW +S 1)
1.Expresstounderstand	06	00	02	02	10
thefundamentalsof project andprojectmanagement.					
2. Apply to develop a understanding of project analysisandfinancial	06	00	02	02	10
appraisalofprojects.	06	00	02	02	10
3.Contrast to agri entrepreneurship concept anddevelopedthevarious entrepreneurships.	00	00	02	02	10
4. Analyze to develop a understanding of	06	00	02	02	10
agrientre preneurship opportunities and					
challenges.					



5. Develop the method of	06	00	02	02	10
developing a agri based					
venturethroughthesupport					
system available in the					
Indian scenario.					
TotalHours	30	00	10	10	50

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unittitle	Marks	Distribu	tion	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/evaluationtechniques-discounted/no discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Paybackperiod, Project implementation; Cost overrun, Project control and information system.	2	3	3	08
CO-3	Unit-3.0ConceptofAgriEntrepreneurship: Objective, Introduction to agri entrepreneurship, Entrepreneurial DevelopmentModels,SuccessfulModelsin AgroEntrepreneurshipEntrepreneur, Development of women entrepreneurship with referencetoSHGs,Socialentrepreneurship	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 startanewbusiness, 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 inIndia, Incentives andSubsidies,				
	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

TheendofsemesterassessmentforIntroductiontoPortlandcementwillbeheldwith written examination of 50 marks

Note.DetailedAssessmentrubricneedtobepreparedby thecoursewiseteachersforabove 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. Visittofinancialinstitutions
- 6. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook,Twitter, Whatsapp, Mobile, Online sources)
- 7. Brainstorming



SuggestedLearningResources:

S.	Title	Author	Publisher	Edition
No.				& Year
01.	Business Planning and Entrepreneurial Management	DesaiV	Himalaya Publishing House,Mumbai	2016
02.	Managing a New Business Successfully	Ramachandar an K	GlobalBusiness Press, New Delhi	2004 8 th edition
03.	FundamentalsofEntrepreneurship and Small Business Management	Maheshwari SN & Maheshwari SK	Arora R and Sood SK	03 th edition 2003

CurriculumDevelopmentTeam:

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- 4. Dr. Ashutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST
- 5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.
- 6. ShriDeepnarayanMishra,TeachingAssociateDepartmentofAgriculturalEconomics,FAST
- $7. \ ShriRajeev Rav Suryavanshi, Lab Attendant Department of Agricultural Economics, FAST$



Cos,POsandPSOsMapping Course Code: - ABM 542

Course Title: - Project Management and Agribusiness Entrepreneurs hip

Course	ProgramOutcomes										ProgramSpecificOutcome					
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	Abilityto	Ability	Inculcat	Ability
	gerial	ble	ern	cs	vidu	mm	ect	ness	-	onme	prene	loutlo	apply	to	e	to use
	knowl	m	tool		al	unic	man	deci	long	nt	urial	ok	manageri	understa	proactiv	the
	edge	anal	usag		and	atio	age	sion	lear	and	oppor		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		skilledfor	day	toensure	innovat
					wor		and			ty			develop	business	effective	ive
					k		fina						ment of	operatio	perform	knowle
							nce						business	nal	ance in	dge for
													growth	problem	the	sustaina
													with the	s and	dynamic	ble
													available	startup	socio-	develop
													resources	develop	economi	ment in
														ment of	c and	agribusi
														agribusi	business	ness
														nessand	ecosyste	growth
														provide .	m	and
														economi	entrepre	develop
														cal	neurial	S
														solution	approac	
														to	h and	
														enhance	skillsets	
														the	aligned	
														decide	with the national	
														goal without	national prioritie	
														compro	prioritie	
														compro		



														mising ethical value	S	
CO-1: Express to understand the fundamenta ls ofproject 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 analysisand 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 conceptand	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3

developed																
the various																
entrepreneu																
rships.																
CO4:	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																
1 11																
challenges.																
CO5:	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO5:	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO5: Develop the method of	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO5: Develop the method of developinga	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO5: Develop the method of	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO5: Develop the method of developinga agribased venture	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO5: Develop the method of developinga agribased	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO5: Develop the method of developinga agribased venture	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO5: Develop the method of developinga agribased venture through the support system	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO5: Develop the method of developinga agribased venture through the support system available in	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO5: Develop the method of developinga agribased venture through the support system	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

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



Cos,POsandPSOsMapping Course Code:-ABM 542

${\bf Course Curriculum Map:} International Trade in Agricultural Products$

POs&PSOs	COsNo.&Titles	SOs No.	Laboratory	ClassroomInstruction (CI)	SelfLearning(SL)
No.			Instruction(LI)		
PO1,2,3,4,5,6	CO-1:	SO1.1		Unit-1.0 Concept, characteristics of projects,	Asmentionedinpage
7,8,9,10,11,12	Express understand	SO1.2		typesofprojects, projectidentification, and	number
	fundamentals	SO1.3		Project's lifecycle. Project feasibility-market feasibility, technical feasibility, financial	
PSO1,2,3,4,	projectand	SO1.4		feasibility, and economic feasibility, social	
5	management.	SO1.5		cost-benefit analysis, project risk analysis 1.1, 1.2, 1.3, 1.4, 1.5, 1.6.	
	to the of				
	project				
PO1,2,3,4,5,6	CO-2:	SO1.1		Unit-2.0 - Network Methods: Meaning,	Asmentionedinpage
7,8,9,10,11,12	Apply to develop a	SO1.2		Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review	number
	understanding of	SO1.3		Technique (PERT), Project scheduling and	
PSO1,2,3,4,	project analysis and	SO1.4		resource allocation. Financial	
5	financial	SO1.5		appraisal/evaluation techniques-	
	appraisalofprojects.			discounted/no discounted cash flows; Net	
				present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting	
				rate of return, Payback period,	
				Projectimplementation; Costoverrun, Project	
				control and information system. 2.1,2.2,2.3,2.4,2.5,2.6.	



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PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO3: Contrast to agri entrepreneurship concept	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
	and developed the various		entrepreneurship



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	entrepreneurships.		3.1,3.2,3.3,3.4,3.5,3.6.
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,	CO4: Analyze todevelop a understanding of agrientrepreneurship 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.
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO5: Develop the method of developing a agribased venture throughthesupport systemavailablein theIndianscenario.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-5.0SourcesofFinancing,Structureand Government Policy Support: Estimating FinancialRequirements, PreparationofDetail Project Report, Project Appraisal, Sources of Long-Term Financing, Working Capital Financing, Venture Capitalist, Finance from Banking Institutions, Industrial Policy ResolutionsinIndia,Incentivesand Subsidies,SchemesforIncentives, GovernmentOrganizationslikeSIDO,DIC, KVIC,NSIC,SIDBI,NABARDandtheir role,SickIndustriesandtheirUpgradation policymeasures 5.1,5.2,5.3,5.4,5.5,5.6.

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CourseCode: ABM528

CourseTitle: 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 ruralareas.

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, Marketfarm 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.

CourseOutcomes:

ABM 528 CO - 01 Apply critically analyze different Agricultural Extension approaches. **ABM528CO-02**AssestheAdvancesinExtension-CyberextensionandAgricultural Knowledge

Information System (AKISs) ITK.

ABM528CO-03Applythe fundamentalsofAdvances inExtension services and improving of extension efficiency.

ABM528CO-04Analyzethecontemporaryissue, IntellectualPropertyRights, and Extension delivery with ATIC, IVLP, Kisan Call Centres.

SchemeofStudies:

Categories			Schemeofstudies(Hours/Week)					Total
Of	CourseCode		Cl	LI	SW	SL	Total Study	Credits
curriculum		CourseTitle					Hours	(C)
							(CI+LI+SW+SL)	
PSC	ABM528	Agri Extension	1		1	1	3	1
		Management						

Legend:

 ${f CI:}$ ClassroomInstruction(Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI:Laboratory Instruction(IncludesPracticalperformancesinlaboratory workshop, field orother locations using differentinstructional strategies)

SW:SessionalWork(includesassignment,seminar,miniproject etc.),

SL:SelfLearning,

C:Credits.

Note:SW&SLhastobeplannedandperformedunder thecontinuousguidanceand feedback ofteacher to ensure outcome of Learning.

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Scheme of Assessment:

Catatog	Cours	CourseTitle	SchemeofAssessment(Marks)							
ories	e			ProgressiveAssessment(PRA)					End T	Tot
	Code		Home Assign ment5 numbe r 3 marks each	Test2 (2best	SA)	Activi tyany one	Attend ance	TotalMarks (CA+CT+SA+CAT+AT)	Seme ster Asses sment	al Ma rks
PUL	ABM 528	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 ClassroomInstruction (CI), LaboratoryInstruction (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 528CO-01Apply critical lyanalyze different Agricultural Extensionapproaches ApproximateHours

Item	ApproxHrs.
CI	3
LI	0
SW	1
SL	1
Total	5

SessionOutcomes(SOs)	Laboratory	Class room	SelfLearning(SL)
	Instruction(LI)	Instruction(CI)	
SO.1 Introduce the		Unit-1 Approaches of	Prepare the
Approaches of		AgriculturalExtension:A	assignment on
Agricultural Extension:A		critical analysis of	identification and
critical analysis of		different approaches of	documentation of
different approaches of		agriculturalextension	ITK,Integration
agriculturalextension.		Importance and	ofITKsystemin

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	-	
SO.2Assesthe	relevance of indigenous	research
Importance and	knowledge system,	formulation
relevance of	identification and	
indigenous knowledge	documentation of ITK,	
system.	Integration of ITKsystem	
SO.3 Inculcate	in research formulation,	
identification and	Concept of Agricultural	
documentation of ITK,	Knowledge and	
Integration of ITKsystem	Information System,	
in research formulation	Training of	
SO.4 Discriminate the	StakeholdersofAKIS	
Concept of Agricultural	1.1.Approaches of	
Knowledge and	Agricultural Extension: A	
InformationSystem	critical analysis ofdifferent	
SO.4 Discriminate the	approaches of	
Training of	agriculturalextension	
StakeholdersofAKIS	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,	
	TrainingofStakeholders	
	ofAKIS	
L		

SW-1SuggestedSeasonalWork(SW):

- a. Assignments: Prepare the assignment on identification and document at ion of ITK, Integration of ITK system in research formulation
- b. MiniProject:-
- c. OtherActivities(Specify):-

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$ABM528CO - 02 \\ Assesthe Agricultural Knowledge Information System (AKISs) ITK \\$

ApproximateHours

Item	ApproxHrs.
CI	4
LI	0
SW	1
SL	1
Total	6

SessionOutcomes(SOs)	Laboratory	ClassroomInstruction(CI)	SelfLearning(SL)
	Instruction(LI)	Ciassi commisti action(CI)	oemour milg(DL)
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,
international cases of		international cases of	Definition, Functions
			and Classification
extensionprojectsusing		extensionprojectsusing	
ICT and their impact of		ICT and their impact of	
agriculturalextension. SO1.2:Learnedtothe		agricultural extension,	
		alternative methods of	
alternativemethodsof		financing agricultural	
financing agricultural extension - Scope,		extension - Scope, limitations and	
extension - Scope, limitations and			
experienceandcases.		experience and cases. Research -Extension -	
SO 1.3: Asses the		Farmer - Market	
Research-Extension-			
Farmer - Market		linkage: Importance, Scope, Implicationsetc.,	
linkage: Importance,		Market-LedExtension,	
Scope, Implications		Farmer-LedExtension,	
etc., market – Led		ConceptofFarmField	
Extension, Farmer -		School, Farm School,	
LedExtension,		Public - Private	
SO 1.4: Apply the		Partnership: Meaning,	
Market – Led		Models, Identification of	
Extension, Farmer -		various areas for	
LedExtension		partnership.	
1.5:Assestheconcept		Stakeholder's analysis in	
ofFarmFieldSchool,		Extension. Main	
Farm School, and		streaming gender in	
Public - Private		Extension-Issuesand	
Partnership: Meaning,		Prospects	
Models, and			
Identification of various		2.1- Cyber Extension:	
areas for partnership.		Concept of cyber	
Stakeholder'sanalysis		extension, national and	
		,	

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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 methodsof	
	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	

SW-1SuggestedSeasonalWork(SW):

- a. Assignments: Prepare the assignment on Extension teaching methods-Meaning, Definition, Functions and Classification
- b. MiniProject:
- c. Otheractivities(specify):

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ABM528CO-03 Apply the fundamentals of Advances in Extension services and improving of extension efficiency.

ApproximateHours

Item	ApproxHrs.
CI	3
LI	0
SW	1
SL	1
Total	04

Session Outcomes(SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning(SL)
SO.1.1: introducethe	,	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	ofextension
SO.1.3: Apply theOA		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		ImplicationsofWTO:	
SO.1.5: Apply the		OAforre-orientation	
GOI- NGO		ofextensionservices	
collaboration to		for agri-business and	
improve efficiency of		marketing activities	
extension.		GOI- NGO	
		collaboration to	
		improve efficiency of	
		extension.	

SW-1SuggestedSeasonalWork(SW):

Assignments: Preparetheassignment on Preparetheassignment on GOI- NGO collaboration to improve efficiency of extension

MiniProject:

Otheractivities(specify):





ABM 528 CO -04 Analyze the contem poraryissue,Intellectual PropertyRights,and Extension delivery with ATIC, IVLP, Kisan Call Centres. ApproximateHours

Item	ApproxHrs.
CI	9
LI	0
SW	1
SL	1
Total	11

SessionOutcomes(SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning(SL)
SO.1: Incriminate the		Unit-4.0	Prepare the
Extension and		Extension and	assignment on
contemporary issues,		contemporary issues:	Organization
SO.2: Introduce the		Extension and issues	innovations in
Extension and issues		related to rural poverty.	
related to rural poverty.		Privatization of	ATIC, IVLP,
SO.3: Asses the		Extension. Intellectual	Kisan Call
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		throughCommodity	
Extension Delivery		Interest Groups.	
System		Organizationinnovations	
SO.5: Inculcate the		inExtension	
Extension delivery		- ATIC, IVLP,Kisan	
through Commodity		CallCentres.	
Interest Groups.		Extension and	
Organizationinnovations		contemporary issues:	
in		Extension and issues	
Extension - ATIC,		related to rural poverty	
IVLP, Kisan Call		PrivatizationofExtension.	
Centres		IntellectualPropertyRights	
		(IPRs).ExtensionReforms	
		in India	
		Decentralized	

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decision making, Bottom planning, Farming up System and Situation based Extension Delivery System 4.4 Extension delivery through Commodity Interest Groups 4.5.Organization innovationsinExtension-ATIC, IVLP, Kisan Call

Centres.

SW-1SuggestedSeasonalWork(SW):

- **a. Assignments:** Prepare the assignmenton Organization innovations in Extension-ATIC, IVLP, Kisan Call Centres.
- b. MiniProject:
- c. Other activities(specify):

Brief of Hours suggested for the Course Outcome:

CourseOutcomes	Class Lecture (C l)	Laboratory Instruction(LI)		Self Learning (SI)	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 InformationSystem(AKISs) ITK	04	0	1	1	06
ABM528CO-03 Apply the fundamentals of Advances in Extensionservices 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
TotalHours	15	00	04	04	23

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${\bf Suggestion for End Semester Assessment}$

Suggested SpecificationTable(ForESA)

CO	UnitTitles	MarksI	Distribu	ition	TotalMarks
		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 theirimpact of agricultural extension, alternative methods of financingagricultural extension - Scope, limitations and experience and cases. Research -Extension -Farmer - Market linkage: Importance, Scope, Implicationsetc., 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 inExtension.Mainstreaminggenderin Extension-IssuesandProspects		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 collaborationtoimproveefficiencyof extension.	04	04	3	11
CO-4	Unit- 4.0 Extension and contemporaryissues: 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 deliverythroughCommodityInterest Groups.Organizationinnovationsin	05	07	7	19

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Extension - ATIC, IVLP, K Centres.	isan Call				
Total		14	20	16	50

R:Remember, U:Understand, A:Apply

Legend:

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

SuggestedInstructional/ImplementationStrategies:

- 1. ImprovedLecture
- 2. Tutorial
- 3. GroupDiscussion
- 4. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook,Twitter, Whatsapp, Mobile, Online sources)
- 5. Brainstorming

SuggestedLearningResources:

S.No.	Titles	Authors	Publishers	Edition &
				Year
1	Management	Robbins SP,	PearsonEdu	2010.
		Coulter M and		
		Vohra N		
2	Principles of Agribusiness	Beierlein JG,	WavelandPress	2014.
	Management.	Schneeberger KC		E'01 1'.'
		Osburn DD.		Fifthedition.
3	PRINCIPLES AND	L M Prasad	SULTAN CHAND	2021 , 10TH
	PRACTICE OF		&SON	EDITION,
	MANAGEMENT.			ISBN:
				9789351611813

DevelopmentTeam:

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Cos,Pos and PSOs Mapping Course Code:- AMB 528 CourseTitle:-AgriExtension Management

Course	Progr	amOut	comes										ProgramSp	ecificOutco	ome	
Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	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 theday	proactiv	the
	kno	anal	usag		and	on	age	sion	ning	tand	ial	ook	1 and	to day	e	researc
	wled	ysis	e		tea		men	mak		sust	opp		business	business	thinking	hbased
	ge				m		t	ing		aina	ortu		skilled for	operation	toensure	innovat
					wor		and			bilit	nitie		developm	al	effective	ive
					k		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	mentin
														ess and	c and	agribusi
														provide	business	ness
														economic	ecosyste	growth
														alsolution	m	and
														toenhance	entrepre	develop
														the	neurial	S
															approac	

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														decide goal	h and	
														without	skillsets	
														comprom	aligned	
															with the	
														ising ethical		
															national	
														value	priorities	
ABM528CO-	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
01.																
Apply																
critically																
analyze																
different																
Agricultural Extension																
approaches.																
ABM528CO-	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
02 Asses the		-	_	_	-	_	_	3	_	-	_	3	3	_	_	3
Agricultural																
Knowledge																
Information																
System (
AKISs) ITK																
ABM528CO-	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
03 Apply the fundamentals																
of Advances																
in Extension																
services and																
improvingof																
Improvingor]		1	l	I		1								1	1

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extension efficiency.																
ABM528CO	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



CourseCurriculumMap:Agri Extension Management

POs&PSOs	COsNo.&Titles	SOs	Laboratory	ClassroomInstruction (CI)	SelfLearning(SL)
No.		No.	Instruction(LI)		
PO1,2,3,4,5,6	ABM528CO-01.	SO1.1		Unit-1.0	Asmentionedinpage
7,8,9,10,11,12 PSO1,2,3,4,5	Apply critically analyze different Agricultural Extension approaches.	SO1.2 SO1.3 SO1.4 SO1.5		Approaches of Agricultural Extension: A critical analysis of different approaches of agricultural extension Importance and relevanceofindigenousknowledgesystem, iden tification and documentation of ITK, Integration of ITK systemin research formulation, Concept of Agricultural Knowledge and Information System, Training of Stakeholders of AKIS 1.1,1.2, 1.3.	number
PO1,2,3,4,5,6	ABM528CO-02	SO1.1		Unit-2.0-	Asmentionedinpage
7,8,9,10,11,12 PSO1,2,3,4,5	Asses the Agricultural Knowledge Information System (AKISs) ITK	SO1.2 SO1.3 SO1.4 SO1.5		CyberExtension:Conceptofcyberextension, 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 analysisinExtension.Mainstreaminggenderin Extension-Issues andProspects	number



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			2.1,2.2,2.3.2.4.	
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	ABM528CO-03 Apply the fundamentalsof Advances in Extension services and improving of extensionefficiency.	SO1.3 SO1.4	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.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	ABM528CO-04 Analyze the contemporaryissue,	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Extension and contemporary issues: Extensionandissuesrelatedtoruralpoverty. Privatization of Extension. Intellectual PropertyRights(IPRs).ExtensionReformsin India —Decentralized decision making, Bottomupplanning,FarmingSystemand SituationbasedExtensionDeliverySystem, Extension delivery through Commodity InterestGroups.Organizationinnovationsin Extension-ATIC, IVLP,KisanCallCentres. 4.1,4.2,4.3.4.4.4.5	Asmentionedinpage number



ThirdSemester

CourseType	Course	CourseName Numberofcredits										
	Code		Lecture	Tutorial	Practical							
			(L)	(T)	(P)							
Research/ PRC	ABM-595	ProjectWork	0	0	20	20						
Course	1. Demonstrateanabilitytoplanaresearchproject, such as is required in a research											
Outcome	proposal pr	proposal prior to the starts of their work.										
	2. Demons	strateanabilitytocomplyw	ithethical,saf	ety,anddocu	mentation							
	processes a	appropriate to their project	et.									
	3. Demons	trate expert knowledge ii	n the subject of	of their resea	rch project,	such as						
	through a in	ntegrated literature surve	y.									
	4. Demon	strateexpertknowledgein	theresearchm	ethodsappro	priateto							
	generating	reliable data for their res	earch questio	ns.								
		stratetheability ofprojects	_			expertise						
	associated	with their project, while	working as ar	n independer	nt learner.							
		trateanabilitytorelate thei	_	withexisting	literature,ort	to						
		velsynthesisofexistingma	iterials.									
Topics	Coursedes	-										
Covered	_	sinessManagementculmi				S						
	_	This project is documented.	•		-							
		n.Thestudent'sworkisguid yavarietyofkeyskillprogr	•	-								
		ojectthatincludesoriginalr		-								
		gicalchoices, and shows re				nin						
		ne.Thedissertationshould										
	whichstude	entcanproduce.	_		-							
	Convenors	areappointmentbyHeado	fDepartmenta	ndthisisresp	onsiblefor							
		agementofthesupervisory	1			tof						
	themarking	process.Theyorganizeall	projectworko	rresearchrela	atedactivities	8.						
	_	ponsibleforqualityassura		-								
		thconcernsoverprovision				e						
	1 0	upervisorwhowillbeappo	intedbythemo	odule conver	or.							
	_	SyllabusproceedingPlan: Step1:Informalconversations:Studentsarestronglyencouragedtodiscuss										
	_	possible project ideas with tutors, fellow students, and other research										
	_	als,Studentsareencourage										
	*	altraining.Studentsinteres										
		ginwithopen-endedconver										

should be non-committal. These conversations should begin in semester 3, becoming increasingly focused and developed.

Step 2:Identifytopic:

The first formalstep in the module involves identifying a preliminaryproject 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.

Stage3:Projectproposal:

In semester3, studentswill Swrite a 2,000-wordproject 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 identifythe methodstheybelieve 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 sametime,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.



ThirdSemester

CourseType	Course	CourseName	Numberofo	redits		Credit
	Code		Lecture (L)	Tutorial (T)	Practical (P)	
Seminar/SC	ABM 544	Master'sSeminar	0	0	1	1
Course Outcome	Apply with exposure, creative thought or innovative ideas, design the special program, trial, miniresearch, businesstrial, skilldeveloping activity are exposeina reportor dissertation forms.					
Topics Covered	Masterseminarprogramisalsoformalacademicprogramsdesignedand conductedtoprovidepracticalexperienceinglobalenvironmentforthe agribusinessstudent. Thisprogramisfocusingtoexposetheownideaorthought orcreativityontacticalwayindescriptiveoranalyticalform. Underthis curriculumstudentcanexpressowndevelopedideaorthoughthrough presentationformorspecialassignmentordissertationorminiprojectbythe student duringassignedperiod. OBJECTIVES:- Themajorobjectiveofmaster'sseminarisasunder Tocreatetheinnovativeideaorthoughtincurrentissuei.e.specialwork, trialorPilotproject,governmentschemeorpoliciesandprojectsetc.students willpreparethe briefreportasdissertationorseminarreportforparticularperiod underanyexpert ofABMfield.					
Text/ Reference Book/s	attachmen 1.Orgar activ 2. Allestud 3.Distriv sem 4.Eachs guic instri 5.Stude thes ands 6.Stude	ngprocedureshavebeenite trogram hizetheorientationclasses for vityofstudents. hotmentofSeminarincharge lentsundermasterseminare butionofthemasterseminarinarbyallotted expert. htudenthavetofinishthema lanceandsupervisionofass ructors. htshavetoultimatelyafterfeminarreportordissertations in signofassigned supervision htshaveappearedinfinales pared seminar reports	Corintroduction eorInstructore curriculum. artopicsorissu sterseminar signedsupervi cinishthesemin onwithoriginal corseminaring	nofmaster orExpertfora eorminiproje assignedwor isororsemina narwork,hov lworkcertifichargeorinst	allenrolled ectsor kunderthe arinchargeor vtosubmit cationbyseal ructors.	seminar



CourseCode: -PGS505

CourseTitle:-AgriculturalResearch, ResearchEthicsandRuralDevelopmentProgrammes

Prerequisite:-Student should have basic knowledge of agricultural research, research ethics, and agricultural historyalong with fellowship program, ruraldevelopment 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 agriculturalresearch 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.

CourseOutcomes:

PGS505CO1:Identify thehistory, levels of research, economicandsocial welfarethrough research programme.

PGS505CO2: Apply the functioning, role and significant of regional, national and international research.

PGS505CO3: Assestheagriculturalresearch, researchethics with operating and safety of laboratory.

PGS505CO4: Analyze the various development programmes and their functioning with its impact on agricultural development

PGS505CO5:Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program.

Schemeofstudies

Catego ries of	Course Code	CourseTitle Schemeofstudies(Hours/Week)		Total Credi				
course			Cl	LI	SW	SL	TotalStudy Hours (CI+LI+SW+SL)	ts (C)
Non credit course (NCC)	PGS 505	Agricultural Research, ResearchEthicsandRural DevelopmentProgrammes	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:SessionalWork(includesassignment, seminar, miniprojectetc.),

SL:SelfLearning,

C:Credits.

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

SchemeofAssessment:

Categor	Cour	CourseTitle	SchemeofAssessment(Marks)							
Categor ies of course	Cour se Code	CourseTitle	Class/ Home Assig nmen t 5 numb er 3 mark seach (CA)	Programmer Class Test2 (2 best outof 3) 10 mark seach (CT)		Class Activit y any one (CAT)		Total Marks (CA+C T+SA+ CAT+ AT)	End Semes ter Assess ment (ESA)	Total Marks (PRA+ ESA)
	PGS 505	Agricultural Research, Research Ethics and Rural Development Programmes	15	30	00	00	5	50	50	100

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both atthe course and session levels, whichstudents 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 505CO-1Identifythehistory, levelsofresearch, economicand socialwelfarethrough research programmes Approximate Hours

Item	AppXHrs
Cl	3
LI	0
SW	2
SL	1
Total	06

SessionOutcomes	Laboratory	Class room	SelfLearning(SL)
(SOs)	Instruction(LI)	Instruction(CI)	
SO1.1- Introduce about the history of agriculture in brief SO1.2 - Brief the basicconceptglobal agriculturalresearch 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 Institutions.		Unit-I History ofagriculture in brief; Global agricultural research system: need, scope, opportunities;Rolein promoting food security,reducing poverty and protecting the environment;National Agricultural Research Systems (NARS)andRegional AgriculturalResearch Institutions; 1.1- History of agricultureinbrief 1.2- Global agricultural research system: need, scope, opportunities; Roleinpromotingfood 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. MiniProject:-
- c. OtherActivities(Specify):-

PGS 505CO2:Apply the functioning, role and significant of regional, national and international research. Approximate Hours

Item	AppXHrs
Cl	3
LI	0
SW	1
SL	2
Total	06

SessionOutcomes	Laboratory	Class room	SelfLearning(SL)
(SOs)	Instruction(LI)	Instruction(CI)	Schied in ing(SE)
SO2.1 – introduce to	LE2.1	Unit-	2.1 – Prepare the
the Consultative Group on		IIConsultativeGrou	assignment on partnership with
International		p	NARS, role as a
		on International	partner in the global
AgriculturalResearch		Agricultural	agricultural research
(CGIAR)		Research (CGIAR):	system
SO2.2 – learned		International	- J
		Agricultural	
about the International		Research Centres	
		(IARC),partnership	
AgriculturalResearch		with NARS, roleas a	
Centers (IARC),		partner in the	
SO2.3- Briefing the		global agricultural	
partnership with		research system,	
NARS, role as a		strengthening	
partner in the global		capacities at	
agricultural research		national and	
		regional levels;	
system		International	
SO2.4- Briefing the		fellowships for	
strengthening		scientific mobility	
capacities at national		2.1 - Consultative	
levels; International		Group on	
fellowships for		International	
scientific mobility		AgriculturalResearch	
go 4 7 51		(CGIAR):	
SO 2.5–Discuss to		International	
		AgriculturalResearch	



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:**Preparetheassignment onpartnershipwithNARS, roleasapartner in the global agricultural research system.
- b. MiniProject:
- c. OtherActivities(Specify):

PGS505CO3:Assestheagriculturalresearch,researchethicswithoperatingandsafety of laboratory.

Approximate Hours

Item	AppXHrs
Cl	3
LI	0
SW	2
SL	1
Total	06

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning(SL)
SO3.1–Identifytothe Research ethics SO3.2– Discusstothe research integrity, research safety in laboratories SO3.3- Apply the welfare of animals	LE3.1	Unit-3 Research ethics: research integrity, research safety in laboratories, welfare of animals used in research, computer ethics, standards and problems in research ethics	Research ethic and
used in research SO3.4- Discuss to computerethicsand		3.1-Researchethicand research integrity	

standards SO3.5- Describe the problems in research ethics	3.2- Research safetyin laboratories, welfareof animals used in research.3.3- Computer ethics,	
	standards and problems in research ethics.	

- a. Assignments: Preparetheassignmenton Researchethicandresearch integrity
- b. MiniProject:
- c. OtherActivities(Specify):

PGS 505 CO 4: Analyze the various development programmers and their functioning with its impact on agricultural development

ApproximateHours

Item	AppXHrs
Cl	3
LI	0
SW	2
SL	1
Total	06

SessionOutcomes (SOs)	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning (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 theRural		Development	
development		Programme, Intensive	
programmes:		Agricultural District	
Community		Programme, Special	
Development		group–Area Specific	
Programme, Intensive		Programme, Integrated	



Pural Davalanment	
<u> </u>	
4.1- Concept and	
connotations of rural	
development, rural	
development policies and	
1 1	
programmes: Community	
Development Programme,	
Intensive Agricultural	
District Programme	
42 0 11	
1 0 1	
Integrated Rural	
Development Programme	
1	
	connotations of rural development, rural development policies and strategies 4.2- Rural development programmes: Community Development Programme, Intensive Agricultural District Programme 4.3- Special group – Area Specific Programme,

- a. Assignments: Preparetheassignment on Community Development Programme
- **b. MiniProject:**Prepareaproject reportofleadershipstylesand influenceprocess;leadership theories, leadership styles and effective leader
- c. OtherActivities(Specify):

PGS 505 CO 5: Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program.

ApproximateHours

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

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning(SL)
SO1.1 –Indentify	LE1.	Unit-5.0	1.1 - Prepare the
Panchayati Raj		Panchayati Raj	assignment on
Institutions and Co-		Institutions, Co-	Panchayati Raj
operatives.		operatives, Voluntary	Institutions,
op comments.		Agencies/Non-	·
SO1.2-Identifythe		Governmental	

VoluntaryAgencies SO1.3- Identify the	Organisations. Critical evaluation of	
Non-Governmental	rural development	
Organizations	policies and programmes.	
SO1.4- Discuss the , Criticalevaluation of rural development policies	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 ofrural policies and programmes	

- a. Assignments: Prepare the assignment on Panchayati Raj Institutions,
- b. MiniProject:
- c. OtherActivities(Specify):

Brief of Hours suggested for the Course Outcome

Differ of from	80000				
CourseOutcomes	Class Lecture (C l)	Laborato ry Lecture (L I)	Sessional Work (SW)	Self Learning (S l)	Totalhour (C 1 + LI+ SW +S 1)
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	3	0	2	1	06
various development programmes					
and theirfunctioning with its					
impact on agricultural					
development					
PGS505 CO5: Evaluate therole and	3	0	2	1	06
functioning of panchayatiraj,					
NGO and evaluation of different					
rural development program.					
TotalHours	15	00	10	05	30

Suggested Specification Table (ForESA)

CO	Unittitle	I	MarksDistribu	tion	Total
		R	U	A	Marks
CO-1	Identify the history, levels of research,economicandsocial Welfare through research programme.	02	03	00	05
CO-2	Applythefunctioning,roleand significantofregional,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 withits impact ton agricultural development.	02	05	08	15
CO-5	Evaluate the role and functioning of panchayati raj, NGO and Evaluation of differentrural development program	00	03	02	05
	Total	06	24	20	50

Legend:R: Remember,U:Underst and,A:Apply

The end of semesterassessment 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. CaseMethod
- 4. GroupDiscussion

- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

SuggestedLearningResources:

S. No.	Title	Author	Publisher	Edition& Year
01	Indian Agriculture-Four Decades of Development	Bhalla GS & Singh G.	Sage Publ	2001
02	Manual o nInternational Research and Research Ethics	Punia MS	CCS, Haryana Agricultural University, Hisar.	
03	Rural Development Strategies and Role of Institutions Issues, InnovationsandInitiatives.	Rao BSV.	Mittal Publ	2007
04	Rural Development - Principles,Policiesand Management	Singh K	Sage Publ	1998.

DevelopmentTeam:

- 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 ,PO sand PSOs Mapping Course Code:- PGS 505

Course Title:-Agricultural Research, Research Ethics and Rural Development Programmes

Course Outcomes	Progr	am Oı	ut come	es		Program Specific Out come										
	PO1 Man	Pro	PO3	PO 4 Eth	PO5 Indiv	PO6 Co	Proj	PO8 Busi	PO9 Life	PO1 0	PO1 1 Ent	PO1 2	PSO 1 Abilityto	PSO 2 Abilityto	PSO 3 Inculcat	PSO 4 Ability
	ager ial kno wled ge	ble m ana lysi s	der n tool usag e	ics	idual and team work	mm unic atio n	ect man age men t and fina nce	ness deci sion mak ing	long lear ning	iron men t and sust aina bilit y	repr ene uria l opp ortu nitie s	bal outl ook	apply manageri aland business skilledfor developm entof business growth withthe 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	e proactive thinking to ensure effective perform ance in the dynamic csocioeconomic and businessecosystem entrepreneurial approach and	touse the researc hbased innovat ive knowle dgefor sustain able develo pment in agribus iness growth and develo ps

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														goal without compro mising ethical value	skillsets aligned withthe national prioritie s	
PGS 505 CO-1 Identify the history, level of research, economican 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:Assesthe agricultural	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3

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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	2	3	1	2	2	ω	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	Class room Instruction (CI)	SelfLearning(SL)
No.			Instruction		
			(LI)		
PO1,2,3,4,5,6	PGS505CO-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 welfare through researchprogramme	SO1.2		History of agriculture in brief; Global agricultural research system: need, scope,	number
		SO1.3		opportunities; Role in promoting food security, reducing poverty and protecting	
PSO1,2,3,4,5	Tesearenprogramme	SO1.4		the environment; National Agricultural	
		SO1.5		Research Systems (NARS) and Regional Agricultural Research Institutions 1.1,1.2,1.3.	
PO1,2,3,4,5,6	PGS 505 CO 2:	SO1.1		Unit-2.0-	As mentioned in page
7,8,9,10,11,12	Apply the	SO1.2		Consultative Group on International	
PSO1,2,3,4,5	functioning, role and significant of regional, national and international research.	SO1.3 SO1.4		Agricultural Research (CGIAR): International Agricultural Research Centres(IARC),partner ship with NARS,	
		SO1.5		Role as a partnerin the global agricultural Research system, strengthening capacities at national and regional levels; International fellowships for scientific mobility 2.1,2.2,2.3.	

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PO1,2,3,4,5,6	PGS 505 CO 3:	SO1.1	Unit-3.0	As mentioned in page
7,8,9,10,11,12 PSO1,2,3,4,5	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 animalsusedinresearch, computerethics, standards and problems in research ethics 3.1, 3.2, 3.3.	
	PGG 505 GG 4	SO1.5	TI to 10 G	
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	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. Ruraldevelopment 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
PO1,2,3,4,5,6	PGS 505 CO 5:	SO1.1	Unit-5.0 Panchayati Raj Institutions, Co-	As mentioned in page
7,8,9,10,11,12	Evaluate the role and functioning of	SO1.2 SO1.3	operatives, Voluntary Agencies/Non-Governmental Organizations. Critical	
PSO1,2,3,4,5	panchayatiraj, NGO and evaluation of different rural development program.	SO1.4 SO1.5	evaluation of rural development policies and programmes. Constraints in implementation of rural policies and programmers 5.1,5.2,5.3.	

Fourth Semester

Course Type	Course	Course Name	Number of	Number of credits						
	Code		Lecture (L)	Tutorial (T)	Practical (P)					
Research/ PRC	ABM-595	Research Project	0	0	20	20				
Course Outcome	 Identify the basic conceptsof management and organizational behavior. Demonstrate the overall view of various management functions, managerial skills and approaches. Applythefundamentalsofindividualandgroupbehaviorintheorganizational setting Analyze the organizational level challenges in managing the resources optimally Evaluate the ability understanding and managing organizational culture, power and political behavior 									
Topics Covered	and political behavior. Stage4:Summertermresearch Students are expected to commit substantial time during the summer to their research project. Supervisions The principal form of academic input for the research project normally comes through discussions with the designated supervisor. The majority of these meetings should be face-to-face, eitherin person or via video- or audio-conferencing technology. Supervisors also may make themselves available for additional consultation, at their discretion. Phase5:Submitproject report The project report is due near the end of April, withthe specific due date posted by HoDthroughnotice. The project report is assessed by the supervisor. Partof what is being tested here is your ability to manage a substantial research project and to complete the project on time. Such time management is critical tomany									