

## **DEPARTMENT OF AGRIBUSINESS MANAGEMENT**

**AGBM 211**

**Credits 3(3 + 0)**

### **FUNDAMENTALS OF MARKETING MANAGEMENT**

#### **Theory**

Marketing - Definition - Needs, Wants and Demands; Products and Services; Values, Satisfaction and Quality; Exchange, Transactions and Relationships; Marketing Management - Introduction; Concepts. Marketing Management Philosophies; Product Concept; Production Concept; Selling Concept; Marketing concept; Societal Marketing Concept. Marketing Environment: Introduction; Demographic; Economic, Agriculture; Industrial Consumer; social; legal etc. Introduction to Marketing Mix: four Ps of Marketing; Market Segmentation & Targeting, Managing the product; Total product personality and its components, Product Differentiation; Product Positioning; brand Decisions; Packaging. New Product Development; Stages; Classification, Estimating the Demand. Product Life Cycle: Four Distinct Stages of PLC. Pricing: Importance of Pricing; Meaning of Price; Factors influencing Pricing. Pricing. Objectives; Pricing Methods. Distribution: Definition of Physical Distribution; Importance; Components; Functions, Transportation; Warehousing; Distribution Channels; Role and Importance, Pattern of Distribution channels and Types of Intermediaries Creating the channel; Managing dealer network. Promotion: Meaning; Importance; Promotion Mix; Marketing Communication Process, Advertising Management; Introduction; the Media Advertising Decisions & Evaluation Sales promotion; Importance; Tools and Techniques of sales Promotion: Planning Sales Promotion Programmes, Personal Selling; Introduction; Importance, Personality & Motivation profile of an effective sales person; Role of Sales Person. Publicity; Importance; Types; Major Public Relations tools, Direct and on-Line Marketing; Growth & Benefits of Direct Marketing, On-Line Marketing and e-commerce. Customer Service; Introduction; How to measure Service Quality, Organizational issues. Rural Marketing; Introduction; Importance; Rural Market Profile; Segmentation of Rural Markets; Channel Management in Rural Markets. Marketing Research & Information System.

#### **References**

1. Marketing Management Philip Kotler 2003. Prentice Hall India, New Delhi
2. Marketing Management Ramaswamy V S Ramakumari S 1990. Macmillan & Company, New Delhi
3. Marketing Management Rajan Saxena 1997. Tata McGraw Hill, New Delhi

**AGBM 212**

**Credits 2(2 + 0)**

## **RURAL INDUSTRIES AND ENTREPRENEURSHIP DEVELOPMENT**

### **Theory**

Overview of small business - Concept of small scale industries, characteristics of small scale industry, policies governing SSI, thrust areas of policy for small enterprises. Rural Industries - Environment management and field problems of village enterprises. Identification of Projects - Factors to Consider for preparation of feasibility report - type of feasibility studies, stages of FS, Pre FS and feasibility of the project. Feasibility studies of Bee Keeping, Mushroom cultivation, Seri-culture, Handlooms, Agro Processing, Biogas plants, KVI industries, Vermiculture, Handicrafts, Pickles, Papads, Jellies, Jams etc.

Role of district industries centers – An introductory framework, relationship between small & large units. Rational, objectives, scope, role of small scale industries in economic development, promotional and ESCORT services. Institutional support for financing small scale .industry units – Need for financial planning, sources of finance, sources of short term finance, capitalization, venture capital, export finance:. Institutional Finance to Entrepreneurs- Nationalized Banks; APSFC, SIDBI, ICICI, IOBI, IRBI. Institutional support to small scale industrial units \_ Small Industry Service development Organization (SIDO), National Small Industry corporation(NSCI), Technical Consultancy Organization (TCO's), Small Scale Industry Board (SSIB), State Small Industries Development Corporations (SSIDC), District Industry Centers (DIC), Specialized Institutes. Entrepreneurship concept, traits and development, characteristics of entrepreneur, distinction between entrepreneur & manager, role of entrepreneur in economic development Importance of an entrepreneur, classification of entrepreneurs according to

type of business, according to use of technology, according to motivation, according to growth, strategic catalysts for entrepreneurial transformation.

### References

1. Rural Development - Principles, Policies and Management Katar Singh 1999. Sage Publications, New Delhi
2. Rural Development Satya Sundaram I 1997 Himalaya Publishing House, New Delhi
3. Small - Scale Industries and Entrepreneurship Vas ant Desai 1997. Himalaya Publishing House, New Delhi
4. Entrepreneurial Development Khanka S S 1999. S. Chand and Company Limited, New Delhi

**AGBM 311**

**Credits 3(2 + 1)**

### **QUANTITATIVE TECHNIQUES FOR AGRIBUSINESS**

#### **Theory**

Algebra of Matrices - Adjoint of Matrix, Determinants, Matrix inversion  
Calculus, elementary knowledge of Differentiation and Integration-Simple problems in Differentiation and integration. Simple problems in integration-  
Maxima and Minima-Analysis of time series, Meaning and utility, components of time series-Measurement of trend and seasonal variation Utility of decomposition of time series-Decentralization of data-Index numbers. meaning, definition and importance-Construction of price index numbers -Construction of quantity index numbers -Deflating index numbers-Cost of index numbers-linear Programming(L.P), meaning, definition and importance-Formation of LP mathematical model-Graphic method of LP Analysis Simplex method of LP Analysis - Primal and Dual of LP.

#### **Practicals**

1. Algebra of matrices
2. Adjoint of matrices
3. Determinants and matrix inverse
4. Solving simultaneous equations

5. Simple problems in differentiation
6. Simple problems in integration
7. Maxima and Minima
8. Measures of trend
9. Measures of seasonal variations
10. Decomposition and decentralization of time series
11. Construction of price index number
12. Construction of quantity index number
13. Deflation and cost of index number
14. Mathematical models and graphical method in .LP
15. Simplex Method in LP
16. Dual of LP

### **References**

- |    |  |   |
|----|--|---|
| 1. | Mathematics for Economics and Business   | Bharadwaj R S Excel Books New Delhi                       |
| 2. | Quantitative Methods for Decision Makers | Milk Wisniewski 1994 Macmillan Company Limited, New Delhi |
| 3. | Quantitative Techniques                  | Agarwal R S 2004. S. Chand New Delhi                      |

**AGBM 312**

**Credits 3(2 + 1)**

### **COMPUTER APPLICATIONS IN AGRIBUSINESS**

#### **Theory**

Computer Concepts, introduction to Computer Hardware & Software and its classification. Characteristics of Computers, Overview of Computer Devices, Types of Computers, Computer Architecture and Organization. Introduction to Number systems. Introduction to languages and its classification, Computer and Communications, introduction to concepts of Business data Processing, Software development in Business, Introduction to ERP-SAP. Introduction to Operating Systems, Types of Operating systems, Single user environments, Multi user Environments, Types of Interfaces, Need and Applications. Operating' system, introduction to Disk Operating System (DOS), internal Commands.

Windows Concepts. Interfaces - CUI. GUI. Windows. Linux Operating

system. basics of windows (Icons. Screen, Menu. Pointers), basics of File System, Working with windows Desktop, Windows Explorer - working with files and folders. Working with windows Desktop. Working with Accessories, Control Panel, working with windows shortcuts and hot keys. Introduction to Office Automation, introduction to Word processing, Spreadsheets, Presentations Software. Introduction to Microsoft Word. Concepts of Word Processing, Features of Word documents and templates, toolbars & menus, Autocorrect. Auto spell. Grammar, Auto format, Auto text. Editing word documents, Font, Bullets and Numbering. borders and shading, working with styles, working with documents, sections and columns.

Working with graphics and pictures, Mail Merge. Protecting word Documents. working with word Advance features. Introduction to E-spreadsheets, Basics of Excel. Concepts of worksheet, workbooks. Cells. Rows and Columns, Features of Excel. Creating and working with formulas and functions. using Auto fill feature, formatting and working with Excel (preparation of Tables). Creating and Working with Graphs/charts. Advance features of Excel - goal seek, conditional formatting, data validations, subtotals, filter, auditing, creating and working with Macros. Introduction to Presentation software's, creating and working slides, presentation, wizards and Templates, features of Power Point. working with formatting features, Slide Shows (basics and Beyond), Creating and working with Animation and Sounds. Adding, Networking, Network Topologies, Types of networks – LAN, WAN, MAN, EAN, PAN, Internet Applications - browsing, surfing, downloading data and files.

### **Practicals**

- 1-2. Windows Applications - Basics (working with windows desktop, working with application windows), windows explorer, creating and working with files and folders, working with shortcuts, windows Hot Keys
- 3-4. Microsoft office Suite - Microsoft Word - Creating of Word Documents and Templates. setting pages, working with sections and sub sections, working with tables, columns, formatting features
- 5-6. Inserting and working with advanced formatting features, creating News Letters, news paper articles, working with headers and footers, working

with – protection commands, Mail Merge.

- 7-8. Working with Excel Spreadsheets, Application Features, working with formulas and functions, auto fill, working with workbooks, worksheets.
- 9-10. Working with Graphs, types of Graphs, advance features of Excel.
- 11-12. Working with Power Point Presentations, working with Views and formatting features
- 13-14. Adding Animation and Sounds, recording Voice for effective presentations, working with slideshows and presentations
- 15-16. Working with Networking, Different ways of sharing resources and Application, sharing files and folders Internet - E-mail, concepts of online Trading, shopping, browsing and surfing information from Internet

## References

- 1. Fundamentals of computers                      Rajaraman V 1999. Prentice Hall India  
Microsoft Office Black Book- Tata  
McGraw Hill, New Delhi
- 2. How Computer works                              Ron White 2000. Tech Media New Delhi.
- 3. How Internet works                                Preston Gralla 2000. Tech Media New  
Delhi

**AGBM 411**

**Credits 3(2 + 1)**

## **ACCOUNTING AND FINANCIAL MANAGEMENT**

### **Theory**

Definition of Accountancy; differences between book-keeping and Accounting, Advantages of Accounting; The Concepts of Accounting - Accounting Conventions; Accounting Terminology. Single Entry System, Defects of Single Entry System; Double Entry System, Classification of Accounts, Principles of Double Entry System, Capital and Drawings; Advantages of Double Entry System. Differences between Double Entry System and Single Entry System. Journal, Journal Entry; Advantages of Journal Entries. Ledger; Classification of ledger Accounts; Balancing of the Account; Advantages of Ledger-Subsidiary books; Kinds of Subsidiary books; Purchases

Book; Sales Book; Purchases Returns Book; Sales Returns book; Cash Book; Bills Receivables Book; Bills Payable book; Journal Proper-Cash Book importance; Types of Cash book; Simple cash book; Double Cash Book; Triple Column Cash book; Contra Entry; Analytical Petty Cash Book. Trial Balance - Definition; Characteristics of Trial Balance; Advantages; Aims; Preparation of trial Balance; Trial Balance Methods. Profit and Loss Account - Explanation to the main items in Profit & Loss account; closing entries, Importance of Profit & Loss Account. Balance Sheet - Characteristics of Balance Sheet; Classification of Assets & Liabilities; Difference between Trial Balance and Balance Sheet. Financial Analysis - Break Even analysis - Ratio analysis - Cash Vs Accounting; Accrual Entries; Preparation of Final Accounts with Adjustments. The financial Function - Evolution, Scope and Objectives. Role and functions of a Finance Executive. The Investment Decision - Capital Budgeting Techniques - Introduction - Nature of Investment, Decisions - Investment Evaluation Criteria - NPV - IRR - Profitability Index - Pay Back - Discounted Pay Back. Financing decisions - Introduction; Capital Structure Defined; Meaning of financial leverage; measure of financial leverage; financial leverage and share holders return: financial leverage and share holders risk.

Capital structure - Introduction; Capital Structure and Cost of Capital; Determinants of capital structure; Share valuation. Dividend decisions - Introduction - Models - Dividend Policy - Practical consideration in dividend policy; stability of dividends; share splits; corporate dividend behavior.

### **Practicals**

- 1 & 2. Ledger- Rules for posting and Balancing of Accounts
- 3 & 4. Trial Balance
- 5 & 6. Income Statement
- 7 & 8. Balance Sheet
- 9 & 10. Financial Ratios
- 11 & 12. Break Even Analysis
- 13 & 14. Capital Budgeting - NPV, IRR, Discounting Techniques, Pay Back Period, Profitability Index
- 15 & 16. Measures of financial Leverage - EPS and ROCE - EBIT

### **References**

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| 1. Financial Accounting                  | Jain S P Naran K I 1989. Kalyani Publishers, Ludhiana                            |
| 2. A Practical Foundations in Accounting | Harry Johnson and Austin Whittam 2000. International Thomson Business Press, USA |
| 3. Financial Management                  | Pandey I M 1983. Vikas Publishing House, New Delhi                               |

**AGBM 412**

**Credits 3(3 + 0)**

**PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**

**Theory**

Concepts of Business, Industry, Commerce. Traders, Plant & Firms- Objectives of Business & Mission of Business-Forms of business Organization and their salient features - Sole traders - partnership, HUF Companies and Cooperatives - Company Promotion & Documentation. Management: Concept of Management and Managers, Professionalization of management cadres. Different levels of management, significance of management in dynamic economic environment. Management Process. Purpose; Structure of Organization. Importance of the study of Organization behavior, Different Concepts of organization behavior. Authority and responsibility in the organization. Hierarchy, span of control, unity of command & unity of direction. Strategies for Profitable running of an organization, strategic management concept. Negotiation, Importance of negotiation, process of negotiation. Development of negotiation skills and different forms of negotiations.

Concepts of HR, features of Agricultural labour in India, functions of Human Resource Manager. Human Resource Development, Micro and Macro approach to Human Resource Development. Role of Development in Different sectors in the development of Human Resources. Problems and prospects of Micro approach in Human Resource Development. Concept of Industrial Relations, Problems and Prospects of Good Industrial Relations. Problems and prospects of trade union in India, Conflict to cooperation between employees and employers. Change, different forms of change, importance of dealing with the change in the organization

Stress - Employee stress, Management of stress, different ways of dealing with stress, different forms of stress. Career development, Importance of clarity of career development in the organization; training and development as a means of career development, plotting the career path of an employee. Communication - Process of communication, different ways of communicating a message, barriers to communication, overcoming barriers to communication.

### References

1. Principles of Management Ramaswamy T 1998. - Himalaya Publishing Company, Mumbai
2. Essentials of Management Harold Koontz and Heinz wehrich 1998. Tata McGraw Hill, New Delhi
3. Human Relations & Organisational Behaviour - A Global Perspective Dwivedi R S 1995. Anmol Publications Private Limited, New Delhi

**AGBM 413**

**Credits 2(2 + 0)**

## **INTERNATIONAL TRADE IN AGRICULTURE AND WTO**

### **Theory**

Basics of International Trade; Theories of International Demand; comparative cost theory; opportunity cost theory, modern theory of factor endowments, Adam smith theory of absolute difference in cost purchasing theory, venue for supply theory, Mills theory of reciprocal demand. Free Trade Vs Protection; Infant Industries Argument - Tariffs & Unemployment, Tariffs and Terms of Trade; Diversification of Industries - National Deference. Balance of Trade and Balance of payments. Components - disequilibrium, causes and correction. Foreign Exchange Management Act (FEMA) Management Exchange Control for import and export \_ approved methods of payment, bank financing for imports and exports. International Monetary System: IMF; purchase and functions of IMF; structure and management; international liquidity & SDRS, World Bank, IDA, IFC, IGA and ADB.

Incoterms of international chamber of commerce 2000: origin and growth; payment terms like - key features of Incoterms. Export Promotion and Import

Substitution. Special schemes of Export Promotion; 100 percent Export Oriented EPZ/ FTZ schemes, software technology parks etc. Import and Export Policies: Main features; origin and development; Need for Import; Govt. Policy for import – Procedure for Import and Export \_ Import of Capital goods, Raw Materials, components. Spares etc.

Indian Foreign Trade: International Trade and India; Terms of Trade; Magnitude, directions and trends of imports & exports of Agril. Commodities from India. Introduction to Global Trade and GATT; Trade Arrangements and Trade Blocks; Global Trade Scenario. GATT: Uruguay Round of Multilateral Trade Negotiations; (Dunkel Draft) gains from GATT; Criticism of GATT. World Trade Organization (WTO): Introduction; Organization Structure; India and WTO \_ Threats & Opportunities. Tariffs and Non Tariffs Barriers; TRIPS, TRIMS, GATS. WTO-Implications of Agreement on Agriculture (AOA) – Market Access; Domestic Support; Export Subsidies.

### **References**

1. GATT / WTO - TRIPS, TRIMS Gopalswamy N 1998. Wheeler Publishing and Trade in Services, Allahabad
2. International Business Naunihal Singh 1997. Anmol Publications Private Limited, New Delhi
3. International Business - Environment and Management Bhalld V K Shiva Ramu S 1996. Anmol Publications Private Limited, New Delhi

**AGBM 414**

**Credits 2(2 + 0)**

## **BUSINESS LAWS FOR AGRICULTURE**

### **Theory**

Business Law: What is law; Definition of law. Sources of Indian Law; what is business Law; Law of Contract; Essential Elements. Agreements & Contracts; Definition; Kinds of Agreements and Contract; Proposal; Definition, Essentials of a valid proposal or an offer of acceptance. Capacities of parties: Who is competent to contract - contracts by corporations; contracts by insolvents. Void Agreements and contingent contracts; Meaning; Agreements in Restraint of trade; Agreements in Restraints of Legal proceedings; uncertain & wagering Agreements; contracts of insurance. Performance of a contract: meaning; types of effects of tender; discharge

of contract; breach of contract. Contract of Sale; conditions and warranties, performance of the contract. Indian Partnership Act. 1932; meaning and essential elements of partnership, nature of a partnership firm, partnership deed, types of partners. The Negotiable Instruments Act 1881, Meaning, Characteristics, Presumptions, Types of Negotiable Instruments.

### References

1. Business Law Kapoor N D 2004. Sultan Chand and Sons, New Delhi
2. Business Law Bulchandani 2000 K R Himalaya Publishing House, Mumbai
3. Business Law Agarwal S K 2002. Galgotia Publishing Company, New Delhi

### AGBM 415

Credits 2( 1 + 1 )

### e- COMMERCE IN AGRICULTURE BUSINESS

#### Theory

Introduction to IT Introduction to e-commerce. e-commerce Models-Review of Hardware and Software Components- Basics of Data Communications and networks - IT and Business SWOT analysis of e-commerce in Agri. Business-PCX Hardware and software- Internet, E-mail, Intranet and Extranet-Basics of EDI. e-Security challenges for India-Legal issues in e-commerce UNCITRAL Model- Model Inter charge agreement Wrt EDI, Introduction to Indian Cyber Laws.

#### Practicals

- 1 – 4. Internet, e-mail
- 5 – 8. Intranet, Extranet, EDI, e-Security
- 9 – 13. UNCITRAL Model
  - Case Study – 1
  - Case Study – 2
- 14 – 16. e-Commerce Models

#### References

1. e - Commerce - The Cutting Edge of Business Kamlesh K Bajaj Debjani Nag 1999. Tata McGraw Hill, New Delhi

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| 2. Electronic Commerce-<br>A Managerial perspective | Efrain turban JaeLee David King H 2000.<br>Michael Chung - Pearson Education, New<br>Delhi |
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**AGBM 416**

**Credits 2(2 + 0)**

**ETHICS, VALUES AND PERSONALITY DEVELOPMENT**

**Theory**

Personality Development, Concept of personality, Importance of Personality in today's competitive world. SWOT Analysis, Individual projections Inter personal skills development, importance of developing inter personal skills, exercises and games to develop inter personal skills. Listening skills, importance of effective listening, mistakes committed while listening.

Developing effective Listening skills. Presentation skills, steps in preparing the presentation Care to be taken before presentation. Steps in presentation. Body language in presentation Use of different tools in presentation. Values and management, importance of values in modern organization. Concept of discipline and importance of maintaining discipline through mutual cooperation. Ethics and business, concept of ethics, ethics Vs profitability, ethical practices of businesses. Social responsibility of business, profitability and social responsibility, different forms of social responsibility, areas of social responsibility. Cases of different business houses Involved in social responsibility

**References**

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|-------------------------------|---|
| 1. Management by values       | Chakraborty S K 1991 - Oxford University Press,<br>New Delhi          |
| 2. A study in Business Ethics | Rituparna Raj 2000.Himalaya Publishing House,<br>New Delhi            |
| 3. Business Communication     | Sinha K K 1999. Galgotia Publishing Company,<br>Karol Bagh, New Delhi |
| 4. Personality Development    | Rajv K Mishra 2004. Rupa & Co. Ansari Road,<br>New Delhi              |