

JOSEPH INSTITUTE OF BUSINESS STUDIES, SHUATS
BACHELORS OF BUSINESS ADMINISTRATION HONS (AGRIBUSINESS MANAGEMENT)
Course Structure

Semester-I

S.No.	Course Code	Subject	Credit
1	LNG-301	Structural & Spoken English	2(1+0+2)
2	BAM 403	Principles of Management	4(3+1+0)
3	MAS-301	Business Mathematics- I	3(3+0+0)
4	BAM-301	Fundamental of Economics	4(3+1+0)
5	BAM-302	Principles of Accounting- I	4(3+1+0)
6	BAM-303	Introduction to Business	4(4+0+0)
7	GPT-301	Moral Value Education	1(1+0+0)
8		Total Credit Hours	22
	AGRM-312	Basics of Agriculture <i>(*Deficiency course only for i-Com Students)</i>	2(2+0+0)

*Compulsory computer classes for every student of 1st semester. Every student is required to complete 30 hrs in the lab during the 1st sem. Attendance of 30hr lab classes would be counted in regular attendance record.

Semester- II

S.No.	Course Code	Subject	Credit
1	MAS-302	Business Mathematics- II	3(3+0+0)
2	BAM-406	Organizational Behavior	4(3+1+0)
3	BAM-401	Business Environment	4(4+0+0)
4	BAM-402	Principles of Accounting- II	4(3+1+0)
5	MAS 333	Managerial Statistics	3(3+0+0)
6	BAM-404	Legal Environment of Business	4(4+0+0)
7	BAM-445	Personality Development	3 (2+0+2)
		Total Credit Hours	25

*Compulsory computer classes for every student of 1st semester. Every student is required to complete 30 hrs in the lab during the 1st sem. Attendance of 30hr lab classes would be counted in regular attendance record.

Semester- III

S.No.	Course Code	Subject	Credit
1	BAM-315	Research Method	3(2+1+0)
2	BAM-550	Corporate Social Responsibility **	3 (3+0+0)
3	BAM-407	Risk Management & Insurance	4(3+1+0)
4	BAM-408	Money & Banking	4(3+1+0)
5	ABM-401	Introduction to Agribusiness and Rural Management	3(3+0+0)
6	BAM 334	Functional Management	3(3+0+0)
7	SES-415	Environmental Studies – I	2(2+0+0)
8	BBA 302	Business Economics	4 (3+1+0)
		Total Credit Hours	26

Semester-IV

S.No.	Course Code	Subject	Credit
1	BAM-	Principles of Seed Technology	
2	BAM-502	Business Communication	4(3+1+0)
3	BAM-503	Cost Accounting	4(3+1+0)
4	APFE-412	Food Processing and Preservation	4(3+0+2)
5	ABM-402	Agri-Food Supply Chain Management	3(2+0+2)
6	SES-416	Environmental Studies-II	2(2+0+0)
7	BAM-756	Disaster Management	3 (2+0+0)
8	BAM-331	Small Business Management	4 (3+1+0)
		Total Credit Hours	28

Semester-V

S.No.	Course Code	Subject	Credit
1	ABM-605	Trade Policies in Agribusiness Management	3 (3+0+0)
2	FMP-403	Farm Production Engineering	4 (3+0+2)
3	ABM-606	Quantitative Methods for Agribusiness Management	3(3+0+0)
4	ABM-607	Financing for Agribusiness	3 (3+0+0)
5	AGRM-413	Crop Production and Management	4(3+0+2)
6	BAM-417	Agro Tourism	4(3+1+0)
7	AHD-511	Livestock Products and Management	3(2+0+2)
8	BAM-529	Human Resource Management	4 (4+0+0)
Total Credit Hours			28

*One industrial visit to be made compulsory in 5th sem. Students are required to obtain a certificate (from HoD/ Dean) for industrial visit.

Semester-VI

S.No.	Course Code	Subject	Credit
1	ABM-501	Agricultural Marketing	3 (3+0+0)
2	BAM-602	Financial Management	3(2+1+0)
3	BBA-601	Logistics & Supply Management	4(3+1+0)
4	BAM-604	Strategic Management	4(3+1+0)
5	BAM-605	Industrial Relations	3(2+0+2)
6	ABM-601	Entrepreneurship in Agribusiness	3 (3+0+0)
7	ABM-602	Food Related Consumer Behaviour	3(2+1+0)
8	APFE-614	Food Laws and Legislation	2(2+0+0)
9	BBA 301	Business Analytics**	3(3+0+0)
Total Credit Hours			28
Summer Training (8 weeks)			

Semester- VII

S.No.	Course Code	Subject	Credit
1	ABM-608	Farm Business Analysis	3 (3+0+0)
2	ABM-603	Agro-Industrial System Development	3 (3+0+0)
3	ABM-502	Food Marketing	3(3+0+0)
4	ABM-503	Agricultural Policy Analysis	3(3+0+0)
5	APFE-516	Safety and Standardization of Food & Dairy Products	3(3+0+0)
6	ABM-604	Advanced Agribusiness Management	3(2+1+0)
7	BAM-666	Micro Finance	4 (3+1+0)
8	BAM-665	Training in Business Organization	4 (4+0+0)
Total Credit Hours			26

Semester-VIII

S.No.	Course Code	Subject	Credit
1	BAM-601	Project Report of Summer Training	10 (0+0+0+20)
2	BAM-662	Seminar on Summer Training	1(0+1+0)
3	BAM-663	Dissertation (As per the University Guidelines, Write-up up-to 2500 words)	20(0+10+20)
4	BAM-697	Comprehensive Viva Voce	1(0+1+0)
Total Credit Hours			32

** As per the recommendation of 39th Academic Council.

BBA (H) Agribusiness 1st Semester

BAM- 301

FUNDAMENTALS OF ECONOMICS

CREDIT (3+0+0)

Course Objectives:

1. To expose students to basic micro economic concepts.
2. To understand how theoretical macro- and micro-economics core principles relate to practical economics issues.
3. To apply economic analysis and business decision-making
4. To use economic reasoning to problems of business.

Unit 1 Concept of Economics

- Definition: welfare, scarcity and Growth oriented.
- Principles of Economics (Economics as Positive and Normative Science).
- Basic Economic concepts: Human wants, Consumption, Utility, Price, Value and Income.

Unit 2 Concept of Macro & Micro Economics

- Micro Economics.
- Macro Economics.
- Interdependence of Micro and macro Economics

Unit 3 Types of Economies

- Developed Economies.
- Underdeveloped Economies.
- Types of Economic System
- Capitalism
- Socialistic
- Mixed Economy

Unit 4 Concept of Demand: Utility Analysis, Law of Demand & Elasticity of Demand

- Concepts of Utility
- Law of Diminishing Marginal Utility
- Law of Demand
- Demand Curve
- Determinants of Demand
- Demand Schedule- Individual & Market
- Change in Demand
- Elasticity of Demand- Types
- Supply- Factors influencing Supply
- Demand & Supply Equilibrium

Unit 5 Cost Concept

- Meaning of cost
- Cost Concepts
- Short & Long Run Cost Analysis
- Average Cost, Marginal Cost
- Cost Curves
- Relationship between different costs

Unit 6 Production: Factors of Production and Laws of Returns

- Production Function
- Law of Variable Proportions
- Law of Returns to Scale
- Economies of Scale

Unit 7 Price & output Determination in Different Types of Competitive Situations

- Perfect competition: Price & Output determination, Equilibrium of the firm, Long run & short run equilibrium.
- Monopolistic Competition: Price & Output determination, Equilibrium of the firm, Long run & short run equilibrium.
- Monopoly: Price & Output determination, Equilibrium of the firm, Long run & short run equilibrium.

Books for Study and Reference:

1. Mittal, A. (2005). Business Economic-Theory and Application, Wisdom Publication, Delhi.
2. Mithani, D.M. (2010). Managerial Economics, Himalaya Publishing House, Delhi.
3. Sundharam, K.P.M., & Sundharam, E.N. (2005), Sultan Chand & Sons, New Delhi.
4. Agarwal, V. (2013). Managerial Economics, Dorling Kindersley (India) Pvt. Ltd., New Delhi

BBA (AGRI-BUINESS MANAGEMENT) 1 Semester

BAM – 302

PRINCIPLES OF ACCOUNTING-1

CREDIT 4(3+1+0)

COURSE DESCRIPTION:

The Principles of Accounting-1 course aims to develop student's general theoretical/practical knowledge in book keeping and accountancy. This course prime focus would be to enhance the practical skills and analytical reasoning in field of recording business transactions in accounting books. Also giving emphasis on interpreting the financial statements for effective decision making and fulfilling organizational goals.

Unit 1: Meaning, Scope & Objectives of Accounting: Meaning of Book Keeping-Objects ,Advantages, Accountancy-Definition, Use of Accounting, Accounting Concepts, Accounting Conventions, Accounting Terminology.

Unit 2 : Double Entry System: Meaning -Theory of Double Entry, Classification of Accounts, Advantages of Double Entry System.

Unit 3: The Journal : Introduction- Journalising of Different Transactions, Advantages of Journal, Illustrations of Journal

Unit 4: Ledger: Meaning- Ledger Posting, System of Balancing Account, Advantage of Ledger

Unit 5: Subsidiary Books: Meaning & Significance, Different Types of Subsidiary Books, Purchase Book -Sales Book, Purchase Return Book & Sale Return Book, Bills Receivable Books, Bills Payable Books, Journal Proper. Treatment of Trade Discount

Unit 6: Cash Book: Meaning & Significance, Features & Kinds of Cash Book Simple Cash Book (Cash & Discount Columns) Cash Book With (Bank & Discount Columns) Cash Book With (Cash, Bank & Discount Columns)

Unit 7: Bank Reconciliation Statement :Meaning & Significance - Pass Book Need for Reconciliation & Causes of Difference Methods of Preparing Bank Reconciliation Statement Case Study on Bank.

Unit 8: Rectification of Errors

Unit 9: Trail Balance: Meaning and Significance Preparation of Trail Balance

Unit 10: Preparation of Final Accounts: Trading Account, Meaning & Significance- Proforma of Trading Adjustment Profit & Loss Account- Meaning & Significance Steps in Preparation of P&L A/C Balance Sheet-Meaning & Significance, Objectives-Preparation of B/S Arrangement of Assets and Liabilities

Unit 11: **Depreciation:** Meaning & Significance Methods of Depreciation-1 Methods of Depreciation-2 Case Study on Business Firm Balance Evaluation

Book for Study and Reference:

1. S.P. Jain & K. L Narang (2003) 'Advance Accountancy Vol. 1' Published by: Kalyani Publishers ISBN 81-272-0154-5 Kalyani Printing, B-15, Sector 8, Noida
2. Mukherjee & Hanif (2002) 'Modern Accountancy Vol II' Published by: McGraw Hill Education (India) Private Limited
3. S.N. Maheshwari & S.K. Maheshwari (2013) 'An Introduction to Accountancy' Published by Vikas Publications ISBN: 97-893-2596-902511th Edition

AGRM 312

BASIC OF AGRICULTURE

CREDITS: 2

Unit 1: Plant Science and Horticulture

1.1	Understanding basic concepts and principles of plant science and horticulture
1.2	Discover the scope of plant products
1.3	Demonstrate fundamental skills in plant sciences and horticulture

1.4	Identify common weeds
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Unit 2: Animal Science

2.1	Understanding basic concepts and principles of animal science
2.2	Discover the scope and importance of animal science in India
2.3	Demonstrate fundamental skills associated with animal science
2.4	Describe the digestion and nutrition/feed requirement of livestock
2.5	Describe the physiology of reproduction in livestock

Unit 3: Soil Science

3.1	Understand basic concepts and principles of soil science
3.2	Demonstrate fundamental in Soil Science
3.3	Understand land use and typical soils in a community
3.4	Undercover the role of ecology and conservation in environment

Unit 4: Agriculture Mechanics

4.1	Demonstrate fundamental of Agriculture Mechanics
4.2	Understand knowledge and skills in Agriculture Mechanics
4.3	Understand safety precautions and appropriate behaviour associated with Agriculture Mechanics

References:

1. C.S. Prasad, VibhaMathur, anup Chatterjee (2007) '60 Years of Indian Agriculture (1947-2007)' by: Jain Book Depo. ISBN: 8177081098 First Edition
2. ArunKatyayan (2014) 'Fundamentals of Agriculture' by: Scientific Publishers ISBN: 8186099700 1st Jan, 2015 Edition

BAM – 303

INTRODUCTION TO BUSINESS

Credit 4(4+0+0)

Course Objective:

1. To give the fresh students of business studies an exposure to Business.
2. Explaining different types of business Environments.
3. Different modes of performing and controlling Business.

Unit 1: Meaning, Scope & Objectives of Business

Introduction, what is Business? Evolution of Business, Different business activities, understanding Business, and Emerging markets

Unit 2: Business Dynamics & Types

Business and Economy, Micro and Macroeconomics, Different types of economic systems, Indian economy and Business today, Dynamics of Business environment, Economic, Political, legal

Unit 3: LPG Models

Globalization, definition, Features, Liberalization: Concepts and features, Impact. Privatization: Concepts and features, Benefits, Criticism, Multinational corporation: Definition and Types and features

Unit 5: Business Ethics

Business Ethics and Ethical Behavior, Relationship between Business and society, and Technological, Socio cultural and Ecological Environment

Unit 6: Entrepreneurship & SBM

Entrepreneurship and Innovation, Process of Innovation and Types, Entrepreneurial opportunities and Challenges, Small Businesses in India and; Importance of SME's and its advantages

Unit 7: Franchising , Outsourcing & E-Banking Services

Franchising: Types, Challenges. Network Marketing, Practical session ; Outsourcing: BPO's and KPO's, E-Commerce and E- Business, Financial Institution: Systems and Types, Banks ,Types of Business and E-Banking, Customer & Marketing and Customer Management

Unit 7: Social Responsibility

Social Responsibility: Evolution, Areas of social responsibility: Towards employees, Customers, Investors, community and environment

Reference:

1. Vijay Kumar Kaul(2011) Business Organization and Management By: (Pearson's Publications)
2. Karen Collins (2013) Exploring Business
3. Brown &Clow (2014)Introduction to Business

MAS – 301

BUSINESS MATHEMATICS I

CREDIT 3(3+0+0)

Objectives:

1. To understand the concepts of Algebra.
2. To understand the concept and application of calculus in business.
3. To understand the concept of ordinate Geometry and practical applications in real life business problems.

Unit– 1 Algebra - I

Elementary Concepts of Set Theory, Types of Sets, Operations in Sets, Venn diagram, word problems based on Venn diagram. Formation of Sets.

Unit–2 Algebra -II

Theory of Linear Equations, Linear Equation in one Variable and two variable., Elimination Method, Substitution method and Graphical Method., Quadratic Equations: Complete Square Method and Roots of Quadratic Equations

Unit – 3 Partial Fractions

Unit – 4 Series

Arithmetic, Geometric and Harmonic Progressions, Annuity, General Idea of Infinite Series
Logarithmic and Exponential Series

Unit – 5 Calculus

Real number systems, functions and their applications, types of functions, limits and continuity of functions, Discontinuity, Differentiability. Differential calculus, derivations of simple algebraic functions. Maximum and minimum.

Book for Study and References:

1. Higher Algebra – Hall & Knight
2. Gorakh Prasad (1959) Differential Calculus
3. Mathematics for Economics and Business by R.S. Bhardwaj .
4. Padmalochan Hazarika (2014) by Business Mathematics
5. Business Mathematics by D.C. Sancheti and V.K. Kapoor.
6. Mathematical Economics by Dowling, T. Edward.
7. Mathematical Analysis for Economics by Allen, RGD.

BAM – 403

PRINCIPLES OF MANAGEMENT CREDIT

3(2+1+0)

Objectives:

1. To provide a basis of understanding to the students with reference to working of business organization through the process of management.
2. On completion of the syllabi the student will understand the basic principles of management will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

Unit-1 Nature of Management:

Meaning, Definition, its nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System Concepts of management-Administration- Organization

Unit-2 Evolution of Management

Thought Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barhard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought) Indian Management Thought

Unit- 3 Functions of Management:

Part-I Planning - Meaning - Need & Importance, type's levels - advantages & limitations.
Forecasting - Need & Techniques Decision making - Types - Process of rational decision making
& techniques of decision making Organizing - Elements of organizing & processes: Types of
organizations, Delegation of authority - Need, difficulties in delegation - Decentralization
Staffing - Meaning & Importance Direction - Nature - Principles Communication - Types &
Importance Motivation - Importance - theories Leadership - Meaning - styles, qualities &
functions of leaders

Unit -4 Functions of Management:

Part-II Controlling - Need, Nature, importance, Process & Techniques Coordination - Need –
Importance

Unit-5 Strategic Management:

Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist,
Relevance of Strategic Management and its Benefits, Strategic Management in India

Unit-6 Recent Trends in Management:

Social Responsibility of Management – environment friendly management, Management of
Change Management of Crisis Total Quality Management, Stress Management, International
Management

Books for Study and Reference:

1. Essential of Management - Horold Koontz and IteinzWeibrich - McGrawhills
International
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Asathapa Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New
Delhi
5. Business Organization & Management - Dr. Y.K. Bhushan
6. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and Management by Talloo by Tata McGraw Hill

9. Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition

GPT – 301

MORAL VALUE EDUCATION

CREDIT 3(3+0+0)

Objectives:

1. To explicitly discuss that implicitly communicated through academic discipline.
2. To inculcate life affirming values based on “fear of God as the beginning of wisdom”.
3. To focus on specific values in decision making process.

Unit-1 Basics

- Integrating “Heart-Head-hand” – Story of Sam Higginbottom.
- “Contextual-Dialogical-Praxiological” character of value of education.
- Different values: Academic – Economic – Social – Material – Moral – Spiritual.

Unit-2 Biblical Foundations

- ProverbsCh: 2 – 4
- Ten commandments, ExodusCh: 20 :1-17.
- Two Commandments of Jesus, Mark Ch: 12 : 29-31
- Sermon on Mount, Mathews Ch: 5-7
- Lord’s Prayer, Mathews Ch: 6 :9-13, Luke Ch:11: 1-13
- Parable of Good Samaritan, Luke Ch: 10 :29-37
- Parable of Two brothers, Luke Ch: 15 :11-32

Unit-3 Formation of Character

- Voice of Consciousness,
- Virtues: Prudence – Justice – Courage – Discipline – Success – Faith – Hope – Love.
- Values of Life : Marriage – No same sex Marriage – Divorce – Abortion.
- Values of Belongings: Families – Friends – Faith community – Nation – World.

Unit-4 God – Human – Plants - Animals

- Stewart-ship of creation
- Biotechnological advancements
- Exploration of animals, Plants and Micro-organisms.
- Environmental Hazards

Unit-5 Our Constitution

- Fundamental Rights
- Directive principles of state policies.

- Fundamental Duties.

Unit- 6 Interactive Sessions

- Sexual Harassment
- Corruption
- Substance Abuse
- Violence
- Communalism
- Cyber Crime

Books for Study and Reference:

1. Dey A. K – “Environmental Chemistry” New Delhi – Vile Dasaus Ltd.
2. Gawande . EN – “Value Oriented Education” – Vision for better living.New Delhi (2002) Saruptsons
3. Brain Trust Aliyar – “Value Education for health, happiness and harmony”Erode (2008) Vethathiri publications.
4. Ignacimuthu S. J. S – “Values for life” Bombay (1999)Better Yourself – Books
5. Seetharam. R. (Ed) – “Becoming a better Teacher” Madras (1998) –Academic Staff College
6. Grose. D. N – “A text book of Value Education’ New Delhi (2005)Dominant Publishers and Distributors
7. Shrimali K. L – A Search for Values in Education” Delhi (1974) –Vikas Publishers
8. Yogesh Kumar Singh and RuchikaNath – ‘Value Education”New Delhi (2005) A. P. H Publishing Corporation
9. Venkataram&Sandhiya . N – “Research in Value Education”New Delhi (2001) APH Publishing corporation
10. Ruhela S. P – “Human Value and Education” New Delhi –Sterling publishers
11. Brain Trust Aliyar- “Value Education for Health, Happiness and Harmony”Erode (2004) Vethathiri publications
12. Swami Vivekananda –“Personality Development”Kolkata(2008) AdvaitaAshrama
13. Swami Jagadatmananda –“Learn to Live” Chennai-Sri Ramakrishna Math

Objectives:

1. To improve communicative competence of the students
2. To enable the students to converse in their life situations
3. To train the students to use English for the practical purposes.
4. To take remedial steps to correct the errors that enters the learner's Language system while learning English as a foreign language.
5. To make them aware of the peculiarities English language

1. LANGUAGE

Word Enrichment (Antonyms, Synonyms, Homonyms, Homophones & Acronyms), Tenses & Modals , Concord, Modifiers and Determiners

2. COMPREHENSION

Reading, Making Notes and Writing

3. TECHNICAL WRITING

Importance & Objectives, Process of writing, Letter -- Types and Formats, Résumé and Report

4. ORAL COMMUNICATION

Basics of Pronunciation, Body Language and Presentation

Book for study and reference:

1. Bansal R. K. and Harrison J. B. Spoken English for India. Orient Longman, Mumbai, 200
2. Danial Jones. English Pronouncing Dictionary. 15th edition. Roach, P. & Hartman, J. eds. Cambridge UK: Cambridge University Press, 1997.
3. Katamba, F. An Introduction to Phonology, Longman, 1989.
4. J. D. O'Connor. Better English Pronunciation. Universal Book Stall. New Delhi, 2001
5. V. Sasikumar and P. V. Dhamija. Spokan English. Tata McGrow Hill, New Delhi, 2001.
6. A. S. Hornby. Oxford Advanced Learner's Dictionary for Current English. Oup., 1989.
7. S. Chaudhari Better Spoken English. Vikas Publishing House, New Delhi, 2004.
8. T. Balsubramanian. A Textbook of English Phonetics for Indian Students. Macmillan, New Delhi, 1999

BACHELORS OF BUSINESS ADMINISTRATION (Hons.)
AGRIBUSINESS
Joseph School of Business Studies, SHIAT S
Syllabus

BBA (H) Agribusiness 2nd Semester

MAS 320

Business Mathematics II

Credit 3(3+0+0)

Course objective: To provide students with the basic understanding of important quantitative tools and their elementary application to business problems.

Unit 1: Determinant: Evaluation of Determinants using their properties. Matrix: Types of Matrices (Square, Scalar, Transpose, Addition, Subtraction, and Multiplication of Matrices, Applications, Representation of Matrix, Representation of System of Equation

Unit 2: Permutations, Combinations and Binomial theorem (positive index)

Unit 3: Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.

Unit 4: Vector Algebra: Definition and Identification of Vectors and Scalar Types of Vectors, Linear operations in Vector, Dot and Vector products.

Unit 5: Ratio, Proportion and Percentage, Profit And Loss: Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage Meaning and Computations of Percentages. Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.

Unit 6: Interest: Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments(EMI), Problems.

Text Book Recommended:

1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
3. Reddy, R.Jaya Prakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

Course objective: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

Unit 1: Introduction to Organizational Behavior: What is O.B?, Nature and Structure and Structure of Organizational setting, Approaches/Theories to O.B. Behaviorists frame work, Social learning frame work. Basic understanding of Individual behaviors.

Unit 2: Personality, Perception and Attitude: Personality- Meaning and Types, Theories of personality, Perception-Meaning, Importance, Learning & perception. Attitudes & satisfaction: Nature, Dimensions of Attitudes, Attitude Formation, Meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – Meaning, Causes & Effects.

Unit 3: Leadership and Motivation: Leadership concept - characteristics - leadership theories - leadership styles managerial grid - leadership continuum - leadership effectiveness. Motivation - concept and importance - motivators - financial and Non-financial - theories of motivation.

Unit 4: Group dynamics: Nature of Groups, Reasons for the formation of groups, Characteristics of groups, Types- committee organization, its nature & functions. Informal Organization structure, Informal communication system.

Unit 5: Conflicts: Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control:- Nature and meaning of decision making, Phases of decision making process, Meaning of Control, Elements of control process.

Unit 6: Organizational Climate, Change and Culture: Organizational Climate, Management of Change: Meaning, Importance, Resistance to change, Causes and Dealing with resistance to change, Concepts of Social Change and Organizational causes, Factors contributing to organizational change, Introducing change in large organizations, Change agents. Organizational Development - Meaning and process.

Organizational culture, conflict and effectiveness: Organizational Culture- Its Concept, Distinction between Organizational Culture and Organizational Climate, Factors influencing organizational culture, Morale - concept and types, Managing conflict - organizational effectiveness - indicators of organizational effectiveness.

Suggested Readings:

1. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
2. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
3. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
4. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
5. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
6. Aswathappa. K. - Organizational behavior - HPH, Bombay.

Course objective: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Unit 1: Introduction to Business Environment: Its nature and significance, Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions. Type of Environment-Internal, External, Micro and Macro environment. Basic Elements of the types of environment, Competitive structure of industries, Environmental Analysis and. Scope of Business, Characteristics of business.

Unit 2: Political and Socio-cultural Environment in India: Political Environment, Government and Business relationship in India, Provisions of Indian constitution pertaining to business. Socio-Cultural Environment: Nature and impact of culture on business, Culture and Globalization, Social Responsibilities of business. Business and Society, Social Audit, Business Ethics and Corporate Governance

Unit 3: Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, Economic planning, Nature and structure of the economy. Economic Systems and their impact of Business - Macro Economic Parameters like GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment - Per capita Income and their impact on business decisions , Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies. Industrial Policy and International trade.

Unit 4: Financial Environment: Financial System - Commercial banks - RBI - IDBI - NonBanking Financial Companies NBFC's

Unit 5: Natural and Technological Environment: Innovation, Technological leadership, Sources of Technological Dynamics, Impact of Technology on Globalization, Transfer of Technology, Status of Technology in India. Management of technology, Features and Impact of Technology. Demographic environment population size, Migration and Ethnic aspects, Birth Rate, Death Rate and Age Structure.

Suggested Readings:

1. Dhingra, C.; The Indian Economy Environment and Policy, Sultan Chand and Sons, 17th Edition 2003.
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House, 2002 12th revised edition.
3. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, 2000 7th edition.
4. C.A.Rangarajan-"Perspective in Economics"-S.Chand & Sons.

Course objective: To impart basic accounting knowledge to students for use in business and finance and to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Unit 1: Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.

Unit 2: Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Revenue Recognition. Accounting Concept of Income: Concept of Income, Accounting Concept's and Income Measurement.

Unit 3: Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts. Understanding of final accounts of a Company.

Unit 4: Accounting standards in India: Accounting standards in India, Concept of GAAP (Generally Accepted Accounting Principles) International Accounting Standards, Accounting of Non-trading Institutions, Accounts of banking companies and General Insurance companies, Department and Branch account. Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts

Unit 5: Meaning and Scope of Cost Accounting: Basic cost concepts – Elements of Costs, Classification of Costs, Materials Control: Meaning and Steps involved. Labour Cost Control: Direct and Indirect Labour, Overheads: Meaning and Classification of Overheads.

Unit 6: Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant. Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Introduction to Ratio Analysis, Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Meaning of Standard Cost and Marginal Costing, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship.

Suggested Readings:

1. Monga, J.R. and Girish Ahuja; Financial Accounting, Eighteenth Edition, Mayoor Paper Backs, 2003.
2. Bhattacharya, S.K. and J. Dearden; Accounting for Manager – Text and Cases, Third Edition, Vikas Publishing House, 2003.
3. Maheshwari, S.N. and S.K. Maheshwari; Advanced Accountancy, Eighth Edition, Vol. I & II, Vikas Publishing House, 2003.
4. Maheshwari, S. N. and S. N. Mittal; Cost Accounting – Theory and Problems, 22nd Revised Edition, Shri Mahavir Book Depot, New Delhi, 2003.
5. Jain and Narang; Cost Accounting, Kalyani Publishers, 2002. 3. Arora, M.N., Cost Accounting 2 nd Edition, 2001 Vikas Publishing House Pvt. Ltd.

Course objective: The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

Unit 1: Statistics: Definition, Importance & Limitation.

Unit 2: Frequency Distribution: Collection of data and formation of frequency distribution. Graphic presentation of frequency distribution – graphics, Bars, Histogram, Diagrammatic.

Unit 3: Measures of Central Tendency: Mean, Median and Mode, Partition values: Quartiles, Deciles and Percentiles.

Unit4: Measures of Variation: Range, IQR, quartile, deciles and percentiles. Measures of Variation: Range, IQR, Quartile deviation and Standard Deviation and Lorenz Curve.

Unit 5: Linear Programming: Concept a assumptions usage in business decision making linear programming problem: Formulation, Methods of solving: Graphical and Simplex, Problems with Mixed constraints: Duality; Concept, Significance, Usage & application in business decision making.

Unit 6: Correlation Analysis and Regression: Correlation Coefficient; Assumptions of correlation analysis; Coefficients of determination and correlation, Measurement of correlation- Karl Person's Methods, Spearman's rank correlation. Meaning of Regression, Two Regression equations, Regression coefficients and properties.

Unit 5: Time Series Analysis: Simple trend, Moving average and Least square. Index Number

Suggested Readings:

1. Gupta, S.P. and Gupta,P.K.; Quantitative Techniques and Operations Research, Sultan Chand & Sons
2. Vohra, N.D.; Quantitative Techniques in Management 2003.
3. Gupta, S.P. Statistical Methods, Sultan Chand & Sons.2004
4. Srivastava, U.K.;Shenoy,G.V. and Sharma, S.C.; Quantitative Techniques for managerial Decisions; New Age International Pvt. Ltd.,(2002) 2nd edition
5. S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi.
6. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
7. M. Satayanarayana, Lalitha Raman- Management operations Research.
8. V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons,Delhi.
9. Business Statistics by T.R. Jain and S.C. Aggarwal, VK Global Publications Pvt. Ltd., Delhi

Course objective: The objective of this paper is to develop student's familiarity with the basic concept and elementary knowledge of the legal aspects of business and economy.

Unit 1: Indian Contract Act, 1872: Meaning of a Contract, Essentials of Valid Contract, Offer and Acceptance, Discharge of contract, Remedies for breach of contract. Consideration, Capacity, Mistake, Misrepresentation. Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

Unit 2: Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

Unit 3: The Negotiable Instruments Act 1881: Essentials of a Negotiable instruments, Kinds of Negotiable Instruments, Negotiation by Endorsements, Crossing of a cheque and Dishonour of a cheque.

Unit 4: The Companies Act 1956: Essential characteristics of a Company, Types of companies, Memorandum and Articles of Association, Prospectus, Shares – Kinds, allotment and transfer, Debentures, Essential conditions for a valid meeting, Kinds of meetings and resolutions. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.

Unit 5: The Indian Partnership Act, 1932: Concept of Partnership, Partnership and company, Hindu joint family firm, Test for determination of existence for partnership. Kinds of partnerships, Registration, Effects of non-registration. Rights and duties of partners towards other partners. Authority of partner and liabilities towards third parties. Admission, Retirement, Expulsion of partners and their liabilities. Dissolution of the firm.

Unit 6: The Consumer Protection Act, 1986: Salient features of Act. Definitions-Consumer, Complaint, Services, Defect and Deficiency, Complainant. Rights and Reliefs available to consumer. Procedure to file complaint. Consumer Disputes Redressal Agencies (Composition, Jurisdiction, Powers and Functions.) Procedure followed by Redressal Agencies.

Suggested Readings:

1. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 2nd Edition, Himalaya Publishing House, 2004.
2. Kuchhal M.C., "Modern Indian Company Law", 2004, Shree Mahavir Book Depot.
3. Kuchhal, M. C.; Business Law, Vikas Publishing House, New Delhi, 2004.
4. Kapoor, N. D.; Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, 2003

Course objective: The objective of this course is to enable the students with the various communication related aspects and to refine the personality skills for better and improved organizational effectiveness. The course also aims to develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

Unit 1: Introduction to Personality Development: The concept personality - Dimensions of personality - Term personality development - Significance.

Unit 2: Understanding Human Nature-Concept of Attitude, Concept of Self. Effective Thinking- Thinking Skills, Thinking Styles, Concept of Six Thinking Hats.

Unit 3: Self-esteem: Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem - Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem.

Unit 4: Interpersonal Relationships: Interpersonal relationships meaning - Developing positive personality - Analysis of strengths and weaknesses. Individual Interaction and Skills-Basis of Interaction Skills: Personal and interpersonal.

Unit 5: Other Aspects of Personality Development: Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Positive and creative thinking - Leadership and qualities of a successful leader - Character-building - Team-work - Lateral thinking - Time management - Work ethics – Management of change - Good manners and etiquettes.

Suggested Readings:

1. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi.
2. Mc.Grath, E.H., Basic Management Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Wehtten, David A and Kin S Cameron, Developing Managerial Skills, Pearson Education, New Delhi.

BACHELORS OF BUSINESS ADMINISTRATION (Hons.)
AGRIBUSINESS
Joseph School of Business Studies, SHIAT S
Syllabus

BBA (H) Agri. Business Management 3rd Semester

BAM – 408

Money & Banking

Credit 4(3+1+0)

Course Objective: The objective of the course is to develop the framework that will help you understand the structure of financial markets, money and its components and how interest rates are determined, the banking system, the role of monetary policy. Through the models that we will develop, you should gain enough knowledge and analytical tools to understand the latest developments in the financial and banking world.

- UNIT-I** **Money:** Origin, Definition, Functions and Classification, Functions of Money, Currency and other means of Money, Classification of Money, Significance of Money.
- UNIT-II** **Monetary Standard:** definition and types, Metallic standard, Silver standard and Gold Standard, Bimetallism, Paper currency standards, Qualities of Good Monetary standard, India's present Monetary system.
- UNIT-III** **Value of Money:** Meaning & Determination, Quantity Theory of Money, Index Number, Method of preparing price index number, Calculation of future value, Present value, Types of Index numbers.
- UNIT-IV** **Inflation & Deflation:** Types of inflation and deflation, Effect of inflation and deflation, Reflation and disinflation.
- UNIT-V** **Monetary & Fiscal Policy:** objectives of monetary policies, monetary policy of developing countries, Objectives of Fiscal policies, Fiscal policy of developing countries
- UNIT-VI** **Banking:** Significance & Types of Banks, Banking Operations, Role of commercial banks, Banks investments
- UNIT-VII** **Process & limits of credit creation:** objective and method of credit control
- UNIT-VIII** **Nationalization of banks:** Structure of indian commercial banking system, Nationalisation of commercial banks, Justification for nationalization, Objective of bank nationalization, Progress of banking after nationalization, Regional Rural banks, Restructuring of Regional Rural banks
- UNIT-IX** **Principles & techniques of central banking:** Introduction of central bank, Necessity of central banking, Principle and techniques of central banking, Difference between central banking and commercial banking, Functions of RBI.

Book of Study and Reference:

1. Vaish, M. C, (1985), "Money Banking International Trade & Public Finance".
2. Seth, M. L (1981), "Money and Banking".

Course objectives: The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach.

Unit 1: Introduction to research: Definition, Objectives of research, Need for research, Characteristics of research, Criteria of a good research, Importance and Application of research.

Unit 2: Research Types and Process: Types of research, Steps involved in the research process, Defining the research problem and objectives, Concept of Hypothesis development.

Unit 3: Research Design: Meaning, Types of Research Designs, Features of a good research design.

Unit 4: Sampling design: Meaning of Sample, Steps in sampling design, Criteria of selecting a good sample, Characteristics of a good sampling design, Types of sampling: Probability and Non-probability sampling.

Unit 5: Measurement and Scaling: Types of Measurement Scales, Source of error in measurement, Concept of scaling, Importance of scaling techniques, scale construction technique.

Unit 6: Data collection: Types of data: Primary and secondary. Methods of data collection for primary and secondary data (Observation, questionnaire, schedules, case method etc)

Unit 7: Processing, Analysis and Interpretation of data: Representing data through tabulation and charts, Intro to parametric and non-parametric tests (Chi square, t-test, ANOVA etc). Techniques of interpretation.

Unit 8: Report writing: Guidelines of writing a research report. Format of a good research report.

Book of Study and Reference:

1. Kotahri, C.R (2004), **Research Methodology**. New Age International.
2. Uma Sekaran and Roger Bougie, (2010), “**Research Methods for Business**”. John Wiley and Sons.

Course Objective: To Recognize major concepts in environmental sciences and demonstrate in-depth understanding of the environment.

Unit 1. The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

Unit 2. Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Introduction, types, characteristic features, structure and function of the following ecosystem:

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Unit 3. Social Issues and the Environment

From unsustainable to sustainable development, Urban problems and related to energy

Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns.

Case studies:

Environmental ethics: Issues and possible solutions, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

Case studies:

- Wasteland reclamation
- Consumerism and waste products

Unit 4 Laws related to Environment

Environment Protection Act

- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

Book of Study and Reference:

1. Bharucha, E. (2005), “**Textbook of Environmental Studies**”. Universities Press (India Pvt. Ltd) Chennai.

Course Objective: The objective of the course is to provide an understanding and an introduction to the basic functional areas of management such as Marketing, Finance, Human Resource and Production. The emphasis of the course is to give basic introduction to the concepts.

UNIT-I Introduction to Functional management: Nature and Importance of functional management, scope Accountability of Functional Managers, Introduction to different areas of functional management.

UNIT-II Personnel Management : Meaning importance and scope, Personnel Policies, Manpower planning / Human resource Planning, Job analysis and job description, Recruitment selection placement, Training and development , Performance Appraisal, Methods of Performance Appraisal, Compensation and maintenance, Objectives, importance

UNIT-III Marketing Management : Intro to MM and objectives, Distinguish between Marketing and Selling, Functions of Marketing, Marketing Mix, Sales promotion Techniques of sales promotion, Advertising Management : Importance and limitations

UNIT-IV Financial Management : Definition, Financial management objectives, Functions of financial management, Factors effecting financial management, Financial planning, factors affecting financial planning, Capital Structure, Ratio analysis Different types of Ratios, Concept of gross profit analysis, Return on Investment

UNIT-V Production Management: Definition, Production Functions, Objectives of production planning, Production planning , TQM, Quality control.

Book of Study and Reference:

1. Mathew, M. J (2006) “**Functional Management**”. RBSA Publisher Jaipur.

ABM-401 Introduction to Agribusiness and Rural Management 3(3+0+0)

Course Objective: The objective of this course is to give the students an understanding of concept, various policies, strategies and decisions relating to marketing that can be developed by agribusiness firms.

UNIT-I Agribusiness: Meaning, Definition, Structure of Agribusiness, (Input, Farm, Product Sectors). Importance of Agribusiness in the Indian Economy, Agricultural Policy. Agribusiness Management.

UNIT-II Study of input & output markets: seed, fertilizers, pesticides. Study of output markets, gains, fruits, vegetables, flowers.

UNIT-III Study of product markets, retail trade commodity trading, and value added products.

UNIT-IV Study of financing institutions cooperatives commercial banks, RRBs, Agribusiness Finance Limited, NABARD; Preparations of projects, Feasibility reports; Project appraisal techniques; Case study of agro-based industries.

UNIT-V Concept and scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India, rural communication and distribution.

Book of Study and Reference:

1. Gupta, K. B, (2004) **“Agribusiness and Rural management”**. CBS Publisher.
2. Pandey, M. and Tiwari, D. (2010). **“The Agribusiness Books”** International Book distributing Company.

Course Objective: The course is designed to provide in-depth knowledge of handling data and Business Analytics' tools that can be used for fact-based decision-making.

UNIT I INTRODUCTION TO INFORMATION TECHNOLOGY

- Introduction to data
- Introduction to information
- Datawarehouse, Databases, Datamining, data sorting, data set, big data and small data.

UNIT II INTRODUCTION TO ANALYTICS

- Definition of analytics.
- Purpose and tools of analytics.
- Types of analytics.(business related examples).

UNIT III INTRODUCTION TO BUSINESS ANALYTICS

- Evolution of business analytics.
- Importance and scope of business analytics.
- Meaning and definition of Business Intelligence. Relation of Business Intelligence with business analytics.

UNIT IV BUSINESS ANALYTICS PROCESS

- Analytical purposes and tools.
- Descriptive, Predictive and Prescriptive Analytics
- Business Analytics Process(w.r.t business organization)
- Relation of Business Analytics process and Decision making process.

UNIT V BUSINESS ANALYTICS DATA

- Types of data for Business Analytics
- Types of data measurement classification scales.
- Decision models for Business Analytics.
- Types of Decision models with examples.

UNIT VI MAJOR BUSINESS ANALYTICS METHODS AND TOOLS

- OLAP
- Data visualization
- Multidimensionality
- Executive Information System
- Executive Support System

UNIT VII BUSINESS ANALYTICS IN NEW AREAS

- Advanced business analytics.
- Data mining
- New trends in business analytics.
- Analytics as a part of the larger system.

Books for Study and Reference:

1. Albright, S. C and Winston, W. L (2015). “**Business Analytics: Data Analysis and Decision Making**”. Atlantic Publisher and Distributors.
2. Thorlund, J. (2013). “**Business Analytics for Managers**”. Wiley Publishers.

Course Objective: The syllabus is intended to provide the basis for a broad understanding of economics. An understanding of fundamental economic principles, theories and concepts, and of the methods of analysis used by an economist; the ability to use the tools of economic reasoning to explain, analyze and resolve economic issues, and to gain information about the changing economic activities and policies.

UNIT I

1 Nature and Scope of Managerial Economics : Nature and Scope of Business Economics, Utility Analysis: Concept and form of utility, Law of Diminishing Marginal Utility and Equi-Marginal Utility, Consumer's Surplus [Marshallian and Hicksian Approach], Managerial Economist- Role and Responsibilities in Business Organizations, Normative Economics and Positive Economics.

UNIT II

2 Demand, Cost and Profit Analysis: Demand Analysis: Demand Estimation for major consumer durables, nondurable products, Cost Estimation, Cost-Volume-Profit Analysis (Break-Even Analysis): What is C-V-P Analysis? Objectives of C-V-P Analysis, Assumptions of C-V-P Analysis, Determination of Break-even point, Profit-Volume Graph, Profit-Volume Ratio, Margin of Safety, Uses and Applications of Break-Even Analysis, Limitations of C-V-P Analysis.

UNIT III

3. Theories of Distribution: Ricardian and Modern Theory of Rent, Keynesian liquidity preference and Modern Theories of Interest, Marginal productivity and modern theories of Wage, Knight and Modern Theories of Profit.

UNIT IV

4. Profit Management: Nature and management of profit, Profit Planning and forecasting, Profit Policies, Business cycles and Business Policies.

Suggested Books and Readings:

1. Varshney, R.L and Maheshwari, K.L (2014) - **Managerial Economics**, Sultan Chand, New Delhi
2. Keat, Paul G and Young, Philip K.Y (2008)- **Managerial Economics**, Pearson Education, New Delhi
3. Bernheim, B. Douglas & Whinston, Michael D.(2009): **Microeconomics** [TMH].

Course Objective: The course aims at familiarizing the students with the broader treatment of risk, covering both the analysis and the handling of risks, by using all forms of risk control with a view to enable them to provide Risk Management services.

Unit 1

Introduction of the Subject, Concept of Uncertainty, Concept of Peril & Hazard, Types of hazards, Types of Risk, Pure risks & Speculative of Pure Risks.

Unit 2

Introduction to risk, Explaining the meaning of risk as uncertainty regarding occurrence of a loss identifying major risk associated with financial in-security, Classification of risk, Burden of risk on society, Brief introduction to risk handling methods.

Unit3

Concepts of Insurance, Nature and Functions of Insurance, Principles of Insurance Outline, Doctrine of Utmost Good faith, Doctrine of Interest, Doctrine of Indemnity, Doctrine of Subrogation & Contribution, Types of Insurances

Unit 4

Concepts of Risk Avoidance, Concept of Risk Handling, Tools of Risk Management, Risk Management Process

Unit 5

Concept of Re –Insurance, Re-Insurance Features, Introduction to Double Insurance, Features of Double Insurance, Difference between Re Insurance & Double Insurance, Types of Insurances

Unit6

Principles of Large Numbers in insurance, Principles of Probability in Insurance, Introduction to the Indian Insurance Sector, Regulatory Bodies IRDA,

Books for study and References:

1. Rejda E.G(2004). **Principles of Risk Management and Insurance**, published by Pearson publishers.

BACHELORS OF BUSINESS ADMINISTRATION (Hons.)
AGRIBUSINESS
Joseph School of Business Studies, SHIAT S
Syllabus

BBA(H) Agri. Business Management 4th Semester

BAM 502 Business Communication Credit 4(3+1+0)

Course objective: The objective of the course is to create awareness among students of how communication style influences individuals and the factors governing good communication and also emphasizes on the development of good communication skills which are a critical building block to both personal and business success.

Unit 1: Concepts of Communication: Understanding the concept of Communication in day to day corporate life, Understanding Communication skill, Understanding the importance of effective Communication in Business, Role of Communication, Defining Communication, Purpose of Communication

Unit 2: Communication Process: Encoding, Decoding, Transmitter, Receiver, Two way Communication process

Unit 3: Barriers to Communication: External Barrier's, Psycho-Sociological Barriers, Self-centered Attitudes, Group identification, Self-image, Status Block, Closed Mind , Poor Communication Skill, Poor Communication Skill, State of Health, Overcoming Barriers

Unit 4: Written Communication: Formal Reports, Introduction of written Communication, Need of a Business letter, Function of business letter, Kind of business letter, Technical Reports, Business Correspondence, Notices, Minutes, Agenda, Memorandum, Research Paper

Unit 5: Oral Communication: Dyadic Communication, Meetings, Seminars & Conferences, G.D, Audio Visual Aids

Unit 6: Non Verbal Communication: Personal Appearance, Postures, Gestures, Facial Expressions, Eye Contact

Text Book Recommended:

1. Hand Book of Practical Communication Skills-Chrissie Wrought, published by Jaico Publishing House.
2. Ray, Reuben; Communication today – Understanding Creative Skills, Himalaya Publishing House, 2001.
3. Rajendra Pal and Korlehalli - Essentials of Business Communication
4. Ramesh M. S. Pattan Shetty - Effective Business English and Correspondence
5. Pillai and Bagawathi - Commercial correspondence and office management.
6. Guffey - Essentials of Business Communication.

Introduction and historical developments in food processing and preservation; General Principles in food processing; Methods of food processing; Milling of grains and pulses. Storage and handling of fresh fruits and vegetables, Principles of food preservation; Preservation by high temperature; Preservation by low temperature; Sun drying, Dehydration, freeze drying, preservation of fruit juice by hurdle technology. Preparation of Jam, Jelly and marmalade, pickles, vinegar and tomato product, Preservation by chemicals; Canning, can manufacture. Cleaning and sanitation, Statistical quality control techniques; Unit operations; receiving, washing, grading, peeling, size reduction, blanching, sulphiting / sulphuring, syruping/brining, exhausting, processing and packaging; Processing technology of the manufacture of new products from fruits and vegetables; beverages, preserved, sauces, pickles, soups and others; Preservation technologies, Fish products Fish processing industries in India. Meat processing-curing and moking; Fermented meat products. Frozen meat & meat storage. Meat industries in India. Processing of poultry meat and eggs, Poultry farms in India, Composition of milk; Varieties of milk; Checks for purity of milk; Handling and Processing of fresh milk. Packaging of milk; Fermentation of milk and fermented milk products. Manufacture of milk products.

SES-416**ENVIRONMENTAL STUDIES - II****Cr. 2(2+0)**

Theory Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. (e) Energy resources: Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies. (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and Role of an individual in conservation of natural resources.-Equitable use desertification- of resources for sustainable lifestyles. Biodiversity and its conservation-Introduction – Biogeographical classification of Definition: genetic, species and ecosystem diversity. India-Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and Biodiversity at global, national and local levels-India as a mega-diversity option values- Threats to biodiversity: habitat loss, poaching of nation-Hot-spots of biodiversity-Conservation Endangered and endemic species of India- wildlife, man wildlife conflicts- of biodiversity: In-situ and Ex-situ conservation of biodiversity. Environmental PollutionDefinition-Causes, effects and control measures of: Air pollution-Water pollution-Soil pollution-Marine pollution- Noise pollution- Thermal pollution- Nuclear pollution. Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studie. Disaster management: floods, earthquake, cyclone and landslides Theory Lectures • Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. 1 • Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining,

dams and their effects on forests and tribal people. 1 • Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. 1 • Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. 1 • Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. 1 B.Sc.Forestry Syllabus, School of Forestry and Environment SHIATS-DU, Allahabad 63 • Energy resources: Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies. 2 • Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. 1 • Role of an individual in conservation of natural resources. 1 • Equitable use of resources for sustainable lifestyles. 1 • Biodiversity and its conservation-Introduction – Definition: genetic, species and ecosystem diversity 1 • Biogeographical classification of India 1 • Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and 1 option values 1 • Biodiversity at global, national and local levels 1 • India as a mega-diversity nation 1 • Hot-spots of biodiversity 1 • Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts 1 • Endangered and endemic species of India 1 • Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity 1 • Environmental Pollution-Definition 1 • Causes, effects and control different pollutions 1 • Air pollution 1 • Water pollution 1 • Soil pollution 1 • Marine pollution 1 • Noise pollution 1 • Thermal pollution 1 • Nuclear pollution 1 • Solid waste management: Causes, effects and control measures of urban and industrial wastes. 1 • Role of an individual in prevention of pollution 1 • Pollution case studies 1 • Disaster management: floods, earthquake, cyclone and landslides 2 Reference: 1. Dhameja, S.K. Environmental Studies 2007. S. K. Kataria and Sons, New Delhi 110006 2. Gupta, K.M. Environment and Ecology, 2008. Umesh Publication, New Delhi. 3. Srivastava, S. Environmental Studies 2007. S. K. Kataria and Sons, New Delhi 110006

BAM 503

Cost Accounting

Credit 4(3+1+0)

Course objective: To state and evaluate choices between alternative product costing systems and methods in a cost-benefit context and to develop an understanding of students to utilize cost data in planning and control.

Unit 1: Basic concept of Costing :Meaning of Costing, Objectives of Cost Accounting, Functions of Cost Accountant, Advantages of Cost Accounting, Objections to Cost Accounting, Elements of Cost, Types of Costing, Cost Classification, Methods of Costing, Terms used in Costing (cost concepts for decision making).

Unit 2: Cost Accounting Methods and systems: Job, batch, contract and process costing, Cost accounting for service sector, Reconciliation between cost and Financial profit and loss account and activity based costing.

Unit 3: Cost Elements: Material Cost- purchase procedure, store keeping and stock control, pricing issue of material and accounting thereof, perpetual inventory and physical stock taking, identification of slow, non-moving and fast moving items, ABC analysis, JIT system, level of inventories and economic order quantity,

Labour Costs – remuneration methods, monetary and non-monetary incentive schemes, payroll procedures, labour analysis and idle time, measurement of labour efficiency and productivity, analysis of non productive time and its cost, labour turnover and remedial measures, treatment of idle time and overtime.

Unit 4: Cost Accounting Systems: Accounting entries for an integrated and not integrated accounting system, Reconciliation between cost and financial profit and loss account, interlocking accounting.

Text Books:

1. Jawahar Lal : **Cost Accounting**;TataMcGraw- Hill Education (India) Ltd.
2. Arif Pasha Mohd. **Cost Accounting**, 2010,Vrinda Publication
3. Jelsy Joseph Kupappally Accounting for Managers,PHI Learning
4. S.N. Maheshwari Cost & Management Accounting; Sultan Chand & Sons

BAM 331 Small Business Management Credit 4(3+1+0)

Course objective: To provide student with awareness and analysis of personal strengths/weaknesses relative to becoming a successful entrepreneur and to identify and evaluate new business startup ideas, also including takeovers and franchising.

Unit 1: Meaning & Definition of Small Business & Trends, Causes of Entrepreneurial development, who is an Entrepreneur, Importance of an Entrepreneur.

Unit 2: Entrepreneurship, Entrepreneurial Process, Environment for Entrepreneurship, Socio-economic environment, Family background, Standard of education and technical knowledge, Financial Stability, Political stability and government’s policy, Availability of supporting, Achievement motivation, Personality and personal skill

Unit 3: Entrepreneurship Qualities, Characteristics of a Good Entrepreneur, kind of Entrepreneurship

Unit 4: Institutional Assistance for Small Business, Institutional Involved, District Industries Centers, SISI

Unit 5: Financial Institutional for Small Business Promotion: State Financial Corporation, SIDBI, Banks

Unit 6: Marketing Problem in Small Scale Industries: Marketing Support for Small Scale Industries

Unit 7: Government/policies on Small Business Development: Protective Measures, Promotional Measures, Institutional Measures.

Suggested Readings:

1. **David Cadden, Sandra Lueder, Small Business Management in the 21st Century, the Saylor Foundation , 2014**
2. **Jose C. Sanchez-Garcia (ed.) , Entrepreneurship Education and Training, InTech , 2015**
3. **Brychan Thomas, Technology-Based Entrepreneurship, Bookboon , 2013**

BAM 756

Disaster Management

Credit 2(2+0+0)

Course objective: This course develops among the students the concept of the disaster management and examines the reasons for the natural disasters and how to cope in such situations by proper allocation of resources.

Unit-1 Introduction

Concept of Disaster Management, Definitions of Disaster and Disaster management Management, Principles of Disaster Management, Importance of the study of disaster management, Scope of Disaster Management, Disaster Cycle, Objectives of Disaster management.

Unit-2 Factors Responsible for Disasters

Environmental Factors: - Climate Change, Pollution (Air, Water, Soil), Geographical Factors: - Geographical Distributions of Areas (Hill Areas, Sea coastal Areas, Desert habitats), Industrial Factors: - Working Methods, Organizational Rules and Regulations and their acceptance.

Unit-3 Types of disasters: - Natural (Detail Concept): - Geographical Disasters- : Land-slides, Earthquake, Mud-Flow, Air Cyclone and Rock-slides, Water Related Disasters: - Flood, Heavy Raining, Cloud Bursting, Acid Rain, and Drought. Biological Disasters- : Pest Attacks, Viral Infections, Bacterial Infections.

Man Made (Detail Concept): - Industrial Disasters, Chemical Disasters, Nuclear Disasters, Transportation related disasters (Road, Air and water ways).

Unit-4 Causes of disasters: - Man-made Causes and Natural Causes. Effects of the Disasters: - Economical Effects, Social Effects, Geographical Effects, Demographical Effects. Disaster related Awareness: - Medium for awareness, Responsible Authorities, Factors Affecting. Communication role of media, Disasters related Preventions, Preparedness, Vulnerable areas, damaged assessment.

Unit -5 Rehabilitation and Reconstruction: -Assessment of Damage, Allocation of resources, resource implementation, Role of government and other non-governmental organizations.

Unit-6 Contingency Plan, Case studies

Reference Books: - 1. Disaster Management: - B. Narayan
2. Disaster Management: - Ram Kumar and S. L. Goel

ABM 402 Agri Food Supply Chain Management

Credit 3 (2+0+2)

UNIT I Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM.

UNIT II Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management.

UNIT III Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services,

Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI).

UNIT IV Logistics Management: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology.

UNIT V Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management Benchmarking: introduction, concept and forms of Benchmarking.

Suggested Readings :

Altekar RV. 2006. Supply Chain Management: Concepts and Cases. Prentice Hall of India. Monczka R, Trent R & Handfield R. 2002.

Purchasing and Supply Chain Management. Thomson Asia. Van Weele AJ. 2000. Purchasing and Supply Chain Management Analysis, Planning and Practice. Vikas Publ. House.

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BAM 417

AGRO TOURISM

Credit: 4(3+1+0)

Objective of the course:

- 1) To provide a basic understanding of the Agro Tourism.
- 2) To develop an understanding of Government policies and legislations in respect of tourism.

Unit 1

Agro –tourism: Introduction, Importance, Scope, History & Evolution of Tourism, Development of Tourism (National-International) Trends in Indian tourism, Forms of agro-tourism, Advantages and implementations, Introduction to Indian culture.

Unit 2

Government policies and legislations in respect of tourism, Agro-tourism and environment protection laws, Requirements for Agro-tourism, Farm, forest, garden, fish tank/ponds residential huts Bee keeping, Nursery Tissue culture, food processing etc.

Unit 3

Constraints in operation and management of Agro-tourism activities, Management of resources- Human resources, Natural resources, Garbage management at Agro-tourism centre,

Unit 4

Hospitality: Food, beverages and accommodation services, Barriers in tourism industry.

Unit 5

Sustainable Agricultural Practices: Ecological conservation, Organic farming, Crop rotation and group plantation, Pest, Weed management, Green revolution, Wasteland development.

Books for study & reference books:

- Talwar, P. **Travel and tourism Management**. Gyan Books Pvt., Ltd., Main Ansari Road, Darya Ganj, New Delhi-110002.
- Bagri, S.C. **Trends in Tourism Promotion** (2003) International Books Distributors, 9/3, Rajpur Road, Dehradun- 248001 Uttarakhand (India).
- Baylis Smith T.P. (1987), “**The Ecology of Agricultural System**”, Cambridge University Press, London.
- Available recent literature and publications, Government policies on Agro-tourism

AGRN 413

Crop Production Management

4 (3-0-2)

Objective of the course:

- 3) To provide a basic understanding of the Crop Production
- 4) To develop an understanding of a variety sowing and planting, methods.
- 5) To recognize particular techniques and their applications for crop planning and budgeting.

Unit 1

Introduction of Crops, Definition of Crops, Classification of crops, Seeds – characteristics, types, procurement.

Unit 2

Introduction to Sowing and planting, methods of sowing and planting, Soil – concept, physical & chemical properties, soil management.

Unit 3

Concept of Tillage – types, implements, Nutrient management – plants nutrients, different types of manures & fertilizers, methods of application, commercial fertilizers.

Unit 4

Introduction of Crop planning and budgeting, Concepts of Weeds and Methods of controlling Weeds.

1. Practicals :

2. Identification of crop seeds
3. Identification of fertilizers and chemicals
4. Identification of season weeds
5. Calculations based on fertilizer requirement
6. Numerical on seed rate
7. Calculations on expected yield
8. Calibration of sprayer
9. Economics of agricultural operations

Books for study & References

1. Reddy, T.Y. and G.H.S. Reddy(2002). **Principles of Agronomy**. Third Edition, Kalayani Publishers, New Delhi
2. Reddy, S.R. 2004. **Principles of Field Crop Production**. 2nd Ed. Kalyani Publishers, New Delhi, India
3. Singh, S.S. (1998). **Crop management under irrigated and rainfed conditions**. 3rd Edition. Kalayani Publishers, New Delhi.

FMP-403

Farm Production Engineering

4 (3+0+2)

Objective of the course:

- 1) To provide a basic understanding of the Farm Production
- 2) To develop an understanding of a variety of Manually operated, Animal Drawn and Power operated machines

Unit 1

Introduction of Farm Mechanization, Status and scope of farm Mechanization.

Unit 2

Classification, Constructional details, Principles of Operation of Manually operated, Animal Drawn and Power operated implements

Unit 3

Machinery used in Crop Production, Primary and Secondary tillage implements, Peddlers Intercultural implements, Seeding, Planting and Fertilizer application equipments, Plant protection equipments, Crop harvesting and threshing equipments, Chaff cutters and sugarcane crushers

Unit 4

Hitching of implements, Safety in Farm Machinery, Performance evaluation, selection and cost analysis, Farm practices for primary and secondary tillage and to increase soil moisture holding capacity of the soil.

Practicals :

- Practical study of primary tillage and secondary tillage implements
- Constructional and functional study of different types of seed-drill.
- Calibration of seed drills.
- Study of sprayers & dusters.
- Self-propelled rice transplanted.
- Different types of Power operated reapers and threshers.

Books for study and Reference :

- **STATUS OF FARM MECHANIZATION IN INDIA**, Chapter: Scope, Progress and Constraints of Farm Mechanization in India, Publisher: Indian Council of Agri. Research, Editors: Indian Agri. Stat. Research Institute. , **Edition: 2006**
- David and Patricia Armentrout ((July 1995) **Farm Machinery: Heavy Equipment**, Rourke Publishing (July 1995)
- Segun R. Bello (2012), **Agricultural Machinery & Mechanization, Basic Concepts**, published by CreateSpace Independent Publishing Platform (June 11, 2012).

ABM-607

Financing for Agri-business

Credit: 3(3+0+0)

Objective of the course:

- 3) To provide a basic understanding of the Financing for the Agri business sector
- 4) To develop an understanding of different government and private agencies for financing.

Unit 1

Finance –An Introduction to finance, Concept of Financial Management, Evolution as field of financial management, scope and objectives.

Unit 2

Indian Agri-business financing system -Financial markets, money and capital markets, Intermediaries of financial system , Commercial banks, regional rural banks, NABARD, AFC, Cooperatives (NCDC and other institutes) ,Agro-industries (Corporation, IDBI, IFCI,

ICICI, SFCs, SIDCs, investment institution: LIC,GIC, mutual funds commercial bank, non banking financial companies, Micro-Finance.

Unit 3

Agriculture Value Chain Finance, Five C's of lending applied to value chain financing, Value chain business models, and Agricultural value chain finance instruments.

Case Study

Financing the Agri value chain –Knowledge is the Key-A case study by RABOBANK.

Reference Book:

- Calvin M & Linda J.(2010), **Agricultural Value Chain Finance Tools and Lessons** Published by Food and Agriculture Organization of the United Nations and Practical Action Publishing,
- Khan & Jain (2007), **Basic Financial Management**, Publisher Tata McGraw Hills. Edition 2nd
- Prasanna Chandra(2005), **Financial Management**,Published by Tata McGraw Hill Education ,2005,Edition 4th.

AHD-511 LIVE STOCK PRODUCTION & MANAGEMENT 3 (2+0+2)

Objective of the course:

- 5) To provide a basic understanding of the Live stock and its importance.
- 6) To develop an understanding of how to manage the business of Livestock business in respect of govt. legislations.

Unit 1

Live stock Meaning, Introduction & Scope of livestock in Indian Economy, Livestock censure and trend of livestock production.

Unit 2

Terminology used in livestock care, poultry care and management of livestock and poultry,Various breeds of cattle, sheep goat, buffalo and poultry.

Unit 3

Maintenance of records on livestock dairy and poultry farms ,Animal Health Cover Available in Market.

Practical:

1. Study of body parts of different classes of livestock, i.e. cattle, buffaloes and poultry.
2. Vaccination schedules of livestock and poultry.
3. Record keeping, judging of animals for dairy and draft purpose.
4. Disposal of Milk.

Books for Study & Reference:

- Banerjee, G.C. **Text Book of Animal Husbandry**. Oxford and IBM Publishers, New Delhi.
- Sashry, N.S. R, C. K. Thomas and R.A. Singh. **Farm Animal Management and Poultry Production**. NSR, Vikas Publishing House Pvt. Ltd., Delhi
- Panda, B. and et al. **Feeding of Poultry**. ICAR, Publication, New Delhi.
- Singh, R.A. **Poultry Production**. Publishers, New Delhi

ABM 606 Quantitative Methods of Agribusiness Credits 3(3-0-0)

Objective of the course:

- 7) To provide a basic understanding of the value and use of quantitative methods in administrative and operational problem solving and decision-making.
- 8) To develop an understanding of a variety of statistical and quantitative techniques applicable to a wide range of business situations.
- 9) To recognize particular techniques and their applications so as to be able to apply these techniques in problem solving for management decision making.

Unit1:Linear Programming

- Introduction,
- Structure of linear programming models,
- Advantage of linear programming models

- Limitation of linear programming models
- Application area of linear programming

Unit 2: Linear Programming: Simplex Method

- Introduction
- Standard form of a Linear Programming problem
- Simplex algorithm (Maximization Case)
- Simplex algorithm (Minimization Case)

Unit 3. Transportation problems

- Introduction
- Mathematical model of Transportation Problem
- The Transportation algorithm
- Methods of finding initial Solution
- Northwest corner Method
- Least Cost Method
- Vogels Approximation Method

Unit 4: Assignment Problem

- Introduction
- Mathematics model of Assignment Problem
- Hungarian method for solving assignment problem (Minimization Case)
- Hungarian method for solving assignment problem (Maximization Case)

Unit 5: Queuing Theory

- Introduction
- The structure of a Queuing System
- Performance measures of a Queuing System
- Probability Distribution of a Queuing System
- Classification of a Queuing System

Unit 6: Game Theory

- Introduction
- Two person zero sum game theory
- Pure strategies : (Maximization & Minimization): Game with saddle point
- Mixed strategies: game without saddle point
- Rules of Dominance
- Solutions Methods games without saddle point

Unit 7: PERT and CPM

- Introduction
- Basic difference between PERT & CPM
- Phases of project management
- PERT/CPM Network component and Precedence Relationship
- Critical Path Analysis
- Project scheduling with Uncertain Activity times
- Project time cost trade off
- Updating the project progress
- Resource allocation

Unit 8: Decision Theory

- Introduction
- Steps of decision making process
- Types of decision making environments
- Decision making under uncertainty
- Decision making under risk

Unit 9: Simulation

- Introduction
- Types of simulation
- Steps of simulation process
- Advantage and disadvantage of simulation

Text book Recommended:

1. Vohra.N.D (2003),**Quantitative Techniques in Management , Tata McGraw Hill Publishing company Limited 2010, New Delhi, Edition 4th .**
2. Gupta M.P (2006), **Quantitative techniques for decision making ,Prentice Hall of India private limited, Delhi. Edition: 2nd**
3. Agarwal R, Vrinda (2005) ,**Quantitative Methods , Publication Ltd, Delhi, 2005**
4. Rendir.B, Ralp.M, Micheal.E(2003),**Quantitative Analysis for management Pearson Education, Delhi,**

Objective:

- To orient the students regarding trade policies, growing global trade & basic of managing domestic & global business.
- To enable the students an understanding of basic concepts which is necessary for effective exports & imports.

Unit 1

Meaning and difference between domestic & international trade. International Business – India' Agriculture and Trade: An overview, why companies engage in international business problems and advantages, The Multinational Company.

Unit 2

Emerging world business Environment, Liberalization & Globalization; Global competitiveness of business; International trade & WTO, Role of international institutions in promoting world trade.

Unit 3

Commercial policies-Trade Tariff, Quota, Subsidy, Non-tariff, free trade and effects of tariff, Trade facilitation Agreement (WTO) on Agricultural products, market entry strategy and modes, Business environment. International Human Resource Management : Problems of multi-cultural.

Unit 4

Balance of Payments – Definition & concepts, Samples & International trade How's – Imports & exports. Export Finance and Insurance in Agri. Products, APEDA's role in Enhancing Agricultural Export.

Unit 5

International marketing; Domestic Vs. global marketing strategies, Documentation, Product market identification for Agricultural Exports from India.

Books for study and References:

- Gaur S.C. and Singh D. ,(2012). **A Handbook of Agribusiness**, 2012, xxiv, 720 p, ISBN : 9788177544701, Published by Agrobios.
- Diwase, Smita(2014), **Indian Agriculture & Agribusiness Management, 2nd Ed**, Scientific Publishers, 2nd Edition

BAM-529

Human Resource Management

Credit:4(4+0+0)

Objective of the course:

- 1) To provide a basic understanding of the HRM .
- 2) To develop an understanding of HRM policies and functioning of Organisation.

Unit 1 Introduction to HRM

- Difference between HRM & Personnel Management
- Evolution of HRM
- Nature and scope of HRM
- Objectives & functions of HRM

Unit 2 Manpower Planning

- Definition/need/objectives/Methods
- Process, Manpower plan components
- Problems/limitations of Manpower planning

Unit 3 Job Analysis

- Nature/process/importance of Job Analysis
- Methods of Data Collection for Job Analysis, potential problems with job analysis, competency based job analysis
- Job description and Job Specification
- Job Design and significance
- Factors, approaches of Job Design
- Job Enrichment and Job Enlargement
- Job evaluation process, methods

Unit 4 Recruitment and Selection

- Meaning, Objectives & factors affecting Recruitment, Theories regarding recruitment, methods of recruitment, steps of recruitment process.
- Nature and importance, difference between recruitment and selection & steps of selection process
- Placement, Induction, Promotion and Transfer

Unit 5 Training and Development

- Meaning, Nature and Importance of training and Development
- Training Process
- How training needs are identified
- Methods of training
- Effectiveness of Training Programme

Unit 6 Performance Appraisal

- Meaning Nature, Importance & Purpose of performance appraisal
- Methods of performance appraisal
- Challenges and legal issues in performance appraisal
- Promotion, Transfer and demotion
- Job Satisfaction, Job enrichment, job empowerment

Unit 7 Wage Salary and Administration

- Different components of employee compensation
- Theories of remuneration
- Factors that influence employee compensation
- Different components of wages

Unit 8 Employee Safety and Health

- Introduction, Industrial accidents and Industrial injury safety programmes
- Occupational Hazards
- Employee Health Measures

Books for study & Reference:

- AshwathapaK.(1997), Human Resource Management and Practices. Tata McGraw-Hill, 7th ed.

- **Mamoria C.B. and Rao V.S.P. (1980)**, Personnel Management (Text and Cases). Himalaya Publishing House, 30th ed.
- **Rao V.S.P. (2000)**, Human Resource Management (Text and Cases). Excel Books, 3rd ed.
- **Gupta Shashi K. and Joshi Rosy (2002)**, Human Resource Management (With Case Study). Kalyani Publishers, 6th ed.
- **Durai Pravin (2010)**, Human Resource Management. Pearson Education, 4th ed.
- **Tripathi P.C. (1978)**, Personnel Management and Industrial Relations. Sultan Chand & Sons, 21st ed.

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ABM-501 AGRICULTURAL MARKETING 3(3-0-0)

Unit 1: Basic Concepts of Agricultural Marketing:

Definition of market and agricultural marketing, historical development, approaches, futures trading, Agricultural marketing channels, marketing institutions, agricultural marketing system, contract farming, marketing development and planning, modern infrastructural facilities, cooperative/ group marketing systems, value addition and agro-processing.

Unit II: Agricultural Marketing Organizational Management:

Structure and Model of Agri-Marketing Organizations with functions, Agricultural market planning, management of agri- marketing personnel, role of leadership, motivation and human relations in improving organizational efficiency, Agricultural markets and food supply chain management.

Unit III: Legal Framework of Agricultural Marketing:

A.P (G & M) Act, PFA, MFPO, FPO, Weights and Measures, Packaged Commodity Rules; 1S0-9000, Consumer Protection Act, Storage and Warehousing Ac, Forward Contracts Act, Grading and Standardization, formulation and enforcement of grade standards, grading under Agmark at Producer's level, modernisation of grading at farm/mandi level.

Unit IV: Key. Agricultural Marketing Organizations:

Role, Functions and Schemes of NAFED, NCDC, MPEDA, APEDA, Commodity Boards, Export Inspection Council, State Cooperative Marketing Federations, Forward Markets Commission.

Unit V: Market Information:

Role, importance and concepts of Agriculturalmarket intelligence, administered prices including support prices, methodology of data collection, critical review of market intelligence and news service, role of IT and tele- communication, On-line market information service, e-chaupal model, dissemination of market intelligence through various media.

Unit VI: Export-Import of Agricultural Commodities:

Overview of export and Imports, WTO, AAO, export procedures and documentation, export credit, Food Parks, Export promotion schemes.

Practicals:

- (i) Hand on experience
- (ii) Field level practical during study
- (iii) Field level practical during local study tours
- (iv) Marketing Survey and reporting

BAM- 602

Subject: Financial Management

Credit: 3 (2+1+0)

Course objective: This course develops among the students the concept of the financial management and examines the various methods adopted by organizations for managing the risk.

Unit 1: Scope and Function of Financial Management: An Introduction

Unit 2: Financial Environment of Business Firms (with special emphasis on India)

- General financial environment
- Introduction to Indian Financial Market (Capital Market, Money Market & Debt Market)

Unit 3: Corporate Financial Objectives and Functions, Financial Statement Analysis

- Ratio analysis (liquidity ratios, profitability ratios, turnover ratios, structural ratios, etc.)
 - Comparative balance sheet
 - Common size statement analysis
 - Trend analysis
 - Sickness prediction

Unit 4: Concept of Valuation, Capital Structure Decision

- Capital Structure Theories: Capitalization
- Cost of Capital
- Financial & Operating Leverage

Unit 5: Capital Budgeting , Risk and Return Portfolio Theory, Sources of Funds (including regulatory framework)

BBA 601 Logistics and Supply Chain Management Credit 4(3+1+0)

Course objective: This course develops among the students the concept of the logistics and supply chain management and examines the various methods adopted by organizations for logistics management and provides an insight in to the models used in supply chain for business strategy.

Unit 1: Logistics Management: Origin and Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management

Unit 2: Types of Inventory Control: Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) - Logistics in 21st Century

Unit 3: Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain

Unit 4: Aligning the Supply Chain with Business Strategy: SCOR Model –Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies – Certifications

Suggested Readings:

1. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.
2. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
3. Janat Shah, Supply Chain Management: Text and Cases, 1st Edition, Pearson
4. D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan 2003, 1st Edition

BAM 604

Strategic Management

Credit 4(3+1+0)

Course objective: This course develops among the students the concept of the strategic management, process and the strategic intent. It also provides an insight in to the models and various types of corporate and business level strategies adopted by companies to attain competitive strategic advantage.

Unit 1: Introduction: Objectives of the business - setting up and balancing the objectives mission - vision - goals strategic analysis of functional areas. Levels of strategy, Schools of thought on strategy formation, Strategy formulation, The process of Strategic management: Steps. Strategic intent.

Unit 2: Environmental Appraisal and Organizational Appraisal: Concept of Environment, Characteristics of environment, Internal and External environment and its sectors, Methods of environmental appraisal. Concept of organizational appraisal,

Organizational capability factors, Methods and techniques used for organizational appraisal: Value chain analysis, Quantitative analysis, Comparative analysis, Comprehensive analysis (Balanced scorecard, Key factor rating).

Unit 3: Corporate Level Strategies: Nature and Scope, Stability strategies, Expansion strategies, Retrenchment strategies, Combination strategies.

Unit 3: Business Level Strategies: Cost Leadership, Differentiation

Unit 4: Strategic Analysis and Choice: Corporate Level Strategic analysis: Corporate Portfolio Analysis: BCG matrix, GE Nine Cell matrix, Hofer's Product market Evolution matrix, Directional Policy matrix, SPACE. Business Level strategic analysis: Experience curve analysis, Life cycle analysis, Industry analysis (porter's five forces model., Competitor analysis

Unit 5 Strategic Implementation and Control: Aspects of strategy implementation, Structural implementation, Behavioral implementation, Functional and operational implementation, Process of strategic evaluation and control.

Suggested readings:

1. Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.
2. Kazmi - Business policy & Strategic Management - Tata McGraw-Hill pub.
3. Azhaskazmi, Business Policy.
4. S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand

BAM 605

Industrial Relations

Credit 3(2+0+2)

Course objective: To sensitize the students with an understanding of the interaction pattern among Labour, management and the State and to provide the students a foundation of knowledge of organizations and help them to become aware of the behavior and performance of people working in organizations.

Unit 1: What is Industrial Relations: The various approaches :The systems model, The Pluralist Approach, The Structural Contradictions Perspective

Unit 2. Various Participants: Trade Unions, What are Trade Unions, Trade Unionism in India, Emergence, history, growth , Trade Union as an Organization Structure, Size, Affiliation, Membership, Finance, Leadership, Trade Union recognition and registration, Trade Union politics Linkage, Implications, Trade Union Democracy , White collar unionism, Trade Unionism in the unorganized sector, Rise and status of Trade Unions in other countries.

Unit 3: The State: The Indian IR framework, The role of the state in Indian IR Regulative and Participative bodies, India and ILO.

Unit 4 Contemporary Issues in Industrial Relations: Industrial Relations in the emerging scenario , The Future Trends

Unit 5: Collective Bargaining: Meaning, Nature, Types, Process and Importance of CB-prerequisites issues involved, Status of Collective Bargaining in India, Suggestions to improve Collective Bargaining, Negotiations-Types of Negotiations-Problem solving attitude, Exit policy, Voluntary retirement and Golden Handshake.

Unit 6: Discipline and Grievance handling: Discipline - Causes of Indiscipline - Maintenance of discipline. Domestic enquiries - concept and practice - Principles of Natural Justice, Grievance handling - Constitution of Grievance committee - Meaning of Grievance - Sources-level of Grievance-benefits of Grievance system. Grievance redressal machinery in India-Law on the subject.

Unit 7: Worker's participation in management: Concept- practices in India works committees, Joint management councils. Employee Directors on board of Nationalized Banks. The voluntary scheme of worker's participation followed-Quality circles.

Suggested Readings:

1. Chand, K.V.K., Industrial relations
2. Manoppa, A., Industrial relations, TMH, 1999
3. Laldas D.K., Industrial relations in India
4. Manohar Lal, Industrial Relations & Labour Legislation
5. Yoder, Dale and others, Personnel Management & Industrial Relations, New Delhi, Prentice Hall, 1959
6. Mamoria,C.B., Industrial Labour and Industrial Relations in India, Kitab Mahal, 1975
7. Mamoria, Mamoria and Gankar, Dynamics of Industrial Relations, Bombay: Himalaya Publishing, 2001.

ABM – 601 Entrepreneurship in Agribusiness Credit:3(3-0-0)

Course Objectives: To sensitize the students with an understanding of entrepreneurial development process for new startups.

Block I : Entrepreneurship

Unit – 1 Overview of Entrepreneurship

- Introduction to Entrepreneurship.
- Role of entrepreneurs in socio-economic development of a country.
- Growth of entrepreneurship in India.
- Entrepreneurial competencies and skills
- Functions of an entrepreneur.

Unit – 2 Entrepreneurship Development and Agripreneurs

- Phases of Entrepreneurial Development Programme
- Institutional Interventions and Capacity building for Agri Business Entrepreneurship
- The business plan : Seven Key Concept
- Writing the Agri-business plan
- Success stories of Agripreneurs

BlockII : Agripreneurship Governmental Development

Unit – 3 Agripreneurship Empowerment

- Agripreneurship development
- Farmer and Agri Markets
- Challenges & opportunities facing Agripreneurs
- Market Intelligence and Logistics for Agripreneurships

Unit – 4 Government/ Initiatives and Policy Framework for Agripreneurship and Rural Development

- Institutional Support System for Agripreneurs
- Gender concerns in Agripreneurship
- Knowledge Management in Agripreneurship and Rural Development
- Governance, Capacity Building and Agripreneurship

Hisrich RD & Peters MP. 2002. Entrepreneurship. Tata McGraw Hill.

Kaplan JM. 2003. Patterns of Entrepreneurship. John Wiley & Sons.

Nandan H. 2007. Fundamentals of Entrepreneurship Management. Prentice Hall.

ABM 602

FOOD RELATED CONSUMER BEHAVIOR

03(2+1+0)

Course Objectives: To sensitize the students with an understanding of the behavioral factors that lead to purchase decision regarding food related products in the markets.

Unit 1: Introduction

What is customer/consumer? How do we define CB? Major components, customer life style, customer interaction. Importance of understanding consumer behaviour for a marketer and developing customer relations. Introduction to Indian food Industry and laws. Recent development in consumer behaviour towards food.

Unit 2: Decision making process and Models of Consumer Behavior

Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Input-Process-Output Model, Nicosia Model, Howard-Sheth Model, Engel-Kollat-Blackwell model, Bettman's Information Processing Model

Unit 3: Factors affecting consumer behavior

Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Personal factors, Psychological factors of CB. Consumer Motivation & Perception, Consumer Attitude formation and Change, Consumer Learning

Unit 4: Socio-cultural Influences

Socialisation, Family Buying decision, Family Life Cycle, Social Class, Lifestyle Profiles, Culture, Sub-culture, Measurement of Culture, Cultural aspects of emerging markets, Cross Cultural Consumer Behaviour

Unit 5: Consumer and society:

Consumerism, consumer protection, consumer right and consumer education, legal consideration.

Reference Books:

1. Consumer behavior, Schiffman & Kanuk, Pearson
2. Consumer behavior; Concepts & Applications, Loudon, Deltabitta
3. Consumer behavior, Engel & Blackwell, Thomson
4. Consumer Behaviour, Raju & Xardel, Vikas
5. Consumer Behaviour, Kazmi & Batra, Excel Books

BAM 550 Corporate Social Responsibility Credit 3(2+1+0)

Course objective: This course focuses on creating awareness among students regarding the concept of corporate social responsibility and the various methods and models adopted by companies to impart social responsibility of business.

Unit 1:

Corporate social responsibility in Indian context and international, Definition, concepts, Approaches of CSR: Soft Vs Hard Approach, Consumer approach, Shareholder Approach, overview of corporate social responsibility and corporate social accountability.

Unit 2:

Business ethics and corporate social responsibility, concept of business ethics – meaning, importance and factors influencing business ethics.

Unit 3:

Corporate Governance- meaning, significance, principles and dimensions. Ethical decision making in different culture, Environment protection

Unit 4:

Strategy Perspectives of CSR – The Industry perspective, The Stakeholder perspective, Social perspective of CSR.

Unit 5:

Concept of Corporate Governance, Models of corporate Governance –Perspective and practice of CSR Present CSR practice in India

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ABM- 608

Farm Business Analysis

CREDITS: 3 (3-0-0)

COURSE OBJECTIVES: The course aims at development of understanding of farm, farm management, cost analysis and measurement of farm profitability.

UNIT I

Farm management, farm size, selection and appraisal of farm, factors of production.

UNIT II

Management of land, labour capital, organization and enterprise, farm records and their analysis.

UNIT III

Cost and returns of different crops and measures of cost concepts.

UNIT IV

Measures of farm profitability.

Books for study and reference:

1. Dhondiyal,S.P, Farm Management

ABM 603

AGRO-INDUSTRIAL SYSTEM DEVELOPMENT

CREDITS: 3(3-0-0)

COURSE OBJECTIVE: The course aims at exposure towards the agro-industrial system development of India and its chief components with respect to Indian scenario.

UNIT I Course Overview

Definition, Scope, types of agro-industry, Features, importance of agro business in agricultural development, Industrial estate and industrial area; planning and integration of major components of agro-industrial system, An analysis of farm management concepts and principles.

UNIT II Marketing Component Analysis

Market segmentation: population dynamics, consumer analysis, competitive environments, Economic aspects of marketing agricultural products, Demand forecasting of farm products, marketing of food, fiber and horticultural products in foreign markets.

UNIT III Raw Material Supply Component

Raw material requirement and production trends; Raw material control, Product scheduling: material flow management, timeliness in procurement, transportation modeling, raw material production projections.

UNIT IV Processing Component

Production system: capacity, technology, equipment, management, Inventory management: resources, product, by-products, waste Principles of the management: production, inventory, marketing, finances, people.

UNIT V Design Considerations for Plant Layouts

Selection of location, Plant requirements Facilities Assessment, Design details, Economic Analysis.

UNIT VI Strategies to Solve the Problem of Agro-industries

Managerial problems in agro-business; Institutional Arrangements to solve the Problem of Agro-industries.

Books for study and reference:

1. B. Misra and Gyana Chandra Kar [2009] **Agro Industries and Economic Development** [2009], Deep and Deep Publications.

ABM 502

FOOD MARKETING

CREDITS: 3(3-0-0)

COURSE OBJECTIVES: The course intends at understanding of the chief marketing concepts and its application in the food segment/industry of India.

UNIT I

Marketing –Introduction, Functions of Marketing, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing, Relevance of Marketing in agriculture related commodities in India, factors affecting food marketing in India.

UNIT II

The element of marketing mix; Product, Price, Place and Promotion, Importance of consumer behaviour for markets, Factor influencing consumer behaviour for food related commodities in FMCG sector, Branding in food related commodities.

UNIT III

Market Segmentation and Targeting, concept and bases for segmentation of agriculture and food related commodities, Niche markets and marketing in food related commodities/segment.

UNIT IV

Concept and Purpose of Marketing Research, Scope and relevance of Marketing Research in Food industry, Marketing Research process in major Food companies, application of Marketing Research for food industry in India, Purpose and scope of Marketing Information system in food industry of India.

UNIT V

New trends in marketing of FMCG (Food related commodities), E-commerce, Marketing Ethics in Food industry of India, recent developments in area of food marketing in India.

Books for study and reference:

1. Kotler, P. [2014], **Marketing Management**, Pearson Publishing.
2. Ramaswami, V.S. & Namakumari, S.[2002] **Marketing Management**, Macmillan India Limited.
3. Oswald, N. and Menon,M.[2013], **Organic Food Marketing in Urban centres of India**, International Competence Centre for Organic Agriculture

ABM 503

AGRICULTURE POLICY AND ANALYSIS

CREDITS: 3(3-0-0)

COURSE OBJECTIVE: The course aims at introduction towards agricultural policy of India over the years and its analysis, government interventions in agriculture, Indian agricultural policy and policies towards developing agro-industries.

UNIT I Introduction to Agriculture Policy and Analysis

Framework of Agriculture policy analysis; definition of basic concepts; agriculture; policy; analysis; trade-offs between policy objectives; components of Agriculture policy, Graphical presentation of a policy framework; constraints & policies affecting agriculture policy; Agriculture price instruments; discussion on Indian framework for Agricultural policy.

UNIT II Economic tools essential for Agriculture Policy Analysis

Economic concepts/tools essential for Policy analysis. Elasticities of demand and the relation to total revenue, Price determination under different market structures; elasticities of supply, measures of welfare (producers, consumers, and society).

UNIT III Government Intervention in Agriculture

The rationale for intervention in agriculture; methods of intervention; consequences for government intervention on Agriculture, Rent-Seeking behaviour of various interest groups in the Agri-food sector; policy formulation process.

UNIT IV Indian Agricultural Policy

Emerging trends in Indian agricultural sector, Main issues in Indian agriculture development and poverty alleviation, Challenges, policies and strategies of Indian agriculture system; policy triangle framework for institutionalizing policy coherence in Agriculture.

UNIT V Policies towards Developing Agro-Industries

Class discussion on alternative views of developing Agro-Industries in India.

Books for study and reference:

1. Frank Ellis [1992], **Agricultural Policies in Developing Countries**, Cambridge University Press.

BBA [AG] VII SEMESTER

APFE 516 SAFETY AND STANDARDIZATION OF FOOD AND DAIRY PRODUCTS CREDITS: 3(3+0+0)

COURSE OBJECTIVES: The course aims at understanding of the food and dairy processing, safety and standardization, Establishment of Food Safety and Standards in India, enforcement of National and International Food Regulatory Standards.

UNIT I

Introduction to Food and Dairy Processing, preservation, packaging, importance of safety and standardization, Current awareness on quality and safety of food and dairy products, Quality terms & definitions, Quality factors: appearance, texture and flavor, Appearance factors – size and shape, colour, sensory properties, Taste Panels, Adulteration.

UNIT II

Need for Food standards and their enforcement, Legislation in India, Various types of laws- Mandatory/Regulatory and Voluntary/Optional - Introduction to various food laws, FSSAI Act, 2006 - Need, Scope and Definitions.

UNIT III

Establishment of Food Safety and Standards Authority of India, Role of Codex Alimentarius Commission (CAC) in harmonization of international standards; quality (ISO 9001:2000) and Food Safety (HACCP) system and their application during milk production and food processing.

UNIT IV

National and International Food Regulatory Standards; BIS, PFA, GMP, ICMSF, IDF etc., their role in the formulation of standards for controlling the quality and safety.

COURSE OBJECTIVE: The present course is intended to provide the students an opportunity to apply their theoretical knowledge of concepts, principles, tools and mechanism of strategic management acquired in the preceding semester in the resolution of real life problems facing top management through case discussions.

UNIT I

Role of agriculture in Indian economy, problems and policy changes relating to farm supplies, farm production, agro-processing.

UNIT II

agricultural marketing, agricultural finance etc. in the country; linkages among sub-sectors of the agri-business sector; economic reforms and Indian agriculture, impact of liberalisation, privatisation and globalisation on agri- business sector

UNIT III

Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to industrial sector with the specific reference to agro-industries in agri-business enterprises.

UNIT IV

Agri-business policies -concepts, formulations price and marketing policies; public distribution system and new dimensions in agribusiness environment and policy.

Books for study and reference:

1. Beierlein, J.G., Schneeberger, K.C., Osburn, D. [2007], **Principles of Agribusiness Management**, 4 edition, Waveland Pr Inc.
2. Diwase, S., **Agri-Business Management**, Everest Publishing House.

COURSE OBJECTIVES: The course aims at understanding and evolution of micro finance in India, operational aspects, legal and regulatory framework, management and challenges of micro finance institutions in India.

UNIT 1

Introduction to microfinance: Definition, need and evolution of microfinance, Major components of microfinance's ecosystem, Microfinance as a Development Tool: The Indian Experience

UNIT 2

Operational Aspects of Microfinance: Financial Products and Services, Credit Delivery Methodologies, Fundamentals of Designing products, Sustainable interest rates, MicroFinance Deliver Methodologies

UNIT 3

Management of MFIs and its challenges , Impact assessment and social assessment of MFIs, Revenue Models of Microfinance : Profitability Efficiency and Productivity,

UNIT 4

Legal and Regulatory Framework, Emerging issues, Risk Management: Types of Risk for FIs, managing credit risk

Books for study and reference:

1. **MicroFinance Perspective and Operations** :Indian Institute of Banking and Finance, McMillan Publication.
2. Joanna,L., **The New Microfinance Handbook: A financial Market System Perspective**, The World Bank.
3. Swaminathan, B.S. [2013], **Microfinance**, McMillan Publication.

BAM-665

TRAINING IN BUSINESS ORGANIZATION

CREDITS: 4 (4-0-0)

COURSE OBJECTIVES: The course aims at development of understanding of the chief components of training in business organizations, the latest developments in the arena of training its effectiveness for organizations and evaluation of training.

UNIT I Introduction

Evolution of Training & Development, Inputs in Training, Role and Purpose of Training, Importance of Training and Development, The Training System, Training Model , Training Needs Analysis

UNIT II Traditional Methods of Training

On-The-Job Training: Methods and techniques, Off-The-Job Training: Methods and techniques

UNIT III Online Training

The Growth of E-Learning, Online Training, Pedagogical and Andragogical Methods and Approaches , Online Training and Learning , How can Online Training benefit the Organization , Online Course Delivery: Issues and Challenges , Advantages and Disadvantages of Online Training , Problems and Prospects of Online Training , Quality Control in Online Environment

UNIT IV Strategic Training

What is a Training Strategy, How to Develop an Effective Training Strategy, Coaching and Mentorship in organizations. Training Trends Worldwide, Training Department and Trainers' Roles, Moving from Training to Performance.

UNIT V Effectiveness of Training- Training Evaluation

Kirkpatrick Model: Reaction, Learning, Behaviour, Results, Rational for evaluation, Resistance to training Evaluation.

Books for study and reference:

1. Lynton, R Pareek, U. [2011] **Training for Development**, 3rd ed., Sage Publication, New Delhi.
2. Sahu, R.K. [2005], **Training for Development**, Excel Books, New Delhi.

BBA [AG] VIII SEMESTER

Semester-VIII

	Course Code	Subject	Credit
1		Project Report	
2	BAM-662	Seminar	1(0+1+0)

3	BAM-663	Dissertation (As per the University Guidelines, Write-up up-to 2500 words)	20(0+10+20)
4	BAM-697	Comprehensive Viva Voce	1(0+1+0)
		Total Credit Hours	22