



॥ सा विद्या या विमुक्तये ॥

# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the U.G.C. U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

Fax : (02462) 215572

Academic-1 (BOS) Section

website: srtmun.ac.in

Phone: (02462)215542

E-mail: bos.srtmun@gmail.com

वाणिज्य व व्यवस्थापन विद्याशाखाअनर्गत  
B.B.A. (Agri Business Management)  
प्रथम वर्षा चा सुधारित अभ्यासक्रम शैक्षणिक  
वर्ष २०२३-२४ पासून लागू करण्याबाबत.

## परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २३.०५.२०२३ रोजीच्या अभ्यासमंडळ बैठकीतील विषय क्र. ०२ अन्वये अग्रेषित केल्यानुसार व वाणिज्य व व्यवस्थापन विद्याशाखेने दिनांक ०५.०६.२०२३ च्या बैठकीत ऐनवेळचा विषय क्र. २ अन्वये च्या शिफारस केल्याप्रमाणे महाराष्ट्र सर्वजनिक विद्यापीठ अधिनियम २०१६ कलम ३३(१)(न)नुसार मा. विद्यापरिषदेने दिनांक २४.०४.२०२३ रोजीच्या बैठकीतील ऐनवेळचा विषय क्र. १०/५६-२०२३ द्वारे B.B.A.-I, year (Agri Business Management) चा सुधारित अभ्यासक्रम शैक्षणिक वर्ष २०२३-२४ पासून लागू करण्यास मान्यता दिली आहे. त्या नुसार सदर अभ्यासक्रम लागू करण्यात येत आहे. याची सर्व संबंधितांनी नोंद घ्यावी.


सदरील परिपत्रक प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेत-स्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी ही, विनंती.

'ज्ञानतीर्थ' परिसर,  
विष्णुपुरी, नांदेड - ४३१ ६०६.  
जा.क्र.: शैक्षणिक-१/वि.प./बीबीए./एबीएम.  
अभ्यासक्रम/२०२३-२४/१२५  
दिनांक : २२.०६.२०२३.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.
- २) मा. सहयोगी, अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.
- ३) मा. संचालक, परीक्षा व मूल्यमापन मंडळ यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ४) मा. प्राचार्य, सर्व संबंधित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ५) सिस्टम एकमपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ यांना देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.



  
सहा.कुलसचिव  
शैक्षणिक (१-अभ्यासमंडळ) विभाग

**SWAMI RAMANAND TEERTH**  
**MARATHWADA UNIVERSITY, NANDED - 431 606**



Faculty Commerce and Management  
(Structure and Syllabus of Three Years Degree Program with  
Choice Based Credit System Pattern)

**BACHELOR**

**Bachelor of Business Administration**

**( Agri Business Management )**

**First Year**

**Revised -2023**

Effective from Academic year 2023 – 2024

## **Bachelor of Business Administration(Agricultural Business Management)**

BBA in Agribusiness Management is a 3 year long full- time course divided into 6 semester, which each semester lasting a period of 6 Month and covering the many facets of food production worldwide. While some variation exists from one program to the next, aspiring candidates can anticipate a strong focus on business based education on subjects such as global Economics, Finance, Sales and Land Management.

### **BBA in Agribusiness Management: Course Highlights**

Course Level	Under Graduate
Duration	3 Years
Examination Type	Semester System
Eligibility	10+2 (Any Faculty)
Admission Process	Counseling after taking entrance examination or direct admission.

### **BBA-ABM**

Agriculture Business Management (ABM)
Agriculture Finance (ABM-FIN)
Agriculture Marketing (ABM-MKT)

### Summary of credit system for BBA (ABM)

Semester	No. of Periods per week	Total credit in the semester	Total credit
BBA Semester I	22	24	24
BBA Semester II	23	24	24
BBA Semester III	35	27	27
BBA Semester IV	22	27	27
BBA Semester V	23	23	23
BBA Semester VI	0	15	15
<b>Total</b>			<b>140</b>

### BBA (ABM) Marks Distribution

Class	Internal	University Exam	Total
BBA Semester I	175	425	600
BBA Semester II	175	425	600
BBA Semester III	200	475	675
BBA Semester IV	200	475	675
BBA Semester V	175	400	575
BBA Semester VI	150	225	375
<b>Total</b>			<b>3500</b>

**BBA-ABM College** (3years) program / degree is a specialized program in Hospitality Industry. It builds the student on studies in applied in Industry and to become competent in the current race and development of new Hospitality Studies. The duration of the study is of six semesters, which is normally completed in three years.

**Eligibility and Fees** The eligibility of a candidate to take admission to **BBA-ABM College** Program is as per the eligibility criteria fixed by the University. More details on admission procedure and fee structure can be seen from the prospectus of the college / institution as well as on website of the University.

**Credit Pattern** Every course has corresponding grades marked in the syllabus structure. A total of 140 credits are essential to complete this program successfully. The Grading pattern to evaluate the performance of a student is as per the University rules.

Every semester has a combination of Theory courses and Practical courses. Each theory course has 03 credits which are split as 02 external credits and 01 internal credit. The university shall conduct the end semester examination for 03 external credits.

For theory internal credit, student has to appear for 01 class test (15 marks) and 01 assignment (10 marks). Every Practical course has 01 credit.

For Practical credit, the student has to submit Laboratory Book (05 marks), 15 marks for the practical activities carried out by the student throughout the semester and 05 marks are for the oral/ viva examinations

**Pattern of Question Paper (50 Marks, 2.30 Hours and for 25 Marks 1.30 Hours ) (University Assessment):**

1. Q. No. 1 will be compulsory and will have 10 Multiple Choice Questions carrying one marks each (10 marks).
2. Q. Nos. 2, 3, 4,5 will be Alternative broad answer type questions, and out of 6, three have to be solved of 10 marks each. (40 Marks)
3. Q. No. 1 will be compulsory and will have 05 Multiple Choice Questions carrying one marks each (5 marks).
4. Q. Nos. 2, 3, 4,5 will be Alternative broad answer type questions, and out of 6, three have to be solved of 5 marks each. (20 Marks)

**Note:**

- i) Minimum marks for passing in all papers will be
  - a) CA - (40%).
  - b) ESE-. (Theory)-(40%)
  - c) Practical- (40%)
- ii) Other rules for ATKT, Grace, Class determination etc. applicable to B. Com (CBCS) degree would be applicable to BBA (CBCS) also.
- iii) Depending upon the nature of subject, the questions may be conceptual/numerical/applied and may be consisting of two/three sub- questions.

**BBA I Year (Semester I I)**

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED**  
 Vishnupuri, Nanded - 431606  
**COURSE STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
Choice Based Credit System (CBCS) SYLLABUS w.e.f. ACADEMIC YEAR 2023-24

<b>BBA I Year (Semester I)</b>								
<b>Paper No</b>	<b>Name of the paper</b>	<b>Course No.</b>	<b>Lecture/ Practical</b>	<b>Total Periods</b>	<b>Continuo Us Assessment t (CA)</b>	<b>End of Semester Exam.(ESE )</b>	<b>Total Marks</b>	<b>Total Credit</b>
I	Principles of Agriculture Business Management	ABM-111	3	42	25	50	75	3
II	Fundamental Of Agronomy	ABM-112	3	42	25	50	75	3
III	Fundamental of Horticulture	ABM-113	3	42	25	50	75	3
IV	Principles of Natural Resource Economics	ABM-FIN111	3	42	25	50	75	3
V	Introduction & Principles of Marketing Management	ABM-MKT 111	3	42	25	50	75	3
VI	Business Environment	AECC-2	-	-	-	-	-	-
VII	Business Ethics	DSE-1B	-	-	-	-	-	-
<b>Practical</b>								
I	Principles of Agriculture Business Management	ABM-111	1	14		25	25	1
II	Fundamental of Agronomy	ABM-112	1	14		25	25	1
III	Fundamental of Horticulture	ABM-113	1	14		25	25	1
VI	Business Environment	AECC-2	2	28	25	50	75	3
VII	Business Ethics	DSE-1B	2	28	25	50	75	3
<b>Total</b>			<b>22</b>	<b>308</b>	<b>175</b>	<b>425</b>	<b>600</b>	<b>24</b>

BBA I Year (Semester II)								
Paper No	Name of the paper	Course No.	Lecture/ Practical	Total Periods	Continuo Us Assessment	End of Semester Exam.(ESE	Total Marks	Total Credit
VIII	Fundamental of Plant Pathology	ABM-124	3	42	25	50	75	3
IX	Agro-processing Management	ABM-125	3	42	25	50	75	3
X	Livestock Production & Management	ABM-126	3	42	25	50	75	3
XI	Finacial Literacy Skill Managerial Accounting	ABM-FIN 122	3	42	25	50	75	3
XII	Managerial Accounting	ABM-FIN 123	3	42	25	50	75	3
XIII	Marketing Institutions & Organization	ABM-MKT122	3	42	25	50	75	3
XIV	Computer Skill	AECC 1	-	-	-	-	-	-
Practical								
VIII.1	Agro-processing Management	ABM-124	1	14	-	25	25	1
IX.1	Fundamental of Plant Pathology	ABM-125	1	14	-	25	25	1
X.1	Livestock Production & Management	ABM-126	1	14	-	25	25	1
XIII.1	Computer Skill	AECC 1	2	28	25	50	75	3
<b>Total</b>			<b>23</b>	<b>322</b>	<b>175</b>	<b>425</b>	<b>600</b>	<b>24</b>

**BBA II Year (Semester III)**

<b>Paper No</b>	<b>Name of the paper</b>	<b>Course No.</b>	<b>Lecture/ Practical</b>	<b>Total Periods</b>	<b>Continuo Us Assessment (CA)</b>	<b>End of Semester Exam.(ESE)</b>	<b>Total Marks</b>	<b>Total Credit</b>
XV	Introduction to Entomology	ABM-235	3	42	25	50	75	3
XVI	Agro-Technique Principles of Kharif Crop	ABM-236	3	42	25	50	75	3
XVII	Agro-based industrialization	ABM-237	3	42	25	50	75	3
XVIII	Organization Behaviour	ABM 238	3	42	25	50	75	3
XVIII	Introduction to financial Services	ABM-FIN-233	3	42	25	50	75	3
XIX	Trade act & Trading in Agriculture Commodities	ABM-MKT-233	3	42	25	50	75	3
XX	Business communication	AECC 5	3	42	25	50	75	3
<b>Skill Enhancement Course (ANY ONE of the following)have practical</b>								
SEC.I.	Production & Post Management of Agriculture Commodities	SEC-1A	3	42	25	50	75	3
SEC.1	Production Management of Milk & Milk Product	SEC-1B	3	42	25	50	75	3
SEC..1	Production Management of Bakery & Confectionery	SEC-1C	3	42	25	50	75	3
<b>Practical</b>								
XV	Introduction to Anotomy	ABM-235	1	14		25	25	1
XVII	Agro-Technique Principles of Kharif Crop	ABM-236	1	14		25	25	1
XVI.	Agro-based industrialization	ABM-237	1	14		25	25	1
XX	Business communication	AECC 5	2	28	25	50	75	3
<b>Total</b>			<b>35</b>	<b>406</b>	<b>200</b>	<b>475</b>	<b>675</b>	<b>27</b>



Syllabus of III year of BBA (ABM)

**BBA (ABM) III YEAR (IV SEMESTER)**

**BBA II Year (Semester IV)**

Paper No	Name of the paper	Course No.	Lecture/ Practical	Total Periods	Continuo Us Assessment (CA)	End of Semester Exam.(ESE)	Total Marks	Total Credit
XXI	Agro-Technique Principles of Rabi Crop	ABM-249	3	42	25	50	75	3
XXII	Value Chain in Agriculture	ABM-2410	3	42	25	50	75	3
XXIII	Business Taxation	ABM-FIN-244	3	42	25	50	50	3
XXIV	Product Promotion & Brand Management	ABM-MKT-245	3	42	25	50	75	3
XXV	Agriculture Co-operation Management & Institutions	ABM-MKT-244	3	42	25	50	75	3
XXVI	Industrial Visit	ABM 2411		--	-	-	-	-
XXVII	Enterpreurship Business	AECC-6	-	-	-	-	-	-

**Skill Enhancement Course (ANY ONE of the following) have Practical based**

SEC.II	Marketing Management of Agriculture Commodities	SEC-2A	3	42	25	50	75	3
SEC.II	Marketing Management of Milk & Milk Product	SEC-2B	3	42	25	50	75	3
SEC.II	Marketing Management of Bakery & Confectionery	SEC-2B	3	42	25	50	75	3

**Practical**

XXI	Agro-Technique Principles of Rabi Crop	ABM-249	1	14		25	25	1
XXII	Value Chain in Agriculture	ABM-2410	1	14		25	25	1
XXVI	Industrial Visit	ABM 2411			25	75	100	4
XXVII	Enterpreurship Business	AECC-6	2	28	25	50	75	3
<b>Total</b>			<b>22</b>	<b>308</b>	<b>200</b>	<b>475</b>	<b>675</b>	<b>27</b>

Syllabus of III year of BBA (ABM)

**BBA (ABM) III YEAR (V SEMESTER)**

<b>III YEAR (V SEMESTER)</b>								
Paper No	Name of Paper	Course No/	Lecture/ Practical	Total Periods	Continuous Assessment	University Assessment	Total marks	Total Credits
XXVIII	Modern Farming & Sustainable Agriculture	ABM-3513	3	42	25	50	75	3
XXIX	Structural and Indian Dynamic	ABM-3514	3	42	25	50	75	3
XXX	Business Laws	ABM-FIN-355	3	42	25	50	75	3
XXXI	International Finance and Business	ABM-FIN 356	3	42	25	50	75	3
XXXII	Excel Lab	AECC -7	3	42	25	50	75	3
<b>Discipline-Specific elective. ( Anyone Group of the following)</b>								
<b>Group A- Agriculture Business Management</b>								
XXXIII	Soil Fertility, Fertilizer & Nutrient Management	DSE-3A	3	42	25	50	75	3
XXXIV	Post-Harvest Technology of Agriculture Crop	DSE-3B	3	42	25	50	75	3
XXXV	Strategic Business Management	DSE-3C	3	42	25	50	75	3
<b>Group B- Financial Management</b>								
XXXIII	Money Banking & Insurance	DSE-3A	3	42	25	50	75	3
XXXIV	Financial Management of Agribusiness	DSE-3B	3	42	25	50	75	3
XXXV	International Finance	DSE-3C	3	42	25	50	75	3
<b>Group C- Marketing Management</b>								
XXXIII	Rural Marketing & Market Infrastructure	DSE-3A	3	42	25	50	75	3
XXXIV	Import & Export Management	DSE-3B	3	42	25	50	75	3
XXXV	Advertising Management	DSE-3C	3	42	25	50	75	3
<b>Skill Enhancement Course ( Any one of the following)</b>								
SEC.III	Research Methodology	SEC-3A	3	42	25	50	75	3
SEC.III	Project Management	SEC-3B	3	42	25	50	75	3
<b>Practical</b>								
XXVIII	Modern Farming & Sustainable Agriculture	ABM-3513	1	14		25	25	1

XXXII	Excel Lab	AECC -7	2	28	25	50	75	3
<b>Group A- Agriculture Business Management</b>								
XXXIII	Soil Fertility, Fertilizer & Nutrient Management	DSE-3A	1	14		25	25	1
XXXIV	Post-Harvest Technology of Agriculture Crop	DSE-3B	1	14		25	25	1
XXXV	Strategic Business Management	DSE-3C	1	14		25	25	1
<b>Group B- Financial Management</b>								
XXXIII	Money Banking & Insurance	DSE-3A	1	14		25	25	1
XXXIV	Financial Management of Agribusiness	DSE-3B	1	14		25	25	1
XXXV	International Finance	DSE-3C	1	14		25	25	1
<b>Group C- Marketing Management</b>								
XXXIII	Rural Marketing & Market Infrastructure	DSE-3A	1	14		25	25	1
XXXIV	Import & Export Management	DSE-3B	1	14		25	25	1
XXXV	Advertising Management	DSE-3C	1	14		25	25	1
<b>Total</b>			<b>33</b>	<b>462</b>	<b>175</b>	<b>400</b>	<b>575</b>	<b>23</b>

Syllabus of III year of BBA (ABM)

**BBA (ABM) III YEAR (V SEMESTER)**

In Plant Training program

Sr. No	Title	Credits
XXXVI	Attachment to Agriculture Industry	0 + 15 + = 15
<b>Total</b>		<b>15</b>

Course No. : ABM -111

Course Title: Principles of Agriculture  
Business Management

Credit: (3+1=4)

Semester: I

Theory

Unit No.	Topics	Lesson No
1	Agribusiness – Definition, scope for agribusiness in India. Management – Definition, Characteristics, Importance Elements, Levels, Process & Functions of Management	10
2	Planning- Definition importance, characteristics, Steps in planning Types of planning Organizing- definition, importance, Characteristics/Nature of organization.Principles & Process of organization.	8
3	Directing-definition, functions, techniques, qualities of good supervisor.	8
4	Controlling –Definition, Elements, Process of control,Techniques/ Tools ocontrol	8
5	Farm business analysis (Farm efficiency measures, farm financial & cash accounts, Net worth statement, systems of book keeping)	8
	<b>Total</b>	<b>42</b>

**Practical Exercises:**

Exercise No	Titles	Practical No
1	Study of various business models in agri-business.	2
2	Study of farm records	2
3	Study of farm accountancy	2
4	Study of measures of farm income	2
5	Study of measures of farm efficiency	2
6	Study of farm planning techniques & situations	2
7	Study of farm budgeting techniques & types	2
	Total	<b>14</b>

**Suggested readings:**

**1) Reference Books:**

1. K.Loknandhan, K.Mani, K.Mahendran Innovations in AB
2. D.K.Tripathi Principles& Practices of Management.
3. S.S.Johl, T.R.Kapoor Fundamentals of farm business management

**Course No. : ABM-112**

**Credit: (3+1=4)**

**Course Title: Fundamental of Agronomy**

**Semester: I**

**Theory**

<b>Unit No.</b>	<b>Topic</b>	<b>Lecture No.</b>
1	<b>Introduction Of Agronomy</b> Definition, Meaning, Scope of Agronomy, Classification of Crops, Importance of Agronomy.	10
2	<b>Irrigation &amp; Farm Implement</b> Definition, Meaning, Methods, Scope, Importance of Irrigation.  Definition, Meaning, Types, Importance of Farm Implement. Primary and Secondary Farm Implement	8
3	<b>Classification of Soil</b> Definition of Soil, Components of Soil, Definition Rock & Minerals, Classification Rock & Minerals, Definition & Classification of Soil Structure,  Definition & Classification of Soil Texture, Difference between Soil Structure and Soil Texture.	8
4	<b>General Principles f Crop Production</b> Climate, Soil, Soil Preparation, Seed Rate, Seed Treatment, Sowing, Post sowing tillage, Weed Management, Water Management, Nutrient Management, Plant Protection Measurement, Harvesting, Threshing, Storage.	8
5	<b>Crop Development</b> Growth and development of crop, Factor affecting growth and development, Crop rotation and its principles, Adaptation and distribution of crops, Plant Ideotypes, Crop Management Technologies in problematic area,	8
	<b>Total</b>	<b>42</b>

**Practical Exercises:**

<b>Exercise No.</b>	<b>Topics</b>	<b>Practical No</b>
1	Study of Weather and Weather Forecasting.	2
2	Identification of Crops, Manure, Fertilizers.	2
3	Study of Preparation of Seed Bed.	2
4	Study On Seed Variety & Treatment.	2
5	Study on Fertilizers, Manure, Pesticides.	2
6	Study on Method of Fertilizers Application.	2
7	Study on Soil Types.	2
<b>Total</b>		<b>14</b>

**Reference books:**

- 1) Introduction to crop of India - Das N.R. - Scientific Publ.
- 2) Hand Book of Agriculture - ICAR - ICAR New Delhi
- 3) Modern Techniques of Raising Field Crop - Chhidda Singh – Oxford and IBH Publication.
- 4) Fundamental of Agronomy - Gopal Chandra De. 1980 - Oxford and IBH Publication.
- 5) Principles of Agronomy – Panda S.C. 2006

Course No. : ABM-113  
Credit : (3+1=4)

Course Title: Fundamental of Horticulture  
Semester: II

Unit No.	Topic	Lecture No.
1	Classification of fruit crops on horticultural basis. Botanical, Climatic Adaptability, Fruit Morphology, Rate of Respiration, Nutrient Content, Photoperiodic Response	10
2	Importance, present status Nutritive value of fruits, Importance, present status and future scope for fruit growing in Maharashtra and India. Area and production, export, import scenario of fruit crops and plantation crops in Maharashtra and India Role in Human Nutrition Selection of site	8
3	Importance of selection of site, fencing, planting systems high density planting, wind breaks and shelter belts in fruit production Primary Operation, planning of orchard, fencing, Methods of planting systems with diagram  Definition, Importance, Characteristics, Advantages	8
4	Propagation methods and use of rootstocks, Methods of training and pruning. Special horticultural practices like bahar treatment, ringing, girdling, bending, notching, etc. Methods of propagation and their advantages and disadvantages Definition, Methods, Advantages and disadvantages Definition and procedure	8
5	Nutrient management, water management, weed control, mulching, intercropping Methods of Irrigation, manures and fertilizer application Use of PGR physiological disorders in fruit crops Role of PGR in plant growth Substances and Retardance	8
	<b>Total</b>	<b>42</b>

**Theory**

### Practical Exercises:

Exercise No.	Title	Lecture No.
1	Study of Garden tools and Implements.	2
2	Study of Propagation Media, Containers, Potting Mixture, Potting, Repotting and Transplanting.	2
3	Nursery Practices for Raising Seedlings.	2
4	Plant Propagation by Seed, Cutting, Layering, Budding and Grafting	2
5	Practices in Planning (Layout) and Planting Systems of Fruit Crops.	2
6	Training and Pruning.	2
7	Manures and Fertilizers application	2
<b>Total</b>		<b>14</b>

### Reference books:

- Hayes, W. B. Fruit Growing in India. Kitab Publishing Co., Allahabad.
- Shanmugavelu, K. G. Production Technology of Fruit Crops, SBA Publishers, Kolkatta.
- Singh, Ranjeet. Fruits. National Book Trust Ltd., New Delhi.
- Sham Singh. Fruit Growing. Kalyani Publishers, New Delhi.
- Bose, T. K. and S. K. Mitra. Propagation of Tropical and Subtropical Horticultural Crops, Naya Udyog, 206, BidhanSavani, Kolkatta-700016.
- Baker, H. Fruits. Mitchell Meagrely Publications, London

Course No. : ABM-FIN 111

Course Title: Principles of Natural Resource Economics

Credit : 3

Semester: I

### Theory

Unit no.	Topic	Lectures No.
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1	Agricultural Economics: Meaning, Definition Scope Importance of Agricultural Economics Basic Concepts: Goods, Services, Utility.	10
2	Value, Price, Wealth, and Welfare, Consumption Wants: Meaning, Characteristics, Classification of Wants, Importance. Utility: Definition, Forms, Law of Diminishing Marginal Utility Law of Equi marginal Utility	8
3	Measurement of Utility Factors of Production: Land, Labour, Capital and Organization. Measurement of Utility Factors of Production: Definition, Meaning, Importance	8
4	Demand: Definition, Meaning, Laws, Factors affecting, Types, Determinants. Supply: Definition, Meaning, Laws, Factors affecting, Types, Determinants. Elasticity: Definition, Types	8
5	Resources – Meaning and Importance of Natural Resources. Renewable and Non-Renewable Natural Resources – Meaning and Importance.	8
	<b>Total</b>	<b>42</b>

**1) Text book:**

1. S. Subba Reddy *et al.* Agricultural Economics. Oxford & IBH Publishing Company Pvt. Ltd, New Delhi. Email:oxford@oxford-ibh.in
2. Talathi J.M.*et al.* Introduction to Agricultural Economics and Agribusiness Management Books India New Delhi. Email:onebooks@vsnl.com, www.onebooks.com
3. Agrawal, A.N. Indian Agriculture: Problems, Progress and Prospects. Vikas Publishing House Pvt. Ltd., Delhi.
4. Owen Oliver. Natural Resource Conservation and Ecological Approach. MacMillan Co. 866, Third Avenue, New York – 10022
5. Dewett, K.K, G.C. Singh and J.D. Varma. Elementary Economic Theory. S. Chand and Co.,Ltd.,7361, Ram Nagar, Qutab Road, New Delhi-110 055

**2) Reference Books:**

1. Dewett, K.K. Modern Economic Theory.
2. Shyam Lal Charitable Trust, Ravindra Mansion Ramnagar, New Delhi –110 055.

Course No. : ABM-MKT-111

Course Title: Introduction & Principles of Marketing Management

Credit : 3

Semester: I

Theory:

Unit No.	Topics	Lectures No.
1	Marketing management - Meaning, definition of marketing, marketing management & Marketing concepts Difference between marketing and selling Entities to be marketed in market place.	10
2	Functions of marketing management. Marketing planning process Marketing mix- Concept, definition, elements (7 P's)-only introduction to 7 P's Classification of product (consumer and industrial)	8
3	Market targeting and market positioning. Market targeting- definition, patterns of target market selection. Pricing strategies- Process of price setting Types/various pricing strategies. Market segmentation- Definition, types/ bases for segmenting consumer market, significance/importance	8
4	Product life cycle- features of each stage- Strategies to manage different stages of product life cycle. New product development stages. Branding- Concept, advantages and disadvantages, types/ brand options	8
5	Customer satisfaction, customer value, Customer satisfaction -concept, tools for measuring customer satisfaction, Customer value- concept, components of customer value Global market offerings, Strategies to tap global market, Decisions involved in international marketing.	8
	<b>Total</b>	<b>42</b>

### **Suggested readings:**

#### **1) Text Book:**

1. Acharya, S. S. And N.L. Agrawal. Agricultural marketing in India. Oxford and IBH publishing co. Ltd., 66, Janpath, New Delhi- 110 001.

#### **2) Reference Books:**

1. Kotler Philip et al. Marketing management. Pearson education, Delhi. The Law State College Press, Ames, Iowa, USA 13th edition
2. Ramaswamy, V. S. And S. Namakumari. Marketing management – planning, implementation and control. Macmillan co. 866, Third Avenue, New-York – 10022. Fifth edition. Rajan Saxena, marketing management. Tata McGraw-hill publication company Ltd. New Delhi 110 008.
3. Mukeshpandey, Deepali Tewari, the agribusiness book, idbc publishers Lucknow 226 001 U. P. India. First edition.

Course No. : AECC- 1  
Credit: 3

Course Title: Business Environment  
Semester: I

**Practical Exercises:**

Unit No.	Topic	Lecture No.
1	<b>Name and Purpose of Business</b> <ul style="list-style-type: none"> <li>● Meaning and Characteristic of Business</li> <li>● Objective of business-Economic and Social objective</li> <li>● Maintenance of business and Environment-Classification, Departmental, factor on business, business risk.</li> </ul>	6
2	<b>Forms of Commercial Organization</b> <ol style="list-style-type: none"> <li>a) Meaning, Feature, Merits and Limitation of the following forms;</li> <li>b) Sole Proprietorship</li> <li>c) Partnership- Partnership deed (Man clouses), Types of partners.</li> <li>d) Joint stock Company, privet and Public Sector Company.</li> <li>e) Co-operatives Societies</li> <li>f) Multinational Co-operation; Meaning and Features.</li> </ol>	4
3	<b>Classification of Business Activities: Industry and Commerce</b> <ol style="list-style-type: none"> <li>a) Industry- Types; Primary, Secondary and Tertiary</li> <li>b) Commerce;</li> <li>c) Internal:</li> <li>d) Whole sale: Meaning, Function, Importance, Limitation.</li> <li>e) Retail: Meaning, Function, Importance and Limitation</li> <li>f) Ltinerant and non-litinerant traders, types of Non-ltinerant traders</li> <li>g) Multiple shops, Departmental stores, Mail order business, Consumer co-operatives</li> <li>h) Franchises: Their Distinctive feature and suitability to different types of business.</li> <li>i) External: Importance, Export- Import procedure.</li> </ol>	4
4	<b>Social and Cultural Environment</b> <ol style="list-style-type: none"> <li>a) Nature and culture, Impact of Culture</li> <li>b) Ethics in business- Nature and Meaning, Ethical Business Practice</li> </ol>	4
5	<b>Economic and Political Environment</b> <ol style="list-style-type: none"> <li>a) Meaning and Definition Element of environment- Economic system, Economic Planning, Objective of economic planning (Evolution Measurement and Problem size of national income and capital income)</li> </ol>	4
	<b>Total</b>	<b>22</b>

**Reference books:**

- 1) Business Environment-Francis Cherunilam, Himalaya Publication.
- 2) Indian Economy- Datta and Sundharam – S. Chand
- 3) Essential of Business Environment- K. Vishwathappa

Course No. : DSE-1

Course Title: Business Ethics

Credit: 3

Semester: I

Practical Exercises:

Unit No.	Topic	Lecture No.
1	<b>Introduction of Business Ethics</b> Nature and Essence of Ethics Business Ethics Concepts Professional Ethics	6
2	<b>Organizational Moral Standards and The Ethical dilemmas of decision making.</b> Managing ethics in Organization Anti-corruption behavior	4
3	<b>The importance of business ethics</b> Stakeholders Relationship, Social Responsibility Corporate Governance Emerging Business Ethics Issues The Institutionalization business Ethics Ethical Decision Making and Leadership	4
4	<b>CSR: Conceptual Bases</b> Socially Responsible Leadership and CSR Roles in Corporate Governance Interaction between Business and Government in the implementation of social policies in Russia. Public Private Partnership within the CSR. Basic Imitative in the field of CSR and sustainable development corporate CSR report Audit Report.	4
5	<b>Organizational Factor</b> The role of Ethical Culture and relationship Developing and Effective Ethics Program Meaning and controlling Ethics Program Ethical Leadership	4
	<b>Total</b>	<b>22</b>

Reference books:

Business Ethics – Chandra Kumar Roy, Vikas Publication House  
Business Ethics- Richard T. De George.

Business Ethics Activity – Dr. Marlene Caroselli.  
Business Ethics – Stephen M. Byars

Course No. : ABM-124

Course Title: Fundamental of Plant Pathology

Credit: 3+1=4

Semester: II

**Theory:**

Unit No.	Topics	Lesson No
1	History of Plant Pathology with special reference to Indian work History of Plant Pathology: History and development of Plant Pathology in ancient, dark, premodern, modern present eras	10
2	Classification of plant diseases, symptoms, signs, and related terminology. Parasitic causes of plant diseases (fungi, bacteria, viruses, phytoplasma, protozoa, algae and flowering parasitic plants), their characteristics and classification.	8
3	Non-parasitic causes of plant diseases. Infection process. Survival and dispersal of plant pathogens. Plant disease epidemiology, forecasting and disease assessment.	8
4	Principles and methods of plant disease management. Integrated plant disease management.	8
5	Fungicides classification based on chemical nature, Commonly used fungicides, bactericides and nematocides	8
	<b>Total</b>	<b>42</b>

**Practical Exercises:**

Exercise No.	Title	Lesson
1	Acquaintance with various laboratory equipments and microscopy	2
2	General study of different structures of fungi.	2
3	Study of symptoms of various plant diseases.	2
4	Study of representative fungal genera	2
5	Staining and identification of plant pathogenic bacteria	2
6	Study of phanerogamic plant parasites	2
7	Methods of pesticide application and their safe use	2
	<b>Total</b>	<b>14</b>





Course No. : ABM-125

Course Title: Agro-Processing

Management Credit: (2+1=4)

Semester: II

**Theory**

<b>Unit No.</b>	<b>Topic</b>	<b>Lecture No.</b>
1	Present scenario of food processing industries in Maharashtra, India and World, Government Institutes and Departments dealing with Food Processing Industries	10
2	Introduction to various types of operations i.e. grading, sorting, peeling, blanching, storage, etc. Basic principles of food processing	8
3	Food preservation by Natural and chemicals, Application of energy, radiations, chemicals and biotechnological agents	8
4	Deteriorative factors and hazards during processing, storage, handling and distribution, Laws and regulations related to food industry and food production and marketing	8
5	Risk management Quality management	8
	<b>Total</b>	<b>42</b>

<b>Exercise No.</b>	<b>Title</b>	<b>Lecture No.</b>
1	Demonstration of various machineries used in food processing	2
2	Preservation of food by using Natural and chemical preservatives	2
3	Packaging of food by using paper boards, plastic films and tetra packs	2
4	Evaluation of food standards and sensory evaluation methods	2
5	Studies on processing of milk and dairy products	2
6	Studies on processing of Cereal and Cereal based products	2
7	Studies on processing of oil and Pulses based products	2
	<b>Total</b>	<b>14</b>

**Practical Exercises:**

**1) Reference Books:**

1. Acharya, S. S. & Aggarwal, N. L. 2004. Agricultural Marketing in India. Oxford & IBH.
2. Early, R. 1995. Guide to Quality Management Systems for Food Industries. Blackie.
3. Jelen, P. 1985. Introduction to Food Processing. Reston Publishing.
4. Potly, V.H. & Mulky, M. J. 1993. Food Processing. Oxford & IBH.
5. Krammer A and Twigg BA. 1973. Quality Control in Food Industry, Vol. I, II, AVI Publ.
6. Ramaswamy H and Marcotte M. 2006. Food Processing : Principles and Applications. Taylor and Francis.
7. Verma L.R. and Joshi V.K. 2000. Post Harvest Technology of Fruits and Vegetables. Indus Publ.

Course No. : ABM-126

Course Title: Livestock Production & Management

Credit: 3+1=4

Semester: I

Theory:

Unit No.	Topics	Lesson No
1	Scope of livestock in Indian economy. Livestock census and trend of livestock production. Terminology used in livestock and poultry, Care and management of livestock i.e. calf, heifer, milking animal, dry animal, pregnant animal, draft animal and breeding bull, stress management.	10
2	<b>Breeding Management</b> Basic Principles of inheritance, Concept of heritability, Repeatability and Selection, Importance Method of Selection and System of breeding in farm animal and birds, Importance of maintaining breeding records and their scientific interpretation.	8
3	<b>Feed Management</b> Nutrients and their management, Nutritional requirement and feeding management of different categories of livestock and poultry, System of feeding livestock and birds, Processing and Feed storage Importance.	8
4	<b>Reproduction Management</b> Reproductive system of farm animals and birds, climate and nutrition affecting reproductive performance in farm animal, Importance of early pregnancy in farm animal, Importance of early pregnancy diagnosis, Summer and Winter management problems and their solution.	8
5	<b>Shelter Management</b> Housing system, Selection of site and lay out of animal and poultry houses, Space requirement for and poultry, Housing design in different agro-climatic regions, Types and design of milking parlors' suitable for different scales of production.	8
	<b>Total</b>	42

**Practical Exercises:**

<b>Exercise No.</b>	<b>Title</b>	<b>Lesson</b>
1	Study of body parts of different classes of livestock, i.e. cattle, buffalo	2
2	Study of body parts of poultry	2
3	Handling and control of animals	2
4	Routine practices on livestock.	2
5	Routine practices on poultry farms	2
6	Vaccination schedules of livestock and poultry	2
7	Visit to livestock and poultry farm	2
	<b>Total</b>	<b>14</b>

Course No. : ABM-FIN 122  
Credit: 3

Course Title: Financial Literacy Skill  
Semester: II

**Theory**

Unit No.	Topic	Lecture No.
1	<p><b>Money Matter and Budgeting</b>            Money as a Medium of exchange and as a medium of storage; Net worth            Difference between money and wealth, Asset and liabilities, Asset and            Income, Liabilities and Expenses, The importance of financial goals            personnel financial planning, S.M.A.R.T goals.            Source of income, Professional Income and Passive income, Regular            and lump Sum expenses, discretionary and non-discretionary            expenses, deficit and surplus, saving and investing.            What is cash flow statement? The structure, items, purpose, the            different heads, the essence of budget meaning purpose and different            heads, opportunity cost? Instant gratification and delayed            gratification.</p>	10
2	<p><b>Understanding Insurance and Risk Management</b>            Pure risk and Investment risk, ways to management risk, Avoid,            Reduce, Retain, share and transfer, spreading the risk and sharing of            losses, insurance premium an expense, Insurance Product and            terminology            Term plan the pure insurance, Hybrid combination of insurance and            investment, critical illnesses, General Insurance, vehicle insurance,            medical insurance, Disability insurance and Property Insurance.            Difference in the features of various product, know about function            and power of IRDA, the insurance regulator in india.            Dialogue writing, Role Playing</p>	8
3	<p><b>Understanding Investment</b>            The importance of investment, diversification as a risk mitigation            tools, Liquidity; Definition, Needs, and concept of impact cost,            growth of money/            Concept of return.            Inflation; short term and long term impact of inflation on personnel            finance            The real rate of return, CPI, WPI, Time value of Money, Interest,            simple interest, compound interest.</p>	8
4	<p><b>Introduction of stock &amp; Bonds</b>            Equity stock-face value, share at a premium and a discount, dividend            the market value of each share and how it determined is, earning per            share (EPS), Price to Earnings ratio.            Bonds and debenture types of bonds/debenture, issuers term to</p>	8

	maturity, interest rate, fixed or floating. Understand credit risk and credit rating	
5	<b>Security Market Regulation in India:</b> SEBI-Function and power of securities and Exchange board of India. Securities market regulator in India. Stock exchanges their main function and stock exchanges in India.	8
	<b>Total</b>	<b>42</b>

**Reference books:**

- 1) <http://www.ncfeindia.org/NFLAT>
- 2) National Financial Literacy Assessment Test Vidyabhartee Prakashan.

Course No. : ABM-FIN-123  
Credit: 3

Course Title: Managerial Accounting  
Semester: II

**Theory**

<b>Unit No.</b>	<b>Topic</b>	<b>Lecture No.</b>
1	<b>Introduction of Accounting</b> Financial Accounting-Definition & Scope, Objective, Advantages and Limitations Branches of Accounting Users of Accounting Information Basic Financial Accounting Technologies	10
2	<b>Conceptual Framework</b> Role of Accountant. Book keeping and Accounting, Accounting Principles Concepts and Conventions, Accounting Policies Double Entry System, Accounts, Classification of Accounts, Rules of credit & Debit Accounting Equation.	8
3	<b>Recording of Transaction</b> Voucher System Accounting cycle Journal, Ledger, Subsidiary book of Accounts, Cash book. Trial Balance	8
4	<b>Ratio Analysis</b> Meaning and Definition of Ratio, Uses and Limitations Classification of Ratio Meaning and Types of Ratio Analysis Profitability Ratios, Solvency Ratio Preparation of trading Account Preparation of profit and loss account Preparation of balance Sheet	8
5	<b>Cash flow Analysis and Fund flow Analysis</b> Meaning and Definition of cash flow and fund flow statement Difference between cash flow statement and fund flow statement. Limitation of Cash and Fund flow statement	8



	<b>Total</b>	<b>42</b>
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**Reference books:**

- 1) Dr. J P Bhosale Corporate Accounting; Chaitanya Prakashan, Nashik.
- 2) Anthony Management Accounting
- 3) Pandey I M Management Accounting
- 4) Ahamad Nisar Management Accounting

**Course No. : ABM-MKT-122**  
**Credit: 3**

**Course Title: Marketing Institutions & Organization**  
**Semester: II**

**Theory**

<b>Unit No.</b>	<b>Topic</b>	<b>Lecture No.</b>
1	<b>Marketing Institutions</b> Objective, Structure & Functioning of Agriculture Marketing Institutions And Organization, Agriculture Produce Market Committee, Cotton Corporation of India, Food Corporation of India.	10
2	National Co-operative Marketing Federation, Maharashtra State Agriculture Marketing Board (MSAMB), The National Agriculture Co-operative Marketing Federation of India (NAFED), State Trading Corporation (STC).	8
3	Agriculture Processed Product and Export Development Authority (APEDA), Jute Corporation of India, Tobacco Board, Coconut Board, Grape grower Association ( Mahagrape), Mango Grower Association (Mahamango),	8
4	Maharashtra State Agriculture Marketing Board (MSAMB), The Directorate of Marketing and Inspiration (DMI)	8
5	National Dairy Development Board (NDDB), Coffee Board and Rubber Board	8
<b>Total</b>		<b>42</b>

**Reference books:**

- 1) Agriculture Marketing in india - Acharya S.S & N. L. Agrwal - Oxford and IBH Publication.

Course No. : AECC2

Course Title: Computer Skill

CREDIT: 3

Semester: I

**Practical Exercises:**

<b>No. of lecture(s)</b>	<b>Topics</b>	<b>Lecture No.</b>
1	Concept of Computers Brief history of computers and its generations, evolution of Computers Characteristics of computers, hardware and software	6
2	Introduction to computer languages, main areas of computers and their applications Types of computers – analog, digital & hybrid, general purpose and special purpose computers, micro computers, mini-computers, main- frame computers and super computers Input-output devices, storage units (Disks, CD-ROM, DVD-ROM, Blue Ray Disk and tapes), Memory types (Cache, RAM, ROM), memory units, generation and types of microprocessor	4
3	Data and Information – data definition, data processing systems Data type- numeric, alphabetic, audio, graphic and video Presentation Data processing- introduction to data processing	4
4	Computer as a tool for data processing, data processing cycle, data processing techniques Data analysis, data inputs and outputs Data processing management, data security Introduction to Operating Systems, MS Windows, UNIX and MS Office MS Word, MS Power Point, MS Excel, MS-Access, Management software's Like SPSS	4
5	Data feeding and analysis by various tools LP, ARIMA, Markov chain analysis technique Introduction to LAN, WAN, MAN, internet, Search engines, Introduction to agri-portals like agriwatch.com, agmarknet.nic.in, echaupal.com	4
	<b>Total</b>	<b>22</b>

## **Reference Book**

1. Lucas. 2004. Information Technology for Management. McGraw Hill.
2. Norton, P. 1998. Introduction to Computers. 2nd Ed. Tata McGraw Hill.
3. Rajaraman, V. 2006. Introduction to Information Technology. Prentice Hall of India.
4. Basandra, S. K. Computers Today.
5. Oka, M. M. 1997. Computer Fundamentals.