

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,
LUCKNOW**



Evaluation Scheme & Syllabus

MBA (AGRIBUSINESS MANAGEMENT)

First Year : Semester II

**AS PER
AICTE MODEL CURRICULUM & NEP 2020**

Pathfinder Research and Training Foundation (PRTF)

30/7, KP-III, Greater Noida, Gautam Budh Nagar (UP) 201308

Semester II

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	BMBAB 201	Agricultural Business Environment & Policy	3	1	0	20	10	0	30	70	0	100	3
2	BMBAB 202	Human Resource Management	4	0	0	20	10	0	30	70	0	100	3
3	BMBAB 203	Business Research Methods	4	0	0	20	10	0	30	70	0	100	3
4	BMBAB 204	Financial Management & Corporate Finance	4	0	0	20	10	0	30	70	0	100	3
5	BMBAB 205	Operations Management	4	0	0	20	10	0	30	70	0	100	3
6	BMBAB 206	Quantitative Techniques for Managers	3	1	0	20	10	0	30	70	0	100	3
7	BMBAB 207	Agricultural Supply Chain Management	3	1	0	0	0	30	30	0	70	100	3
8	BMBAB 208	Rural & Agricultural Marketing	2	0	0	0	0	30	30	0	70	100	2
9	BMBAB 209	IT Skills-2	0	0	2	0	0	30	30	0	70	100	1
10	BMBAB 251	MINI PROJECT	0	0	3	0	0	30	30	0	70	100	2
												1000	26

L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE- Term End/ Practical End

II semester

AGRICULTURAL BUSINESS ENVIRONMENT & POLICY BMBAB 201

Course Credit: 3

Contact Hours: 40

Objective

1. To expose learners to the environment in which the agri-business is conducted.
2. To understand micro and macro environmental forces and their impact on agri-business
3. To provide an overview of the agricultural sector's structure, including key players, trends, and challenges
4. To explore how government policies, trade agreements, and regulations impact agricultural businesses and the broader economy.

UNIT I (8 Lectures)

Agribusiness - Importance of Agribusiness, Organic Farming, Problems and policy changes relating to farm supplies, farm production, types and stages of agro processing, management, planning, leading and controlling.

UNIT 2 (8 Lectures)

Structure of Agriculture :Agribusiness sub systems - Linkages among sub-sectors of the Agribusiness sector; economic reforms and Indian agriculture; impact liberalization, privatization and globalization on Agribusiness sector.

UNIT 3 (8 Lectures)

Agricultural Price and Marketing Policies : Agribusiness Policies- Concept And Formulation; New Dimensions In Agri Business Environment And Policy. Entrepreneurship In Agribusiness, Business Organizations In Agribusiness, Agribusiness Tools- Break Even Analysis, Linear Programming, SWOT Analysis.

UNIT 4 (8 Lectures)

Emerging Trends in Production- Emerging Trends in Production, Processing, Marketing and Exports; Integrated Agribusiness Development Policy 2011.Policy Controls and Regulations Relating to the Industrial Sector With Specific Reference to Agro-Industries. Public Distribution System and E-Agribusiness.

UNIT 5 (8 Lectures)

Agricultural Schemes & Finance in the Country - Commodity Market, Commodity Pricing, MSP, Role of NABARD and Govt of India in various Agri Business Schemes (Rashtriya Krishi Vikas Yojana (RKVY), Pradhan Mantri Krishi Sinchai Yojana (PMKSY), Agri-Clinics and Agri-Business Centres Scheme (ACABC): Agri Infrastructure Fund Scheme (AIF-Scheme), PM Formalization of Micro Food Processing Enterprises (PMFME Scheme): Animal Husbandry Infrastructure Development Fund (AHIDF).

Suggested Readings

- Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.
- Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.
- Francis Cherunilam 2003. Business Environment. Himalaya Publ
- Desai,R.G.Agricultural Economics-Models,Problems and Policy Issues,Himalaya,New Delhi
- Bilgrami,S.A.R.An Introduction to Agricultural Economics,Himalaya,New Delhi
- Singh,Amarjit,Sadhu,A.N. and Singh Jasbir.Fundamentals of Agricultural Economics,Himalaya,New Delhi
- Rudra,Ashok.Indian Agricultural Economics-Myths and Realities,Allied,New Delhi
- Heady,E.O. and Jensen,H.Farm Management Economics,Prentice Hall,New Delhi

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1) Develop understanding and fundamental knowledge about business environment	Remembering (k1) Knowledge (K 2)
2	CO2) Develop understanding on the concepts of Business Environment in Agribusiness.	K2 Knowledge
3	CO3) Develop basic understanding of structure of Agribusiness	K2 Knowledge
4	CO4) Develop understanding of marketing policies & pricing	K2 Knowledge
5	CO5) Develop understanding about the different schemes & financing in the country.	K4 Applyig K5 Analysing

HUMAN RESOURCE MANAGEMENT

BMBAB 202

Course Credit: 3

Contact Hours: 40

Course Objectives: In this course the students will learn

1. The basic concepts and frameworks of Human Resource Management (HRM)
2. Understand the role that HRM in today's organization to deliver the profitability business.
3. Developing an effective Human Resource planning in bridging the gap between how much manpower is required & what is available.
4. It will provide an insight as to how to use Human Resource as a tool to implement strategies.

UNIT I: (7 Hours)

Essentials of HRM: Functions of HRM, HRM vs.HRD, Strategic HRM: Meaning and Roles in Strategy formulation and implementation, Barriers to strategic HRM, Linking HR strategy with Business Strategy, Roles of HR Manager, Roles of HR in Merger and Acquisitions, Technology & HR and changing roles of HR due to technology, HRM linkage with TQM & Productivity. Case Studies

UNIT II: (8 Hours)

Human Resource Planning and Employee Hiring : Meaning of job Analysis, Job Design, Human Resource Planning, Methods Demand Forecasting for Manpower Planning, Factors Influencing HRP, Employee Hiring- Methods of Recruitment, Employee Selection, Process of Employee Selection, Recent Trends in Recruitment. Case Studies

UNIT III: (8 Hours)

Employee Training & Development: Meaning Importance of Training, Types and Methods and Types of Training, Career Planning, Promotion, Transfer, Demotion and Separation, Performance Appraisal: Meaning and Types of Appraisal, Job Evaluation: Meaning and Methods of Job Evaluation. Case Studies

UNIT IV: (9 Hours)

Compensation Management and Employee Relations: Introduction to Compensation Management, Components and Structure of Employee Compensation, Factors Affecting Employee Compensation, Employee Incentive Schemes, and Recent Trends in Compensations Management, Meaning of Employee Relation and Industrial Relations. Case Studies

UNIT V: (8 Hours)

Employee Safety/ Health and International Human Resource Management: Needs and Legal Provision of Employee Health, Measures to Promote Employee Health , Purpose of Employee Safety, Accidents: Causes & Prevention, Effective Safety Management ,& Legal Provisos. Basic Principles Governing International Human Resource Case Studies

COURSE OUTCOME

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.	K6 Synthesizing
2	CO2. Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.	K2 Knowledge
3	CO3. Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.	K3 Comprehending
4	CO4. Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.	K5 Analysing
5	CO5. Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.	K2 Knowledge K4 Applying

Suggested Readings

1. V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition.
2. Durai Praveen, Human Resource Management Pearson Publication, 2nd Edition.
3. Gary Dessler and Biju Varkkey Human Resource Management, Person Publication, 2013, 14th Edition.
4. Seema Sanghi, Human Resource Management, Vikas Publications, 2014, 5th Edition.
5. K. Aswathappa, Human Resource Management, McGraw Hill Education, 2013, 7th Edition.

BUSINESS RESEARCH METHODS

BMBAB 203

Course Credit: 3

Contact Hours: 40

Course objectives

1. Understand the concept / fundamentals of research and their types.
2. Understand the practical application of various research techniques.
3. Understand the importance of scaling & measurement techniques and sampling techniques
4. Understand the importance of coding, editing, tabulation and analysis in doing research.
5. Understanding and applying the concept of statistical analysis which includes ANOVA technique and technique of report writing.

Unit 1 (8 Sessions)

Research: – Definition, Meaning, Importance types and Qualities of Research; Research applications in functional areas of Business, Emerging trends in Business research. Research & the Scientific Method: Characteristics of scientific method. Steps in Research Process Concept of Scientific Enquiry: – Formulation of Research Problem – Management Question – research Question – Investigation Question ,Research Proposal – Elements of a Research Proposal, Drafting a Research Proposal, evaluating a research proposal.

Unit 2 (8 Sessions)

Research design: Concept, Features of a good research design, Use of a good research design; Qualitative and Quantitative research approaches, Comparison – Pros and Cons of both approaches.

Exploratory Research Design: Concept, Types: Qualitative techniques – Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation.

Descriptive Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research ; Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group.

Unit 3 (6 Sessions)

Scaling & measurement techniques: Concept of Measurement: Need of Measurement; Problems in measurement in management research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired comparison & Forced Ranking – Concept and Application.

Unit 4 (6 Sessions)

Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response.

Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling.

Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling,

Quota Sampling & Snowballing Sampling methods. Determining size of the sample – Practical considerations in sampling and sample size, sample size determination.

Unit 5 (8 Sessions)

Data Analysis: Editing, Coding, Tabular representation of data, frequency tables, Construction of frequency distributions, Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram.

Hypothesis: Qualities of a good Hypothesis –Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing – Logic & Importance. Analysis of Variance: One way and two way Classifications.

Mechanism of Report Writing- Report Preparation: Types, Report Structure: preliminary section, main report, interpretation of results, suggestions and recommendations, limitations of the study, Report formulation.

COURSE OUTCOME

Course Outcomes	Blooms Taxonomy
CO1. Knowledge of concept / fundamentals for different types of research.	<ul style="list-style-type: none"> • Knowledge (K 2)
CO2. Applying relevant research techniques.	<ul style="list-style-type: none"> • Remembering (K1) • Applying (K 4)
CO3. Understanding relevant scaling & measurement techniques and should use appropriate sampling	<ul style="list-style-type: none"> • Comprehending (K 3) • Applying (K 4)
CO4.Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.	<ul style="list-style-type: none"> • Analyzing (K 5) • Synthesizing (K6)
CO5.Evaluating statistical analysis which includes ANOVA technique and prepare research report.	<ul style="list-style-type: none"> • Evaluating (K7)

Suggested Readings

1. Research Methodology, Deepak Chawla,, Neena Sondhi, Vikas Publication
2. Business Research Methods, Naval Bajpai, Pearson Education
3. Research Methodology, C R Kothari, New Age International.
4. Business Research Methods by Donald Cooper & Pamela Schindler, TMGH, 9th Edition.
5. Business Research Methods by Alan Bryman & Emma Bell, Oxford University Press, 2ndEdition.
6. Business Research Methods by T N Srivastava & Shailaja Rao, TMH Publication, 2ndEdition.

FINANCIAL MANAGEMENT AND AGRI FINANCE

BMBAB 204

Course Credit: 3

Contact Hours: 40

Course Objectives: This course is intended to introduce the basic theory, concepts and practical applications in corporate finance and to enable students to analyse various corporate decisions. The course objectives are outlined below:

- 1) To understand the fundamentals, various models and agency problems of Corporate Finance.
- 2) To acquire knowledge about various techniques used for analysing various long-term projects.
- 3) To have an understanding about various capital structure techniques and selecting best source of finance.
- 4) Provide insights into sources of agricultural finance, including loans, subsidies, and how to effectively apply for them.

UNIT I (8 Hrs)

Introduction to Finance & Corporate Finance: Corporate Finance & its scope, Corporate Governance and Agency Problem, Finance & Corporate Strategy, Time Value of Money, Risk and Return. Types of Financial Markets: Capital Market, Factors affecting Financial Markets, Linkages between Economy & Financial Markets, Integration of Indian Financial Markets with Global Financial Markets.

UNIT II (8 Hrs)

Investment and Financing Decision: Capital Budgeting, Nature of investment decisions, Risk Analysis in investment decisions, Concept of Opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital, Cash Flows as Profit and components of Cash Flows, Capital Budgeting Decisions, Calculation of NPV and IRR, Excel Application in Analysing Projects.

UNIT III (8 Hrs)

Financial Planning: Capital Structure, Relevance and Irrelevancy theory, Leverage analysis – financial, operating and combined leverage along with its implications, EBIT EPS Analysis, Point of Indifference.

UNIT IV (8 Hrs)

Working Capital Management : Concepts & Principles of Working Capital, Need for working capital, Classification and importance of working capital, Working capital cycle, Inventory Management, Cash Management, Accounts receivable Management and Factoring, Credit policy ,Financing working capital.

UNIT V (8 Hrs)

Agri-Finance: Concept & Practice, Financial Issues in Agribusiness, Financing Agricultural & Rural Projects, Identification of Projects, Formulation of Projects ,

Appraisal: Economic, Technical, Marketing, Management, Monitoring & Evaluation of Crop, Livestock, Poultry, Fisheries based Rural Projects both for Domestic & Export Market. Apex institutions involved in Agri Finance sector, and Role played by them. , such as PMFME, NABARD.

Course Outcome: After successful completion of this course students will be able:

S.No	Course Outcome	Bloom's Taxonomy
1.	CO1 Understand the different basic concept / Models of Corporate Finance and Governance	<ul style="list-style-type: none"> • Knowledge (K2) • Remembering(K1)
2.	CO2 Understand the practical application of time value of money and evaluating long term investment decisions	<ul style="list-style-type: none"> • Analyzing (K5) • Evaluating(K7)
3.	CO3 Develop analytical skills to select the best source of capital, structure and leverage.	<ul style="list-style-type: none"> • Analyzing(K5) • Synthesizing(K6)
4.	CO4 Understand the use and application of different models for firm's optimum dividend pay-out.	<ul style="list-style-type: none"> • Comprehending(K3) • Applying(K4)
5.	CO5 Understand the recent trends of mergers and acquisition and its valuation	<ul style="list-style-type: none"> • Comprehending(K3) • Synthesizing (K6)

Suggested Readings

- 1) Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
- 2) Pandey I M - Financial Management (Vikas, 11th Ed.)
- 3) William HakkaBettnerCarcello- Financial and Management Accounting (TMH-16th Ed.)
- 4) Sheebakapil-Fundamental of financial management (Wiley,2015)
- 5) Prasanna Chandra - Fundamentals of Financial Management (TMH, 9th Ed.)
- 6) Bark DemazoThampy- Financial Management (Pearson,2nd Ed.)
- 7) R P Rustagi - Financial Management (Galgotia, 2000, 2nd revised ed.)
- 8) Damodaran, A., Applied Corporate Finance, 3rd Edition, Wiley, 2012
- 9) Ravi.M Kishore – Financial Management (Taxman, 7th Ed)
- 10) Fundamentals to Financial Management, Brigham & Houston, 14/e, Cengage Learning
- 11) Van Horne - Financial Management and Policy (Prentice hall, 2003, 12th Ed.)

OPERATIONS MANAGEMENT

BMBAB 205

Course Credit: 3

Contact Hours: 40

Course Objectives:-

1. To understand the role of Operations in overall Business Strategy of the firm.
2. To understand the application of operations management policies and techniques to the service sector as well as manufacturing firms.
3. To identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.
4. To understand the trends and challenges of Operations Management in the current business environment.
5. To familiarize the students with the techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.

UNIT –I (7 sessions) Production Concepts:

Introduction, meaning, nature and scope of production and operations management. Difference between production and operations management. Productivity, factors affecting productivity and productivity measurement. Work study— Method study and work measurement. Production Technology – Types of manufacturing processes. Plant location and types of plant layout.

UNIT –II (8 sessions) Operations Concepts:

Services scenario in India, difference between product and service, characteristics of services, classification of services, product and service design, factors affecting service design, service designing process, service blueprinting, service capacity planning. Dimensions of quality in services, understanding service quality gap, measuring service quality using SERVQUAL model. Case Studies

UNIT-III (10 sessions) Material and Inventory Management:

Types of production planning, process of production planning and control (PPC) – routing, scheduling and loading. Master production schedule, aggregate production planning. Types of inventories, inventory control techniques- EOQ, ABC, VED, FSN, HML and SDE (Simple numerical problems on Inventory control techniques). Just-in-time (JIT) and KANBAN. Case Studies

UNIT-IV (8 sessions) Supply Chain Management:

Overview of supply chain management, conceptual model of SCM, supply chain drivers, measuring supply chain performance, core and reverse supply chain, global supply chain, inbound and outbound logistics, Bullwhip effect in SCM, push and pull systems, lean manufacturing, agile manufacturing, role of IT in SCM. Demand forecasting in supply chain, Simple moving average method, weighted moving average method, linear regression and exponential smoothing method. Case Studies

UNIT-V (7 sessions) Productivity and Quality:

TQM, Deming's 14 principles, Juran's quality trilogy, PDCA cycle, KAIZEN, quality circles, 7QC tools and its 7 new management tools, ISO 9000-2000 clauses, six sigma, Total Productive Maintenance (TPM), 5S. Case Studies

Expected Course Outcomes:

S.No.	Course Outcomes	Bloom's Taxonomy
CO1.	Understand the role of Operations in overall Business Strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms.	<ul style="list-style-type: none">• Knowledge (K2)• Comprehending (K3)• Remembering (K1)
CO2.	Understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives.	<ul style="list-style-type: none">• Knowledge (K2)• Remembering (K1)• Applying (K4)
CO3.	Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.	<ul style="list-style-type: none">• Comprehending (K3)• Applying (K4)
CO4.	Analyze / understand the trends and challenges of Operations Management in the current business environment.	<ul style="list-style-type: none">• Analyzing (K5)
CO5.	Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.	<ul style="list-style-type: none">• Synthesizing (K6)• Evaluating (K7)

Suggested Readings:-

1. Aswathappa, K. & Bhat, K.S.-- Production and Operations Management (Himalaya Publishing House, 2nd Edition)
2. Chase, R.B., Shankar, R. & Jacobs, F.R. -- Operations & Supply Chain Management (Tata McGraw Hill, 14th Edition)
3. Chunawalla, S.A. & Patel, D.R. – Production & Operations Management (Himalaya Publishing House, 9th Edition)
4. Chary, S.N. -- Production and Operations Management (Tata McGraw Hill, 6th Edition)
5. Charantimath, P.M. – Total Quality Management (Pearson Education, 3rd Edition)
6. Bedi, Kanishka – Production & Operations Management (Oxford University Press, 3rd Edition)
7. Adam, Everett E. & Ebert, Ronald J. – Production and Operations Management (Prentice Hall, 5th Edition)
8. Gopalakrishnan, P. & Sundaresan, M. – Materials Management (Prentice Hall of India)

QUANTITATIVE TECHNIQUES FOR MANAGER

BMBAB 206

Course Credit: 3

Contact Hours: 40

Course Objectives

1. Understand the importance of the use of OR application in decision Making environment
2. To formulate LPP and Obtain Graphical Solutions & Acquire General idea of the Simplex method.
3. To understand and solve transportation & assignment models.
4. To know optimal sequence model and understand concepts of queuing theory.
5. To identify right time for replacement of equipment and understand project management techniques

Unit I (6 Sessions)-Operations Research & Decision Making Environments

Operations Research:- Uses, Scope and Applications of Operation Research in Managerial Decision-Making .*Decision-making environments*:- Decision-making under certainty, Uncertainty and Risk Situations; Decision Tree Approach and its Applications.

Unit II (6 Sessions)-Linear Programming Problem

Linear programming: Mathematical Formulations of LP Models For Product-Mix Problems; Graphical and Simplex Method of Solving LP Problems.

Unit III (10 Sessions)- Transportation Problem & Assignment model

Transportation Problem: Various Methods of Finding Initial Basic Feasible Solution-North West Corner Method, Least Cost Method & VAM Method and Optimal Solution-Stepping Stone & MODI Method, Maximization Transportation Problem

Assignment Model: Hungarian Algorithm And Its Applications, Maximization Assignment Problem.

Unit IV (10 Sessions)-Sequencing & Queuing Theory

Sequencing Problem: Johnsons Algorithm for N Jobs and Two Machines, N Jobs and Three Machines, Two Jobs and M - Machines Problems.

Queuing Theory: Characteristics of M/M/I Queue Model; Application of Poisson and Exponential Distribution in Estimating Arrival Rate and Service Rate; Applications of Queue Model for Better Service to the Customers.

Unit V (8 Sessions) Project Management

Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control; GANTT Chart

Course Outcomes

CO1	Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.	Knowledge (K2)/ Remembering (K1)
CO2	To formulate linear programming problem and to find optimal solution by graphical simplex method.	Knowledge (K2)
CO3	Be able to build and solve Transportation Models and Assignment Models also to solve game theory problems by understanding pure and mix strategies.	Applying (K 4)
CO4	To assign optimal sequence of difference jobs on different machines and develop understanding of queuing theory concepts.	Applying (K 4)
CO5	To implement replacement of equipments at right time and able to implement project management concepts like CPM, PERT to reduce cost and time.	Synthesizing (K6)/ Evaluating (K7)

Suggested Readings

1. R. Panneerselvam - Operations Research (PHI, 2nd Edition)
2. Sharma J K - Operations Research (Pearson, 3rd Edition)
3. Apte-Operation Research and Quantitative Techniques (Excel Books)
4. S Kalawathy-Operation Research (Vikas IVth Edition)
5. Natarajan- Operation Research(Pearson)
6. Singh & Kumar—Operation Research(UDH Publisher edition 2013)
7. Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition)
8. Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
9. Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition).

AGRICULTURAL SUPPLY CHAIN MANAGEMENT

BMBAB 207

Course Credit: 3

Contact Hours: 40

Objective

1. To provide a comprehensive overview of supply chain concepts specific to the agricultural sector, including logistics, procurement, and distribution.
2. To introduce framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain
3. To provide knowledge of relevant agricultural regulations and standards that affect supply chain operations
4. To analyze market trends and consumer preferences to better align supply chain strategies with demand.

UNIT I (8 Lectures)

Supply Chain: Supply chain Management in Agriculture, Overview of Supply Chain Components, Stakeholders in the Agricultural Supply Chain, Linkages between Producers, Processors, Distributors, and Retailers , Agricultural Marketing in India, Defects in Present System of Agri Marketing ,Case Studies

UNIT 2 (8 Lectures)

Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. Demand forecasting, functions of inventory, warehousing and distribution centres, transportation, protective packaging, order processing, material handling with special reference to Agri products

UNIT 3 (8 Lectures)

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

UNIT 4 (8 Lectures)

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 5 (8 Lectures)

Concept of Information Technology: IT Application in SCM; Integrated IT solutions for L&SCM, emerging technologies in L&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. Logistics & supply chain management and Information technology in agri business-- from vertical integration to virtual integration, transiting from made- to- stock to build- to- order.

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

RURAL AND AGRICULTURAL MARKETING

BMBAB 208

Objectives

1. To develop understanding regarding issues in rural markets like marketing environment,
2. Understanding consumer behaviour, distribution channels and business strategy in rural marketing
3. To apply the learning for effective marketing of agricultural products

UNIT - I Concept and Scope of Rural Marketing : Nature and Characteristics of Rural Markets, Potential of Rural Markets in India, Rural Communication and Distribution. Scope of Agriculture Marketing, Difference in Marketing of Agricultural and Manufactured Goods.

UNIT - II Environmental Factors - Socio-Cultural, Economic, Demographic, Technological and Other Environmental Factors Affecting Rural Marketing.

UNIT - III Rural consumer's Behavior - behavior of rural consumers and farmers; buyer characteristics and buying behavior; Rural v/s urban markets, customer relationship management, rural market research.

UNIT - IV Rural Marketing Strategy - Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; product mix, pricing Course Objective, pricing policy and pricing strategy, distribution strategy.

UNIT - V Promotion and Communication Strategy - Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing. Marketing of various agricultural products in India

Suggested Readings

- Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu.
- Ramaswamy VS & Nanakumari S. 2006. Marketing Management. 3rd Ed. MacMillan Publ.
- Singh AK & Pandey S. 2005. Rural Marketing. New Age.
- Singh Sukhpal. 2004. Rural Marketing. Vikas Publ. House.

IT SKILLS-2

BMBAB 209

Lab work 20 Hours

Course Objective

1. To develop pivot table and understand the validating & auditing techniques
2. To understand different charting techniques in MS Excel
3. To understand different formatting techniques in MS Excel.

Unit I (Lab work on spreadsheet)

Pivot Table: Developing Pivot Table, Analyzing data using goal seek and solver, Scenarios Create named scenarios. Show, edit, delete scenarios, Creating a scenario summary report. Validating and Auditing: Set, edit validation criteria for data entry in a cell range like: whole number, decimal, list, date, time, Trace precedent, dependent cells. Identify cells with missing dependents. Creating applications in Spreadsheet and Macros.

Unit II (Lab work on spreadsheet) 15 Hours

Creating and formatting Charts: Understanding chart types, column chart, bar chart, line chart, pie chart, XY Scatter chart , Area chart, surface chart, bubble chart. Create a combined chart like: column and line, column and area. Change the chart type for a defined data series, Add, delete a data series in a chart, Re-position chart title, legend, data labels. Change scale of value axis: minimum, maximum number to display, major interval. Change display units on value axis without changing data source: hundreds, thousands, millions. Format columns, bars, pie slices, plot area, chart area to display an image.

References

Excel Data Analysis: Modeling and Simulation , Hector Guerrero (Springer)

COURSE OUTCOME

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. To gain knowledge of pivot table and understand the validating & auditing techniques	Knowledge (K2)
2	CO2. Learn to use different charting techniques in MS Excel	Applying (K4) Synthesizing (K6)
3	CO3. Learn to use different formatting techniques in MS Excel	Applying (K4) Knowledge (K2)

**MINI PROJECT
BMB 252**

(BUSINESS IDEAS IDENTIFICATION, VALIDATION & FEASIBILITY)

Course Credit: 2

Seminar by students

Objective:

1. Idea Creation for startup (Either a product or a service)
2. To validate the idea which was identified as above?
3. To identify the issues & challenges of the identified industry / market.
4. To prepare a report on the emerging technologies in the selected industry.

In second semester, the students are required to identify an idea for starting an innovative business and validate the idea which was screened with the help of your faculty guide. The validation report shall be a detailed analysis considering the market feasibility, select a Lean Canvas for making your assumptions, test yours assumptions around the identified market, the future scope of the selected product or service, test your value proposition, and prepare a project report. Preference should be given to the application of emerging technologies in the selected industry. The report will be prepared individually. The report will be evaluated by one external examiner appointed by university.

Feasibility analysis of the idea (Market, Technical and Financial Analysis).

COURSE OUTCOME

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. To gain knowledge of issues challenge of the industry	Knowledge (K2)
2	CO2. Learn to prepare report on the application of emerging technologies in the selected industry	Applying (K4) Synthesizing (K6)