Curriculum Book

Assessment and Evaluation Scheme

based on

Outcome Based Education (OBE)

and

Choice – Based Credit System (CBCS)

in

Master of Business Administration in Agri Business Management

2 Year Degree Program

Revised as on 01 August 2023 Applicable w.e.f. Academic Session 2023-24



AKS University Satna 485001, Madhya Pradesh, India

Faculty of Management Studies Department of Management



AKS University

Department of Agri Business Management Faculty of Management Studies

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Forwarding

I am delighted to observe the updated curriculum of the Department of Business Administration for MBA in Agribusiness Management Program, which seamlessly integrates the most recent trends and corporate affairs in the field of business management and adheres to the guide lines set forth by AICTE, UGC. And ICAR The revised curriculum also thoughtfully incorporates the directives of NEP-2020.

The alignment of course outcomes (COs), Programme Outcome (POs) and Programme specific outcomes (PSOs) has been intricately executed, aligning perfectlywiththerequisitesofNEP-2020andNAACstandards.Iholdthebeliefthat this revised syllabus will significantly enhance the skills and employability of our students.

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

Er. Anant Soni Pro Chancellor & Chairman AKS University,Satna

01August 2023



AKS University

Department of Agri Business Management Faculty of Management Studies

From the Desk of the Vice-Chancellor

AKS University is currently undergoing a process to revamp its curriculum into an outcome based approach, with the aim of enhancing the teaching and learning process. The foundation of quality of quality education lies in the implementation of a curriculum that aligns with both societal and industrial needs, focusing on relevant outcomes. This entails dedicated and inspire Faculty members, as well as impactful industry internships.



Hence, it is of utmost importance to begin this endeavor by crafting an outcome-based curriculum in collaboration with academia and industry experts. This curriculum design should be informed by the latest technological advancements, market demands, the guidelines outlined in the National Education Policy (NEP) of 2020, and sustainable goals.

I'm delighted to learn that the revised curriculum has been meticulously crafted by the Department of Business Administration, in consultation with an array of experts from the industry, research institutes, and academia. This curriculum effectively integrates the principles outlined in the NEP-2020 guidelines, as well as sustainable goals. It also adeptly incorporates the latest advancements in the field of business management.

Furthermore, the curriculum takes into account the specific needs of the Indian Industries, focusing on the creation of effective and efficient managers as well as entrepreneurs. This curriculum will not only import's knowledge but also encourages students' independent thinking for potential enhancements in the area of business management.

The curriculum goes beyond theoretical learning and embraces practical applications. To enhance students' skills, the curriculum integrates industrial visits, and On-Job Training experiences, research projects. This well-rounded approach ensures that students receive a comprehensive education, fostering their skill development and preparing them for success in the field of Business Management.

I am confident that the updated curriculum for Department of Business Administration will not only enhance students' managerial skills but also contribute significantly to their employability. During the process of revising the curriculum, I am pleased to observe that the Department of Business Administration has diligently adhered to the guidelines provided by the AICTE and UGC. Additionally, they have maintained a total credit requirement of 102 for the MBA program.

It's worth noting that curriculum revision is an ongoing and dynamic process, designed to address the continuous evolution of managerial and technological advancements and both local and global concerns. This ensures that the curriculum remains responsive and attuned to the changing landscape of education and industry.

AKS University warmly invites input and suggestions from industry experts and technocrats and Alumni students to enhance the curriculum and make it more student-centric. Your valuable insights will greatly contribute to shaping an education that best serves the needs and aspirations of our students.

01August2023

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



AKS University Satna

Department of Agri Business Management Faculty of Management Studies

Preface

As part of our commitment to ongoing enhancement, the Department of Business Administration consistently reviews and updates its MBA program curriculum every three years. Through this process, we ensure that the curriculum remains aligned with the latest managerial developments, as well as local and global industrial and social demands.

During this procedure, the existing curriculum for the MBA Program undergoes evaluation by a panel of industry specialists, and academicians. Following meticulous scrutiny, the revised curriculum has been formulated and is set to be implemented starting from August 01, 2023. This implementation is contingent upon the endorsement of the curriculum by the University's Board of Studies and Governing Body.

This curriculum closely adheres to the AICTE model syllabus distributed in May 2023. It seamlessly integrates the guidelines set forth by the Ministry of Higher Education, Government of India, through NEP- 2020, as well as the principles of Sustainable Development Goals. In order to foster the holistic skill development of students, a range of practical activities, including Industrial Visits, Project planning and execution, Report Writing, Seminars, and Industrial On-Job Training, have been incorporated. Furthermore, in alignment with AICTE's directives, the total credit allocation for the MBA program is capped at 102 credits.

This curriculum is enriched with course components in alignment with AICTE guidelines, encompassing various disciplines such as Basic Science Course: 5 credits, Computer Science Courses: 7 credits, Management Core Courses: 38 credits, Finance Courses: 9 credits, Management Elective Courses: 24 credits, Economics Course: 4 Credits, Marketing Course: 4 Credits, Human Resources Courses: 8 Credits, Project and Practical Training: 16 credits.

To ensure a comprehensive learning experience, detailed evaluation schemes and rubrics have also been meticulously provided.

For each course, a thorough mapping of Course Outcomes, Program Outcomes, and Program Specific Outcomes has been undertaken. As the course syllabus is being meticulously developed, various elements such as session outcomes, laboratory instruction, classroom instruction, self-learning activities, assignments, and mini projects are meticulously outlined.

We hold the belief that this dynamic curriculum will undoubtedly enhance independent thinking, skills, and overall employability of the students.

01August2023

Professor (Dr.) Harshwardhan Shrivastava Dean, Faculty of Management Studies AKS University, Satna



Introduction -

Department of Agricultural Economics is establishment under the faculty of Agriculture science and technology, since from year 2012 starts of faculty of Agriculture science and technology in the University. All UG courses with allied stream where run agricultural economics curriculums, PG and PhD curriculums of Agricultural Economics are teach in department of Agricultural Economics. However, Agricultural mathematics and Agricultural Statistics, Computer application, Economics and Intellectual property rights curriculums in undergraduate of Agriculture science have also run in this department. PG discipline in Agricultural Economics, MBA (Agribusiness Management) programme have also run under this department.

Faculty Scenario

1. Dr. Virendra Kumar Vishwakarma Economics	Associate Professor & Head - Department of Agricultural
2. Dr. B.B. Beohar	Director planning & Senior Professor Agricultural Economics
3. Dr. Ashutosh Singh	Associate Professor Agricultural Economics
4. Dr. Yogesh Tiwari	Assistant Professor Agricultural Economics
5. Shri Navneet Raj Rathor	Teaching Associate (Agricultural Statistics)
5. Shri Deepnarayan Mishra	Teaching Associate
6. Shri Rajeev Rav Suryvanshi	Lab Attendance

Vision -

Conduct the **Agricultural Economics & MBA in Agribusiness Management** programs and activities under specific manner that promotes in the education, research and innovation in agriculture science and filed of agribusiness. With the purpose of is agriculture make a profitable enterprise and improves the farmer incomes.



Mission

M-1: Achieve the academic excellence in Agricultural Economics through an innovative teaching and learning process.

M-2: Application of improved research in marketing and financial management practices and banking management, farm management

M-3: Inculcate innovative approach with collective discipline in students to improve the farming enterprises, higher education and farming and societal needs.

M-4: Establish focus research in leading area of agriculture and agribusiness for improve the farmers income and encourage the new startup of agribusiness.

PROGRAMME SCENARIO Running curriculum of Agricultural Economics under B. Sc. Ag. Programs are

- 1. Fundamentals of Agricultural Economics
- 2. Agricultural Finance and Cooperation
- 3. Agricultural Marketing, Trade and Prices
- 4. Farm Management, Production and Resources Economics
- 5. Agri-business Management- Elective course

Running curriculum of Allied courses Agricultural under B. Sc. Ag. Programs are

- 1. Agricultural Mathematics
- 2. Agricultural Statistics
- 3. Informatics
- 4. Intellectual property rights

Running program under master degree & PhD of Agricultural Economics & MBA in Agribusiness Management

- 1. M.Sc Ag. Agricultural Economics
- 2. MBA in Agribusiness Management.
- 3. PhD Agricultural Economics



Introduction

This program is introduced in year of 2018 in AKS University Satna. This was first introduced as M B A (Agri business management) under faculty of management studies and operate in the faculty of Agriculture science and technology. Now it is being introduce as new program as M B A in Agri Business Management under the faculty of Agriculture science and technology. It is a two-year full time residential post-graduate degree programme to be run in the Department of Agricultural Economics, Faculty of Agriculture Science and Technology AKS University. This grooms young men and women into professional managers for core areas of agribusiness and allied sectors.

POE (Program Education Outcomes)

PEO-1

To develop R&D temperament among the students for development, innovation and sustainable business management and strategies in development and new startup in Agribusiness

PEO-2

To develop ethical principles among the students and commitment to fulfilling international, national and local needs and social responsibilities with his/her professional excellence

PEO-3

Ability to understand the impact of professional manager solutions in societal and economics and demonstrate knowledge and need for sustainable development of agriculture

PEO-4

Identify issues related to ethics, society, safety and environment in context of development of agribusiness and their application.

PO (Program outcomes)

PO-1

Managerial knowledge:

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



PO-2

Problem analysis:

Identify, formulate, review research literature, and analyze complex marketing, financial and managerial problems reaching substantiated conclusions using principle and operation producer of Agribusiness management.

PO 3:

Modern tool usage:

Create, select, and apply appropriate techniques, resources, and modern management and tools including prediction and modeling to complex managerial decision activities with an understanding of the limitations in Agribusiness management

PO-4:

Ethics:

Apply ethical principles and commit to professional ethics and responsibilities and norms of the Agribusiness management and organization.

PO-5:

Individual and team work:

Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings in Agribusiness management.

PO-6:

Communication:

Communicate effectively on complex managerial activities with the business community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO-7:

Project management and finance:

Demonstrate knowledge and understanding of the business and organizational management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in agro based and agriculture development project.



PO-8:

Business decision making:

Pursue the ability and competencies in critical thinking for business decision making, capabilities and skills to analyze and solve agribusiness problems across functional areas and more so by coming out with innovative solutions.

PO 09:

Life-long learning:

Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change in Agribusiness management.

PO 10:

Environment and sustainability:

Understand the impact of the professional expert solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development in Agribusiness management.

PO 11:

Entrepreneurial opportunities:

Identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

PO 12:

Global outlook:

Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural understanding in Agribusiness management.

PSO (Program specific outcomes)

PSO-1:

The ability to apply managerial and business skilled for development of business growth with the available resources

PSO-2:

Ability to understand the day to day business operational problems and startup development of agribusiness and provide economical solution to enhance the decide goal without compromising ethical value.



PSO-3:

To inculcate proactive thinking to ensure effective performance in the dynamic socio-

economic and business ecosystem entrepreneurial approach and skill sets aligned with the national priorities.

PSO-4:

Ability to use the research based innovative knowledge for sustainable development in agribusiness growth and develops

PEO	M1	M2	M3	M4
PEO-1	3	2	3	2
PEO-2	2	2	2	3
PEO-3	2	3	2	1
PEO-4	2	2	3	3

Consistency/Mapping of PEOs with Mission of the Department

1: Slight (Low), 2: Moderate (Medium), 3: Substantial (High) "-": No correlation



GENERAL COURSE STRUCTURE & THEME

1. Definition of Credit

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

1. Range of Credits:

In the light of the fact that a typical Model Four-year Under Graduate degree program in Engineering has about 160 credits, the total number of credits proposed for the four-year B. Tech. in Cement Technology is kept as 169 considering NEP-20 and NAAC guidelines.

Structure of UG Program in Cement Technology:

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

SI No	Course Component	Total Credits	Percentage of total credits in the Program
1	Program Core (PCC)	28	37.83
2	Supporting Courses (PSC)	6	8.10
3	Research Project(s) (PRC)	30	40.54
4	Industrial Training/Internships (ISC)	00	0.00
5	Seminar(SC)	01	1.35
	Total Credit		
6	Any other (Pl Specify) Non Credit (NC)	05	6.75
7	Entrepreneurship (EC)	04	5.40
	Total Non Credit	74	100

Components of the Curriculum

(Program curriculum grouping based on course components)



AKS University Department of Agribusiness Management Faculty of Management Studies

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

Semester -I		Semester -II		
Course Title	Credit	Course Title	Credit	
Major Courses		Major Courses		
1. Principles of Management and Organizational Behaviour	3+0+0=03	1. Human Resource Management for Agricultural Organization	2+0+0 = 02	
2. Managerial Accounting and Control	3+0+0=03	2. Production and Operation Research Management	2+0+0=02	
3. Applied Agribusiness Economics	2+0+0 = 02	3. Agricultural and Food Marketing Management- II	1+1+0 = 02	
4. Agricultural and Food Marketing Management- I	1+1+0 = 02	4. Agri. Supply Chain Management	2+0=2	
Minor Courses		Minor Courses		
5. Research Methodology for Agribusiness management	2+1+0 = 03	5. Financial Management in Agri. Business	1+1+0 = 02	
Supporting Courses		Supporting Courses		
6. Computer Application for Agri Business	2+1+0 = 03	6. Business Analytics for Agriculture	1+1+0=02	
Non-Credit Compulsory Courses		Non-Credit Compulsory Courses		
7. Library and information services	0+1+0 = 01	7. Intellectual property and its management in agriculture	1+0+0 = 01	
8. Technical writing and communications skills	0+1+0=01	8.Basic concepts in laboratory techniques	1+0+0 = 01	
Total Credit	10	9.Summer Training/ Industrial Attachment	4+0+0=04	
Semester -III	18	Total Credit Semester -IV	18	
Course Title	Credit	Course Title	Credit	
Major Courses	Cicuit	Research Project	0+20=20	
International Trade for Agricultural Products	2+0=2	Research i Toject	0+20-20	
Minor Courses				
Project Management and Agri Business Entrepreneurship	2+1=3			
Supporting Courses				
Agri. Extension Management	1+0=1			
Research	•			
Project work	0+10=10			
Master's Seminar	0+1=1			
Non-Credit Compulsory C				
	1.0.1			
Agricultural Research, Research Ethics and Rural Development Programmes	1+0=1			



- 1. Program Core (PCC)
- 2. Supporting Courses (PSC)
- 3. Research Project(s) (PRC)
- 4. Industrial Training/Internships (ISC)
- 5. Seminar (SC)
- 6. Any other (PI Specify) Non Credit (NC)
- 7. Entrepreneurship (EC)

Total Credit: 74

Course code and definition:

- L = Lecture
- **T** = **Tutorial**
- **P** = **Practical**
- C = Credit

Course level coding scheme:

- 1. **Professional core courses =** PCC
- 2. **Professional elective =** PEC
- 3. Supporting Courses = PSC
- 4. Research Project(s) = PRC
- 5. Industrial Training/Internships =ISC
- 6. Seminar =SC
- 7. Any other (PI Specify) Non Credit = NC
- 8. Entrepreneurship =EC

Three-digit number used as suffix with the Course Code for identifying the level of the course. Digit at five hundred's place signifies the year in which course is offered. e.g. 501,502 etc. for course code.



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Category-wise Courses PROFESSIONAL CORE COURSES [PCC] / Major Course (Total 20)

Sl.	Code No.	Subject	Semester	Credits
1	AMB 501	Principles of Management and Organizational	Ι	3(3+0)
		Behaviour		
2	ABM 502	Managerial Accounting and Control	I	3(3+0)
3	ABM503	Applied Agribusiness Economics	I	2(2+0)
4	ABM 504	Human Resource Management for Agricultural	II	2(2+0)
		Organization		
5	ABM 505	Production and Operation Research Management	II	2(2+0)
6	ABM 506	Agricultural and Food Marketing Management- I	II	2(1+1)
7	ABM 507	Agricultural and Food Marketing Management- II	III	2(1+1)
8	ABM 508	Agri. Supply Chain Management	III	2(2+0)
9	ABM 509	International Trade for Agricultural Products	III	2(2+0)
		Total Credit		20

PROFESSIONAL ELECTIVE = PEC/ Minor course (Total 08)

Sl.	Code No.	Subject	Semester	Credits
1	ABM 510	Food Technology and Processing Management		3+0
2	ABM 511	Rural Marketing		3+0
3	ABM 512	Fertilizers Technology and Management		3+0
4	ABM 513	Management of Agrochemical		3+0
		Industry		
5	ABM 514	Seed Production Technology Management		3+0
6	ABM 515	Technology management for Live stock Products		3+0
7	ABM 516	Fruit Production & Post Harvest Management		3+0
8	ABM 517	Farm Power & Machinery Management		2+0
9	ABM 518	Food Retail Management		2+0
10	ABM 519	Management of Agricultural Input Marketing		2+0
11	ABM 520	Feed Business Management		2+0
12	ABM 521	Management of Veterinary Hospitals		2+0
13	ABM 522	Poultry And Hatchery Management		2+0
14	ABM 523	Management Of Floriculture And Landscaping		2+0
15	ABM 524	Risk Management In Agri. Business		2+0
16	ABM 525	Management Of AgriBusiness Co-Operatives		2+0
17	ABM 526	Business Analytics for Agriculture		2+0
18	ABM 527	Dairy Business Management		1+0
19	ABM 528	Agri. Extension Management		1 + 0
20	ABM 529	Renewable Energy Sources Management		1+0
21	ABM 530	Quality Management for Agri Business		1+0
22	ABM 531	Advertising And Brand Management		1+0
23	ABM 532	Agri. Infrastructure and Warehousing Management		1+0
24	ABM 533	Contract Farming		1+0
25	ABM 534	Human Resource Competence And Capacity Building Systems		1+0



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26	ABM 535	Agri. Commodity Markets And Futures Trading		1+0
27	ABM 536	Strategic Management for Agri. Business Enterprises		2+0
28	ABM 537	Operations Research	II	2+0
29	ABM 538	Financial Management in Agri. Business	II	2+0
30	ABM 539	Communication for Management and Agri business	Ι	3+0
31	ABM 540	Research Methodology for Agribusiness management	Ι	3+0
32	ABM 541	Computer Application for Agribusiness		3+0
33	ABM 542	Project Management and Agribusiness Entrepreneurship	III	3+0
34	ABM 543	Agribusiness Environment and Policy		2+0
35	ABM 544	Agri Business Law and Ethics	III	2+0
		Total Credit		15

SUPPORTING COURSES = PSC (Total 06)

Sl.	Code No.	Subject	Semester	Credits
1	ABM 541	Computer Application for Agri Business	Ι	3(2+1)
2	ABM 526	Business Analytics for Agriculture	II	2(1+1)
3	ABM 528	Agri. Extension Management	III	1(1+0)
		Total Credit		06

RESEARCH PROJECT(S) = PRC (Total 30)

Sl.	Code No.	Subject	Semester	Credits
01		Project work	III	10(0+10)
02	ABM-595	Research Project	IV	20(0+20)
		Total Credit		30

INDUSTRIAL TRAINING/INTERNSHIPS =ISC (Total 04)

Sl.	Code No.	Subject	Semester	Credits
01	ABM 595	Summer Training/ Industrial Attachment	II	4(4+0)
		Total Credit		04

SEMINAR =SC(Total 01)

Sl.	Code No.	Subject	Semester	Credits
01	ABM 591	Master's Seminar	IV	1(0+1)
				01



Sl.	Code No.	Subject	Semester	Credits
01	PGS 501	Library and information services	Ι	1(0+1)
02	PGS 502	Technical writing and communications skills	Ι	1(0+1)
03	PGS-503	Intellectual property and its management in agriculture	II	1(1+0)
04	PGS 504	Basic concepts in laboratory techniques	Π	1(0+1)
05	PGS 505	Agricultural Research, Research Ethics and Rural Development programmes	III	1(1+0)
		Total Credit		05

ANY OTHER (PL SPECIFY) NON CREDIT =NC (Total 05)

ENTREPRENEURSHIP =EC (Total 03)

Sl.	Code No.	Subject	Semester	Credits
01	ABM 542	Project Management and Agri Business	III	3(2+1)
		Entrepreneurship		
		Total Credit		03



Induction Program

Induction program for students to be offered right at the start of the first year It is mandatory. AKS University has design an induction program for 1st year student, details are below:

- i Physical activity
- ii Creative Arts
- iii Universal Human Values
- iv Literary
- v Proficiency Modules
- vi Lectures by Eminent People
- vii Visits to local Areas
- viii Familiarization to Dept./Branch & Innovations
- Mandatory Visits/ Workshop/Expert Lectures:
 - I.It is mandatory to arrange one industrial visit every semester for the students.
 - II.It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/ industry/ entrepreneurial orientation.
 - III.It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from industry.

Evaluation Scheme:

1. For Theory Courses:

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

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

2.- For Practical Courses:

I. The Weightage of Internal assessment is 50% and

II. End Semester Exam is 50%

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



3. For Summer Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation et

Semester wise Course Structure Semester wise Brief of total Credits and Teaching Hours

Semester	L	Т	Р	Total Hour	Total Credit
Semester -I	14	00	04	18	18
Semester -II	11	04	07	22	18
Semester -III	07	01	11	19	18
Semester -IV	00	00	20	20	20
Total	32	05	42	79	74



SEMESTER-1

S.N.	Category	Code	Course Title	L	Т	Р	Total H	Credits
	•		Major Courses					
1	PCC	AMB 501	Principles of Management and Organizational Behaviour			0	3	3(3+0)
2	PCC	ABM 502	Managerial Accounting and Control	3	0	0	3	3(3+0)
3	PCC	ABM503	Applied Agribusiness Economics	2	0	0	2	2(2+0)
4	*PCC	ABM 506	Agricultural and Food Marketing Management- I	2	0	0	2	2(2+0)
			Total				10	10(10+0)
		•	Minor Courses	•	•	•		
5	PCC	ABM 540	Research Methodology for Agribusiness management	2	0	2	4	3(2+1)
			Total				4	3 (2+1)
			Supporting Courses					
6	PSC	ABM 541	Computer Application for Agri Business	2	0	2	2	3(2+1)
			Total				2	3(2+1)
	•	l	Non-Credit Compulsory Cou	rses			L	
7	NC	PGS 501	Library and information services	0	0	2	2	1(0+1)
8	NC	PGS 502	Technical writing and communications skills	0		2	2	1(0+1)
			Total				4	2(0+2)
			Grand Total	14	00	08	20	18(14+4)



SEMESTER-II

S.N.	Category	Code	Course Title	L	Т	Р	Total H	Credits
			Major Courses					
1	PCC	ABM 504	Human Resource Management for Agricultural Organization	2	0	0	2	2(2+0)
2	PCC	ABM 505	Production and Operation Research Management	2	0	0	2	2(2+0)
3	*PCC	ABM 507	Agricultural and Food Marketing Management- II	2	0	0	2	2(2+0)
4	*PCC	ABM 508	Agri. Supply Chain Management	2	0	0	2	2(2+0)
			Total				8	8(8+0)
			Minor Courses					
5	PCC	ABM 538	Financial Management in Agri. Business	1	0	2	3	2(2+0)
			Total	1	0	2	2	2(2+0)
			Supporting Courses				•	
6	PSC	ABM 526	Business Analytics for Agriculture	1	0	2	3	2(1+1)
			Total	1	0	2	3	2(1+1)
			Non-Credit Compulsory Co	urses			I	
7	NC	PGS-503	Intellectual property and its management in agriculture	0	0	1	2	1(0+1)
8	NC	PGS 504	Basic concepts in laboratory techniques	0	0	1	2	1(0+1)
			Total	0	0	2	4	2(0+2)
	I		Summer Training/ Industrial At	tachme	nt	1	11	
9	EC	ABM 595	Summer Training/ Industrial	0	4	4	4	4(0+4)
-			Attachment	-	-	-		
			Total	0	4	0	4	4(0+4)
			Grand Total	10	04	10	22	18 (11+7)

SEMESTER-III

S.N.	Category	Code	Course Title	L	Т	Р	Total H	Credits
	1		Major Course	s	1 1			
1	PCC	ABM 509	International Trade for Agricultural Products	2	0	0	2	2(2+0)
			Total	02	0	0	02	2(2+0)
			Minor Course	S				
2	РСС	ABM 542	Project Management and Agri Business Entrepreneurship	3	0	0	3	3(3+0)
			Total	03	0	0	03	3(3+0)
			Supporting Cou	rses				
3	PSC	ABM 528	Agri. Extension Management	1		0	1	1(1+0)
			Total	01			01	1(1+0)
			Research /Project wor	k / Sem	inar			
4	PRC	-	Project work	0	00	10	10	10(0+10)
5	SC	ABM 591	Master's Seminar	0	01	01	01	1(0+1)
			Total			11	34	11(0+11)
			Non-Credit Compulsor	y Cours	ses			
6	NC	PGS 505	Agricultural Research, Research Ethics and Rural Development Programmes	1	0	0	1	1(1+0)
			Total	01			1	1(1+0)
			Grand Total	07	01	11	35	18 (7+11)

SEMESTER-IV

S.N.	Category	Code	Course Title	L	Т	Р	Total H	Credits
1	PRC	ABM-595	Research Project	0	00	20	20	0+20
			Total	00	00	20	20	20 (00+20)
			Grand Total					74 (32+42)



CourseCode:-ABM501

Course Title: - Principles of Management and Organizational Behaviour

Pre requisite: -Student should have basic knowledge of management principle, economic analysis, general accounting and with new business start-up.

Rationale: -A principle of Management and Organizational Behaviour in Agribusiness management degree is the express through the concept and procurers with provide the information to managers, analyst and professionals in accurate manners. Professional or ABM holder should skill the principle of management to apply for achieves the fixed goal and desire. Also the organizational behaviours is help for understands of judging the achieve targets is appropriate for consumer or customers' needs.

Course Outcomes:

ABM501 CO-1Identifythebasicconceptsofmanagementand organizationalbehaviour.

ABM501CO-2Demonstrate theoverallviewofvariousmanagementfunctions, managerial skills and approaches.

ABM 501 CO-3Applythe fundamentalsofindividualandgroup behaviour intheorganizational setting.

ABM 501 CO-4Analyzethegroupdecisionmaking,teambuildinganddeveloping collaboration and leadership styles.

ABM 501 CO-5 Evaluate the abilityunderstanding and managing organizational culture, power and political behaviour

Schemeofstudies

Board of	Course Code	CourseTitle	S	Schemeofstudies(Hours/Week)			Total Cred	
Study			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+S L)	its (C)
Program Core (PCC)	ABM 501	PrinciplesofManagement andOrganizational Behaviour	03	00	02	01	06	03



Legend:CI:Classroom Instruction (Includesdifferentinstructional strategiesi.e.Lecture(L) and

Tutorial (T) and others),

 $\label{eq:LaboratoryInstruction} LI: LaboratoryInstruction (Includes Practical performances in laboratorywork shop, field or other the state of th$

locations using different instructional strategies)

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

SL:SelfLearning,

C:Credits.

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

Board of	Course Code	CourseTitle	SchemeofAssessment(Marks)							
Study	Code		Class/ Home Assig nment 2 marks 5 each(CA)	Progr Class Test2 (2 best outof 3) 20 marks each (CT)	essiveAs Semi nar one (SA)	Class Activit y any one (CAT)	PRA) Class Atten dance (AT)	Total Marks (CA+C T+SA+ CAT+ AT)	End Semes ter Asses sment (ESA)	Total Marks (PRA+ ESA)
(PCC)	ABM 501	Principles of Management and Organizational Behaviour	10	40	00	00	00	50	50	100

SchemeofAssessment:

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and sessionlevels, whichstudents are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



ABM501CO-1Identifythebasicconceptsofmanagement and organizational behaviour ApproximateHours

Item	AppX Hrs
Cl	9
LI	0
SW	2
SL	1
Total	12

SessionOutcomes	Laboratory	Class room	SelfLearning (SL)
(SOs)	Instruction(LI)	Instruction(CI)	
SO1.1-Introduce		Unit-1.0	1.1- Prepare the
aboutthemeaningand		Introduction to	assignment on
definition of		Management:Nature,	management function
management		Scope and	evaluation thought
SO1.2-Briefthe		Significance of	
basic conceptof		Management,	
management		Evolution of	
SO1.3-Discussabout		Management	
theNature,Scopeand		Thought, Approaches	
Significance of		to Management,	
Management,		functionsandskills of	
SO1.4-Describes the		a manager	
Evolution of		1.1-Introduction	
Management Thought,		1.2- Meaning	
Approaches to		1.3- Definition	
Management		1.4-Natureandscope	
SO1.5Applythe lecture		1.5- Significance	
onfunctions		1.6- Evaluation of	
andskillsofamanager		management thought	
		1.7- Approaches to	
		management function	
		1.8 Approaches	
		toskills of a	
		manager	
		1.9- Professional	
		managers	

SW-1SuggestedSessionalWork(SW):

a. Assignments:Preparetheassignment onmanagement functionevaluationthought

b. MiniProject:-

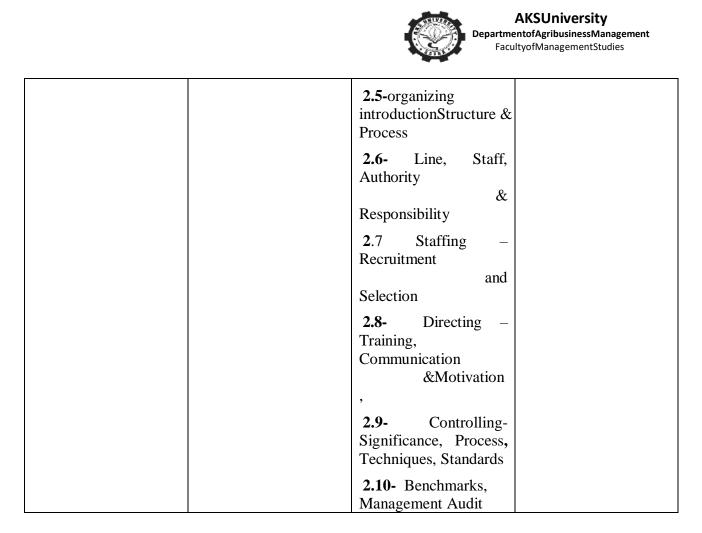
c. OtherActivities(Specify):-



ABM501CO-2:Demonstrate the overall view of various management functions, managerial skills and approaches

Ap	ApproximateHours		
Item	AppX Hrs		
Cl	10		
LI	00		
SW	01		
SL	02		
Total	13		

SessionOutcomes	Laboratory	Class room	SelfLearning
(SOs)	Instruction(LI)	Instruction(CI)	(SL)
SO2.1–Introduceto the management function SO2.2–Describesthe type of management function with use important SO2.3- Discuss the planningandplanwith their type and step. SO2.4- Applythe objective and organizingin details SO2.5–Discusstothe staffing,Directionand controlling.		Unit-2.0 - Management functions:Planning– Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing – Structure & Process, Line,Staff,Authority & Responsibility, Staffing – Recruitment and Selection,Directing– Training, Communication &Motivation, Controlling- Significance,Process, Techniques, Standards & Benchmarks, Management Audit	2.1 – Prepare assignment on project report of different function of management used in any case study
		2.1 -Introductionto management function	
		2.2- Planning, Type and Step of planning	
		2.3- ObjectiveProcess and Strategies	
		2.4-Policies,MOB	



SW-1SuggestedSessionalWork (SW):

a. Assignments:Prepareassignmentonproject reportof different function of management used in any case study

- **b. MiniProject:**
- c. OtherActivities(Specify):

ABM501CO-3: Applythefundamentalsofindividualandgroupbehaviorinthe organizational setting

ApproximateHours			
Item	AppX Hrs		
Cl	11		
LI	0		
SW	2		
SL	1		
Total	13		

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(Class room Instruction(CI)		earning
SO3.1–Identifytothe		Unit-3.0	Nature,	3.1	Prepare
organizational		Scope	and		theassignment
behaviour		Significance	of		-
SO3.2–Discusstothe		Organization	al		



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fundamental of	Behavior;	
individualbehaviour	Foundations of	
SO3.3-Apply the	Individualbehaviour	
Learning and	– Emotions,	
individual decision	Personality, Values,	
making	Attitudes,	
SO3.4- Discuss to	Perception,Learning	
motivation with type	and individual	
theory and practice	decision making,	
SO3.5 –Describe the	Motivation-Typesof	
managingofstressand	motivation, theories	
work life balance	of motivation,	
	motivationalpractices	
	at	
	workplace, managing	
	stressandworklife	
	balance.	
	3.1 -Nature,Scopeand	
	Significance of	
	Organizational	
	Behavior	
	3.2- Foundationsof	
	Individual behaviour	
	3.3- Emotions and	
	Personality.	
	3.4- Values and	
	Attitudes,	
	3.5- Perception and	
	Learning	
	3.6- Individual	
	decision making	
	3.7 - Motivation-	
	Types of motivation	
	3.8- Theories of	
	motivation	
	3.9- Motivational	
	practices at workplace	
	3.10-Managingstress	
	3.11- Work life	
	balance	



SW-1SuggestedSeasonalWork (SW):

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

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

ApproximateHours		
Item	AppXHrs	
Cl	09	
LI	00	
SW	02	
SL	01	
Total	12	

SessionOutcomes	Laboratory	Class room	SelfLearning (SL)
(SOs)	Instruction(LI)	Instruction(CI)	
SO1.1 –Identify the		Unit-4.0 Group	1.1- :Prepare the
groupdynamics,type		dynamics- types of	assignmentonGroup
ofgroups and groups		groups, group	decisionmaking,team
formation.		formation, Group	building and
SO1.2-Applythe		decision making,	developing
Group decision		teambuilding and	collaboration
making		developing	
SO1.3- Apply the		collaboration,	
teambuilding and		leadershipstylesand	
developing		influence process;	
collaboration		leadership theories,	
SO1.4-Describes		leadershipstylesand	
theleadershipstyles		effective leader	
and influence process;		4.1-Groupdynamics	
SO1.5–Applythe		and types of groups	
leadership theories,		4.2 -groupformation	
leadership styles and		4.3-Groupdecision	
effective leader		making	
		4.4-Teambuilding	
		4.5 -Developing	
		collaboration	
		4.6-Leadership	
		styles	
		4.7-Influence	



process 4.8-Leadership theories 4.9-Leadership stylesandeffective	
leader	

SW-1SuggestedSeasonalWork (SW):

.Assignments:Preparetheassignment onGroupdecisionmaking,teambuildingand developing collaboration

b.MiniProject:

c.OtherActivities(Specify):

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

ApproximateHours

Item	AppX Hrs
Cl	06
LI	00
SW	02
SL	02
Total	10

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning (SL)
(SOs) SO1.1 –Indentify Understanding and managing organizationalculture, SO1.2- Discuss the power and political behavior in organizations SO1.3-Describesthe ,conflictManagement, negotiationand	·	Instruction(CI) Unit-5.0 Understanding and managing organizational culture, power and politicalbehaviorin organizations,conflict Management, negotiation,managing organizationalchange, concept of	1.1 -Preparethe assignment on individual or organizational behaviors t
managing organizational change SO1.4- Analysis the concept of organizational		organizational development. 5.1- Organizational culture	



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

SW-1SuggestedSeasonalWork (SW):

a. Assignments: Prepare the assignment on individual or organizational behaviours

- **b. MiniProject:**
- c. OtherActivities(Specify)

BriefofHourssuggested fortheCourseOutcome

CourseOutcomes	Class Lecture (C l)	Laborato ry Lecture (LI)	Seasonal Work (SW)	Self Learning (S l)	Totalhour (C l + LI+ SW +S l)
ABM-501.01: Identifythe basic concepts of management and organizational behavior.	09	00	02	01	12
ABM-501.02: Demonstrate the overall view of various managementfunctions, managerial skills and approaches.	10	00	01	02	13
ABM-501.03: Apply the fundamentals of individualandgroupbehaviorin theorganizationalsetting.	11	00	02	01	14
ABM-501.04: Analyze the group decision making, teambuilding and developingcollaborationand leadershipstyles.	09	00	02	01	12
ABM-501.05: Evaluate the ability understanding and managing organizational culture,powerandpolitical behavior	06	00	02	02	10
TotalHours	45	00	09	07	61



SuggestedSpecificationTable(ForESA)

СО	Unittitle	Ν	Total		
		R	U	Α	Marks
CO-1	Unit-1.0Introduction to Management:Nature, Scope and SignificanceofManagement, Evolution ofManagementThought,ApproachestoManagement,functionsand skillsofamanager	02	03	00	05
CO-2	Unit-2.0 - Managementfunctions:Planning – Types, Steps,Objective, Process, Strategies,Policies, MBO, Organizing –Structure &Process, Line, Staff,Authority & Responsibility,Staffing – Recruitment andSelection, Directing –Training,Communication & Motivation,Controlling-Significance,Process,Techniques,Standards&Benchmarks,ManagementAudit	02	05	03	10
CO-3	Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behavior – Emotions, Personality, Values, Attitudes, Perception, Learning and individual decision making, Motivation- Types of motivation, theories of motivation, motivationalpracticesat workplace, managing stress and work life balance.	00	08	07	15
CO-4	Unit-4.0 Group dynamics- typesof groups, group formation,Group decision making,teambuilding and developingcollaboration, leadership stylesandinfluenceprocess;leadershiptheories,leadershipstylesand	02	05	08	15



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

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

Theendof semesterassessmentforIntroductiontoPortlandcementwillbeheldwithwritten examination of 50 marks

Note.DetailedAssessmentrubricneedtobepreparedbythecoursewiseteachersforabove tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

SuggestedInstructional/ImplementationStrategies:

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



SuggestedLearningResources:

S. No.	Title	Author	Publisher	Edition& Year
01	Management.	RobbinsSP, CoulterMand Vohra N	PearsonEdu	2010.
02	PrinciplesofAgribusiness Management.	Beierlein JG, SchneebergerKC, Osburn DD.	WavelandPress	2014. Fifthedition.
03	PRINCIPLESAND PRACTICE OF MANAGEMENT	LM Prasad	SULTAN CHAND & SON ISBN: 9789351611813 WEBSITESW WW.slideshare.n et https://www.man agementstudygui de.com/managem ent_functions.ht m	10TH EDITION 2021

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Cos,POsandPSOsMapping Course Code:-ABM 501

Course Title: - Principles of Management and Organizational Behaviour

Course	ProgramOutcomes												ProgramSpecificOutcome						
Outcomes	PO1	PO2	PO3	PO	PO5	PO6	PO7	PO8	PO9	PO1	PO1	PO1	PSO1	PSO2	PSO3	PSO4			
				4						0	1	2							
	Man	Pro	Mod	Eth	Indiv	Com	Proj	Busi	Life-	Envi	Entr	Glo	Ability to	Abilityto	Inculcat	Ability			
	ageri	ble	ern	ics	idual	mun	ect	ness	long	ron	epre	bal	apply	understan	e	to use			
	al	m	tool		and	icati	man	deci	lear	men	neur	outl	manageria	d the day	proactiv	the			
	kno	anal	usag		team	on	age	sion	ning	tand	ial	ook	l and	to day	e	researc			
	wled	ysis	e		work		men	mak		sust	opp		business	business	thinking	h based			
	ge						t	ing		aina	ortu		skilledfor	operation	toensure	innovat			
							and			bilit	nitie		developm	al	effective	ive			
							fina			У	S		ent of	problems	perform	knowle			
							nce						business	and	ance in	dge for			
													growth	startup	the	sustaina			
													with the	developm	dynamic	ble			
													available	ent of	socio-	develop			
													resources	agribusin	economi	ment in			
														ess and	c and	agribusi			
														provide	business	ness			
														economic	ecosyste	growth			
														alsolution	m	and			
														to	entrepre	develop			
														enhance	neurial	S			
														thedecide	approac				
														goal	h and				
														without	skillsets				
															aligned				



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														comprom ising ethical value	withthe national prioritie s	
CO-1: Identify the basicconcepts of management and organizational behavior.	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
CO-2: Demonstrate the overall view of various management functions, managerial skills and approaches.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
CO-3: Apply the fundamentals of individual and group behavior in	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3



the organizational setting.																
CO-4: Analyze the groupdecision making, teambuilding and developing collaboration andleadership styles.	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
CO-5: Evaluate the ability understanding andmanaging organizational culture, power and political behavior	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

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



Course Curriculum Map: Principles of Management and Organizational Behaviour

POs&PSOs No.	COs No.&Titles	SOs No.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	SelfLearning (SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	Unit-1.0IntroductiontoManagement:Nature,Scope and SignificanceofManagement,EvolutionofManagementThought,ApproachestoManagement, functionsand skillsofamanager	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of a manager 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9.	Asmentionedin page number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO-2: Demonstrate the overall view of various management functions, managerial skills and approaches.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-2.0– Management functions: Planning – Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing –Structure&Process, Line, Staff,Authority&Responsibility,Staffing– RecruitmentandSelection,Directing– Training, Communication & Motivation, Controlling- Significance, Process, Techniques, Standards & Benchmarks, ManagementAudit. 2.1,2.2,2.3,2.4,2.5,2.6,2.7,2.8,2.9,2.10.	Asmentionedin page number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,	CO-3: Applythefundamentals ofindividualand group behaviorinthe	SO1.1 SO1.2 SO1.3 SO1.4		Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individualbehaviour–Emotions,Personality,	Asmentionedin page number



5	organizationalsetting.	SO1.5	Values, Attitudes, Perception, Learning and individualdecisionmaking,Motivation-Types of motivation, theories of motivation, motivational practices at workplace, managing stress and work life balance. 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9,3.10,	
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO-4: Analyze the groupdecisionmaking, teambuildingand developingcollaboration andleadershipstyles.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	3.11. Unit-4.0 Groupdynamics-typesofgroups, groupformation, Groupdecision making, teambuildinganddevelopingcollaboration, leadership styles and influence process; leadership theories, leadership styles and effective leader 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9.	Asmentionedin page number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO-5: Evaluate the abilityunderstanding and managing organizationalculture, powerand political behavior	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-5.0 Understanding and managing organizationalculture,powerandpolitical behavior in organizations, conflict Management, negotiation, managing organizational change, concept of organizationaldevelopment. 5.1,5.2,5.3,5.4,5.5,5.6.	Asmentionedin page number



CourseCode:ABM502

CourseTitle: ManagerialAccountingandControl

Pre requisite: -Students should have advance knowledge of Managerial Accounting and Control, for developed the ability of Managerial Accounting and Control

Rationale: - Managerial Accounting and Control is the express through the concept and provide the information to Agricultural Economist and professionals in accurate manners. Agricultural Economist or scientist should develop skill in the enterprise analysis and farm business with apply the principle of Managerial Accounting and Control

CourseOutcomes:

 $ABM502CO\mbox{-}1Identify the concepts of financial and managerial accounting.$

ABM502CO-2.Discriminate the expertise in accounting and application of accounting incompany accounting ABM 502 CO-3.Practice the basics of cost accounting through various tools and techniques available. ABM 502 CO-4 Estimate the analysis of cost accounting and their application in agribusiness accounting ABM502CO-5 Assess the budget and budget ary control methods and application of its knowledge in preparation of budget

SchemeofStudies:

Boardof	Course	CourseTitle		Schemeofstudies(Hours/Week)				
Study	Code		CI	LI	SW	SL	TotalStudyHours CI+LI+SW+SL	Credits (C)
Program Core (PCC)	ABM 502	Managerial Accounting andControl	3	0	2	1	06	03

Legend:

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

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

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

SL:Self Learning,

C:Credits.

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



SchemeofAssessment:

Boar	Couse	Course		SchemeofAssessment(Marks)						
d of Stud y	Code	Title		ProgressiveAssessment(PRA)					End Semester Assessme nt(ESA)	
			Class/H ome Assign ment 5 number 3marks each (CA)	Class Test2(2 best out of 3) 10 marks each (CT)	Semin arone (SA)	Class Activity anyone (CAT)	Class Attendan ce (AT)	Total Marks (CA+CT +SA+C AT+AT)		
PC C	ABM 502	Manage rial Account ingand Control	15	30	00	00	5	50	50	100

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



ABM502CO-1:Identifytheconceptsoffinancialand managerialaccounting.

ApproximateHours

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

SessionOutcomes(SOs)	Laboratory	ClassroomInstruction(CI)	SelfLearning
	Instruction(LI)		(SL)
SO1.1:FinancialAccounting-		Unit I:	1.1-Preparethe
Meaning, Need.		Financial Accounting-	assignment on
		Meaning, Need,	Meaningand
SO1.2: Accounting		Accounting principles:	definition of
principles.		Accounting Concepts and	Financial
		Conventions; Branches of	Accounting-
SO1.3: Accounting Concepts		Accounting, Users of	Meaning,Need,
and Conventions.		Accounting information,	Accounting
		Advantages and	principles:
SO1.4: Branches of		Limitations of Financial	Accounting
Accounting, Users of		Accounting, Accounting	Concepts and
Accounting information,		Standards	Conventions
Advantages and Limitations		1.1 -Financial Accounting-	
		Meaning, Need.	
.SO1.5: Financial		1.2 -Accounting principles.	
Accounting, Accounting		1.3- AccountingConcepts	
Standards.		and Conventions.	
		1.4 -BranchesofAccounting,	
		1.5-UsersofAccounting	
		information,	
		1 .6-Advantages of	
		Accounting	
		1.7-Limitations. of	
		Accounting	
		1.8 -Financial Accounting	
		1.9-AccountingStandards.	

SW-1SuggestedSessionalWork(SW):

a. Assignments:PreparetheassignmentonMeaninganddefinitionofFinancialAccounting-Meaning, Need,Accountingprinciples:AccountingConceptsandConventions

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



ABM 502 CO-2: Discriminate the expertise in accounting and application of accounting in company accounting Approximate Hours

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

SessionOutcomes	Laboratory	ClassroomInstruction	SelfLearning(SL)
(SOs)	Instruction(LI)	(CI)	
SO1.1: The Double Entry		Unit 2- The DoubleEntry	- Prepare the
System- Its Meaning and		System- Its Meaning and	assignment on
Scope,		Scope, The Journal,	Meaning and
		Cash Book, Ledger, Trial	definition of The
SO1.2: The Journal, Cash		Balance, Trading	Double Entry
Book, Ledger, Trial		Account Profit and Loss	System- Its Meaning
Balance,		Account, Balance Sheet,	and Scope, The
		entries and adjustments	Journal, Cash Book,
SO1.3: Trading Account		of different heads in	Ledger, Trial
Profit and Loss Account,		different Books and	Balance,
		Accounts, Introductionof	
SO1.4: Balance Sheet,		Company Accounts, Use	
entriesandadjustmentsof		of Accounting Software.	
different heads indifferent		The Double Entry System-	
Books and Accounts,		Its Meaning and Scope.	
SO1 5. June hasting of		TheJournal.	
SO1.5: Introduction of		-TheCashBook,	
Company Accounts, Use		2.4-TheLedger	
of Accounting Software.		2.5 -TheTrial Balance,	
		2.6- Trading Account	
		Profit and Loss Account,	
		Balance Sheet, entries and	
		adjustments of different	
		heads indifferent Books and	
		Accounts,	
		- Introduction of Company	
		Accounts,	
		- Use of Accounting	
		Software	
SW 2SuggestedSessionalW			

SW-2SuggestedSessionalWork(SW):

- a. Assignments:PreparetheassignmentonMeaninganddefinitionofTheDoubleEntrySystem-Its Meaning and Scope, The Journal, Cash Book, Ledger, Trial Balance
- b. MiniProject:
- c. OtherActivities(Specif



ABM502CO-3:Practicethebasicsofcostaccountingthroughvarioustoolsandtechniques available Approximate Hours

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

SessionOutcomes (SOs)	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning(SL)
SO1.1:ManagementAccounting-Meaning,Functions,Scope,Utility.SO1.2:Limitations andTools ofManagement		Unit-3 Management Accounting- Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysis of FinancialStatements-Ratio,	3.1- Prepare the assignment onMeaning and definition of Management Accounting-Meaning, Functions, Scope, Utility,Limitationsand
Accounting, AnalysisofFinancialStat ements.		time series, common sizeand Dupont Analysis, Comparative and Common Size Statements, Cash Flow	ToolsofManagement Accounting, Analysis of Financial Statements
SO1.3: Ratio, time series, common sizeand Du pont Analysis.		and Fund Flow Analysis. ManagementAccounting- Meaning and Functions. - Management Accounting –	
SO1.4: Comparative and Common Size Statements. SO1.5: Cash Flow and		 Scope, Utility and Limitations 3.3- Tools of Management Accounting, 3.4- Analysis of Financial 	
Fund Flow Analysis.		Statements. Ratio and time series, 3.5- Analysis of Financial Statements common size and Du pont Analysis. 3.6- ComparativeSize Statements of Analysis of Financial.	
		3.7-Common Size Statements of Analysis of Financial.3.8-CashFlow3.9-FundFlowAnalysis.	

SW-3SuggestedSessionalWorks(SW):



- **a.** Assignments: Prepare the assignment on Meaning and definition of Management Accounting-Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting, Analysisof Financial Statements
- b. MiniProject:
- c. OtherActivities(Specify):

ABM502CO-4:Estimatetheanalysisofcostaccountingandtheirapplicationinagribusiness accounting ApproximateHours

Item	ApproXHours
CI	10
LI	0
SW	2
SL	1
Total	13

SessionOutcomes(SOs)	Laboratory Instruction(LI)	Class roomInstruction (CI)	SelfLearning(SL)
SO1.1:Cost Accounting-		Unit4-	4.1- Prepare the
Nature, Course,		CostAccounting–Nature,	assignmenton
Significance of Cost		Course, Significance of	Meaning and
Accounting.		Cost Accounting;	definition of
SO1.2: Classification of		Classification of Cost,	Cost Accounting-
Cost, Costing for		Costing for Material;	Nature, Course,
Material; Labour and		Labourandoverheads;	Significance ofCost
overheads.		Marginal Costing and	Accounting;
SO1.3: Marginal Costing		cost volume profit	Classification.
and cost volume profit		AnalysisItsSignificance,	
Analysis Its Significance,		Uses and Limitations;	
Uses and Limitations;		StandardCosting–Its	
Standard Costing.		Meaning, Uses and	
SO1.4: Meaning, Uses		Limitations,	
and Limitations,		Determination of	
Determination of		StandardCost,Variance	
Standard Cost, Variance		Analysis-Material,	
Analysis.		Labour and Overhead.	
SO1.5: Material, Labour		4.1 -CostAccounting–	
and Overhead.		Nature, Course.	
		4.2-SignificanceofCost	
		Accounting.	
		4.3- ClassificationofCost.	
		4.4- Costing for Material;	
		Labour and overheads.	
		4.5-MarginalCosting	
		4.6- Costvolumeprofit	
		Analysis	
		4.7-Significance, Uses	
		4.8-Limitationsof	



MarginalCosting
- Standard Costing.
Meaning, Uses and
Limitations, Determination
ofStandardCost, Variance
Analysis.
- Material, Labour and
Overhead.

SW-4SuggestedSessionalWork(SW):

a. Assignments: Prepare the assignment on Meaning and definition of

CostAccounting-Nature, Course, Significance of CostAccounting; Classification

- **b.** MiniProject:
- c. OtherActivities(Specify):

ABM 502 CO- 5: Asses the budget and budgetary control methods and application of its knowledge in preparation of budget. Approximate Hours

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

SessionOutcomes(SOs)	Laboratory Instruction(LI)	ClassroomInstruction (CI)	SelfLearning(S	SL)
SO1.1:BudgetandBudgetaryControl-Meaning,UsesandLimitations.Image: Sol.2:Budgeting andProfitSO1.2:Budgeting andProfitplanning,planning,DifferentTypesofBudgetsandtheirPreparations:Sales.SO1.3:Budget,PurchaseBudget,ProductionBudget,CashBudget,FlexibleBudget,MasterBudget,Zero.SO1.4:BasedSO1.5:TaxSystem-GST.	Instruction(LI)	(CI) Unit 5- Budget and Budgetary Control- Meaning,Uses and Limitations, Budgeting and Profit planning, Different Types of Budgets and their Preparations: Sales Budget,Purchase Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting. Mergers and Acquisition, Tax System-GST. 5.1- Budget and BudgetaryControl- Meaning,Usesand	5.1- Prepare assignment Meaning definition of Agricultural Cooperation India.	the on and in



FacultyofManagementStudies
Limitations.
5.2 - Budgeting andProfit
planning,
5.3- Different Types of
Budgets and their
Preparations:
5.4 - Sales. Budget,
Purchase Budget,
5.5-ProductionBudget,
Cash and Budget
5.6-FlexibleBudgetand
Master Budget
5.7- Zero .Based
Budgeting.
5.8- Mergers and
Acquisition, Tax
System- GST.

SW-5SuggestedSeasonalWork(SW):

a. Assignments: Prepare the assignment on Meaning and definition of Agricultural Cooperation in India

b. MiniProject:

c. OtherActivities(Specify):

BriefofHourssuggested fortheCourseOutcome

Course Outcomes	Class Lecture(Cl)	Laboratory Instruction (LI)	Seasonal Work(SW)	SelfLearning (Sl)	Total hour (Cl+SW+Sl)
ABM502CO1. Identify the concepts of financial and managerial accounting.	9	0	2	1	12
ABM502CO2. Discriminate the expertise in accounting and applicationof accounting in company accounting	9	0	2	1	12
ABM502CO3. Practice the basics of cost accounting throughvarious tools and	9	0	2	1	12



techniques available.					
ABM502CO4. Estimate the analysis of cost accounting and theirapplication in agribusiness accounting	10	0	2	1	13
ABM502CO5. Assesthebudget and budgetary control methods and application ofitsknowledge inpreparationof budget.	8	0	2	1	11
Total	45	00	10	05	60

SuggestionforEndSemesterAssessment SuggestedSpecificationTable(ForESA)

CO	UnitTitles	Ma	rksDistribut	ion	Total
		R	U	Α	Marks
CO1	Unit I: Financial Accounting-Meaning, Need, Accounting principles: Accounting Concepts and Conventions; Branches of Accounting, Users of Accounting information, Advantages andLimitationsofFinancialAccounting, AccountingStandards	02	03	00	05
CO2	Unit 2-TheDoubleEntrySystem-ItsMeaning and Scope, The Journal, Cash Book, Ledger, Trial Balance, Trading Account Profit andLoss Account, Balance Sheet, entries and adjustments of different heads in different Books and Accounts,Introduction ofCompany Accounts,UseofAccountingSoftware.	02	05	03	10
CO3	Unit- 3 Management Accounting-Meaning, Functions, Scope, Utility, Limitations andTools of Management Accounting, Analysis of Financial Statements- Ratio, time series, common size and Dupont Analysis, ComparativeandCommonSizeStatements, CashFlowandFundFlow Analysis	00	08	07	15
CO4	Unit 4 - Cost Accounting–Nature, Course, SignificanceofCostAccounting;Classification ofCost,CostingforMaterial;Labourand overheads;MarginalCostingandcostvolume	02	05	08	15



			Tacuit	yonvianagemen	LJLUUIE3
	profit Analysis Its Significance, Uses and Limitations; Standard Costing – Its Meaning, Uses and Limitations, Determination of StandardCost, VarianceAnalysis-Material, LabourandOverhead.				
CO5	Unit 5- Budget and Budgetary Control- Meaning, Uses andLimitations, Budgetingand Profit planning, Different Types of Budgetsand their Preparations: Sales Budget, Purchase Budget, Production Budget, Cash Budget, FlexibleBudget,MasterBudget,ZeroBased Budgeting. Mergers and Acquisition, Tax System- GST.	00	03	02	05
		06	24	20	50

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

TheendofsemesterassessmentforManagerialAccountingandControlwillbeheldwithwritten examination of 50 marks

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

SuggestedInstructional/ImplementationStrategies:

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

SuggestedLearningResources:

S. No.	Title	Author	Publisher	Edition
				& Year
1	CorporateFinance,	Ross,WesterfieldandJaffe andKakani(RWJK	TataMcGrawHill,	2009.
2	CorporateFinance	1.MichaelCEhrhardt and EugeneFBrigham	AFocusedApproach, CengaeLearning,2011	2011.
3	Financial Management,	2.RajivSrivastavaandAnil Misra,	OxfordUniversityPress,	2011
4	Financial Management	M.Pandey	10thedition),Vikas Publishing	2011.
5	Accounting:	Anthony,Hawkinsand Merchant	Text&Cases.	2011



CurriculumDevelopmentTeam:

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Cos,POsandPSOsMapping Course

Code:-ABM 502

CourseTitle:-ManagerialAccountingandControl

Course	Progra	amOut	comes										ProgramS	pecificC	Outcom	e
Outcomes	PO1	PO2	PO3	PO	PO5	PO6	PO7	PO8	PO9	PO1	PO11	PO12	PSO1	PSO	PSO	PS
				4						0				2	3	04
	Man	Pro	Mod	Eth	Indivi	Com	Proj	Busi	Life-	Envi	Entre	Global	Ability to	Abilit	Incul	Abi
	ageri	ble	ern	ics	dual	mun	ect	ness	long	ron	prene	outlook	apply	y to	cate	lity
	al	m	tool		and	icati	man	decis	lear	ment	urial		managerial	under	proac	to
	know	anal	usag		team	on	age	ion	ning	and	oppor		and	stand	tive	use
	ledge	ysis	e		work		ment	maki	0	susta	tuniti		business	the	think	the
		J					and	ng		inabi	es		skilled for	dayto	ingto	rese
							fina	8		lity			developme	day	ensur	arch
							nce			шtу			nt of	busin	e	bas
							псс						business	ess	effect	ed
													growth	opera	ive	inn
													with the available	tional	perfo	ovat
														probl ems	rman ce in	ive kno
													resources	and	the	wle
														startu	dyna	dge
														p	mic	for
														devel	socio	sust
														opme	-	aina
														nt of	econ	ble
														agrib	omic	dev
														usine	and	elop
														ssand	busin	men
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														de	ecosy	agri
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		1						1								
														enhan cethe decid egoal witho ut comp romis ing ethica lvalue	urial appro ach and skill sets align ed with the natio nal priori ties	and dev elop s
CO1. Identify the concepts of financial and managerial accounting.	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
CO2. Discriminate the expertise in accounting and application of accounting in company accounting	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
CO3. Practice the basics of cost accounting through various tools and techniques available.	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3

Sac

														yonnanagei		
CO4. Estimate	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
the analysis of																
cost accounting																
and their																
application in																
agribusiness																
accounting																
CO5.Assesthe	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
budget and																
budgetary																
controlmethods																
andapplication																
of its																
knowledge in																
preparation of																
budget.																

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

CourseCurriculumMap:ManagerialAccountingandControl

POs&PSOs No.	COs No.&Titles	SOs No.	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning (SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO1. Identify the conceptsoffinancial and managerial accounting.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		UnitI: Financial Accounting- Meaning, Need, Accounting principles: Accounting ConceptsandConventions;Branchesof Accounting, Users of Accounting information,AdvantagesandLimitations of Financial Accounting, Accounting Standards 1.1,1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12	CO2.Discriminate the expertise in accounting and	SO1.1 SO1.2		Unit2- TheDoubleEntrySystem-ItsMeaning	Asmentionedinpage number



PSO1,2,3,4, 5	application of accounting in company accounting	SO1.3 SO1.4 SO1.5	and Scope, The Journal, Cash Book, Ledger, Trial Balance, Trading Account Profit and Loss Account, Balance Sheet, entries and adjustments ofdifferent heads in different Books and Accounts, Introduction of Company Accounts, Use of Accounting Software. 2.1,2.2,2.3,2.4,2.5,2.6,2.7,2.8,2.9.	
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO3. Practice the basicsofcost accounting through various tools and techniques available.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-3.0 Management Accounting-Meaning, Functions,Scope,Utility,Limitationsand Tools of Management Accounting, AnalysisofFinancialStatements-Ratio, timeseries,commonsizeandDupont Analysis,ComparativeandCommon Size Statements,CashFlowandFundFlow Analysis 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	CO4. Estimate the analysis of cost accountingandtheir application in agribusiness accounting	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-4.0 Cost Accounting–Nature, Course, Significance of Cost Accounting; ClassificationofCost,Costingfor Material; Labour and overheads;MarginalCostingandcostvolum eprofit Analysis Its Significance, Uses and Limitations; Standard Costing – Its Meaning, Uses and Limitations, Determination ofStandardCost,Variance Analysis-Material,LabourandOverhead. 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9, 4.10.	Asmentionedinpage number



PO1,2,3,4,5,6	CO5 . Asses thebudget	SO1 1	Unit-5.0	Asmentionedinpage
PSO1,2,3,4,	and budgetary control methods and application of its		Budget and BudgetaryControl- Meaning, Uses and Limitations, Budgeting and Profit planning, Different Types of Budgets and their Preparations: Sales Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting. Mergers and Acquisition, Tax System- GST. 5.1,5.2,5.3,5.4,5.5,5.6.5.7.5.8.	10



CourseCode:-ABM503

CourseTitle:-Applied AgribusinessEconomics

Prerequisite:-Studentshouldhavebasicknowledgeofbasic conceptsofeconomics.

Rationale:-Applied Agribusiness Economics inAgribusiness management degreeis the express through at analyzing the decision-making processes of farmers and consumers in front of new sets of options coming from new technological solutions. It also develops analytical methods to study resource allocation problems in agriculture and natural resources. Degree holders receive hands-on experience in price analysis, operations research, economic development, and economic research. Students are well-grounded in economic theory and conduct economic analysis.

Course Outcomes:

ABM 503 CO-1 Recognize the concepts of managerial economics and its implications on theagri business environment.

ABM 503 CO -2.Describe clear overview on the macroeconomic environment that exists for a agri business enterprise to understand and adapt for optimizing the output.

ABM503CO-3Initiatethefamiliarwithissuesrelatedtotheagriculturalsector, natural resource policies, and rural communities. .

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

ABM503CO-5Judgeforanalyzetomacroeconomics and developed the expertise in macroeconomics and developed as professionals.

Board of	Course Code	Course Title	Schemeof studies (Hours/Week)					
Study			C 1	LI	SW	SL	Total Study Hours (CI+LI+SW+S L)	Cred its (C)
Progra mCore (PCC)	ABM 503	AppliedAgribusiness Economics	02	00	02	01	05	02

Schemeofstudies

Legend:CI:ClassroomInstruction(Includesdifferentinstructionalstrategiesi.e.Lecture (L) and Tutorial (T) and others),

LI:LaboratoryInstruction(IncludesPracticalperformancesinlaboratoryworkshop,fieldor other

locations using different instructional strategies)

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



SL:SelfLearning,

C: Credits.

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

SchemeofAssessment:

Board of	Cours e	CourseTitle		SchemeofAssessment(Marks)						
Study	Code			Progre	ssiveAss	sessment(PRA)		End	Total
			Class/ Home Assign ment2 number 5 marks each (CA)	Class Test2 (2 best outof 3) 20 marks each (CT)	Semin arone (SA)	Class Activit y any one (CAT)	Class Atten dance (AT)	Total Marks (CA+C T+SA+ CAT+A T)	Semes ter Assess ment (ESA)	Mark s (PRA + ESA)
(PCC)	ABM 503	Applied Agribusiness Economics	10	40	0	0	0	50	50	100

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and sessionlevels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



ABM 503 CO -1 Recognize the concepts of managerial economics and its implications on

the agri business environment.

Approximate Hours

Item	Appxhrs
Cl	8
LI	0
SW	2
SL	1
Total	11

SessionOutcomes	Laboratory	ClassroomInstruction	SelfLearning
(SOs)	Instruction(LI)	(CI)	(SL)
SO1.1-Introduce aboutthemanagerial economics SO1.2-Definethe basic conceptof firms SO1.3 -Describe the conceptofbehavioral economics SO1.4- Discuss theuse of managerial economics SO1.5 -Apply the lecture on the different basic economicprinciples		Unit-1.0Scope of managerialeconomics, objective ofthe firm and basiceconomic principles;mathematical conceptsused in managerialeconomics.Introductionto behavioraleconomics.1.1-Introduction1.2-Scope1.3-Objectiveofthefirm1.4-Basics of economicprinciples1.5-Concepts ofeconomics principles1.6-Uses of economicprinciples1.7-Managerialeconomics1.8-Behavioraleconomics	1.1-Prepare the assignment on basics ofeconomicprinciples and Concepts of economics principles

SW-1SuggestedSeasonalWork (SW):

a. Assignments: 1.1-Prepare the assignment on basics of economic principles and Concepts of economics principles

b. MiniProject:-

c. OtherActivities(Specify):-



ABM 503 CO-2: Describe clear overview on themacroeconomic environment that exists for a agri business enterprise to understand and adapt for optimizing the output.

ApproximateHours

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

SessionOutcomes	Laboratory	Class room	SelfLearning(SL)
(SOs)	Instruction(LI)	Instruction(CI)	
SO2.1Introduceto		Unit-2.0 -	2.1 – Prepare the
indifference curve		Indifference curves	assignment
SO2.2. – Learned		and budget sets -	ond
about the type of		Demand analysis -	
demand		meaning, types and	emand, Types of
SO2.3Describethe		determinants of	demand, Elasticity of
elasticityofdemand.		demand;demand	demand and
SO2.4 Discuss the		function; demand	determinants of the
determinants of		elasticity; demand	demand
demand		forecasting-need and	
SO2.5.–Applyabout		techniques.	
the demand		2.1 - Introduction of	
forecasting		indifference curve	
		2.2- Find out the	
		demand analysis	
		2.3-Types of demand	
		2.4- Elasticity of	
		demand	
		2.5- Determinantsof	
		the demand	
		2.6-Forecastingofthe	
		demand	

SW-1SuggestedSeasonalWork (SW):

a. Assignments:Prepare the assignment on demand, Typesofdemand, Elasticityofdemand and determinants of the demand



b. Mini Project:

c. OtherActivities(Specify):

ABM 503 CO-3: Initiate the familiar with issues related to the agricultural sector, natural resource policies, and rural communities

ApproximateHours

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

SessionOutcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	SelfLearning (SL)
SO3.1 –Determine theproductioncost		Unit-3.0 Production, cost and	3.1 -Prepare the assignment on
SO3.2–Analyzeto thesupplyfunction		supplyanalysis- function,productionfunction,Multiperiodproductionand costleast-costinput	Production, cost and supply analysis
SO3.3- Applythe differentproduction function		combination, factor productivities and returns to scale, cost concepts, cost-output	
SO3.4- Estimatethe leastcostcombination		relationship, and short and long-run supply functions.	
SO3.5–Applythe returntoscale		3.1- Identification of cost of production 3.2- definethesupply function	
		 3.3-definetheleast cost combination 3.4-Return to scale 3.5-Cost concepts 3.6- Differenttypesof 	
		Production function	



SW-1SuggestedSeasonalWork (SW):

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

ABM503CO-4: Analyze the group decision making, team building and developing collaboration leadership styles.

ApproximateHou				
Item	AppX Hrs			
Cl	06			
LI	00			
SW	02			
SL	01			
Total	09			

Session Outcomes	LaboratoryInstruction	Classroom Instruction	SelfLearning
(SOs)	(LI)	(CI)	(SL)
SO4.1–Identify the		Unit-4.0	1.1- Prepare the
price determination.		Pricing-determinantsof	assignmentonPricing-
•		price - pricingunder	determinantsofprice-
SO4.2-Discussthe		different market	pricingunderdifferent
pricingunder different		structures,pricingof jointproducts,pricing	marketstructures.
marketstructure		methods in practice,	
SO4.3-Applythe		government policies and pricing. Price	
pricingmethods		discrimination	
SO4.4-Describesthe		4.1- Determinantsof price	
govtpoliciesandpricing		4.2- Pricing under	
SO4.5 –Analyzethe		different market	
price discrimination		structure 4.3 -Price determination	
price discrimination		for join products	
		4.4- Different pricing	
		methods	
		4.5- Govt.price polices	
		4.6- Price	
		discrimination	



SW-1SuggestedSeasonalWork (SW):

a. Assignments:Preparethe assignment onPricing-determinantsofprice-pricingunderdifferent market structures

b. Mini Project:

c. OtherActivities(Specify):

ABM503CO-5:Judgeforanalyzetomacroeconomicsanddeveloped the expertise in macroeconomics and developed as professionals

ApproximateHours

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

SessionOutcomes	Laboratory	Class room	SelfLearning
(SOs)	Instruction(LI)	Instruction(CI)	(SL)
SO5.1–Indentifythe national income SO5.2-Describethe consumption and investment SO 5.3-Discuss the factors of inflation SO5.4AssesFactors influencing demand for money SO5.5- Apply the conceptofbusiness decisions		Unit-5.0 The national income; circular flow of income:consumption, investment and saving: money- functions, factors influencing demand for money & supply of money; inflation; economic growth; business cycles and businesspolicies; business decisions under certain and uncertain situations. 5.1- Calculation of National income 5.2- Consumption, investment and saving functions	5.1- Prepare the assignment on The national income; circular flow of income: consumption, investmentandsaving: money



 5.3-Factorsinfluencing demand and supply for money 5.4-TypesofInflation 5.5-Businesscycles and business policies
5.6- Decision taken under business situation

SW-1SuggestedSeasonalWork (SW):

a. Assignments: PreparetheassignmentonThenationalincome;circularflowofincome:

consumption, investment and saving: money

b. Mini Project:

c. OtherActivities(Specify)

${\it Brief of Hours suggested for the Course Outcome}$

Course Outcomes	Class	Laboratory	Sessional	Self	Totalhour
	Lecture	Lecture	Work	Learning	(Cl + LI +
	(C l)	(L I)	(SW)	(S l)	SW +S1)
ABM-503 CO -01: Recognize the	08	00	02	01	11
concepts of managerial					
economics and its implications					
ontheagribusiness					
environment.					
ABM-503 CO -02: Describeclear	06	00	01	02	09
overview on the macroeconomic					
environmentthat exists for a agri					
business enterprise to understand					
and adapt for optimizing the					
output.					
ABM-503 CO -03: Initiate the	06	00	02	01	09
familiarwithissuesrelatedtothe					
agriculturalsector, natural					
resource policies, and rural					
communities.					
ABM-503CO-04: Analyze the	06	00	02	01	09
group decision making,					



teambuilding and developing collaborationleadership styles.					
ABM-503 CO -05: Judge for analyze to macroeconomics and developed the expertise in macroeconomicsanddeveloped asprofessionals	06	00	02	02	10
Total Hours	32	00	09	07	48

SuggestionforEndSemesterAssessment

SuggestedSpecificationTable(For ESA)

CO	UnitTitles	Ma	arks Distribut	tion	Total
		R	U	Α	Marks
CO1	Unit-1.0 Scope of managerial economics,	02	03	00	05
	objective of the firm and basic economic				
	principles; mathematical concepts used in				
	managerialeconomics.Introductionto				
	behavioraleconomics.				
CO2	Unit-2.0 - Indifference curves and budgetsets	02	05	03	10
	- Demand analysis - meaning, types and				
	determinants of demand; demand function;				
	demandelasticity;demandforecasting-need				
	andtechniques.				
CO3	Unit-3.0 Production, cost and supply	00	08	07	15
	analysis- production function, Multi period				
	production and cost least-cost input				
	combination, factor productivities and returns to				
	scale, cost concepts, cost-output				
	relationship, and short and long-run supply				
	functions.				
CO4	Unit-4.0 Pricing-determinants of price - pricing	02	05	08	15
	under different market structures, pricing of joint				
	products, pricing methods in				
	practice,governmentpoliciesandpricing.Price				
	discrimination				



CO5	Unit-5.0 The national income; circular flow	00	03	02	05
	of income: consumption, investment and				
	saving: money-functions, factors influencing				
	demand for money & supply of money;				
	inflation; economic growth; business cycles				
	andbusinesspolicies; business decisions				
	undercertainanduncertainsituations.				
		06	24	20	50

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

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

TheendofsemesterassessmentforIntroductiontoPortlandcementwillbeheldwithwritten examination of 50 marks

 ${\it Note}. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.$

Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

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



SuggestedLearningResources:

SNo.	Title	Author	Publisher	Edition&
				Year
01	ManagerialEconomics	SumaDamodaran	OxfordandIBH	2010
			Publishing	10 th edition
			CO.Pvt.LTD	
02	ManagerialEconomics	SavatoreD.Srivastav R.	Oxford	7thEdition
			UniversityPress	2012
03	ManagerialEconomics	DwivediDN	Vikash	8thEdition
			Publishing	2015
04	PrinciplesofAgribusiness	Beierlein JG,	WavelandPress	2014
	Management.	SchneebergerKC,		5 th edition
		Osburn DD.		
05	PrinciplesandPracticeof	L M Prasad	SULTAN	10 th
	Management		CHAND&SON	Edition
				2021

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Cos,POsandPSOsMapping Course Code:-ABM 503

CourseTitle: -AppliedAgribusiness Economics
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Course	Progra	ProgramOutcomes										ProgramSpecificOutcome				
Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Mana	Pro	Mod	Ethi	Indivi	Com	Proj	Busi	Life-	Envi	Entr	Glob	Ability to	Ability to	Inculcate	Ability
	gerial	ble	ern	cs	dual	muni	ect	ness	long	ron	epre	al	apply	understan	proactive	to use
	know	m	tool		and	catio	man	decis	learn	ment	neuri	outlo	managerial	d the day	thinking	the
	ledge	anal	usag		team	n	agem	ion	ing	and	al	ok	and	to day	to ensure	research
		ysis	e		work		ent	maki		susta	oppo		business	business	effective	based
							and	ng		inabi	rtuni		skilled for	operationa	performa	innovati
							finan			lity	ties		developme	lproblems	nceinthe	ve
							ce						nt of	andstartup	dynamic	knowled
													business	developm	socio-	ge for
													growth	ent of	economic	sustaina
													with the	agribusine	and	ble
													available	ss and	business	develop
													resources	provide	ecosyste	ment in
														economica	m	agribusi
														l solution	entrepren	ness
														toenhance	eurial	growth
														the decide	approach	and
														goal	and skill	develop
														without	sets	S
														compromi	aligned	
														sing	with the	
														ethical	national	
														value	priorities	



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



CO-5 Judge	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
for analyze to																
macroeconom																
ics and																
developed the																
expertise in																
macroeconom																
ics and																
developed as																
professionals																

Legend:1–Low,2–Medium,3–High

CourseCurriculumMap:ManagerialAccountingandControl

POs&PSOs	COs No.&Titles	SOsNo.	Laboratory	ClassroomInstruction(CI)	SelfLearning(SL)
No.			Instruction(LI)		
PO 1,2,3,4,5,6	CO-1 Identifythe	SO1.1		UnitI:	Asmentionedinpage
7,8,9,10,11,12	basic concepts of	SO1.2		Scopeofmanagerialeconomics, objective	number
	managerial	SO1.3		of thefirmandbasic economicprinciples;	
PSO1,2, 3, 4, 5	economics and its	SO1.4		mathematical concepts used inmanagerial	
	implications.	SO1.5		economics. Introduction to behavioral	
				economics	
				1.1,1.2,1.3,1.4,1.5,1.6.1.71.8.	
PO 1,2,3,4,5,6	CO-2 Overall view	SO1.1		Unit2-	Asmentionedinpage
7,8,9,10,11,12	of macroeconomic	SO1.2		Indifferencecurves and budget sets-Demand	number
	environment.	SO1.3		analysis-meaning,typesanddeterminantsof	
PSO1,2, 3, 4, 5		SO1.4		demand;demandfunction;demandelasticity;	



		SO1.5	demandforecasting-needandtechniques	
			2.1,2.2,2.3,2.4,2.5,2.6.	
PO 1,2,3,4,5,6	CO-3 Apply the	SO1.1	Unit-3.0	Asmentionedinpage
7,8,9,10,11,12	fundamentals of	SO1.2	Production, costand supply analysis-	number
	natural resource	SO1.3	production function, Multi period	
PSO1,2, 3, 4, 5	policies and rural	SO1.4	production and cost least-cost input	
	communities.	SO1.5	combination, factor productivities and	
			returnstoscale,costconcepts,cost-output	
			relationship, and short and long-run	
			supplyfunctions.	
			3.1,3.2,3.3,3.4,3.5,3.6.	
PO 1,2,3,4,5,6	CO-4 Apply the	SO1.1	Unit-4.0	Asmentionedinpage
7,8,9,10,11,12	fundamentals of	SO1.2	Pricing-determinantsofprice-pricing	number
	decision making,	SO1.3	underdifferentmarketstructures, pricing	
PSO1,2, 3, 4, 5	teambuildingand	SO1.4	ofjointproducts, pricing methods in	
	developing	SO1.5	practice, governmentpolicies and pricing.	
	collaboration		Pricediscrimination.	
	leadershipstyles.		4.1,4.2,4.3,4.4,4.5,4.6.	



CourseCode:-ABM 506

CourseTitle:-AgriculturalandFoodMarketingManagement-I

Pre requisite:-Student should have basicknowledgeof,FoodMarketing Management.Marketing policies, marketing management and marketing channels

Rationale: - The students studying Agricultural and Food Marketing Management- I should possess understanding about food marketing and employed in Agriculture marketing. This encompasses familiarity with the invention and evolution of food marketing. Additionally, students ought to acquire fundamental insights into various marketing, their applications. Agricultural food marketing I is useful for understands for marketing activity and market research.

Course Outcomes:

ABM 506 CO-1 Identify the basics of marketing with specific emphasis on managing the product details.

 $\label{eq:ABM506CO-2} Discriminate the pricing techniques and managing the demand and supply relationship profitably$

ABM506CO-3Demonstrate themarketing channels and intermediaries involved infood marketing ABM506CO-4Apply the promotional strategies and communication development tools and methods ABM506CO-5E stimate themarketing cost analysis and application of different cost analysis method of food product

Board of	Course Code	CourseTitle	Schem	eofstu	Total Credits			
Study			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+ SL)	· (C)
Profes sional Core course (PCC)	ABM 506	Agricultural and Food MarketingManagement-I	2	0	2	1	05	02

Schemeofstudies

 $\label{eq:loss} \textbf{Legend:} CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial and Tutorial strategies i.e. Lecture (L) and Lecture (L) an$

(T)andothers),

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

 ${\small SW:} Sessional Work (includes assignment, seminar, miniproject etc.), \\$



SL:Self Learning,

C: Credits.

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

SchemeofAssessment:

Board	Cours	CourseTitle	Scheme	SchemeofAssessment(Marks)						
of Study	e Code		Progress	siveAsses	End	Total				
Study	Code		Class/ Home Assig nment numb er2 Marks 5 each(CA)	Class Test2 (2best out of 3) 20 marks each (CT)	Semin arone (SA)	Class Activi ty any one (CAT)	Class Atten dance (AT)	Total Marks (CA+ CT+S A+CA T+AT)	Semes ter Asses sment (ESA)	Marks (PRA+ ESA)
(PCC)	ABM 506	Agricultural and Food Marketing Management -I	10	40	00	00	00	50	50	100

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion

ABM 506 CO-1 Identify the basics of marketing with specific emphasis on managing the product details.

ApproximateHours

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



SessionOutcomes	Laboratory	Class room	SelfLearning
(SOs)	Instruction(LI)	Instruction(CI)	(SL)
SO1.1- Introduce the Introduction and Concept/ philosophies of Marketing Management SO1.2 - Brief the Product Management: The product, The product mix, Product line extensions, and Product line deletions. SO1.3 – Discuss the Branding products, The advantages and disadvantages of branding, Branding decisions Brand loyalty models SO1.4- Describes Branding decisions Brand loyalty models, Homogenous first-order mark ov models, Higher- order mark ov models Packaging SO1.5 Discuss thefunctions of packaging, Packaging technology, Recent developments in packaging SO1.6Laboratoryandfield work		InstructionUnitl:IntroductionandConcept/philosophiesofMarketingManagement;ProductManagement:Theproduct,Theproduct,Theproduct,Inedeletions,Productmix,Product,Theadvantagesanddisadvantagesofbranding,BrandingdecisionsBrandingdecisionsBrandingdecisionsBrandingdecisionsBrandingdecisionsBrandingdecisionsBrandingdecisionsBrandingdecisionsBrandingdecisionsBrandingdecisionsBrandingdecisionsBrandingdecisionsBrandingdecisionsBranding,packaging,Thefunctions of packaging,Packaging,Packaging1.1-IntroductionandConcept / philosophies ofMarketing Management.1.2-Product Management:1.4-Branding products, Theadvantagesanddisadvantages of branding,Branding decisionsBranding,Branding decisionsBranding,Branding decisionsBranding,Branding decisionsBranding,Branding decisionsBranding,Branding decisionsBranding,Branding decisionsBranding,Branding decisionsBranding,Branding	1.1-Preparethe assignment on Brandingproducts, The advantages and disadvantagesof branding.



SW-1SuggestedSessionalWork(SW):

a. Assignments:PreparetheassignmentonBrandingproducts,theadvantagesand disadvantages of branding

b. MiniProject:-

c. OtherActivities(Specify):-

ABM 506 CO-2: Discriminate the pricing techniques and managing the demand and supply relationship profitably

ApproximateHours

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

SessionOutcomes	LaboratoryInstruction	ClassroomInstruction	SelfLearning
(SOs)	(LI)	(CI)	(SL)
SO2.1 – Introduceto the	LI-2.1	UnitII:	– Prepare the
Pricing objectives, The	1/1-2.1		assignment on
laws of supply and		00	Pricing strategies,
demand			Cost-plus methodsof
Gomund		demand Cross-price	price
SO2.2 – learned about		elasticity of demand,	determination
Elasticity of demand		Practical problems of	determination
Cross-price elasticity of		price theory, Cost -	
demand,		revenue - supply	
SO2.3- Apply tothe		relationships, The	
Practical problems of		meaning of price to	
price theory, Cost -		consumers,Priceasan	
revenue - supply		indicator of quality,	
relationships,		Pricingstrategies, Cost-	
SO2.4- Briefing the		plusmethodsofprice	
meaning of price to		determination,Breakeven	
consumers, Priceasan		analysis,	
indicator of quality,		Market-orientedpricing,	
Pricing strategies,		Psychological pricing,	
SO 2.5–Discuss to the		Geographical pricing,	
Cost-plus methods of		Administered pricing.	
price determination,		– Pricing objectives, The	
Breakeven analysis,		laws of supply and demand,	
Market-oriented pricing,		Elasticity of demand	
Psychological pricing,		Cross-price elasticity of	
Geographical pricing,		demand,	
Administered pricing.		-Practical problems	
		ofpricetheory,Cost-	
		revenue-supply	



relationships
2.3 -Themeaningofprice to
consumers, Price as an
indicator of quality,
2.4- Pricing strategies,
Cost-plusmethodsofprice
determination,
2.5-Breakevenanalysis,
2.6 - Market-oriented
pricing, Psychological
pricing,Geographical
pricing, Administered
pricing.

SW-1SuggestedSessionalWork (SW):

a. Assignments: PreparetheassignmentonPricingstrategies,Cost-plusmethodsofprice determination

b. MiniProject:

c. OtherActivities(Specify):

ABM506CO-3: Demonstrate the marketing channels and intermediaries involved infood marketing

-ppi omnateriour
AppXHrs
4
1
2
1
08

Approximate	Hours
Approximate	enours

SessionOutcomes(SOs)	Laboratory	Class roomInstruction(CI)	SelfLearning
	Instruction(LI)		(SL)
SO3.1 – Introduction to	LI1.1	UnitIII:	3.1 Prepare
Channel decisions in		Channel decisions in	theassignmen
relation to marketing		relation to marketing	t
strategy		strategy, The value of	onKeydecisi
SO3.2 – Discuss to the		middlemen, Key decisions	onsin channel
value of middlemen, Key		in channel management,	management,
decisions in channel		Types of distribution	Types of
management, Types of		system, Marketing to	distributionsystem,
distribution system		middlemen, Power and	Marketing to
SO3.3- Apply the		conflict in distribution	middlemen,
Marketing to middlemen,		channels, Physical	Powerandconflict
Power and conflict in		distribution, Customer	in distribution
distributionchannels,		servicelevels, Developinga	channels
Physical distribution		customerservicepolicy,	
Customerservicelevels,		The total distribution	
Developingacustomer		concept, Warehouse	



servicepolicy.	management, Inventory	
SO3.4-DiscusstoThe	management, Calculating	
totaldistributionconcept,	the economic order	
Warehouse management,	quantity, Transport	
Inventory management,	management, Technological	
Calculatingtheeconomic	advancesin physical	
orderquantity, Transport	distribution,	
management,	Vehicle scheduling and	
Technologicaladvancesin	routing, Fixed and variable	
physical distribution.	routing systems, Vehicle	
SO3.5 –Describe the	schedulingtools, Vehicle	
Vehicle scheduling and	scheduling models,	
routing, Fixedandvariable	Computer-based vehicle	
routing systems, Vehicle	scheduling	
scheduling tools, Vehicle	3.1- Channel decisions in	
scheduling models,	relation to marketing	
Computer-based vehicle	strategy, The value of	
scheduling	middlemen,	
Serreduring	3.2. - Key decisions in	
	channel management, Types	
	of distribution system,	
	3.3- Marketing to	
	middlemen, Power and	
	conflict in distribution	
	channels,	
	3.4- Physical distribution,	
	Customer service levels,	
	Developing a customer	
	service policy,	
	3.5 - The total distribution	
	concept, Warehouse	
	management, Inventory	
	management,Calculatingthe	
	economic order quantity,	
	Transport management,	
	Technological advances in	
	physical distribution	
	3.6 - Vehicleschedulingand	
	routing, Fixed and variable	
	routing systems, Vehicle	
	scheduling tools, Vehicle	
	scheduling	
	models,	
	Computer-basedvehicle	
	scheduling	

SW-1SuggestedSessionalWork (SW):



a. Assignments: PreparetheassignmentonKeydecisionsinchannelmanagement,Typesof distribution system, marketing to middlemen, Power and conflict in distribution channels **b. MiniProject:**

c. OtherActivities(Specify):

ABM 506CO-4: Apply the promotional strategies and communication development tools and methods

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

ApproximateHours

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



	racuity on wanagement studies
effectivenessofmarketing communications	marketing communications mix,
SO1.6–Laboratoryand field works	4.3- Advertising, Sales promotion, Public relations, Personal selling.
	4.4- Digital Marketing, Mobile Marketing, Social Marketing and Social Media Marketing,
	4.5-Training the sales force, Changeagents, Selectingthe media,
	4.6- Establishing the promotional budget, Monitoring the effectiveness of marketing
	communications.

SW-1SuggestedSessionalWork (SW)

a. Assignments:PreparetheassignmentonDigitalMarketing,MobileMarketing,Social Marketing and Social Media Marketing

b. MiniProject:

c. OtherActivities(Specify)

ABM 506 CO-5:Estimate the marketing cost analysis and application of different cost analysis method of food product ApproximateHours

FF		
Item	AppX Hrs	
Cl	2	
LI	1	
SW	2	
SL	1	
Total	10	

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



	racuity of vianagement studies
efficiency,Pricingefficiency,SO1.3-Identifyingmarketingcosts and marginsSO1.4-SO1.4-AnalyzeHandling costs,Packagingcosts,Transport costs	Identifyingmarketingcostsandmargins,Thereferenceproductsconcept,Handlingcosts,Packagingcosts,Transportcosts,Storagecosts,Processingcosts,Capital
SO1.5- Calculate the Storage costs, Processing costs, Capital costs	 5.1- Marketing Costs and Margins: 5.2 Assessing the performance of a marketing system,
	5.3- Marketing efficiency and effectiveness, Operational efficiency, 5.4 - Pricing efficiency, Identifying marketingcosts and margins 5.5 - The reference products concept, Handling costs, 5.6 - Packaging costs, Transportcosts,Storage costs, Processing costs, Capital costs

SW-1SuggestedSessionalWork (SW):

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

BriefofHourssuggested fortheCourseOutcome

Course Outcomes	Class Lecture (C l)	Laboratory Lecture(LI)	Sessional Work (SW)	Self Learning (S l)	Total hour (Cl+LI+ SW +Sl)
ABM 506 CO-1 Identify the basics of marketing withspecific emphasis on managing the product details.	4	1	2	1	08
ABM 504 CO-2: Discriminate the pricing techniques and managing the demand and supply relationship profitably	2	1	2	1	06



ABM 506 CO-3: Demonstrate the marketing channels and intermediaries involved in food marketing	4	1	2	1	08
ABM 506 CO-4: Apply the promotional strategies and communicationdevelopment toolsandmethods	2	1	2	1	06
ABM506CO-5: Estimatethemarketingcostanalysi s and application of differentcostanalysismethod of food product	3	1	2	1	07
TotalHours	15	05	10	05	35

SuggestionforEndSemesterAssessment SuggestedSpecificationTable(ForESA)

CO	Unittitle		ksDistrik	oution	Total
		R	U	Α	Marks
CO-1	UnitI:IntroductionandConcept/ philosophies of	02	03	00	05
	Marketing				
	Management;ProductManagement:Theproduct,T				
	heproduct mix, Product line extensions,				
	Productline deletions, Branding products,				
	Theadvantages and disadvantages of branding,				
	Branding decisions Brand loyalty models,				
	Homogenous first-order mark ov models, Higher-				
	order mark ov models Packaging, The				
	functionsofpackaging, Packagingtechnology,				
	Recentdevelopmentsinpackaging				
CO-2	Unit II: Pricing objectives, The laws of supply	02	05	03	10
	and demand, Elasticity of demand Cross-price				
	elasticity of demand, Practical problems of price				
	theory, Cost -revenue - supply relationships, The				
	meaning of price to consumers, Price as an				
	indicator of quality, Pricing strategies, Cost-plus				
	methods of price determination, Breakeven				
	analysis, Market-oriented pricing, Psychological pricing, Geographical pricing, Administered				
	pricing, Geographicalpricing, Administered				
CO-3	Unit III: Channel decisions in relation to	00	08	07	15
0-5	marketing strategy, The value of middlemen,Key	00	08	07	15
	decisions in channel management, Types of				
	distribution system, Marketing to middlemen,				
	Powerandconflictindistributionchannels,				
	Physical distribution, Customerservice levels,				
	i hjorearaberioacion, customerber (reelevers,				



AKSUniversity DepartmentofAgribusinessManagement

FacultyofManagementStudies

				-	
	Developing a customer service policy, The total				
	distribution concept, Warehouse management,				
	Inventory management, Calculating				
	theeconomicorderquantity, Transportmanagement				
	, Technological advances in physical distribution,				
	Vehicle scheduling and routing, Fixed and				
	variable routing systems, Vehicle scheduling				
	tools, Vehicleschedulingmodels, Computer-				
	basedvehiclescheduling				
CO-4	Unit-IV The nature of marketing	02	05	08	15
	communications, Setting marketing				
	communication objectives, Factors influencing				
	the communications mix, The marketing				
	communications mix, Advertising, Sales				
	promotion, Public relations, Personal selling,				
	Digital Marketing, Mobile Marketing, Social				
	MarketingandSocialMedia Marketing, Training				
	the sales force, Change agents, Selecting the				
	media, Establishing the promotional budget,				
	Monitoringtheeffectivenessofmarketing				
	communications.				
CO-5	Unit-5.0 Marketing Costs and Margins:	00	03	02	05
	Assessing the performance of a marketing				
	system, Marketing efficiency and effectiveness,				
	Operational efficiency, Pricing efficiency,				
	Identifying marketing costs and margins, The				
	reference products concept, Handling costs,				
	Packagingcosts, Transportcosts, Storagecosts,				
	Processingcosts, Capital costs				
	Total	06	24	20	50

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

TheendofsemesterassessmentforIntroductiontoPortlandcementwillbeheldwithwritten examination of 50 marks

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

SuggestedInstructional/ImplementationStrategies:

- 1. ImprovedLecture
- 2. Tutorial
- 3. CaseMethod
- 4. GroupDiscussion
- 5. RolePlay
- 6. Visitto Industry



- 7. Demonstration
- 8. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook,Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

SuggestedLearningResources:

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

CurriculumDevelopmentTeam:

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Cos,POsandPSOsMapping Course Code:-ABM 506 CourseTitle:-AgriculturalandFoodMarketingManagement-I

Course	ProgramOutcomes ProgramSpecificOutcome															
Outcomes	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO1	PSO2	PSO3	PSO4
	Man	Pro	Mod	Eth	Indiv	Com	Proj	Busi	Life-	Envi	Entr	Glo	Abilityto	Abilityto	Inculcat	Ability
	ageri	ble	ern	ics	idual	mun	ect	ness	long	ron	epre	bal	apply	understan	e	touse
	al	m	tool		and	icati	man	deci	lear	men	neur	outl	manageria	dtheday	proactiv	the
	kno	anal	usag		team	on	age	sion	ning	t	ial	ook	land	today	e	researc
	wled	ysis	e		work		men	mak		and	opp		business	business	thinking	hbased
	ge						t	ing		sust	ortu		skilledfor	operation	to	innovat
							and			aina	nitie		developm	al	ensure	ive
							fina			bilit	S		entof	problems	effective	knowle
							nce			у			business	and	perform	dgefor
													growth	startup	ancein	sustaina
													withthe	developm	the	ble
													available	entof	dynamic	develop
													resources	agribusin	socio-	ment in
														essand	economi	agribusi
														provide	cand	ness
														economic	business	growth
														al	ecosyste	and
														solution	m	develop
														to	entrepre	S
														enhance	neurial	
														the	approac	
														decide	hand	



														goal without comprom ising ethical value	skillsets aligned with the national prioritie s	
ABM 506 CO-11dentify thebasicsof marketing with specific emphasis on managingthe product details.	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM 504 CO-2: Discriminate the pricing techniques andmanaging the demand and supply relationship profitably	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM 506 CO-3: Demonstrate themarketing	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3



channels and intermediaries involvedin food marketing																
	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
ABM506CO-5:Estimatemarketingcostanalysisandapplicationofdifferentcostanalysismethodoffoodproduct		3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

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



POs&PSOs No.	COs No.&Titles	SOs No.	Laboratory Instruction(LI)	ClassroomInstruction(CI)	SelfLearning (SL)
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	ABM 506 CO-1 Identify the basicsof marketing with specificemphasison managing the product details.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction and Concept / philosophies of Marketing Management; Product Management:Theproduct,Theproduct mix,Productlineextensions,Productline deletions,Brandingproducts,The advantagesanddisadvantagesofbranding, BrandingdecisionsBrandloyaltymodels, Homogenousfirst-ordermarkovmodels, Higher-ordermarkovmodelsPackaging, Thefunctionsofpackaging,Packaging technology, Recent developments in packaging 1.1,1.2,1.3,1.4.	Asmentionedinpage number
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	ABM 504 CO-2: Discriminate the pricing techniques and managing the demandandsupply relationship profitably	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-2.0– Pricing objectives, The laws of supply and demand, Elasticity of demand Cross-price elasticity of demand, Practical problems of price theory, Cost - revenue - supply relationships, Themeaning of price to consumers, Price as an indicator of quality, Pricing strategies, Cost-plus methods of price determination, Breakeven analysis, Market- oriented pricing, Psychological pricing, Geographical pricing, Administered pricing.	Asmentionedinpage number

CourseCurriculumMap:Agriculturaland FoodMarketing Management-I



			2.1,2.2.	
		0011		
PO1,2,3,4,5,6	ABM 506 CO-3:	SO1.1	Unit-3.0	
7,8,9,10,11,12	Demonstrate the	SO1.2	Channel decisions in relation to marketing	
	marketing channels and intermediaries	SO1.3	strategy, The value of middlemen, Key	
PSO1,2,3,4,	involved in food	SO1.4	decisions in channel management, Types of	
5	marketing	SO1.5	distributionsystem, Marketingtomiddlemen,	
	marketing		Powerandconflictindistributionchannels,	
			Physical distribution, Customer service	
			levels, Developingacustomerservicepolicy,	
			Thetotaldistributionconcept, Warehouse	
			management, Inventory management,	
			Calculatingtheeconomicorderquantity,	
			Transport management, Technological	
			advancesinphysical distribution, Vehicle	
			schedulingandrouting, Fixedandvariable	
			routingsystems, Vehicleschedulingtools, Vehicleschedulingmodels, Computer-based	
			vehiclescheduling	
			3.1,3.2,3.3,3.4.	
PO1,2,3,4,5,6	ABM 506 CO-4:	SO1.1	Unit-4.0	
7,8,9,10,11,12	Apply the	SO1.1 SO1.2	The nature of marketing communications,	
7,0,9,10,11,12	promotional	SO1.2 SO1.3	Setting marketing communication objectives,	
DCO1 2 2 4	strategies and		Factors influencing the communications mix,	
PSO1,2,3,4,	communication	SO1.4	The marketing communications mix,	
5	development tools	SO1.5	Advertising, Salespromotion, Public	
	and methods		relations, Personalselling, Digital Marketing,	
			MobileMarketing,SocialMarketingand	
			SocialMediaMarketing, Trainingthesales	
			force, Changeagents, Selecting the media,	



			Establishing the promotional budget, Monitoring the effectiveness of marketing communications. 4.1,4.2
PO1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4, 5	ABM506 CO-5: Estimate the marketingcost analysis and application of different cost analysis method of food product	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-5.0Marketing Costs and Margins: Assessing the performance of a marketing system, Marketing efficiency and effectiveness, Operational efficiency, Pricing efficiency, Identifying marketing costs and margins, The referenceproductsconcept,Handlingcosts, Packagingcosts,Transportcosts,Storage costs,Processingcosts,Capitalcosts 5.1,5.2.5.3.



CourseCode:- ABM540

CourseTitle:-ResearchMethodologyfor Agribusiness management

 $\label{eq:precession} Prerequisite: - Studentshould have basic knowledge of research, survey, statistical analysis, and the state of the state of$

computer application knowledge.

Rationale: -A research methodologyfor agribusiness management degree is the express through the concept and procurers with provide the information to researchers, analyst and professionals inaccurate manners. Professionalor ABM holder shouldskillthe research methodologyto apply for achieves the fixed goal and desire. Also the research methodology is help for understands of judging the new knowledge and research problems is appropriate for researchers and business research' needs.

Course Outcomes:

ABM540CO-1 Recognize the research scale measurement technique and their application inbusiness research

ABM 540 CO-2 Applythe statistical analysis tools and techniques for better research outcomes. ABM 540 CO-3Applythefundamentalsofindividualand groupbehaviourintheorganizational setting ABM540CO-4Analyzethehigherstatisticalanalysisandforecastingtechniqueinbusiness research ABM540CO-5Evaluatetheconceptofandusageofdatascience, bigdataanalysisfor agriculture.

Schemeofstudies:

Boardof	CourseCourseTitleCode			Schemeofstudies(Hours/Week)				Total Credits
Study			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+ SL)	(C)
Professi onal Core course (PCC)	ABM 540	ResearchMethodology for Agribusiness management	2	2	1	1	06	03

Legend:CI:ClassroomInstruction(Includesdifferentinstructionalstrategiesi.e.Lecture (L) and Tutorial (T) and others),

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

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

SL:SelfLearning,



C: Credits.

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

Schemeof Assessment:

Board of	Cours e	CourseTitle	Schem	eofAsses	sment(N	(larks)				
Study	Code		ProgressiveAssessment(PRA)				End	Total		
			Class/ Home Assig nmen t 3 Mark s5 each (CA)	Class Test2 (2 best outof 3) 15 marks each (CT)	Semi nar one (SA)	Class Activit y any one (CAT)	Class Atten dance (AT)	Total Marks (CA+C T+SA+ CAT+ AT)	Semes ter Asses sment (ESA)	Marks (PRA+ ESA)
(PCC)	ABM 540	Research Methodology for Agribusiness management	15	30	00	00	05	50	50	100

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the courseand session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

 $\label{eq:ABM540CO-1} ABM540CO-1 Recognize the research methodology concepts along with its application in marketing research.$



Approximate Hours

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

SessionOutcomes	Laboratory	Class room	SelfLearning(SL)
(SOs)	Instruction(LI)	Instruction(CI)	
SO1.1-Introducethe	LE 1.1- To study the	UnitI:	1.1- Prepare the
meaning and	problemidentification	Meaning, Course	assignment on
definition of research	and problem	Objective,types,and	hypotheses, models,
SO1.2 -Brief the	formulation.	processofresearch;	types of models,
Course Objective,	LE1.2-Topreparethe	researchmethodology	processofmodeling
types, and process of	Project proposal or	in	
research	research synopsis.	management-	
SO1.3 – Discuss the		exploratory,	
researchmethodology		descriptive,	
in management-		experimental,	
exploratory,		diagnostic, Problem	
descriptive,		formulation, setting	
experimental, and		ofCourseObjective,	
diagnostic.		formulation of	
SO1.4-Describesthe		hypotheses, models,	
Problem formulation,		types of models,	
setting of Course		process of modeling.	
Objective		1.1- Introduction	
SO1.5 Discuss the		Meaning and	
formulation of		definitions	
hypotheses, models,		1.2- Course objective	
types of models,		and type of research	
processofmodeling.		1.3- Process of	
SO1.6- Laboratory		research and	
work		methodology in	
		management	
		1.4- Exploratory,	
		Descriptive,	
		Experimental,	
		Diagnostic research	
		1.5- Problem	
		formulation, setting of	
		Course Objective	
		1.6- formulation of	



|--|

SW-1SuggestedSeasonalWork(SW):

a. Assignments:Preparetheassignmentonhypotheses,models,typesofmodels,processof modelling

b. MiniProject:-

c. OtherActivities(Specify):-

 $ABM540CO-2: \mbox{Applythestatistical analysis tools and techniques for better research outcomes}.$

Ap	oproximateHours
Item	AppXHrs
C 1	6
LI	2
SW	2
SL	1
Total	11

SessionOutcomes	LaboratoryInstruction	ClassroomInstruction	SelfLearning
(SOs)	(LI)	(CI)	(SL)
SO2.1-introducetothe scalesofmeasurement SO2.2 - learned about the ordinal, interval and ratio scales of measurement SO2.3- Apply tothe Likert scale and other scales of measurement SO2.4- Briefing the primaryandsecondary data, sources of data, Questionnaire Designing, instruments of data collection, SO 2.5-Discuss to the data editing, classification, coding, validation, tabulation, presentation, analysis, development process of scale, identification of variables, variable	LE2.1- To Assessments ofDataneeds(Sources ofdata,methodofdata collection) LE2.2- Exercise on coding, editing, tabulation and validation of data.	Unit II: Scales of measurement - nominal, ordinal, interval, ratio, Likert scale and other scales;Primaryand secondary data, sources of data, Questionnaire Designing, instrumentsofdata collection, data editing,classification, coding, validation, tabulation, presentation,analysis, developmentprocess of scale, identification of variables, variable measurement,	2.1 – Prepare the assignment on scalesof measurement

	DepartmentofAgribusinessManagement FacultyofManagementStudies
measurement, variable	variable
standardization and	standardization and
dummy variables.	dummy variables.
	2.1 - Scales
	ofmeasurement
	2.2- Nominal, ordinal,
	interval and ratio
	scales.
	2.3- Likert scale and
	other scales.
	2 .4- Primary and
	secondary data,
	sources of data,
	Questionnaire
	Designing, instruments
	of data collection.
	2.5- Data editing,
	classification,coding,
	validation,tabulation,
	presentation, analysis
	2.6- Development
	process of scale,
	identification of
	variables, variable
	measurement,variable
	standardization and
	dummy variables

AKSUniversity

STURM

SW-1SuggestedSeasonalWork (SW):

a. Assignments: Prepare the Assignment on given topics.

b. MiniProject:Prepareaprojectreportofdifferentfunctionofmanagementusedinanycase study

c. OtherActivities(Specify):



SL

Total

$\label{eq:ABM540CO-3} Apply the fundamental so findividual and group behaviour in the organizational setting$

ApproximateHoursItemAppXHrsC16LI2SW2

1

11

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	SelfLearning (SL)
SO3.1–Introductionto multivariate statistical analysis techniques SO3.2 – Discuss to the Multivariate linear regression models principal component analysis. SO3.3-Applythelinear discriminate analysis, SO3.4-Discuss to motivation with type theory and practice SO3.5–Describe the managing of stress and work life balance	 LE 1. To study the assessmentofmethod of sampling, criteria to choose discussion on sampling under different situation. LE 2. To study the simple correlation & multiple correlation analysis LE-3. To study the simple regression multiple regression analysis of multi vitiate technique 	UnitIII:Introductiontomultivariatestatisticalanalysistechniques,Multivariatelinearregressionmodels,principalcomponentanalysis,lineardiscriminateanalysis,factoranalysis,evaluationmatricesandmodels.3.1-Multivariatestatisticalanalysis techniques3.2-Multivariatelinearregression models3.3- Principal componentanalysis ofMultivariatelinear regression models3.4- linear discriminateanalysisandfactoranalysis.3.5-Evaluationmatricesforregression models3.6-Modeldiagnosticsforregression models	3.1 Prepare the assignment on , lineardiscriminate analysis.

SW-1SuggestedSeasonalWork (SW):

a. Assignments: Prepare the assignment on individual or organizational behaviours

- **b. MiniProject:** Prepareaprojectreportof different function of management used in any case study
- c. OtherActivities(Specify):



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

rippi ominuccitours				
Item	App XHrs			
Cl	6			
LI	2			
SW	2			
SL	1			
Total	11			

SessionOutcomes	LaboratoryInstruction	ClassroomInstruction	SelfLearning
(SOs)	(LI)	(CI)	(SL)
SO1.1–Identifythe	LE1.1 - To study the	Unit-4	4.1- Prepare the
logistic regression	discriminate analysis,	Logistic regression,	assignment on
and decision trees.	factor analysis & cluster	decision trees, cluster	Logistic regression,
SO1.2 - Apply the	analysis of multi vitiates	analysis,randomforest,	decision trees, cluster
clusteranalysisand	techniques	GARCH, CART	analysis,
random forest	LE1.2-Tostudytheof	models, support vector	
SO1.3-Apply	time series analysis.	machines, Forecasting	
GARCH, CART	LE1.3-Tostudytheof	techniques (AR, MA,	
models	index number analysis	ARMAandARIMA	
SO1.4-Describes the		models)	
support vector		4.1- Logistic regression	
machines and		4.2- Decisiontreesand	
Forecasting		cluster analysis,	
techniques;(ARand		4.3- Random forest,	
MA)		GARCH and CART	
SO1.5–Brief the		models	
forecasting		4.4- Support vector	
techniques, (ARMA		machines	
andARIMAmodels)		4.5-Forecastingtechniques	
		(AR and MA, models)	
		4.6- Forecasting	
		techniques (ARMA and	
		ARIMA) model	

SW-1SuggestedSeasonalWork(SW)

a. Assignments:PreparetheassignmentonGroupdecisionmaking,teambuildingand developing collaboration

b. MiniProject:Prepareaprojectreportofleadershipstylesandinfluenceprocess;leadership theories, leadership styles and effective leader

c. OtherActivities(Specify



ABM 540CO-5:Evaluate the concept of and usage of data science, bigdata analysis for agriculture

ApproximateHours

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

SessionOutcomes	Laboratory	Classroom	SelfLearning
(SOs)	Instruction	Instruction	(SL)
	(LI)	(CI)	
SO1.1 –Indentify to	LE1.1 - To studythe	Unit-5.0	1.1 - Prepare the
definition, scope and	forecast technique	Definition, scope and	assignment
importanceofmachine	(AR, MA, ARMA,	importance, machine	on
learning,	ARIMA)	learning, types of	machine learning,
SO1.2- Identify the	LE 2. To study the	machine learning,	types of machine
types of machine	Logistic regression	linear and nonlinear	learning, linear and
learning, linear and	analysis.	models in machine	nonlinear models in
nonlinear models in		learning, introduction	machine learning
machine learning	LE 3. To Exercise on	todeeplearning,basic	
SO1.3-Introductionto	prepare the format for	differences in	
deep learning, basic	thesis / projectReport	machine learning and	
differences in machine	writing and	deeplearning,concept	
learning and deep	preparation of their	of cloud machine	
learning	results	learning, Big data	
SO1.4-Briefsthebasic		analysis.	
differences in machine		5.1- Definition and	
learning and deep		scope of machine	
learning.		learning	
SO1.5- Apply to the		0	
concept of cloud		5.2- Importance and	
machinelearning,Big		types of machine	
data analysis		learning	
		5.3- Linear and	
		nonlinear models in	
		machine learning.	
		5.4- Introduction to	
		deep learning.	
		1 0	
		5.5- Basic differences	
		in machine learningand	
		deep learning.	



5.6- Concept of machine learning.	
data analysis	DIg

SW-1SuggestedSeasonalWork (SW):

- a. Assignments: Prepare the assignment on individual or organizational behaviours
- b. MiniProject: Prepareaproject report of different function of management used in any case study
- c. OtherActivities(Specify):

Briefof HourssuggestedfortheCourse Outcome

Course Outcomes	Class Lecture (C l)	Laborato ry Lecture (L I)	Seasonal Work (SW)	Self Learning (S l)	Totalhour (C l + LI+ SW +S l)
ABM540CO-1 Recognize the research methodology concepts along withitsapplicationinmarketing research	06	02	02	01	11
ABM540CO-2: Applythestatisticalanalysis toolsandtechniquesforbetter research outcomes.	06	02	02	01	11
ABM540CO-3: Apply the fundamentals of individual and group behaviorin the organizational setting	06	02	02	01	11
ABM540CO-4: Analyzethehigherstatistical analysis and forecasting techniqueinbusinessresearch.	06	02	02	01	11
ABM540CO-5: Evaluatetheconceptofand usageofdatascience,bigdata analysis for agriculture	06	02	02	01	11
Total Hours	30	10	10	05	55



${\small Suggestion for EndSemesterAssessment}$

SuggestedSpecificationTable(ForESA)

CO	Unit title	N	larks Distrib	ution	Total
		R	U	Α	Marks
CO-1	UnitI: Meaning, Course Objective, types, and process of research; research methodology in management- exploratory, descriptive, experimental, diagnostic,Problemformulation, setting of Course Objective, formulation of hypotheses, models,types ofmodels,process of modeling.	02	03	00	05
CO-2	UnitII:Scalesofmeasurement - nominal, ordinal, interval,ratio, Likert scale and other scales; Primary and secondary data, sources of data, Questionnaire Designing, instruments of data collection, data editing, classification, coding, validation, tabulation, presentation, analysis,de velopment process of scale, identification of variables, variable measurement, variable standardizationanddummy variables.	02	05	03	10
CO-3	Unit III: Introduction to multivariate statistical analysis techniques, Multivariate linear regression models, principal component analysis, linear discriminate analysis, factor analysis, evaluation matrices and modeldiagnosticsforregression models.	00	08	07	15
CO-4	Unit-4 Logistic regression, decision trees, cluster analysis, random forest, GARCH, CART models, support vectormachines, Forecasting techniques (AR, MA, ARMA and ARIMA models)	02	05	08	15

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

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

TheendofsemesterassessmentforIntroductiontoPortlandcementwillbeheldwithwritten examination of 50 marks

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

Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. CaseMethod
- 4. Group Discussion
- 5. RolePlay
- 6. Visit toIndustry
- 7. Demonstration
- 8. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming



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

SuggestedLearning Resources:

CurriculumDevelopmentTeam:

- 1. Dr.S.S.Tomar, Dean Faculty of Agriculturescience and technology.
- 2. ProfessorB.B.Beohar, DirectorPlanning, & DirectorExtension, A.K.S. University
- 3. Dr.V.K.Vishwakarma, Head Departmentof Agricultural Economics, FAST
- 4. Dr. AshutoshKumarSingh, Associateprofessor Departmentof AgriculturalEconomics, FAST
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- 7. ShriRajeevRavSuryavanshi,DepartmentofAgriculturalEconomics,FAST



Cos,POsandPSOsMapping Course Code:-ABM 540

CourseTitle:-ResearchMethodologyforAgribusiness management

Course	Progra	amOut	comes		<u>ui se i ie</u>					U				pecificOutco	ome	
Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Mana	Pro	Mod	Ethi	Indivi	Com	Proj	Busi	Life-	Envi	Entr	Glob	Ability to	Ability to	Inculcate	Ability
	gerial	ble	ern	cs	dual	muni	ect	ness	long	ron	epre	al	apply	understan	proactive	to use
	know	m	tool		and	catio	man	decis	learn	ment	neuri	outlo	managerial	d the day	thinking	the
	ledge	anal	usag		team	n	agem	ion	ing	and	al	ok	and	to day	to ensure	research
		ysis	e		work		ent	maki		susta	oppo		business	business	effective	based
							and	ng		inabi	rtuni		skilled for	operationa	performa	innovati
							finan			lity	ties		developme	lproblems	nceinthe	ve
							ce						nt of	andstartup	dynamic	knowled
													business	developm	socio-	ge for
													growth	ent of	economic	sustaina
													with the	agribusine	and	ble
													available	ss and	business	develop
													resources	provide	ecosyste	ment in
														economica	m	agribusi
														l solution	entrepren	ness
														toenhance	eurial	growth
														the decide	approach	and
														goal	and skill	develop
														without	sets	S
														compromi	aligned	
														sing	with the	
														ethical	national	
														value	priorities	
ABM 540	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
CO-1																
Recognize the																
research																
research			1													



methodology conceptsalong withits applicationin marketing research																
ABM540CO-2:ApplyApplythestatisticalanalysistoolsandtechniquesforbetterresearchoutcomes.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM 540 CO-3: Apply the fundamentals of individual and group behavior in the organizational setting	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
ABM540CO-4:Analyzethehigherstatistical	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2



analysis and forecasting technique in business																
research.																
ABM 540	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
CO-5:																
Evaluate the																
concept of and																
usage of data																
science, big																
data																
analysis for																
agriculture																

Legend:1–Low,2–Medium,3– High



Course Curriculum Map: Research Methodology for Agribusiness management

POs&PSOs No.	COs No.&Titles	SOsNo.	Laboratory	ClassroomInstruction(CI)	SelfLearning(SL)
			Instruction(LI)		
PO 1,2,3,4,5,6	ABM540CO-1	SO1.1	LE1.1-Tostudythe	UnitI:	Asmentionedinpage
7,8,9,10,11,12	Recognize the	SO1.2	problem	Meaning,CourseObjective,types,andprocess of	number
	researchmethodology	SO1.3	identification and	research; research methodology in	
PSO1,2, 3, 4, 5	conceptsalongwith its	SO1.4	problemformulation.	management- exploratory, descriptive,	
	application in	SO1.5	LE 1.2- To prepare	experimental, diagnostic, Problem formulation,	
	marketing research		the Project proposal	setting of Course Objective, formulation of	
			orresearch synopsis.	hypotheses, models, types of models, process	
				of modeling.	
				1.1,1.2,1.3,1.4,1.5,1.6.	
PO 1,2,3,4,5,6	ABM540CO-2:	SO1.1	LE2.1- To	Unit2-	Asmentionedinpage
7,8,9,10,11,12	Apply the statistical	SO1.2	AssessmentsofData	Scales of measurement -nominal, ordinal, interval,	number
	analysis tools and	SO1.3	needs (Sources of	ratio, Likert scale and other scales; Primary and	
PSO1,2, 3, 4, 5	techniques for better	SO1.4	data, method of data	secondary data, sources of data, Questionnaire	
	research outcomes.	SO1.5	collection)	Designing, instruments of data collection, data	
	•		LE2.2-Exerciseon	editing, classification, coding, validation,	
			coding, editing,	tabulation, presentation, analysis, development	
			tabulation and	process of scale, identification of	
			validation of data.	variables, variable measurement, variables tandardizat	
				ionand dummy variables.	
				2.1,2.2,2.3,2.4,2.5,2.6.	
PO 1,2,3,4,5,6	ABM540CO-3:	SO1.1	LE3.1- To study	Unit-3.0	Asmentionedinpage
7,8,9,10,11,12	Apply the	SO1.2	about the scaling	Introduction to multivariate statistical analysis	number
	fundamentals of	SO1.3	technique and	techniques, Multivariate linear regression	
PSO1,2, 3, 4, 5	individual and group	SO1.4	measurement ofscale	models, principal component analysis, linear	
	behavior in the	SO1.5		discriminate analysis, factor analysis,	
	organizational setting			evaluation matrices and model diagnostics for	
				regression models.	



			3.1,3.2,3.3,3.4,3.5,3.6.	
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2, 3, 4, 5	ABM540CO-4: Analyze the higher statistical analysisand forecasting technique in business research.	SO1.3	Unit-4.0 Logistic regression, decision trees, cluster analysis, random forest, GARCH, CART models, support vector machines, Forecasting techniques (AR, MA, ARMA and ARIMA models) 4.1,4.2,4.3,4.4,4.5,4.6.	Asmentionedinpage number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2, 3, 4, 5	ABM540CO-5: Evaluate the concept of and usage of data science, big data analysis for agriculture	SO1.3	Unit-5.0 Definition, scope and importance, machine learning, types of machine learning, linear and nonlinear models in machine learning, introduction to deep learning, basic differences in machine learning and deep learning, concept of cloud machine learning, Big data analysis. 5.1,5.2,5.3,5.4,5.5,5.6.	Asmentionedinpage number



CourseCode:-ABM541

CourseTitle:-ComputerApplicationforAgriBusiness

Pre-requisite:- Student should have basicknowledge of computer application application of Information technology for Agri business.

Rationale: -The students studying subject of computer application for Agri Business should possess understanding about various software applications assists farmers in managing their operations efficiently. These programs help with tasks like crop planning, inventory management, financial tracking, and equipment maintenance scheduling. Computers enable farmers to employ precision agriculture techniques.

CourseOutcomes:

ABM 541 CO -01: Recognize the fundamentals concept of computers and application in agri business.

ABM541CO-02: Express the application of Information technology in a gribusiness management.

ABM 541 CO-0**3:** Practice of internet and web design and their application for developing of business..

ABM 541 CO-04: Develop the understanding of artificial intelligence and MIS for improved decision making in management

ABM541CO-0**5**:AssestheunderstandingofE-business/E-commercemodelsandtheir application in business management

Categ ories					Scheme of studies(Hours/Week)		Total	
of cour se	Cours e Code	CourseTitle	Cl	LI	SW	SL	Total Study Hours(CI+LI +SW+SL)	Credits (C)
PCC		Computer Application for Agri Business	2	1	2	1	6	3

SchemeofStudies:

Legend: CI: ClassroomInstruction(Includesdifferentinstructional strategiesi.e.Lecture(L) and Tutorial (T) and others),

LI: LaboratoryInstruction(Includes Practicalperformancesinlaboratory workshop, field or other locationsusing different instructional strategies)

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

SL:SelfLearning,

C:Credits.

Note:SW&SLhastobeplannedandperformedunderthecontinuousguidanceand feedback of teacher to ensure outcome of Learning.

SchemeofAssessment:

Theory



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

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 541 CO -1: Recognize the fundamentals concept of computers and application in agri busine Approximate Hours

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

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



	and deleting a Files	Generation and Its	outputdevices.
SO1.2- Discussthe	& Folders.	Evolution,	
generation and Its	1.2. - Use of MS-	Characteristics of	
Evolution.	WORD, creating,	Computers, Main	
SO1 2 Decerited of the	editing and saving a	Areas of Computers	
SO1.3- Describetothe Characteristics of	Document. Mail	andtheirApplications;	
	merge,createandrun a	Classification of	
Computers and main	Macro.	Computers, Input-	
Areas of Computers		Output Devices,	
and their Applications.		Memory Types (Cache,	
SO1.4Briefthe		RAM,ROM),Memory	
Classification of		Units.	
Computers.		Describe the	
Computers.		introduction, definition	
SO1.5- Asses the		and components of	
Input-Output Devices,		computer,BriefHistory	
MemoryTypes(Cache,		ofComputers	
RAM,ROM),Memory		DescribetheInput and	
Units.		output devices,	
C mtb.		generation and Its	
SO1.6Libraryand		Evolution,	
Information Services		Characteristics of	
		Computers,	
		Define mainAreas	
		ofComputersandtheir	
		Applications	
		Classificationof	
		Computers, Input-	
		Output Devices	
		DefineinMemory	
		Types (Cache,RAM,	
		ROM), Memory Units.	

SW-1SuggestedSessionalWork(SW):

a. Assignments: PreparationofAssignmentondescribesinputandoutputdevices.

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



ABM541CO.2: Express the application of Information technology in a gribusiness management.

Approximate Hours

Item	AppxHrs.
C1	6
LI	4
SW	2
SL	1
Total	13

SessionOutcomes	Laboratory	Classroom	Self-Learning
(Sos)	Instruction(LI)	Instruction(CI)	(SL)
SO1.1 Define the	MS-EXCEL -		Preparation of
system Software and	Creating a		Assignmentondata
Application Software	spreadsheet, use of		base management
	statistical tools,	Open source software,	system.
SO1.2 Explain in	creating graphs.	introduction to computer	
Opensourcesoftware.		languages, Introduction	
	Mathematical	to Operating Systems –	
SO1.3Discussthe	calculation in Excel	Functions, Features and	
introduction to		Types.,MSWindowsand LINUX. Data Base	
computer languages		Management System,	
		Introduction to MSOffice	
SO1.4Introduction to		SystemSoftwareand	
OperatingSystems		Application	
Functions, Features		Opensourcesoftware	
and Types., MS		Introduction to	
Windows and LINUX		computer&Operating	
		Systems languages	
SO1.5-DataBase		Introduction to Operating	
Management System,		Systems – Functions,	
Introduction to MS		Features and Types, MS	
Office		Windows and LINUX.	
		Data Base	
SO1.6- Library and		Management System.	
InformationServices		IntroductiontoMS	
		Office	

SW-1SuggestedSessionalWork(SW):

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



ABM541CO.3:Practiceofinternet andwebdesignandtheirapplicationfordevelopingof business. Approximate Hours

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

SessionOutcomes (SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self- Learning(SL)
(SOs) SO1.1 Introduce The business value of internet, Intranet, extranet and Internet. SO1.2 Apply the IntroductiontoWebpage design using HTML. Cloud Computing, Security and ethical challenges SO1.3Analyze the computer crime – Hacking, cyber theft,	-	Instruction(CI) Unit-3 The business value of	Learning(SL)PreparationofAssignmentonintroductiontoWebpagedesignusing
unauthorized useatwork SO1.4Assesthepiracy – software andintellectual property. SO1.5Assesthehealth and Social Issues, Ergonomicsandcyber terrorism. SO1.6Library and InformationServices	des	Ergonomics and cyber terrorism. The business value of internet, Intranet, extranet and Internet Introduction to Web page design using HTM. Cloud Computing, Security and ethical challenges. Computer crime – Hacking, cyber theft, unauthorized use at work. Piracy–softwareand intellectual property. Healthand Social Issues,Ergonomicsand cyber terrorism	

SW-1SuggestedSeasonalWork(SW):

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



ABM541CO.04DeveloptheunderstandingofartificialintelligenceandMISfor improved decision making in management.

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

SessionOutcomes	Laboratory	Classroom	Self-Learning
(SOs)	Instruction(LI)	Instruction(CI)	(SL)
SO1.1IntroduceThe	4.1-Setthe	Unit-4	4.1- Preparationof
concept of MIS-	Transition and	TheconceptofMIS-	Assignment on
Definition, importance,	AnimationEffectin	Definition, importance,	Fuzzy logical
Course Objective,	Slide	Course Objective,	control systems.
prerequisites	4.2- Internet	prerequisites,	
	applications: Web	advantages and	
SO1.2 Asses the	Browsing, Creation	challenges;Information	
advantages and challenges	and operation of	Needsoforganization,	
Of MIS.	email account	MIS and Decision –	
		Making.	
SO1.3Examine the		Types/Classification of	
Information Needsof		InformationSystemfor	
organization, MIS and		organizations;	
Decision – Making.		Introduction to	
SO1 Anformation System		Artificial Intelligence	
SO1.4 InformationSystem		(AI),NeuralNetworks,	
for organizations.		Fuzzy logical control	
SO1.5Assesthe		systems.	
Introduction to Artificial		4.1- The concept of	
Intelligence (AI), Neural		MIS–Definition,	
Networks, Fuzzy logical		importance, Course	
control systems.		Objective,	
control systems.		4.2 -prerequisites	
SO1.6 Library and		Advantages	
InformationServices.		and	
mormationservices.		challenges; ofconcept of	
		MIS	
		4.3 - Information Needs	
		oforganization. MISand	
		Decision – Making	
		4.4-Types/Classification	
		of Information System	
		for organizations	
		4.5-Introductionto	



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	Artificial	Intelligence	
	(AI),		
	4.6NeuralNet	works,	
	Fuzzy logic	al control	
	systems		
	-		

SW-1SuggestedSeasonalWork(SW):

- a. Assignments: Preparation of Assignment on Fuzzylogical control systems.
- b. MiniProject:
- c. OtherActivities(Specify):

ABM541 CO.5: Assestheunderstandingof E-business/ E-commercemodelsand their application in business management

ApproximateHours

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

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
SO1.1Introduce the	5.1- Web page	Unit-5	5.1- Preparation of
E-business/ e-	designing using	E-business/ e-	Assignment on
commerce:	HTML.	commerce: e-business	E-commerce
SO1.2-Electronic	5.2-Createhyperlink	models, e-commerce	processes,electronic
payment systems,e-	in webpage	processes, electronic	payment systems
commercetrends		payment systems, e-	with special
with special		commercetrendswith	reference to agri
reference to agri		specialreferencetoagri	business
business		business. Applications	
SO1.3Applications		ofMISintheareasof	
of MIS in the areas		Human Resource	
of Human Resource		Management,Financial	
Management		Management,	
SO1.4Applications		Production /	
ofMISinFinancial		Operations	
Management,		Management, Materials	
Production/Operatio		Management,	
ns Management		Marketing	
SO1.5-Applications		Management.	



ofMISinMaterials	5.1- E-business/e-	
Management,	commerce: e-business	
Marketing	models, e-commerce	
Management.	processes,	
SO1.6- Applications	5.2 - electronic payment	
of MIS inLibraryand	systems with special	
Information Services.	referencetoagribusiness	
	5.3 - E-commerce trends	
	with special reference to	
	agri business.	
	5.4 -ApplicationsofMIS	
	in the areas of Human	
	Resource Management,	
	5.5-ApplicationsofMIS	
	in the areas of Financial	
	Management,	
	Production/Operations	
	Management.	
	5.6 -ApplicationsofMIS	
	in theareas of Materials	
	Management, Marketing	
	Management.	
	· · · · ·	

SW-1SuggestedSeasonalWork(SW):

a. Assignments: PreparationofAssignmenton E-commerce processes, electronic payment systems with special reference to agri business..

b. MiniProject:

c. OtherActivities(Specify):

${\it Brief of Hours suggested for the Course Outcome}$

CourseOutcomes	Class Lecture (Cl)	Laboratory Instruction (LI)	Sessiona IWork (SW)	Self Learning (Sl)	Total hour (Cl+SW+Sl)
ABM 541 CO .1: Recognize the fundamentals concept of computersandapplicationin agribusiness.	6	1	2	1	10
ABM 541 CO.2: Express the application of Informationtechnologyin agribusinessmanagement	6	1	2	1	10
ABM 541 CO.3: Practice of internet and web design and their application for developingofbusiness.	6	1	2	1	10



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ABM 541 CO. 04Develop the understanding of artificial intelligence and MIS for improveddecisionmakingin businessmanagement	6	1	2	1	10
ABM 541 CO.5: Asses the understanding of E-business/ E-commerce models and their application in business management	6	1	2	1	10
TotalHour	30	05	10	05	50

SuggestionforEndSemesterAssessment

SuggestedSpecificationTable(ForESA)

СО	UnitTitles	Ma	rksDistrib	ution	Total
		R	U	Α	Marks
CO-1	Unit-1. Concept of Computers- Brief History of	04	04	00	08
	Computers, Generation and Its Evolution,				
	Characteristics of Computers, Main Areas of				
	Computers and their Applications; Classification				
	ofComputers,Input-OutputDevices,Memory				
	Types(Cache,RAM,ROM),MemoryUnits.				
CO-2	Unit-2System Software and Application	02	02	03	07
	Software, Open source software, introduction to				
	computer languages, Introduction to Operating				
	Systems - Functions, Features and Types., MS				
	WindowsandLINUX.DataBaseManagement				
	System, Introduction to MSOffice				
CO-3	Unit-3 The business value of internet, Intranet,	02	03	04	09
	extranet and Internet, Introduction to Web page				
	design using HTML, Cloud Computing, Security				
	and ethical challenges: Computer crime -				
	Hacking, cyber theft, unauthorized use at work.				
	Piracy – software and intellectual				
	property.HealthandSocialIssues,Ergonomicsandc				
	yber				
<u> </u>	terrorism.				
CO-4	Unit-4 The concept of MIS–Definition, importance,	03	04	02	09
	Course Objective, prerequisites, advantages and challenges; Information Needs of organization, MIS				
	and Decision – Making. Types/Classification of				
	Information System for organizations; Introduction to				
	Artificial Intelligence (AI), Neural Networks, Fuzzy				
	logical control systems.				



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Legend:	R:Remember,	U:Under	stand,		A:Apply	
	Total					50
3	Attendance		-	-	-	05
2	Viva-voce		-	-	-	10
1	LabworksAssignment		-	-	-	35
Laboratory work	DescriptionofMarks					
	Total		17	19	14	50
Ma	nagement,MarketingManagement.					
Pro	duction / Operations Management, Ma	terials				
Re	source Management, Financial Manage	ement,				
bus	iness. Applications of MIS in the areas	s of Human				
cor	nmerce trends with special reference to	o agri				
e-c	ommerceprocesses, electronic payments	ystems,e-				
CO-5 Un	it-5E-business/e-commerce:e-business	models,	06	06	05	17

Theendoffirst semesterassessment forComputer Applicationinmanagement will beheldwith written examination of 50 marks **Note**. Detailed Assessment rubric need to be prepared by the course wiseteachersforabovetasks.Teacherscanalsodesigndifferenttasksasperrequirement, for end semester assessment.

SuggestedInstructional/ImplementationStrategies:

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

SuggestedLearningResources:

S.	Title	Author	Publisher	Edition&Y
No.				ear
1	ManagementInformation	LaudonKCandLaudon	PearsonIndia	2016
	Systems- Managing the	JP		14hEdition,
	digital Firm,			
2	Information Technology for	Turban, Volonino,	Wiley	2015
	Management, Advancing	Woods.WaliOP.2015		
	Sustainable, Profitable			
	BusinessGrowth,			
3	Management Information	JaiswalMandMittalM.	Oxford	2005
	Systems			
	-			



CurriculumDevelopmentTeam:

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Cos,POsandPSOsMapping Course Code:- ABM 541 CourseTitle:-ComputerApplicationforAgriBusiness

CourseOutcomes	Program	nOutcom	es					- -			orrigin		ProgramSpeci	ficOutcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Mana gerial knowl edge	Probl eman alysis	Moder ntoolu sage	Ethic S	Individ ualand teamw ork	Comm unicat ion	Projec tmana geme ntand financ e	Busine ssdecis i on makin g	Life- longl earni ng	Enviro nment and sustai nabilit Y	Entrep reneur ial oppor tunitie s	Global outloo k	Ability to apply managerial andbusiness skilled for development ofbusiness growth with theavailable resources	Ability to understand the day to daybusiness operational problemsand startup development of agribusiness and provide economical solution to enhancethe decidegoal without compromisin gethical value	Inculcate proactive thinking to ensure effective performanc e in the dynamic socio- economic andbusiness ecosystem entrepreneu rial approach and skill setsaligned with the national priorities	Abilityto usethe research based innovative knowledg efor sustainabl e developm entin agribusine ssgrowth and develops
CO-1: Recognize thefundamentals conceptof computers and applicationinagri business.	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
CO-2: Express the application of Information technology in agribusiness management.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3



CO-3: Practiceofinternet and web design and their application for developingof business.	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
CO- 4:Developtheunde rstanding ofartificial intelligenceand MIS for improved decisionmakingin business management	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
CO-5: Asses the understandingof E-business/ E- commercemodels and their application in business management	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

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



Course Curriculum Map: Computer Application for AgriBusiness

POs&PSOsNo.	COsNo.&Titles	SOsNo.	LaboratoryInstruction(LI)	ClassroomInstruction(CI)	SelfLearning(SL)
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-1: Recognize the fundamentalsconcept of computers and application in agri business	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	 1.1-Create a user account in windows operating system. Creating, renaming and deleting a Files & Folders. 1.2UseofMS-WORD, creating, editing and savinga Document. Mail merge, create and run a Macro. 	Unit-1.0 Concept of Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, Main Areas of Computers and their Applications; Classification of Computers, Input- Output Devices, Memory Types (Cache, RAM, ROM), Memory Units.1.1, 1.2, 1.3, 1.4, 1.5, 1.6.	Asmentionedinpage number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-2: Express the application of Information technology in agri businessmanagement.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	MS-EXCEL - Creating a spreadsheet, use of statistical tools, creating graphs. Mathematical calculationinExcel	Unit-2.0– System Software and Application Software, Open source software, introduction to computer languages, Introduction to Operating Systems – Functions, Features and Types., MS Windows and LINUX. Data Base ManagementSystem,Introductionto MSOffice.2.1,2.2,2.3,2.4,2.5,2.6.	Asmentionedinpage number



PO 1,2,3,4,5,6	CO-3:	SO1.1	3.1MS-ACCESS: Creating	Unit-3.0	Asmentionedinpage
7,8,9,10,11,12	Practice of internet	SO1.2	Database, preparing queries	The business value of internet,	number
PSO1,2,3,4,5	and web design and their application for developing of business.	SO1.2 SO1.3 SO1.4 SO1.5	and reports,Formdesigning. 3.2.MS- PowerPoint: Presentation of posters, charts, overheadtra nsparencies and slides	Intranet, extranet and Internet, Introduction to Web page design using HTML, Cloud Computing, Security and ethical challenges: Computer crime – Hacking, cyber theft, unauthorized use at work. Piracy – software and intellectual property. Health and Social Issues, Ergonomics and cyber terrorism. 3.1,3.2,3.3,3.4,3.5,3.6,	
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO1,2,3,4,5	CO-4: Develop the understandingof artificial intelligence and MIS forimproved decision making in business management.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	 4.1-SettheTransitionand Animation Effect in Slide 4.2- Internetapplications: Web Browsing, Creation and operation of email account 	Unit-4.0The concept of MIS– Definition, importance, Course Objective, prerequisites, advantages andchallenges;InformationNeedsof organization, MIS and Decision – Making. Types/Classification of Information System for organizations; Introduction to Artificial Intelligence (AI), Neural Networks, Fuzzy logical control systems.4.1,4.2,4.3,4.4,4.5,4.6, 4.7,4.8,4.9.	Asmentionedinpage number
PO 1,2,3,4,5,6 7,8,9,10,11,12	CO-5: Asses the understandingofE-	SO1.1	5.1- Webpagedesigning using HTML.	Unit-5.0 Understanding and managing organizational culture,	Asmentionedinpage number
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	business/ E-	SO1.2	5.2- Createhyperlinkin	power and political behavior in	



PSO1,2,3, 4,5	commercemodels and		webpage	organizations, conflict Management,	
	their application in	SO1.4		negotiation, managingorganizational	
	business	501.4		change, concept of organizational	
	management.	SO1.5		development.5.1,5.2,5.3,5.4,5.5,	
				5.6.	



CourseCode:-PGS 501

CourseTitle: LibraryandInformation Services

 $\label{eq:pre-requisite:Studentshould have basic knowledge of library because course aims to$

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

Rationale: Toimparttothestudentsanunderstandingofknowledgeclassificationandthe theories of library classification, to develop skills in document classification and contentanalysis. The course provides the opportunity, ensuring freedom and equal access to information for all members of the community, to educate and enlighten them. To maintain and preserve books, materials and resources with historical, cultural, social, economic and archival value, and other related materials in an organized collection to provide members of the community these materials and enriched their personal and professional lives.

Course Outcomes:

PGS 501CO-01 Able to understand about various concepts of Library, its functions, objective and connect foundational concepts, theories, and principles of information organization and access to professional contexts.

SchemeofStudies:

Board	Course	CourseTitle			Schem	eofstudie	s(Hours/Week)	TotalCredits
of Study	Code		Cl	LI	SW	SL	Total StudyHours(CI+ LI+SW+SL)	(C)
	PGS 501	Libraryand Information Services	0	1	1	1	3	1

Legend:

 $\label{eq:ClassroomInstruction(Includes different instructional strategies. Lecture (L) and Tutorial$

(T)andothers),

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

SW:SessionalWork(includesassignment, seminar, mini projectetc.),

SL:SelfLearning,

C:Credits.

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



SchemeofAssessment:

				Schemeo	ofAssess	ment(Ma	rks)			
			ProgressiveAssessment(PRA)							Total Marks
Board of Study	Couse Code	Course Title	Class/Ho me Assignme nt 5 number 3marks each (CA)	Class Test2 (2best out of 3) 10 marks each (CT)	Semi nar one (SA)	Class Activit yany one (CAT)	Class Attenda nce (AT)	Total Marks (CA+C T+ SA+CA T+AT)	- Semester Assessme nt (ESA)	(PRA+ ESA)
	PGS 501	Library and Informati on Services							100	100

Course-CurriculumDetailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion

PGS 501.1: Able to understand about various concepts of Library, its functions, objective and connect foundational concepts, theories, and principles of information organization and access to professional contexts.

ApproximateHours

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



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

SW-1SuggestedSessionalWork (SW):

a. Assignments:

- 1. Introductiontolibraryanditsservices;
- 2. Roleoflibrariesineducation, researchandtechnologytransfer,
- 3. Classificationsystems and organization of library;
- 4. Sourcesofinformation-, PrimarySources, SecondarySourcesandTertiarySources;
- 5. Intricaciesofabstractingandindexingservices(ScienceCitationIndex,BiologicalAbstracts,

Chemical Abstracts, CABI Abstracts, etc.);

6. Tracinginformation from references ources;



Briefof HourssuggestedfortheCourse Outcome

CourseOutcomes	Classecture(CL)	Sessional Work (SW)	Self-Learning (SL)	Total hour (CL+SW+SL)
Able to understand about various concepts of Library, its functions, objective and connect foundational concepts, theories, and principlesofinformationorganizatio nand accesstoprofessional contexts.	30	6	3	39

SuggestionforEndSemesterAssessment

SuggestedSpecificationTable(For ESA)

СО	UnitTitles	Marks Distribution			Total Marks
		R	U	Α	
CO1	Introduction to library, Types of library, Role of library in society, Role of Education sector, Classification scheme, Types of Information sources, Abstracting and indexing services, Use ofDatabases, OPAC, Computerized library services, Library Services, Online Public Access Catalogue, Types of InformationCenters,Library Automation, Create a Digital Library, Use of e resources	00	30	70	100
Laboratory work	Descriptionof Marks				
1	Labworks Assignment	-	-	-	35
2	Viva-voce	-	-	-	10
3	Attendance	-	-	-	05
	Total				50

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



Theendofsemesterassessmentfor LibraryandInformationServices willbeheldwithwritten examination of 50 marks

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

SuggestedInstructional/ImplementationStrategies:

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

SuggestedLearningResources:

Sl. No.	Title	Author	Publisher	Editionand
				Year
01	ManagementInformationSystem-	Laudon KC	PearsonIndia	2016 14 th
	ManagingthedigitalFirm,	andLaudonJP		Edition,
02	Information Technology for	Turban,	Wiley	2015
	Management Advancing	Volonino		
	SustainableprofitableBusiness	Woods. Wali		
	Growth	OP.2015		
03	ManagementInformationSystem	JaiswalMand	Oxford	2005
		MittalM.		

CurriculumDevelopmentTeam:

- 1. Dr.S.S.Tomar, DeanFaculty of Agriculture science and technology.
- 2. ProfessorB.B.Beohar, DirectorPlanning, & DirectorExtension, A.K.S. University
- 3. Dr.V.K.Vishwakarma, Head Departmentof Agricultural Economics, FAST
- 4. Dr. AshutoshKumarSingh, Associateprofessor Departmentof AgriculturalEconomics, FAST
- 5. Dr. YogeshTiwari, AssistantProfessorDepartmentofAgriculturalEconomics, FAST.
- 6. ShriDeepnarayanMishra,TeachingAssociate Departmentof AgriculturalEconomics,FAST
- 7. Shri Rajeev Rav Suryavanshi, Department of Agricultural Economics, FAST



	Program	meOutcomes	ProgrammeSpecific Outcomes			
	PO 6	PO 7	PSO9	PSO 11		
Course Outcomes	Student will apply various statistical methods to analyze their master research work.	Student will understand about library techniques, technical writing skill, IPR,laboratorytechniques and research ethics in manuscript writing.	Student will apply various information services,technical writings and communication skills in their academics.	Student will apply basic statistical tools during their research work.		
PGS 501. Able to understand about various concepts of library, its	3	3	2	3		
functions, objective and connect						
foundational concepts, theories, and						
principles of information						
organizationandaccessto						
professionalcontexts.						

Legend:1-Low,2–Medium,3-High



CourseCode:-PGS502

CourseTitle:-Technicalwritingandcommunication.

 $\label{eq:pre-requisite:-Understanding the principles of various technical writing including thesis, reviews, abstracts and the principles of various technical writing including the sister of the principles o$

developing communication skills through the proper use of language.

Rationale:- Thebasicpurpose of technical writing is to convey complex information in a simplemanner. It explains a to pic indetail using properabstract and citations having communication skills being accessible to a general audience.

CourseOutcomes:

PGS502CO-01:Learningthevariousformofscientificwritingandimplementingskillsfor Formulation of research based documents.

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

SchemeofStudies:

Boardof Study	Course Code	CourseTitle	Schemeofstudies(Hours/Week)			Total Credits		
Stady			CI	LI	SW	SL	TotalStudyHours	(C)
							CI+LI+SW+SL	
Program Core (PCC)	PGS 502	Technical writing and communication.	0	15	2	4	21	0+1

Legend:

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

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

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

SL:SelfLearning,

C:Credits.

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

ANNX-II

Proposed examination scheme (Marking) as per the recommendation of PG re-structuring ' Committee of Agricultural Education Division, Indian Council of Agricultural Research for M. Sc. Horticulturein Vegetables science 2021-22 onwards



AKSUniversity DepartmentofAgribusinessManagement

Faculty of Management Studies

S. No.	Category of Course/Subject		Total			
ino. Course/Subject	Semester End Examination (External	MidTerm exam (Internal)	Assignment (Internal)	Practical Exam (Internal)		
1	Only Theory SubjectCourse	50	40(20+20)	10	-	100
2	Subject/Course withtheoryand Practical	50	30(15+15)	5(Practical Based)	15	100
3	Subject/Course only Practical	-	-	-	100	100

Course-CurriculumDetailing:

Thiscoursesyllabusillustratestheexpectedlearningachievements, bothat thecourseandsession levels, which students are anticipated to accomplish through various modes of instruction includingClassroomInstruction(CI), LaboratoryInstruction(LI), Sessional Work(SW),andSelf Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

PGS502.1:Learningthevariousformofscientificwritingandimplementingskillsfor Formulation of research based documents.

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

A nnrovimata Hours



			-
SessionOutcomes (SOs)	LaboratoryInstruction (LI)	Class room Instruction(CI)	SelfLearning(SL)
	echnicalwriting Various form of scientific writing – thesis, technical papers, reviews, manuals etc. Various partof thesis and research communication Title page Authorship content page PrefaceIntroduction Reviewofliterature Material and methods Experimental result Discussion citationsetc. Commonlyused abbreviations in the thesis and research communication. Illustrations, photographyand drawing with suitable captions pagination numberingoftables and illustrations. Writing ofnumbers and dates in scientific write ups. Editing and press reading Writingofreview articles.		Enlistingand writedescription ofresearch communication contents.



SW-1SuggestedSeasonalWork(SW):

- a. Assignments:
- Variouspartofthesisandresearchcommunications.
- Writingofabstract, summaries, précis, citations.
- Commonlyusedabbreviationsinthethesisandresearchcommunication.
- Writedowntheprincipalofeditingandpressreading.
 - b. MiniProject:
 - c. OtherActivities(Specify):

PGS502.2:Acquisitionoftechnicalcommunicationskillandarticulate inEnglish(verbal as writing)

	ApproximateHou
Item	ApproximateHours
CI	00
LI	07
SW	01
SL	02
Total	10

SessionOutcomes(SOs)	LaboratoryInstruction(LI)	Class room Instruction(CI)	SelfLearning(SL)
 SO 2.1. To understand the types, forms, tenses clauses and their uses. SO 2.2. To understand common errors, punctuationinthe sentences. SO 2.3. To understand part of speechorwordclassand their uses. SO 2.4. To understand discussioningroupsand interviews. 	Communicationskill- .1 Grammar (Tenses, part of speed, clauses, punctuation marks) .2 Error analysis (common error), concord, collocation, phonetic, symbols and transcription. .3 Accentualpattern:weak forms inconnected speech. .4 Participation in group discussion .5 Facingofinterview. .6 Presentationofscientific paper.		Enlistingandwrite thedescriptionof communication using proper language skills.



SW-2SuggestedSeasonalWork(SW):

a. Assignments:

1 Writingtypesofclauses.

- 2 Writingthesentencesusingcorrectpunctuation.
- 3 Writingthetypesandformsoftenses.
- b. MiniProject:
- c. OtherActivities(Specify):

BriefofHourssuggestedfortheCourseOutcome

CourseOutcomes	Class	Seasonal	Self	Total hour
	Lecture	Work	Learning	(Cl+SW+Sl)
	(Cl)	(SW)	(Sl)	
PGS 502.1: Learning the various form	0	2	1	3
of scientific writing and implementing				
skillsforFormulationofresearchbased				
documents.				
PGS502.2:Acquisitionoftechnical	0	2	1	3
communicationskillandarticulatein				
English(verbalaswriting)				

SuggestionforEndSemesterAssessment SuggestedSpecificationTable(ForESA)

		MarksDistribution			Total Marks
СО	UnitTitles	R	U	Α	Wiarks
CO1	Technicalwriting 1.1Variousformofscientificwriting –thesis,technicalpapers,reviews,	00	05	05	10
	manuals etc. Various part of thesis and research communication - Title page - Authorshipcontentpage	03	03	04	10
	 Preface Introduction Reviewofliterature 	00	05	05	10
	 Materialandmethods Experimentalresult 	03	02	05	10
	- Discussion 1.3 citationsetc.	00	00	10	10



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	1.4 Commonlyusedabbreviations	00	05	05	10
	in the thesis and research	04	02	04	10
	communication.	03	02	05	10
	1.5 Illustrations,photography and				
	drawing with suitable captions				
	paginationnumberingoftablesand				
	illustrations.				
	1.6 Writingofnumbersanddates				
	inscientificwriteups.				
	1.7 Editingandpressreading				
	1.8Writingofreviewarticles.				
CO2	Communicationskill-				
	Grammar (Tenses, part of speed,	03	02	05	10
	clauses, punctuation marks)				
	Error analysis (common error),	02	03	05	10
	concord, collocation, phonetic,symbols	04	04	00	08
	and transcription.	05	02	00	07
	Accentual pattern: weak forms in	00	05	05	10
	connected speech.	00	05	05	10
	Participationingroupdiscussion				
	Facingofinterview.				
	Presentationofscientificpaper.				
Laboratory	DescriptionofMarks				
work					
1	LabworksAssignment	-	-	-	35
2	Viva-voce	-	-	-	10
3	Attendance	-	-	-	05
	Total				50

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

Improved LectureTheendofsemesterassessmentfor **Technicalwriting and communication**willbeheld with written examination of 50 marks

Note.Detailed Assessmentrubricneedtobeprepared bythecoursewiseteachersforabovetasks. Teachers can also design different tasks as per requirement, for end semester assessment.



SuggestedInstructional/ImplementationStrategies:

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

SuggestedLearningResources:

(a)Books:

S. No.	Title	Author	Publisher	Edition&Year
1	Spoken English	BarnesandNoble.Robert C.(Ed.).	FlourishYourLanguage	2005
2	Technical communication	MikemarkelStularA. Selber	Bedford/St. Martins, 12 th edition	2017
3	The Essentials of Technical communication	Elizabethtebeauxsam dragga.	Oxforduniversitypress,4 th editio n	2017
4	Technical writing prosess	Kieranmorganandsanja spajic	Betteronpaperpublications, 1th edition	2015
5	Developing quality technical information	MoiraMcfaddenlanyi, Deirdrelongo	IBMpress3thedition	2014

CurriculumDevelopmentTeam:

- $1. \ Dr. S. S. Tomar, Dean Faculty of A griculture science and technology.$
- 2. ProfessorB.B.Beohar, DirectorPlanning, & DirectorExtension, A.K.S. University
- 3. Dr.V.K.Vishwakarma,HeadDepartmentofAgriculturalEconomics,FAST
- 4. Dr. A shutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST
- 5. Dr. YogeshTiwari, AssistantProfessorDepartmentofAgriculturalEconomics, FAST.
- 6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST
- 7. ShriRajeevRavSuryavanshi,DepartmentofAgriculturalEconomics,FAST



	Pro	grammeOutcomes	ProgrammeSp	ecificOutcomes
	PO 6	PO 7	POS-9	PSO11
CourseOutcomes	Student will apply various statistical methods to analyze their master research work.	techniques, technical writing skill, IPR,		Student will apply basicstatistical tools during their research work.
PGS 502.1: Learning the various form of scientific writing and implementing skills for Formulation of research based documents.				
PGS 502.2: Acquisition of technical communication skill and articulate in English (verbal as writing)				



Course Code:- ABM 504

Course Title: - Human Resource Management for Agricultural Organizations **Pre requisite:** -Student should have basic knowledge of human resources management, policies of resources welfare, and management of human resources.

Rationale: -A Human Resource Management for Agricultural Organizations curriculum is the express through the concept and procurers with provide the information to employers, employees and professionals in accurate manners. Professional or ABM holder should skill the principle of HRM to apply for achieves the fixed goal and desire. Also the HRM is help for understands of judging the increase the working efficiency and employment security.

Course Outcomes:

- **ABM 504 CO -1** Express the basic concept of HRM and SHRM for agricultural business organization.
- **ABM 504 CO -**2 Employ the important of human resource management functions like as Job Analysis, recruitment, selection etc.
- **ABM 504 CO-3** Analyze the performance appraisal, training, development and compensation management with major reference to the agri based organizations
- **ABM 504 CO** 4 Evaluate about the status of employee employer relationship in Indian agri enterprises and global agri based organizations

ABM 504 CO 5 Setup the ethical and recent trends in managing human resource effectively **Scheme of studies**

Board of	Course Code	Course Title	Scher	Scheme of studies (Hours/Week)				Total Credits
Study			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+ SL)	(C)
Professi onal Core course (PCC)	ABM 504	Human Resource Management for Agricultural Organizations	2	0	2	1	05	02

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

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



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

SL: Self Learning,

C: Credits.

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

Board of	Cours e	Course Title	Scheme	e of Asses	sment (]	Marks)				
Study	Code		Progres	sive Asse	ssment (PRA)			End	Total
			Class/ Home Assig nment 5 numb er 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Semin ar one (SA)	Class Activi ty any one (CAT)	Class Atten dance (AT)	Total Marks (CA+ CT+S A+CA T+AT)	Semes Marks ter (PRA+ Asses ESA) sment (ESA)	
(PCC)	ABM 540	Human Resource Management for Agricultural Organizations	15	30	00	00	05	50	50	100

Scheme of Assessment:

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



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

Approximate Hours

Item	AppX Hrs
C 1	6
LI	0
SW	2
SL	1
Total	09

Session Outcomes	Laboratory	Class room	Self Learning (SL)
(SOs)	Instruction (LI)	Instruction (CI)	
	·		Self Learning (SL) 1.1- Prepare the assignment on Human Resource Planning-Natureand Significance, Job Analysis and talent management process
		talent management process 1.5- Job Description, jobSpecification	



	1.6-Job enlargement,	
	Job enrichment, Job	
	rotation	

SW-1 Suggested Sessional Work (SW):

a. Assignments: Prepare the assignment on Human Resource Planning-Nature and Significance, Job Analysis and talent management process

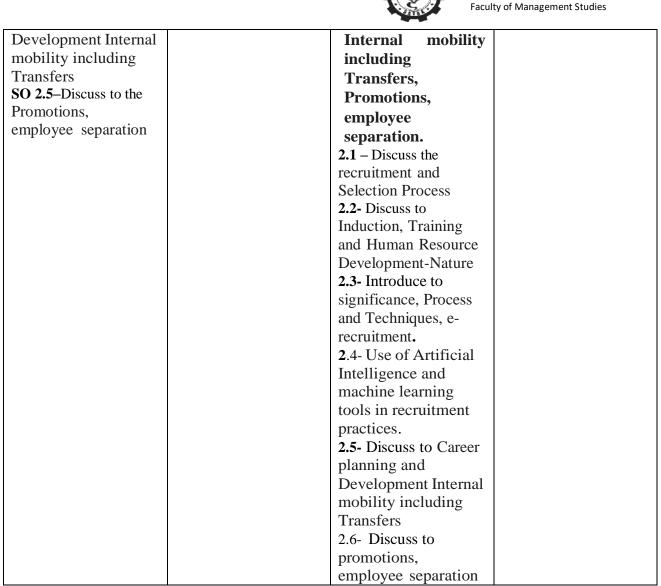
b. Mini Project: -

c. Other Activities (Specify):-

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

Approximate HoursItemAppX HrsC16LI0SW2SL1Total9

Session Outcomes	Laboratory Instruction	Class room Instruction	Self Learning
(SOs)	(LI)	(CI)	(SL)
SO2.1 – introduce to the recruitment and Selection Process, Induction, Training and Human Resource Development-Nature SO2.2 – learned about the Significance, Process and Techniques, e- recruitment SO2.3- Apply to the use of Big Data for recruitment, use of Artificial Intelligence and machine learning tools in recruitment SO2.4- Briefing the practices Career planning and		Unit II: Recruitment and Selection Process, Induction, Training and Human Resource Development- Nature, Significance, Process and Techniques, e- recruitment, use of Big Data for recruitment, use of Artificial Intelligence and machine learning tools in recruitment practices Career planning and Development	2.1 – Prepare the assignment on recruitment and Selection Process, Induction, Training and Human Resource Development-Nature



SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on recruitment and Selection Process, Induction,

Training and Human Resource Development-Nature

b. Mini Project: **c.** Other Activities (Specify):

ABM 540 CO-3: Analyze the performance appraisal, training, development and compensation management with major reference to the Agri based organizations

Approximate Hours

AKS University Department of Agribusiness Management

Item	AppX Hrs
C 1	6
LI	0
SW	2
SL	1
Total	09



Instruction(LI)	Class room Instruction(CI)	Self Learning (SL)
 SO3.1 – Introduction to performance Appraisal– Significance and methods, Compensation management SO3.2 – Discuss to the strategic pay plans, Job Evaluation, Wage and Salary Administration. SO3.3- Apply the wage Fixation, SO3.4- Discuss to Fringe Benefits and Incentive Payment of wage fixation. SO3.5- Describe the bonus, and Profit Sharing of wage fixation 	Unit : 03 Performance Appraisal–Significance and methods, Compensation management, Strategic pay plans, Job Evaluation, Wage and Salary Administration; Wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing 3.1- Introduce the performance appraisal 3.2- Discuss the Significance and methods, Compensation management. 3.3- Strategic pay plans, and Job Evaluation, 3.4- Wage and Salary Administration. 3.5- Wage Fixation; Fringe Benefits and Incentive Payment 3.6- Wage Fixation; bonus, and Profit Sharing	3.1 Prepare the assignment on wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on wage Fixation; Fringe Benefits, Incentive Payment, bonus, and Profit Sharing

b. Mini Project:

c. Other Activities (Specify):



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

Approximate Hours			
Item	App X Hrs		
Cl	6		
LI	0		
SW	2		
SL	1		
Total	09		

Session Outcomes	Laboratory Instruction	Class room Instruction	Self Learning
(SOs)	(LI)	(CI)	(SL)
SO1.1 –Identify the		Unit-4	4.1- Prepare the
role and status of		Role and Status of	assignment on
Trade Unions;		Trade Unions;	employee retention.
Collective		Collective Bargaining;	Quality of work life,
Bargaining; Worker's		Worker's Participation	employee welfare
Participation in		in Management,	measure, work life
Management.		employee retention.	balance, Disputes and
SO1.2 - Apply the		Quality of work life,	Grievance Handling
employee retention.		employee welfare	
Quality of work life,		measure, work life	
employee welfare		balance, Disputes and	
measure.		Grievance Handling	
SO1.3- Apply work		Procedures;	
life balance, Disputes		Arbitration and	
and Grievance		Adjudication; Health	
Handling		and Safety of Human	
SO1.4- Describes		Resources	
the Procedures;		4.1- Role and Status of	
Arbitration and		Trade Unions	
Adjudication			
SO1.5– Brief the		4.2- Collective	
procedures; Health		Bargaining; Worker's	
and Safety of Human		Participation in	
Resources.		Management,	
		4.3- employee retention.	
		Quality of work life	
		-	
		4.4 - employee welfare measure, work life	
		balance	
		4.5- Procedures; Arbitration and	
		Adjudication	



4.6- Procedures Health and Safety of Human Resources
--

SW-1 Suggested Seasonal Work (SW)

a. Assignments: Prepare the assignment on employee retention. Quality of work life, employee welfare measure, work life balance, Disputes and Grievance Handling

b. Mini Project:

c. Other Activities (Specify):

ABM 504 CO-5: Setup the ethical and recent trends in managing human resource effectively. Approximate Hours

Approximate mours				
Item	AppX Hrs			
Cl	6			
LI	0			
SW	2			
SL	1			
Total	09			

Session Outcomes	Laboratory	Class room	Self Learning		
(SOs)	Instruction	Instruction	(SL)		
	(LI)	(CI)			
SO1.1 –Indentify to	LE1.	Unit-5.0	1.1 - Prepare the		
definition, scope and		Ethical issues in	assignment on		
importance of machine		HRM, Managing	Ethical issues in		
learning,		Global Human	HRM		
SO1.2- Identify the types		Resources,			
of machine learning, linear		Managing Human			
and nonlinear models in		Resources in Small			
machine learning		and			
SO1.3- Introduction to		Entrepreneurial			
deep learning, basic		firms, Human			
differences in machine		Resources			
learning and deep learning		accounting, Human			
SO1.4- Briefs the basic		Resources			
differences in machine		outsourcing. HR			
learning and deep		Information System,			
learning.		Human Resource			
SO1.5- Apply to the		Metrics and			
concept of cloud machine		Workforce			
learning, Big data analysis		Analytics, Future			
		trends in workforce			
		technologies.			
		5.1- Ethical issues in			
		HRM and Managing			

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

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STUR

SW-1 Suggested Seasonal Work (SW):

- **a. Assignments:** Prepare the assignment on Ethical issues in HRM
- b. Mini Project:
- c. Other Activities (Specify):

Course Outcomes	Class Lecture (C l)	Laborato ry Lecture (L I)	Sessional Work (SW)	Self Learning (S l)	Total hour (C l + LI+ SW +S l)
ABM 504 CO-1 Express the basic concept of HRM and SHRM for agricultural business organization	06	00	02	01	09
ABM 504 CO-2: Employ the important of human resource management functions like as Job Analysis, recruitment, selection etc.	06	00	02	01	09

Brief of Hours suggested for the Course Outcome



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		-		r	
ABM 504 CO-3: Analyze the	06	00	02	01	09
performance appraisal,					
training, development and					
compensation management with					
major reference to the agri					
based organizations					
ABM 504 CO-4: Evaluate	06	00	02	01	09
about the status of employee –					
employer relationship in					
Indian agri enterprises and					
global agri based					
organizations					
ABM 504 CO-5:	06	00	02	01	09
Setup the ethical and recent					
trends in managing human					
resource effectively.					
Total Hours	30	00	10	05	45
trends in managing human resource effectively.	30	00	10	05	45

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

CO	Unit title	Ν	larks Distribu	ition	Total
		R	U	Α	Marks
CO-1	Unit I: Strategic Human Resource Management, Human Resource Planning-Nature and Significance, Job Analysis and talent management process, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation	02	03	00	05
CO-2	Unit II: Recruitment and Selection Process, Induction, Training and Human Resource Development- Nature, Significance, Process and Techniques, e- recruitment, use of Big Data for recruitment, use of Artificial Intelligence and machine learning tools in recruitment practices Career planning and Development Internal mobility including Transfers, Promotions, employee	02	05	03	10



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	separation.				
CO-3	Unit : 03PerformanceAppraisal–Significanceandmethods,Compensationmanagement,Strategicpayplans,JobEvaluation,WageAdministration;WageFringeBenefits,IncentivePayment,bonus,andProfitSharing	00	08	07	15
CO-4	Unit-4 Role and Status of Trade Unions; Collective Bargaining; Worker's Participation in Management, employee retention. Quality of work life, employee welfare measure, work life balance, Disputes and Grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources	02	05	08	15
CO-5	Unit-5.0 Ethical issues in HRM, Managing Global Human Resources, Managing Human Resources in Small and Entrepreneurial firms, Human Resources accounting, Human Resources outsourcing. HR Information System, Human Resource Metrics and Workforce Analytics, Future trends in workforce technologies.	00	03	02	05
	Total	06	24	20	50

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

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

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



Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

S.	Title	Author	Publisher	Edition &
No.				Year
01	Human Resource	Gary Dessler &	XIV Edition	Pearson India
	Management	Biju Varkkey		
02	Human Resource	VSP Rao	Excel Books	2010
	Management Text and Cases			3rd Edition.
03	Human Resource	Ashwathapa K	Tata McGraw	2016
	Management, Text and Cases		Hill	
04	Human Resource	Michael J.	Sage	2016
	Information Systems,	Kavanagh, Mohan	Publications	
		Thite & Richard D.		
		Johnson		
05	Essentials of Human	Subba Rao P	Himalaya Publ.	2004
	Resource Management and		House	
	Industrial Relations			

Suggested Learning Resources:

Curriculum Development Team:

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



Cos, POs and PSOs Mapping

Course Code:-ABM 504

Course Title: - Human Resource Management for Agricultural Organizations

Course	Progra	am Ou	tcomes								8		Program S	pecific Outo	come	
Outcomes	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4
	Man	Pro	Mod	Eth	Indiv	Com	Proj	Busi	Life-	Envi	Entr	Glo	Ability to	Ability to	Inculcat	Ability
	ageri	ble	ern	ics	idual	mun	ect	ness	long	ron	epre	bal	apply	understan	e	to use
	al	m	tool		and	icati	man	deci	lear	men	neur	outl	manageria	d the day	proactiv	the
	kno	anal	usag		team	on	age	sion	ning	t	ial	ook	l and	to day	e	researc
	wled	ysis	e		work		men	mak		and	opp		business	business	thinking	h based
	ge						t	ing		sust	ortu		skilled for	operation	to	innovat
							and			aina	nitie		developm	al	ensure	ive
							fina			bilit	S		ent of	problems	effective	knowle
							nce			У			business	and	perform	dge for
													growth	startup	ance in	sustaina
													with the	developm	the	ble
													available	ent of	dynamic	develop
													resources	agribusin	socio-	ment in
														ess and	economi	agribusi
														provide	c and	ness
														economic	business	growth
														al	ecosyste	and
														solution	m	develop
														to	entrepre	S
														enhance	neurial	
														the	approac	
														decide	h and	



														goal without comprom ising ethical value	skill sets aligned with the national prioritie s	
CO-1 Express the basic concept of HRM and SHRM for agricultural business organization	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
CO-2: Employ the important of human resource management functions like as Job Analysis, recruitment, selection etc.		2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM 504 CO-3:	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3



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



human								
resource								
effectively.								

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map: Human Resource Management for Agricultural Organizations

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6	ABM 504 CO-1	SO1.1		Unit-1.0	As mentioned in page
7,8,9,10,11,12 PSO 1,2, 3, 4, 5	Express the basic concept of HRM and SHRM for agricultural business organization	SO1.2 SO1.3 SO1.4 SO1.5		Strategic Human Resource Management, Human Resource Planning-Nature and Significance, Job Analysis and talent management process, Job Description, job Specification, Job enlargement, Job enrichment, Job rotation	number
PO 1,2,3,4,5,6	ABM 504 CO-2:	SO1.1		1.1, 1.2, 1.3, 1.4, 1.5, 1.6. Unit-2.0 –	As mentioned in page
7,8,9,10,11,12 PSO 1,2, 3, 4, 5	Employ the important of human resource management functions like as Job Analysis, recruitment, selection etc.			Recruitment and Selection Process, Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, e- recruitment, use of Big Data for recruitment, use of Artificial Intelligence and machine learning tools in recruitment practices Career planning	number
				and Development Internal mobility including Transfers, Promotions, employee separation. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6.	
PO 1,2,3,4,5,6 7,8,9,10,11,12	ABM504CO-3:Analyzethe			Unit-3.0 Recruitment and Selection Process,	As mentioned in page number



PSO 1,2, 3, 4, 5	performance appraisal, training, development and compensation management with major reference to the agri based organizations	SO1.3 SO1.4 SO1.5	Induction, Training and Human Resource Development-Nature, Significance, Process and Techniques, e- recruitment, use of Big Data for recruitment, use of Artificial Intelligence and machine learning tools in recruitment practices Career planning and Development Internal mobility including Transfers, Promotions, employee separation. 3.1, 3.2, 3.3, 3.4, 3.5, 3.6.	
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 504 CO-4: Evaluate about the status of employee – employer relationship in Indian agri enterprises and global agri based organizations	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-4.0 Role and Status of Trade Unions; Collective Bargaining; Worker's Participation in Management, employee retention. Quality of work life, employee welfare measure, work life balance, Disputes and Grievance Handling Procedures; Arbitration and Adjudication; Health and Safety of Human Resources 4.1, 4.2, 4.3, 4.4, 4.5, 4.6.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 504 CO-5: Setup the ethical and recent trends in managing human resource effectively.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-5.0 Ethical issues in HRM, Managing Global Human Resources, Managing Human Resources in Small and Entrepreneurial firms, Human Resources accounting, Human Resources outsourcing. HR Information System, Human Resource Metrics and Workforce Analytics, Future trends in workforce technologies. 5.1, 5.2, 5.3, 5.4, 5.5, 5.6.	As mentioned in page number

Course Code: - ABM 505



Course Title: - Production and Operations Management

Pre requisite: -Student should have basic knowledge of production and operations management has used for developed the future plan business and predict to the financial requirement.

Rationale: -A production and operations management curriculum is the express through the concept and procurers with provide the information to assess the future plan business, predict to the financial and requirement in accurate manners. Professional or ABM holder should skill the principle of production and operations management to apply for planning and prediction. Also the production and operations management is help for understands of judging the feature of business assess.

Course Outcomes:

ABM 505CO-1 Describe the basic concepts of production and operations management ABM 505 CO-2 Apply the basic Operations Strategy and developed the operation strategies

ABM 505 CO-3 Calculate the productivity variables, and their measurement along with product design and development

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

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

Board of Study	Course Code	Course Title	Schei	me of s	s/Week)	Total Credits		
			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+ SL)	(C)
Professi onal Core course (PCC)	ABM 504	Production and Operations Management	2	0	2	1	05	02

Scheme of studies

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

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

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

SL: Self Learning,



C: Credits.

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

Board of	Cours e	Course Title	Scheme	e of Asses	sment (]	Marks)				
Study	Code		Progres	sive Asse		End	Total			
			Class/ Home Assig nment 5 numb er 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Semin ar one (SA)	Class Activi ty any one (CAT)	Class Atten dance (AT)	Total Marks (CA+ CT+S A+CA T+AT)	Semes ter Asses sment (ESA)	Marks (PRA+ ESA)
(PCC)	ABM 540	Production and Operations Management	15	30	00	00	05	50	50	100

Scheme of Assessment:

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 505 CO-1 Describe the basic concepts of production and operations management Approximate Hours

Item	AppX Hrs
C 1	6
LI	0
SW	2
SL	1
Total	09



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Session Outcomes	Laboratory	Class room	Self Learning(SL)
(SOs)	Instruction (LI)	Instruction (CI)	
SO1.1- Introduce the Nature Concept and Scope of Production and Operations Management SO1.2 - Brief the Factors Affecting System; Facility location SO1.3 – Discuss the Types of Manufacturing Systems and Layouts SO1.4- Describes Process Selection and Facility Layout, SO1.5 Discuss the Layout Planning and Analysis, Forecasting		Unit I:Nature Concept and Scope of Production and Operations Management; Factors Affecting System; Facility location, Types of Manufacturing Systems and Layouts, Process Selection and Facility Layout, Layout Planning and Analysis, Forecasting 1.1-Nature and Concept of Production and Operations Management 1.2- Scope of Production and Operations Management1.2-Scope of Production and Operations Management1.3-Factors Affecting System; Facility location and Layouts.1.4-Types of Manufacturing Systems1.5-Process Selection and Facility Layout1.6-Layout Planning and Analysis,	1.1- Prepare the assignment on Nature Concept and Scope of Production and Operations Management

SW-1 Suggested Sessional Work (SW):

a. Assignments: Prepare the assignment on Nature Concept and Scope of Production and Operations Management

b. Mini Project: -

c. Other Activities (Specify):-



ABM 505 CO-2: Apply the basic Operations Strategy and developed the operation strategies

Approximate Hours

11		
Item AppX Hrs		
C 1	7	
LI	0	
SW	2	
SL	1	
Total	10	

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Weapon
2.5- Linkage Between
Corporate, Business,
and Operations
Strategy
2.6- Developing
Operations Strategy,
Elements or
Components of
Operations Strategy.
2.7- Competitive
Priorities,
Manufacturing
Strategies, Service
Strategies, Global
Strategies and Role of
Operations Strategy

SW-1 Suggested Sessional Work (SW):

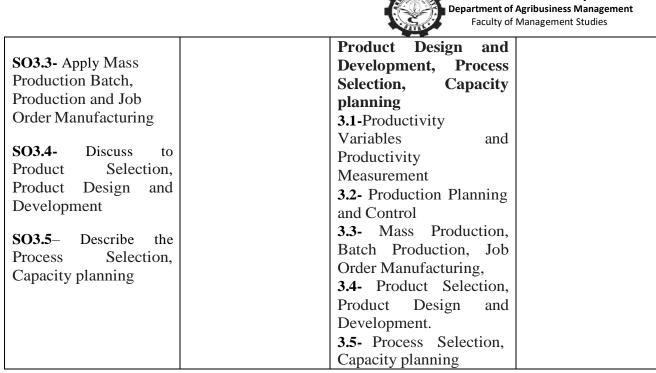
a. Assignments: Prepare the assignment on Developing Operations Strategy, Elements or Components of Operations Strategy

b. Mini Project: **c.** Other Activities (Specify):

ABM 505 CO-3: Apply the basic Operations Strategy and developed the operation strategies

Approximate Hours			
Item	AppX Hrs		
C 1	5		
LI	0		
SW	2		
SL	1		
Total	08		

Session Outcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	Self Learning (SL)
		Unit III:	3.1 Prepare the
SO3.1 – Introduction to		Productivity Variables	assignment on
Productivity Variables		and Productivity	Production
and Productivity		Measurement,	Planning and
Measurement		Production Planning	Control, Mass
		and Control, Mass	Production, Batch
SO3.2 – Discuss to the		Production, Batch	Production, Job
Production Planning		Production, Job Order	Order
and Control.		Manufacturing,	Manufacturing
		Product Selection,	



SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing

- **b. Mini Project:**
- c. Other Activities (Specify):

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

Approximate Hours		
Item	App X Hrs	
Cl	6	
LI	0	
SW	2	
SL	1	
Total	09	

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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
SO1.1 –Identify the		Unit-4	4.1- Prepare the
An Overview of		An Overview of	assignment on An
Inventory		Inventory Management	Overview of
Management		Fundamentals,	Inventory
Fundamentals		Determination of	Management
		Material Requirement,	Fundamentals,
SO1.2 - Apply the		Safety Management	

Approximate Hours



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	AUL	
Determination of Material Requirement, Safety Management Scheduling SO1.3- Apply Maintenance Management Concepts, Work Study, Method Study, Work Measurement, Work Sampling, Work	Scheduling, Maintenance Management Concepts, Work Study, Method Study, Work Measurement, Work Sampling, Work Environment, Production Planning and Control (PPC) Industrial Safety, human-machine interface, types of interface designs. Cloud	
Environment	operations management	
SO1.4- Describes the Production Planning and Control (PPC)	4.1- An Overview of Inventory Management Fundamentals	
Industrial Safety SO1.5– Brief the human- machine interface, types of	4.2- Determination of Material Requirement, Safety Management Scheduling	
interface designs. Cloud operations management.	4.3- Maintenance Management Concepts	
	 4.4- Work Study, Method Study, Work Measurement, Work Sampling, Work Environment 4.5- Production Planning and Control (PPC) Industrial Safety 4.6- human- machine interface, types of interface designs. Cloud operations management 	

SW-1 Suggested Seasonal Work (SW)

a. Assignments: Prepare the assignment on An Overview of Inventory Management Fundamentals

b. Mini Project:

c. Other Activities (Specify):



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

Approximate Hours

Item	AppX Hrs	
Cl	6	
LI	2	
SW	2	
SL	1	
Total	11	

Session Outcomes	Laboratory	Class room	Self Learning
(SOs)	Instruction	Instruction	(SL)
	(LI)	(CI)	
SO1.1 –Indentify to		Unit-5.0	1.1 - Prepare the
Quality Assurance,		Quality Assurance,	assignment on
Accepting Sampling,		Accepting	Introduction to re-
Statistical Process		Sampling, Statistical	engineering, value
Control,		Process Control,	engineering, check
SO1.2- Identify the total			sheets, Pareto
Quality Management,			charts, Ishikawa
ISO standards and their		Management, ISO	charts,
Importance,		standards and their	
SO1.3- Introduction to		Importance,	
re- engineering, value		Introduction to re-	
engineering SO1.4- Briefs the check		engineering, value	
sheets, Pareto charts,		engineering, check	
Ishikawa charts, JIT Pre-		sheets, Pareto	
requisites for		charts, Ishikawa	
implementation		charts, JIT Pre-	
SO1.5- Apply to the		requisites for	
concept of SiX SIGMA,		1	
Lean Management,		implementation	
Reliability.		SiX SIGMA, Lean	
-		Management,	
		Reliability	
		5.1- Quality	
		Assurance, Accepting	
		Sampling, Statistical	
		Process Control,	
		,	
		5.2 -Total Quality	
		Management, ISO	
		standards and their	

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Importance.5.3- Introduction to re- engineering and value engineering5.4- Check sheets, Pareto charts, Ishikawa charts.
 5.5- JIT Pre- requisites for implementation 5.6- SiX SIGMA, Lean Management, Reliability

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on Introduction to re- engineering, value engineering, check sheets, Pareto charts, Ishikawa charts,

- b. Mini Project:
- c. Other Activities (Specify):

21101 01 11	Juis suggested	i ioi uie eou			
Course Outcomes	Class Lecture (C l)	Laborato ry Lecture (L I)	Sessional Work (SW)	Self Learning (S l)	Total hour (C l + LI+ SW +S l)
ABM 505 CO-1 Describe the basic concepts of production and operations management	06	00	02	01	09
ABM 505 CO-2: Apply the basic Operations Strategy and developed the operation strategies	07	00	02	01	10
ABM 505 CO-3: Apply the basic Operations Strategy and developed the operation strategies	05	00	02	01	08
ABM 505 CO-4: Draw the fundamentals of inventory management, safety management, and quality	06	00	02	01	09

Brief of Hours suggested for the Course Outcome

			Faci	ulty of Manageme	nt Studies
assurance practice.					
ABM 505 CO-5: Arrange the quality assurance practices and techniques with major emphasis on agri and food based industries		00	02	01	09
Total Hours	30	00	10	05	45

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CO Marks Distribution Total Unit title R U Α Marks Unit I: 03 00 CO-1 Nature Concept 02 05 and of Production Scope and Operations Management; Factors Affecting System; Facility location, Types of Manufacturing Systems and Layouts, Process Selection and Facility Layout, Layout Planning and Analysis, Forecasting CO-2 Unit II: Operations Strategy: 02 05 03 10 Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy Competitive as a Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy CO-3 Unit III: Productivity Variables 00 08 07 15 and Productivity Measurement, Production Planning and Control, Mass Production. Batch Production, Order Job Manufacturing, Product

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

Selection, Product Design and

		ł		AKS Universent of Agribusiness alty of Managemen	Management
	Development, Process Selection,				
	Capacity planning				
CO-4	Unit-4 An Overview of Inventory ManagementManagementFundamentals, DeterminationDeterminationofMaterial Requirement, Scheduling,Scheduling,Maintenance 	02	05	08	15
CO-5	Unit-5.0 Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, ISO standards and their Importance, Introduction to re- engineering, value engineering, check sheets, Pareto charts, Ishikawa charts, JIT Pre- requisites for implementation SiX SIGMA, Lean Management, Reliability	00	03	02	05
	Total	06	24	20	50

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

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

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

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration



- 8. ICT Based Teaching Learning (Video De CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

		a Bearing Resource		
S.	Title	Author	Publisher	Edition &
No.				Year
01	Operations Management	William J.	McGraw-Hill	2014
		Stevenson		12th Edition
02	Production and Operations	Panneerselvam K.	Prentice Hall	2012
	Management		India Learning	3rd Edition.
			Private	
			Limited	
03	Production and Operations	S. N Chary,	McGraw Hill	2017
	Management		Education	5 edit

Suggested Learning Resources:

Curriculum Development Team:

- 1. Dr. S.S.Tomar, Dean Faculty of Agriculture science and technology.
- 2. Professor B.B. Beohar, Director Planning, & Director Extension, A.K.S. University

3. Dr. V.K. Vishwakarma, Head Department of Agricultural Economics, FAST

4.Dr. Ashutosh Kumar Singh, Associate professor Department of Agricultural Economics, FAST

5. Dr. Yogesh Tiwari, Assistant Professor Department of Agricultural Economics, FAST.

6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST

7. Shri Rajeev Rav Suryavanshi, Department of Agricultural Economics, FAST



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Cos, POs and PSOs Mapping Course Code:-ABM 505 Course Title: - Production and Operations Management

Course	Progra	am Out	tcomes										Program Sp	pecific Outco	ome	
Outcomes	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4
	Man	Pro	Mod	Eth	Indivi	Com	Proj	Busi	Life-	Envi	Entr	Glob	Ability to	Ability to	Inculcate	Ability
	ageri	ble	ern	ics	dual	mun	ect	ness	long	ron	epre	al	apply	understand	proactive	to use
	al	m	tool		and	icati	man	decis	lear	ment	neur	outlo	managerial	the day to	thinking	the
	know	anal	usag		team	on	age	ion	ning	and	ial	ok	and	day	to ensure	research
	ledge	ysis	e		work	UII	ment	maki	8	susta	oppo	UII	business	business	effective	based
	leuge	y 515	C		WUIK		and	ng		inabi	rtuni		skilled for	operational	performa	innovati
							fina	ng			ties		developmen	problems	nce in the	ve
										lity	ues		t of	and startup	dynamic	knowled
							nce						business	developme	socio-	ge for
													growth with	nt of	economic	sustaina
													the	agribusine	and	ble
													available	ss and	business	develop
													resources	provide	ecosyste	ment in
														economica	m	agribusi
														l solution	entrepren	ness
														to enhance	eurial	growth
														the decide	approach	and
														goal	and skill	develops
														without	sets	
														compromis	aligned	
														ing ethical	with the	
														value	national	
															priorities	



ABM 505 CO-1 Describe the basic concepts of production and operations management	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM 505 CO- 2: Apply the basic Operations Strategy and developed the operation strategies	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM 505 CO- 3: Apply the basic Operations Strategy and developed the operation strategies	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
ABM 505 CO- 4: Draw the fundamentals of inventory management, safety management, and quality assurance practice.	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
ABM 505 CO- 5: Arrange the	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2



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

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map: Production and Operations Management

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6	ABM 505 CO-1	SO1.1		Unit-1.0	As mentioned in page
7,8,9,10,11,12 PSO 1,2, 3, 4, 5	Describe the basic concepts of production and operations management	SO1.2 SO1.3 SO1.4 SO1.5		Nature Concept and Scope of Production and Operations Management; Factors Affecting System; Facility location, Types of Manufacturing Systems and Layouts, Process Selection and Facility Layout, Layout Planning and Analysis, Forecasting 1.1, 1.2, 1.3, 1.4, 1.5, 1.6.	number



PO 1,2,3,4,5,6	ABM 505 CO-2:	SO1.1	Unit-2.0 –	As mentioned in page
7,8,9,10,11,12 PSO 1,2, 3, 4, 5	Apply the basic Operations Strategy and developed the operation strategies	SO1.2 SO1.3 SO1.4 SO1.5	Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7.	number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 505 CO-3: Apply the basic Operations Strategy and developed the operation strategies	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-3.0 Productivity Variables and Productivity Measurement, Production Planning and Control, Mass Production, Batch Production, Job Order Manufacturing, Product Selection, Product Design and Development, Process Selection, Capacity planning. 3.1, 3.2, 3.3, 3.4, 3.5,	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 505 CO-4: Draw the fundamentals of inventory management, safety management, and quality assurance practice.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-4.0An Overview of Inventory ManagementFundamentals, Determination of MaterialRequirement, Safety ManagementScheduling, Maintenance ManagementConcepts, Work Study, Method Study, WorkMeasurement, Work Sampling, WorkEnvironment, Production Planning and	As mentioned in page number



			Control (PPC) Industrial Safety, human- machine interface, types of interface designs. Cloud operations management 4.1, 4.2, 4.3, 4.4, 4.5, 4.6.
PO 1,2,3,4,5,6	ABM 505 CO-5:		Unit-5.0 As mentioned in page
7,8,9,10,11,12 PSO 1,2, 3, 4, 5	Arrange the quality assurance practices and techniques with major emphasis on agri and food based industries	SO1.3 SO1.4	QualityAssurance, AcceptingSampling, numberStatisticalProcessControl, TotalQualityManagement,ISOstandardsandtheirImportance,Introductiontore-engineering,valueengineering,checksheets,Paretocharts,Ishikawacharts,Pre-requisitesforimplementationSiXSIGMA,LeanManagement,Reliability5.1,5.2,5.3,5.4,5.5,



Course Code:- ABM 507

Course Title: - Agricultural and Food Marketing Management- II

Pre requisite: -Student should have basic knowledge of, Food marketing concept and system, marketing planning and strategies with application of update national and international marketing practices.

Rationale: - The students studying Agricultural and Food Marketing Management- II should possess understanding about application of update national and international marketing practices in Agriculture and food marketing. This encompasses familiarity with the invention and evolution of food marketing. Additionally, students ought to acquire fundamental insights into various marketing, their applications. Agricultural food marketing II is useful for understands for concept and system of food marketing and market research.

Course Outcomes:

ABM 507CO -1 Discuss the agricultural and food marketing concepts and systems

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

ABM 507CO-3 Estimate the Marketing Strategy, Planning and Control with Marketing plan control, Efficiency control.

ABM 507CO-4 Develop a clear view about the new product development consumer buying decision process, Buyer behavior and market segmentation

ABM 507CO-5 Asses to the commodity marketing practices in India and in International markets

Board of	Course Code	Course Title	ourse Title Scheme of studies (Hours/Week)							
Study			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW +SL)	(C)		
Profes sional Core course (PCC)	ABM 507	Agricultural and Food Marketing Management-II	1	1	2	1	05	02		

Scheme of studies

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

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



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

SL: Self Learning,

C: Credits.

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

Board of	Course Code	Course Title	Scheme of Assessment (Marks)							
Study			Progressive Assessment (PRA) End					End		
			Class/ Home Assig nment 5 numb er 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Semin ar one (SA)	Class Activi ty any one (CAT)	Class Atten dance (AT)	Total Marks (CA+ CT+S A+CA T+AT)	Semes ter Asses sment (ESA)	Marks (PRA+ ESA)
(PCC)	ABM 507	Agricultur al and Food Marketing Managem ent-II	15	30	00	00	05	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

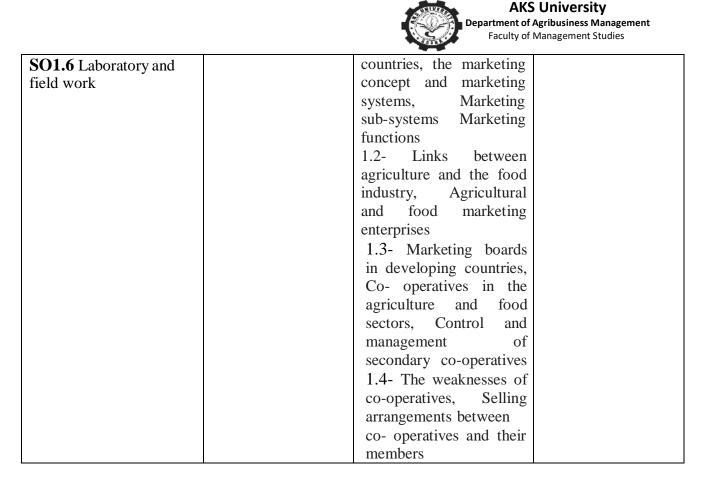


ABM 507 CO-1 Discuss the agricultural and food marketing concepts and systems.

Approximate Hours

Item	AppX Hrs
C 1	4
LI	1
SW	2
SL	1
Total	08

Session Outcomes	Laboratory	Class room	Self Learning(SL)
(SOs)	Instruction (LI)	Instruction (CI)	
SO1.1- Introduce the importance of agricultural and food marketing to developing countries SO1.2 – Interpret the marketing concept and marketing systems, Marketing sub-systems Marketing functions,. SO1.3 – Discuss the	LI1.1-	Unit I:The importance of agricultural and food marketing to developing countries, the marketing concept and marketing systems, Marketing sub- systems Marketing functions, Links	1.1- Prepare the assignment on the marketing concept and marketing systems, Marketing sub-systems Marketing functions, Links between agriculture and the food industry.
links between agriculture and the food industry, Agricultural and food marketing enterprises SO1.4- Describes the Marketing boards in developing countries, Co- operatives in the agriculture and food sectors, Control and management of secondary co-operatives		between agriculture and the food industry, Agricultural and food marketing enterprises, Marketing boards in developing countries, Co- operatives in the agriculture and food sectors, Control and management of secondary co- operatives, The weaknesses of co-	
SO1.5 Discuss the weaknesses of co- operatives, Selling arrangements between co- operatives and their members		operatives,Sellingarrangementsbetweenco-operativesandtheirtheirmembers1.1-Theimportanceofagriculturalandfoodmarketingtodeveloping	



SW-1 Suggested Sessional Work (SW):

a. Assignments: Prepare the assignment on **the** marketing concept and marketing systems, marketing sub-systems Marketing functions, Links between agriculture and the food industry **b. Mini Project:** -

c. Other Activities (Specify):-

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

Approximate Hours				
Item	AppX Hrs			
C 1	4			
LI	1			
SW	2			
SL	1			
Total	08			



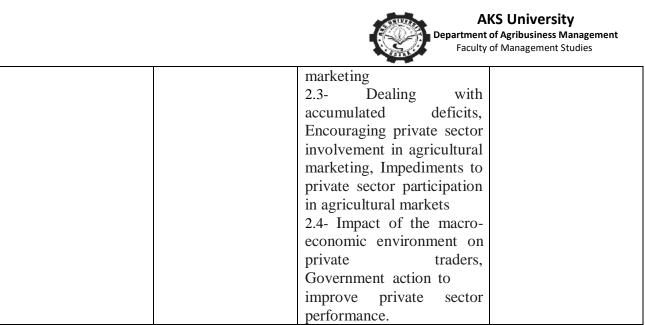
AKS University Department of Agribusiness Management

	Faculty	of Management Studies
Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
LI-2.1	Unit II: Market Liberalization: Economic structural	2.1 – Prepare the assignment on Market Liberalization:
	adjustment programmes, Macro-economic stabilisation, The role of the state in	Economic structural adjustment programmes
	of the state in liberalised markets, Strategies for reforming agricultural marketing,	
	Obstaclestoovercomeincommercializationand	
	Privatizationofagriculturalmarketing,Dealingwithaccumulateddeficits,	

SO2.1 – Introduce to the	LI-2.1	Unit II:	2.1 – Prepare the
market Liberalization:		Market Liberalization:	assignment on Market
Economic structural		Economic structural	Liberalization:
adjustment		adjustment programmes,	Economic structural
programmes, Macro-		Macro-economic	adjustment
economic stabilisation,		stabilisation, The role	programmes
The role of the state		of the state in	
in liberalised markets		liberalised markets,	
SO2.2 – learned about		Strategies for reforming	
strategies for reforming		agricultural marketing,	
agricultural marketing,		Obstacles to be	
obstacles tobe		overcome in	
overcome in		commercialization and	
commercialization and		Privatization of	
privatization of		agricultural marketing,	
agricultural marketing,		Dealing with	
SO2.3- Apply to the dealing with		accumulated deficits,	
dealing with accumulated deficits,		Encouraging private	
Encouraging private		sector involvement in	
sector involvement in		agricultural marketing,	
agricultural marketing,		Impediments to private	
SO2.4- Briefing the			
Impediments to private		sector participation in	
sector participation in		agricultural markets,	
agricultural markets,		impact of the macro-	
		economic environment	
SO 2.5–Discuss to the		on private traders,	
economic environment		Government action to	
on private traders,		improve private sector	
Government action to		performance	
improve private sector		2.1 – Market Liberalization:	
performance		Economic structural	
		adjustment programmes,	
		Macro-economic	
		stabilisation, The role of	
		the state in liberalised	
		markets	
		2.2- Strategies for reforming agricultural	
		6 6	
		marketing, Obstacles to be overcome in	
		Privatization of agricultural	

Session Outcomes

(SOs)



SW-1 Suggested Sessional Work (SW):

a. Assignments: Prepare the assignment on Market Liberalization: Economic structural adjustment programmes

b. Mini Project:

c. Other Activities (Specify):

ABM 507 CO-3: Estimate the Marketing Strategy, Planning and Control with Marketing plan control, Efficiency control Approximate Hours

Approximate mours				
Item	AppX Hrs			
C 1	3			
LI	1			
SW	2			
SL	1			
Total	07			

	Laboratory Instruction(LI)	Class room Instruction(CI)	Self Learning (SL)
 SO3.1 – Introduction to marketing strategy, planning and control: strategy, policy and planning, SO3.2 – Discuss to the strategic business units, The need for marketing planning. SO3.3 - Apply the process of marketing planning, Contents of the marketing plan. 	LI1.1	Unit III: Marketing Strategy, Planning and Control: Strategy, policy and planning, Strategic business units, The need for marketing planning, The process of marketing planning, Contents of the marketing plan, Monitoring, evaluating	3.1 Prepare the assignment on the process of marketing planning, Contents of the marketing plan, Monitoring, evaluating and controlling the marketing planning



SO3.4- Discuss to	and controlling the
monitoring, evaluating	marketing planning,
and controlling the	Marketing controls,
marketing planning.	Marketing plan control,
SO3.5– Analyze the	Efficiency control
marketing controls,	3.1- Marketing Strategy,
marketing plan control,	Planning and Control:
efficiency control,	Strategy, policy and
	planning, Strategic
	business units,
	3.2- The need for
	marketing planning, The
	process of marketing
	planning, Contents of the
	marketing plan,
	3.3- Monitoring,
	evaluating and
	controlling the marketing
	planning, Marketing
	controls, Marketing plan
	control, Efficiency control, Technological
	advances in physical
	distribution

SW-1 Suggested Sessional Work (SW):

a. Assignments: Prepare the assignment on the process of marketing planning, Contents of the marketing plan, monitoring, evaluating and controlling the marketing planning

b. Mini Project:

c. Other Activities (Specify):

ABM 506 CO-4: Develop a clear view about the new product development consumer buying decision process, Buyer behavior and market segmentation

Approximate mours				
Item	App X Hrs			
Cl	3			
LI	1			
SW	2			
SL	1			
Total	06			

Approximate Hours



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Session Outcomes(SOs)	Laboratory	Class room	Self Learning (SL)
	Instruction (LI)	Instruction(CI)	4.1 Duanana tha
SO1.1 –Identify the		Unit-IV New Product	4.1- Prepare the assignment on New
New Product			product development:
Development: The		1	The impetus to
impetus to innovation,		impetus to innovation,	innovation, New
New product		New product	product development
development process.		development process	process.
I I I		The adoption process,	p100035.
SO1.2 - Apply the		The effect of products	
adoption process, The		characteristics on the	
effect of products		rate of adoption, Buyer	
characteristics on the		behavior: The	
rate of adoption.		influences on buyer	
CO12 A 1 -1		behaviour, Exogenous	
SO1.3- Apply the		influences on buyer	
Buyer behavior: The		behaviour Endogenous	
influences on buyer		influences on buyer	
behaviour, Exogenous influences on buyer		behaviour, The	
2		consumer buying	
behaviour Endogenous influences on buyer		decision process, Buyer	
behaviour		behaviour and market	
benaviour		segmentation, Lifestyle	
SO1.4- Describes the		segmentation,	
consumer buying		Organisational	
decision process, Buyer		markets Industrial	
behaviour and market		markets, Industrial	
segmentation		buyer characteristics	
		4.1- New Product	
SO1.5– Brief the		development: The impetus	
organizational markets		to innovation, New	
Industrial markets, Industrial buyer		product development	
Industrial buyer characteristics		process The adoption	
characteristics		process, The effect of	
SO1.6– Laboratory and		products characteristics	
field works		on the rate of adoption,	
		4.2- Buyer behavior: The	
		influences on buyer	
		behavior, Exogenous	
		influences on buyer	
		behavior Endogenous	
		influences on buyer	
		behavior, The consumer	
		buying decision process.	



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

SW-1 Suggested Sessional Work (SW)

a. Assignments: Prepare the assignment on new product development: The impetus to innovation, new product development process.

b. Mini Project:

c. Other Activities (Specify):

ABM 506 CO-5: Asses to the commodity marketing practices in India and in International markets Approximate Hours

Approximate mours				
Item	AppX Hrs			
Cl	2			
LI	1			
SW	2			
SL	1			
Total	10			

Session Outcomes	Laboratory	Class room Instruction	Self Learning (SL)
(SOs)	Instruction (LI)	(CI)	
SO1.1 –Indentify the	LE1.	Unit-5.0	1.1 - Prepare the
Stages in a commodity		Stages in a	assignment on
marketing system		commodity marketing	challenges for grain
SO1.2- Asses the grain		system, Grain	marketing systems,
marketing, challenges		marketing,	fruits and
for grain marketing		Challenges for grain	vegetables.
systems,		marketing systems,	
SO1.3- Asses the		fruits and vegetables,	
challenges for fruits		Livestock and meat	
and vegetables,		marketing, Poultry	
livestock and meat		and eggs marketing,	
marketing,		marketing of fresh	
SO1.4- Asses the		milk	
challenges for poultry		5.1- Stages in a	
and eggs marketing		commodity marketing	
SO1.5- Asses the		system, Grain	
challenges for		marketing,	
marketing of fresh		5.2- Challenges for	
milk		grain marketing	
		systems, fruits and	



vegetables, Livestock
and meat marketing,
Poultry and eggs
marketing, marketing
of fresh milk

SW-1 Suggested Sessional Work (SW):

a. Assignments: Prepare the assignment on challenges for grain marketing systems, fruits and vegetables.

b. Mini Project:

c. Other Activities (Specify):

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture	Laboratory Lecture (L I)	Sessional Work	Self Learning	Total hour (Cl+LI+
	(C l)		(SW)	(S l)	SW +S1)
ABM 506 CO-1 Discuss the	4	1	2	1	08
agricultural and food					
marketing concepts and					
systems					
ABM 506 CO-2 Apply the	4	1	2	1	08
marketing planning and					
strategies for developing					
products for meeting the					
specific needs of the final customers					
ABM 506 CO-3 Estimate the	3	1	2	1	07
Marketing Strategy, Planning	5	1	2	1	07
and Control with Marketing					
plan control, Efficiency					
control.					
ABM 506 CO-4 Develop a	3	1	2	1	07
clear view about the new					
product development					
consumer buying decision					
process, Buyer behaviour					
and market segmentation					
ABM 506 CO-5 Asses to the	2	1	2	1	06
commodity marketing					
practices in India and in					
International markets.					
Total Hours	16	05	10	05	36



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Suggestion for End Semester Assessment

СО	Unit title	ation Table (For ESA) Marks Distribution			Total
		R	U	Α	Marks
CO-1	Unit I: The importance of agricultural and food marketing to developing countries, the marketing concept and marketing systems, Marketing sub-systems Marketing functions, Links between agriculture and the food industry, Agricultural and food marketing enterprises, Marketing boards in developing countries, Co- operatives in the agriculture and food sectors, Control and management of secondary co- operatives, The weaknesses of co- operatives, Selling arrangements between co- operatives and their members	02	03	00	05
CO-2	Unit II: Market Liberalization: Economic structural adjustment programmer, Macro-economic stabilization, The role of the state in liberalized markets, Strategies for reforming agricultural marketing, Obstacles to be overcome in commercialization and Privatization of agricultural marketing, Dealing with accumulated deficits, Encouraging private sector involvement in agricultural marketing, Impediments to private sector participation in agricultural markets, impact of the macro- economic environment on private traders, Government action to improve private sector performance	02	05	03	10
CO-3	Unit III: Marketing Strategy, Planning and Control: Strategy, policy and planning, Strategic business units, The need for marketing planning, The process of marketing planning, Contents of the marketing plan, Monitoring, evaluating and controlling the marketing planning, Marketing controls, Marketing plan control, Efficiency control	00	08	07	15

				AKS Universiment of Agribusiness sulty of Managemen	Management
CO-4	Unit-IV New Product Development: The impetus to innovation, New product development process The adoption process, The effect of products characteristics on the rate of adoption, Buyer behavior: The influences on buyer behaviour, Exogenous influences on buyer behaviour Endogenous influences on buyer behaviour, The consumer buying decision process, Buyer behaviour and market segmentation, Lifestyle segmentation, Organisational markets Industrial markets, Industrial buyer characteristics	02	05	08	15
CO-5	Unit-5.0 Stages in a commodity marketing system, Grain marketing, Challenges for grain marketing systems, fruits and vegetables, Livestock and meat marketing, Poultry and eggs marketing, marketing of fresh milk	00	03	02	05
	Total	06	24	20	50

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

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

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

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming



Suggested Learning Resources:

S.	Title	Author	Publisher	Edition &
No.				Year
01	Agricultural Marketing in India	Acharya SS and	Oxford and	2011
		Agarwal NL.	IBH.	4th Ed.
02	Agri-Marketing Strategies in India	Mohan J.	NIPA	-
03	Agri-Marketing Management	Sharma Premjit	Daya	2010.
05	Agir-marketing Management	Sharma i teniju	Publishing	2010.
			House	

Curriculum Development Team:

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- 7. Shri Rajeev Rav Suryavanshi, Lab Attendant Department of Agricultural Economics, FAST.



Cos, POs and PSOs Mapping Course Code:-ABM 506

Course Title: - Agricultural and Food Marketing Management- I

Course	Program Outcomes												Program S	pecific Outo	come	
Outcomes	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4
	Man	Pro	Mod	Eth	Indiv	Com	Proj	Busi	Life-	Envi	Entr	Glo	Ability to	Ability to	Inculcat	Ability
	ageri	ble	ern	ics	idual	mun	ect	ness	long	ron	epre	bal	apply	understan	e	to use
	al	m	tool		and	icati	man	deci	lear	men	neur	outl	manageria	d the day	proactiv	the
	kno	anal	usag		team	on	age	sion	ning	t	ial	ook	1 and	to day	e	researc
	wled	ysis	e		work		men	mak		and	opp		business	business	thinking	h based
	ge						t	ing		sust	ortu		skilled for	operation	to	innovat
							and			aina	nitie		developm	al	ensure	ive
							fina			bilit	S		ent of	problems	effective	knowle
							nce			У			business	and	perform	dge for
													growth	startup	ance in	sustaina
													with the	developm	the	ble
													available	ent of	dynamic	develop
													resources	agribusin	socio-	ment in
														ess and	economi	agribusi
														provide	c and	ness
														economic	business	growth
														al	ecosyste	and
														solution	m	develop
														to	entrepre	S
														enhance	neurial	
														the	approac	
														decide	h and	
														goal	skill sets	
														without	aligned	
														comprom	with the	



														ising ethical value	national prioritie s	
ABM506CO-1Discusstheagriculturalandfoodandfoodmarketingconceptsandsystemssystems		1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM506CO-2Applythe marketingplanning andstrategies fordevelopingproductsformeetingthespecific needsofthefinalcustomers	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM 506 CO-3: Demonstrate the marketing channels and intermediaries involved in	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3



food marketing																
ABM 506 CO-4: Apply the promotional strategies and communicatio n development tools and methods	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
ABM506CO-5:Estimate themarketingcost analysisandapplicationofdifferentcost analysismethodmethodoffood product	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

Legend: 1 – Low, 2 – Medium, 3 – High



POs & PSOs	COs No.& Titles	SOs No.	Laboratory	Classroom Instruction (CI)	Self Learning (SL)
No.			Instruction(LI)		
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 506CO-1Discusstheagriculturalandfoodmarketingconceptsandsystemssystems	SO1.2 SO1.3 SO1.4		Unit-1.0 The importance of agricultural and food marketing to developing countries, the marketing concept and marketing systems, Marketing subsystems Marketing functions, Links between agriculture and the food industry, Agricultural and food marketing enterprises, Marketing boards in developing countries, Cooperatives in the agriculture and food sectors, Control and management of secondary co-operatives, The weaknesses of co-operatives, Selling arrangements between co- operatives and their members 1.1, 1.2, 1.3, 1.4.	
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 506 CO-2 Apply the marketing planning and strategies for developing products for meeting the specific needs of the final customers	SO1.2 SO1.3 SO1.4		Unit-2.0 – Market Liberalization: Economic structural adjustment programmes, Macro-economic stabilisation, The role of the state in liberalised markets, Strategies for reforming agricultural marketing, Obstacles to be overcome in commercialization and Privatization of agricultural marketing, Dealing with accumulated deficits, Encouraging	As mentioned in page number

Course Curriculum Map: Agricultural and Food Marketing Management- I



PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	Estimate the Marketing Strategy,	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	privatesectorinvolvementinagriculturalmarketing, Impediments toprivatesectorparticipationinagriculturalmarkets, impactofthemacro-economicenvironment on privatetraders, Government action to improveprivatesectorperformance2.1, 2.2.2.3.2.4.Unit-3.0MarketingStrategy, PlanningMarketingStrategy, policy and planning, Strategic business units, The need for marketing planning, The process of marketing planning, Contents of the marketing plan, Monitoring, evaluating and controlling the marketing planning, Marketing controls, Marketing plan control,	
			Efficiency control	
		0011	3.1, 3.2, 3.3.	
PO 1,2,3,4,5,6		SO1.1	Unit-4.0	
7,8,9,10,11,12	Develop a clear	SO1.2	New Product Development: The impetus	
	view about the	SO1.3	to innovation, New product development	
PSO 1,2, 3, 4,	new product	SO1.4	process The adoption process, The	
5	development	SO1.5	effect of products characteristics on the	
	consumer buying		rate of adoption, Buyer behavior: The	
	decision process,		influences on buyer behavior,	
	Buyer behaviour and market		Exogenous influences on buyer	
	segmentation		behavior Endogenous influences on	
	segmentation		buyer behaviour, The consumer buying	



			decision process, Buyer behaviour and
			market segmentation, Lifestyle
			segmentation, Organisational markets
			Industrial markets, Industrial buyer
			characteristics
			.4.1, 4.2,4.3
PO 1,2,3,4,5,6	ABM 506 CO-5	SO1.1	Unit-5.0
7,8,9,10,11,12	Asses to the	SO1.2	Stages in a commodity marketing
	commodity	SO1.3	system, Grain marketing, Challenges
PSO 1,2, 3, 4,	marketing practices	SO1.4	for grain marketing systems, fruits and
5		SO1.5	vegetables, Livestock and meat
U	in India and in		marketing, Poultry and eggs
	International		marketing, marketing of fresh milk
	markets.		5.1, 5.2



Course Code: ABM 508

Course Title: Agri Supply Chain Management

Pre requisite: -Students should have advance knowledge of Agri Supply Chain Management Governance, for developed the ability of International Trade And Sustainability Governance

Rationale: - Agri Supply Chain Management is the express through the concept and provide the information to Agricultural Economist and professionals in accurate manners. Agricultural Economist or scientist should develop skill in the enterprise analysis and farm business with apply the principle of Agri Supply Chain Management

Course Outcomes:

ABM 508 CO - 1 Describes the various elements involved in managing agri supply chain from farm to fork

ABM 508 CO - 2 Relate well with the issues and challenges involved in managing and forecasting the demand of the products

ABM 508 CO - 3 Develop insights on the techniques of procurement management and handling inventory

ABM 508 CO - 4 Assess the importance of managing logistics along with adequate handling and packaging intricacies

ABM 508 CO - 5 Construct a overall clarity about the use of information technology to make the agri supply chain more efficient and rewarding.

Scheme of Studies:

Board of	Course	Course		Scher	me of	studi	es(Hours/Week)	Total
Study	Code	Title	CI	CI LI SW SL '			Total Study Hours	Credits
							CI+LI+SW+SL	(C)
Program	ABM	International	2	2	1	1	06	02
Core	543	Trade And						
(PCC)		Sustainability						
		Governance						

Legend:

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

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

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

SL: Self Learning,

C: Credits.



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

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)									
	ABM 508	Agri Supply Chain Manage ment		Progressive Assessment (PRA)								
			Class/H	Class	Semin		Class	Total Marks				
			ome	Test 2	ar one (SA)			(CA+CT+SA+C AT+AT)				
			Assign ment 5	(2 best	(SA)	ty any one	nce (AT)	A1+A1)				
			number	out of		(CAT)	. ,					
			3 marks	3) 10								
			each	marks								
			(CA)	each (CT)								
PCC			15	30	00	00	5	50	50	100		

Scheme of Assessment:

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 508 CO 1.Describes the various elements involved in managing agri supply chain fromfarm to fork Approximate Hours

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



AKS University Department of Agribusiness Management

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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
 Describes the various elements involved in managing agri supply chain from farm to fork 		Unit I: Supply Chain: Changing Business Environment; SCM: Present Need; ConceptualModel of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM. Innovations in Global Agri-SCM Number of Teaching Hours: 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; 1.5 Elements in SCM. 1.6 Innovations in Global Agri-SCM	Prepare the assignment on Meaning and definition of Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management;

SW-1 Suggested Seasonal Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

ABM 508 CO 2 Relate well with the issues and challenges involved in managing and forecastingthe demand of the products Approximate Hours

Item	AppX Hrs
CI	6
LI	0
SW	2
SL	1
Total	09



AKS University Department of Agribusiness Management Faculty of Management Studies

Session Outcomes (SOs)	Laboratory	Class room Instruction (CI)	Self Learning (SL)			
	Instruction (LI)					
 Relate well with the issues and challenges involved in managing and forecasting the demand of the products 		 Unit II: Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. SCM Metrics/Drivers and Obstacles. Number of Teaching Hours: 21Demand Management in Supply Chain: 2.2 Types of Demand, Demand Planning and Forecasting; 2.3 Operations Management in Supply Chain, 2.4 Basic Principles of Manufacturing Management. SCM Metrics. Drivers and Obstacles. 	Prepare the assignment on Meaning and definition of Demand Management in Supply Chain: Types of Demand, Demand			

SW-2 Suggested Seasonal Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):



ABM 508 CO 3 Develop insights on the techniques of procurement management and handling inventory Approximate Hours

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

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
 Develop insights on the techniques of procurement Management and handling inventory 		Unit III: 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). 3.1 Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, 3.2 Classification of Purchases Goods or Services, 3.3 Traditional Inventory Management, 3.4Material Requirements Planning, 3.5 Just in Time (JIT), 3.6 Vendor Managed Inventory (VMI).	Prepare the assignment on Meaning and definition of Purchasing Cycle, Types of Purchases, Contract/Corporate

SW-3 Suggested Seasonal Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):



ABM 508 CO 4 Assess the importance of managing logistics along with adequate handling andpackaging intricacies Approximate Hours

Item	
CI	6
LI	0
SW	2
SL	1
Total	9

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
1.Assess the importance of managing logistics along with 2. Adequate handling and packaging intricacies		<pre>Unit IV: 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. Number of Teaching Hours: 4.1 History and Evolution of Logistics; 4.2Elements of Logistics; Management; Distribution Management, 4.3 Distribution Strategies; Pool 4.4Distribution; Transportation Management; 4.5 Fleet Management; Service Innovation; Warehousing;</pre>	Prepare the assignment on Meaning and definition of History and Evolution of Logistics; Elements of Logistics; Management;



	Packaging for Log	jistics,	
	4.6 Third-Party L	Logistics	
	(TPL/3PL);	GPS	l I
	Technology		
			1

SW-4 Suggested Seasonal Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

ABM 508 CO 5 Construct a overall clarity about the use of information technology to make the agri supply chain more efficient and rewarding

Item	Approximate Hours
CI	6
LI	2
SW	1
SL	1
Total	10

Session Outcomes	Laboratory Instruction (LI)	Class room Instruction	Self Learning (SL)
(SOs) 1. Construct a overall	instruction (LI)	(CI) Unit V: Concept of	Prepare the
		1	*
clarity about the use of		Information Technology:	assignment on
information		IT Application in SCM;	Meaning and
technology to make		Advanced Planning and	definition of
the Agri		Scheduling; SCM in	
2. Supply chain more		Electronic Business;	Concept of
efficient and		Role of Knowledge in	Information
rewarding.		SCM; Performance	Technology: IT
		Measurement and	Application in
		Controls in Agri. Supply	SCM; Advanced
		Chain Management-	Planning and
		Benchmarking:	Scheduling; SCM
		introduction, concept	
		and forms of	
		Benchmarking. Case	
		Studies on the following:	
		(a) Green Supply Chains	
		(b) Global Supply	
		Chains (c) Coordination	



in a SC. Value of and	
distortion of information:	
Bullwhip effect (d)	
Sourcing and contracts in	
SC (e) Product availability	
with uncertain demand (f)	
Inventory planning with	
known/ unknown	
demand (g) Cases from	
FAO/IFPRI, etc.	
Number of Teaching	
Hours:	
Concept of Information	
Technology: IT	
Application in SCM;	
Advanced Planning and	
Scheduling; SCM in	
Electronic Business;	
Role of	
Knowledge in SCM;	
Performance	
Measurement and	
Controls in Agri. Supply	
Chain Management-	
Benchmarking:	
introduction, conceptand	
forms of	
Benchmarking. Case	
Studies on the following:	
(a) Green Supply Chains	
(b) Global Supply	
Chains (c) Coordination	
in a SC. Value of and	
distortion of information:	
Bullwhip effect (d)	
Sourcing and contracts in	
SC (e) Product availability	
with uncertain demand (f)	
Inventory	
planning with known/	
unknown demand (g)	
Cases from	
5.6 FAO/IFPRI, etc.	



SW-5 Suggested Seasonal Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class	Sessional	Self	Total hour
	Lecture	Work (SW)	Learning	(Cl+SW+Sl)
	(Cl)		(Sl)	
CO - 01 Describes the various	06	01	01	08
elements involved in managing agri				
supply chain fromfarm to fork				
CO - 2. Relate well with the issues	05	01	01	07
and challenges involved in managing				
and forecasting the demand of the				
products				
CO - 3. Develop insights on the	06	01	01	08
techniques of procurement management				
and handling inventory				
CO -4. Assess the importance of	06	01	01	08
managing logistics along with				
adequate handling and packaging				
intricacies				
CO - 5. Construct a overall clarity	07	01	01	08
about the use of information				
technology to make the agri supply				
chain more efficient and rewarding.				

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

СО	Unit Titles	Ma	rks Distribut	tion	Total
		R	U	Α	Marks
CO 1	Unit I: Supply Chain: Changing	02	03	00	05
	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. Innovations in				
	Global Agri-SCM				

			Departme	AKS UNIVE nt of Agribusin ty of Managem	ess Manageme
CO 2	Unit II: Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. SCM Metrics/Drivers and Obstacles.	02	05	03	10
CO 3	Unit III: 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).	00	08	07	15
CO 4	Unit IV: 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.	02	05	08	15
CO 5	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. Case Studies on the following: (a) Green Supply Chains (b) Global Supply Chains (c) Coordination in a SC. Value of and distortion of information: Bullwhip effect (d) Sourcing and contracts in SC (e) Product availability with uncertain demand (f) Inventory planning with known/ unknown demand (g) Cases from FAO/IFPRI, etc	00	03	02	05
		06	24	20	50

STUD.



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

The end of semester assessment for will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment. Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to cement plant
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

Suggested Learning Resources:

S. No.	Title	Author	Publisher	Edition & Year
1	Agricultural marketing in India.	Acharya SS and Agarwal NL.	Oxford and IBH.	2011.
2	Supply chain management:	Altekar RV.	Planning, and Operation, Pearson Education India	2016.
3	Supply Chain Management & other	Mohanty RP.	Indian Case studies in Learning Resources. Oxford.	2010.

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AKS University Department of Agribusiness Management Faculty of Management Studies

Cos, POs and PSOs Mapping Course Code:- ABM 508 Course Title: - Supply Chain management

Course Outcomes	Program	n Outcon	nes					FF J					Program Speci	ific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3	PSO 4
	Mana gerial knowl edge	Probl em analy sis	Mode rn tool usage	Ethic s	Individ ual and team work	Comm unicat ion	Projec t mana geme nt and financ e	Busine ss decisi on makin g	Life- long learni ng	Enviro nment and sustai nabilit Y	Entrep reneur ial oppor tunitie s	Global outloo k	Ability to apply managerial and business skilled for development of business growth with the available resources	Ability to understand the day to day business operational problems and startup development of agribusiness and provide economical solution to enhance the decide goal without compromisin g ethical value	Inculcate proactive thinking to ensure effective performanc e in the dynamic socio- economic and business ecosystem entrepreneu rial approach and skill sets aligned with the national priorities	Ability to use the research based innovative knowledg e for sustainabl e developm ent in agribusine ss growth and develops
CO-01Describesthevariouselementselementsininvolvedinmanagingagrisupplychainfromfarmtoforkin	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
CO - 2. Relate well with the issues and challenges involved in	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3



managing and forecasting the demand of the products																
CO 3. Develop insights on the techniques of procurement management and handling inventory	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
CO - 4. Assess the importance of managing logistics along with adequate handling and packaging intricacies	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
CO - 5. Construct a overall clarity about the use of information technology to make the agri supply chain more efficient and rewarding.	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: Supply Chain management

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO - 01 Describes the various elements involved in managing agri supply chain from farm to fork	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of a manager 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO - 2. Relate well with the issues and challenges involved in managing and forecasting the demand of the products	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-2.0 – Management functions: Planning – Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing – Structure & Process, Line, Staff, Authority & Responsibility, Staffing – Recruitment and Selection, Directing – Training, Communication & Motivation, Controlling- Significance, Process, Techniques, Standards & Benchmarks, Management Audit. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO - 3. Develop insights on the techniques of procurement management and handling inventory	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behaviour – Emotions, Personality, Values, Attitudes, Perception, Learning and individual decision making, Motivation- Types of motivation, theories of motivation, motivational practices at workplace, managing stress and work life balance.	



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			3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11.	
PO 1,2,3,4,5,6	CO - 4.Assess the	SO1.1	Unit-4.0 Group dynamics- types of groups,	
7,8,9,10,11,12	importance of managing logistics	SO1.2	group formation, Group decision making, teambuilding and developing collaboration,	
PSO 1,2, 3, 4, 5	along with adequate	SO1.3	leadership styles and influence process;	
	handling and packaging intricacies	SO1.4	leadership theories, leadership styles and effective leader	
		SO1.5	4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9.	
PO 1,2,3,4,5,6	CO - 5. Construct a	SO1.1	Unit-5.0 Understanding and managing	
7,8,9,10,11,12	overall clarity about the use of	SO1.2	organizational culture, power and political behavior in organizations, conflict	
PSO 1,2, 3, 4, 5	information	SO1.3	Management, negotiation, managing	
	technology to make the agri supply chain more efficient and	SO1.4	organizational change, concept of organizational development.	
	rewarding.	SO1.5	5.1, 5.2, 5.3, 5.4, 5.5, 5.6.	



AKS University Faculty of Agriculture Science and Technology Department of Agricultural Economics

Course Code: - ABM 538

Course Title: - Financial Management in Agribusiness

Pre requisite: -Student should have basic knowledge of, Financial and capital, financial system, credit management in Agribusiness.

Rationale: - The students studying Financial Management in Agribusiness should possess understanding about Business financing system in India and International financial management. This encompasses familiarity with the estimation and analysis of capital or fund. Additionally, students ought to acquire fundamental insights into various capitals with their applications. Financial Management in Agribusiness is useful for understands for financial activity and capital formation.

Course Outcomes:

ABM 538 CO - 01 Discriminate the basics concept of financial management and concept of risk and return analysis

ABM 538 CO - 02 Initiate the Business Financing System in India and International financial management.

ABM 538 CO -03 Conclude the Features, and Techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy.

ABM 538 CO -04 Estimate the management of working capital, Cash budget, Management of collections and disbursement, Investment of Surplus cash.

ABM 538 CO -05 Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model.

Scheme of studies:

Board of	Course Code	Course Title	Sche	eme of	ours/Week)	Total Credits		
Study			CI	LI	S W	S L	Total Study Hours (CI+LI+SW+S L)	(C)
Professi onal Core course (PCC)	ABM 538	Financial Management in Agribusiness	1	1	2	1	05	02

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

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



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

SL: Self Learning,

C: Credits.

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

Scheme of Assessment:

Board	Cours	Course Title	Scheme	of Assess	sment (N	(larks)				
of Study	e Code		Progress	ive Asses		End	Total			
			Class/ Home Assign ment 5 numbe r 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Semin ar one (SA)	Class Activi ty any one (CAT)	Class Atten dance (AT)	Total Marks (CA+ CT+S A+C AT+ AT+ AT)	Seme ster Asses sment (ESA)	Marks (PRA+ ESA)
(PCC)	ABM 540	Human Resource Management for Agricultural Organization s	15	30	00	00	05	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



AKS University Faculty of Agriculture Science and Technology Department of Agricultural Economics

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

Approximate Hours

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

Session Outcomes	Laboratory	Class room Instruction	Self Learning
(SOs)	Instruction (LI)	(CI)	(SL)
SO1.1- Introduce the	LI1.1-	Unit I:	1.1- Prepare the
SO1.1- Introduce the meaning, importance, nature and scope of financing in India SO1.2 - Brief the agribusiness financing in India. SO1.3 - Discuss the classification and credit need in changing agriculture scenario. SO1.4- Describes finance functions, investment financing SO1.5 Discuss the Risk and return concept & analysis SO1.6 Laboratory and field work	LI1.1-	Unit I: Meaning, importance, nature and scope of financing in India, agribusiness financing in India; classification and credit need in changing agriculture scenario; finance functions, investment financing, Risk and return concept & analysis1.1-Meaning, importance, nature and scope of financing in India	1.1- Prepare the assignment on Agribusiness financing in India; classification and credit need in changing agriculture scenario.
		 1.2- Agribusiness financing in India; classification and credit need in changing agriculture scenario 1.3- Finance functions, investment financing, Risk and return concept & analysis. 	



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SW-1 Suggested Sessional Work (SW):

a. Assignments: Prepare the assignment on Agribusiness financing in India; classification and credit need in changing agriculture scenario.

b. Mini Project: -

c. Other Activities (Specify):-



Faculty of Agriculture Science and Technology Department of Agricultural Economics

ABM 538 CO-2: Initiate the Business Financing System in India and International financial management.

Approximate Hours						
Item	AppX Hrs					
C 1	3					
LI	1					
SW	2					
SL	1					
Total	06					

Session Outcomes	Laboratory	Class room	Self Learning
(SOs)	Instruction	Instruction	(SL)
`´´	(LI)	(CI)	· · /
SO2.1 – Introduce	LI-2.1	Unit II:	2.1 – Prepare the
to the Business		Business Financing	assignment on
Financing System in		System in India,	Business Financing
India		Money and Capital	System in India
		Markets, Regional	
SO2.2 – learned		and All -India	
about Money and		Financial	
Capital Markets, ,		Institutions; venture	
SO2.3- Apply to		capital financing	
the Regional and All		and its stages,	
-India Financial		International	
Institutions		financial	
SO2.4- Briefing the		management	
venture capital		2.1 – Business	
financing and its		Financing System in	
stages,		India	
SO 2.5–Discuss to		2.2- Money and	
the International		Capital Markets,	
financial		Regional and All -	
management,		India Financial	
SO 2.6 Laboratory		Institution	
and field work		2.3- venture capital	
		financing and its	
		stages, International	
		financial management	

- SW-1 Suggested Sessional Work (SW):
- a. Assignments: Prepare the assignment on Business Financing System in India
- b. Mini Project:
- c. Other Activities (Specify):



Faculty of Agriculture Science and Technology Department of Agricultural Economics

ABM 538 CO-3: Conclude the Features and Techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy

Approximate Hours

	11
Item	AppX Hrs
C 1	3
LI	1
SW	2
SL	1
Total	06

Session Outcomes	Laboratory	Class room	Self Learning
(SOs)	Instruction(LI)	Instruction(CI)	(SL)
 SO3.1 – Features, types and Techniques of capital budgeting decision SO3.2 – Discuss to the Cost of Capital, SO3.3 – Apply the Leverage analysis, Capital structure SO3.4 – Discuss to The Theory and Policy, Sources of Long and Short term finance. SO 3.5 – Describe the Dividend Theory, Dividend Policy SO 3.6 Laboratory and field work 	LI1.1	Unit III: Features, types and Techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure. Theory and Policy, Sources of Long and Short term finance, Dividend Theory, Dividend Policy. 3.1- Features, types and Techniques of capital budgeting decision 3.2- Cost of Capital, Leverage analysis, Capital structure. 3.3- Theory and Policy, Sources of Long and Short term finance, Dividend Theory, Dividend Policy.	3.1 Prepare the assignment on Features, types and Techniques of capital budgeting decision.



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SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on Features, types and Techniques of capital budgeting decision.

b. Mini Project:c. Other Activities (Specify):



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ABM 538 CO-4: Estimate the management of working capital, Cash budget, Management of collections and disbursement, Investment ofSurplus cash

Ap	Approximate Hours					
	Item	App X Hrs				
	Cl	3				
	LI	1				
	SW	2				
Ī	SL	1				
	Total	06				

Session Outcomes	Laboratory	Class room	Self Learning		
(SOs)	Instruction	Instruction	(SL)		
	(LI)	(CI)			
		Unit-4	4.1- Prepare	the	
SO1.1 –Identify the		Management of	assignment	on	
Management of		Working Capital,	Management	of	
Working Capital		Management of	collections	and	
		Receivables,	disbursement,		
SO1.2 - Apply the		Management of cash;	Investment	of	
Management of		Cash budget,	Surplus cash.		
Receivables,.		Management of			
		collections and			
SO1.3- Apply the		disbursement,			
Management of cash;		Investment of Surplus			
Cash budget,		cash			
CO14 Describes the		4.1- Management of			
SO1.4- Describes the Management of		Working Capital.			
Management of collections and		0 1			
disbursement		4.2- Management of			
disbursement		Receivables,			
SO1.5 – Brief the		Management of cash			
Investment of Surplus		budget			
cash		4.3- Management of			
Cash		collections and			
SO1.6– Laboratory		disbursement,			
and field works		Investment of Surplus			
		cash.			

SW-1 Suggested Sessional Work (SW)

a. Assignments: Prepare the assignment on Management of collections and disbursement, Investment of Surplus cash.

- b. Mini Project:
- c. Other Activities (Specify):



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ABM 538 CO-5: Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model

Approximate Hours

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

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)	
SO1.1 –Indentify the	LE1.	Unit-5.0	1.1 - Prepare the	
Perspectives and		Perspectives and	assignment on	
operational aspects of		operational aspects	Definition, Scope	
Micro finance		of Micro finance:	and importance of	
SO1.2- Identify the		Definition, Scope	Micro Finance.	
Definition, Scope and		and importance of		
importance of Micro		Micro Finance,		
Finance, Evolution of		Evolution of Micro		
Micro Finance in India		Finance in India,		
SO1.3- Identifying		Micro Finance		
Micro Finance credit		credit lending		
lending models: -		models: -		
Association model		Association model,		
SO1.4- Analyze the		Community		
Community Banking		Banking model,		
model, Credit union		Credit union model,		
model		Co-operative model,		
SO1.5- Apply the Co-		SHG model, Village		
operative model, SHG		Banking model		
model, Village		5.1- Perspectives and		
Banking model		operational aspects of		
		Micro finance		
		Definition, Scope and		
		importance of Micro		
		Finance		
		5.2 - Evolution of		
		Micro Finance in		
		India, Micro Finance		



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

SW-1 Suggested Seasonal Work (SW):

a. Assignments: - Prepare the assignment on Definition, Scope and importance of Micro Finance.

b. Mini Project:

c. Other Activities (Specify):



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Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (C l)	Laboratory Lecture (L I)	Seasonal Work (SW)	Self Learnin g (S l)	Total hour (C 1 + LI+ SW +S1)
ABM 538 CO-1 Discriminate the basics concept of financial management and concept of risk and return analysis	3	1	2	1	06
ABM 538 CO-2: Initiate the Business Financing System in India and International financial management.	3	1	2	1	06
ABM 538 CO-3: Conclude the features and techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy	3	1	2	1	06
ABM 538 CO-4: Estimate the management of working capital, Cash budget, Management of collections and disbursement, Investment of Surplus cash	3	1	2	1	06
ABM 538 CO-5: Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model	3	1	2	1	06
Total Hours	15	05	10	05	30



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

CO	Unit title	Marks Distribution			Total
		R	U	Α	Marks
CO-1	Unit I: Meaning, importance, nature and scope of financing in India, agribusiness financing in India; classification and credit need in changing agriculture scenario; finance functions, investment financing, Risk and return concept & analysis	02	03	00	05
CO-2	Unit II: Business Financing System in India, Money and Capital Markets, Regional and All -India Financial Institutions; venture capital financing and its stages, International financial management	02	05	03	10
CO-3	Unit III: Features, types and Techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure. Theory and Policy, Sources of Long and Short term finance, Dividend Theory, Dividend Policy.	00	08	07	15
CO-4	Unit- IV Management of Working Capital, Management of Receivables, Management of cash; Cash budget, Management of collections and disbursement, Investment of Surplus cash	02	05	08	15
CO-5	Unit-V Perspectives and operational aspects of Micro finance: Definition, Scope and importance of Micro Finance, Evolution of Micro Finance in India, Micro Finance credit lending models: - Association model, Community Banking model, Credit union model, Co-operative model, SHG model, Village Banking model	00	03	02	05
	Total	06	24	20	50

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



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The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

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

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming



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Suggested Learning Resources:

S. No.	Title	Author	Publisher	Edition & Year
01	Agricultural Finance	Nelson AG & Murrey WG.	Kalyani Publ	1988
02	Financial Markets and Services	Gordon and Natarajan.	Himalaya Publishing House;	2016 Tenth Edition
03	Indian Financial System	Machiraju HR.	Vikas Publishing House	2010
04	Essentials of Financial Management	Pandey IM.	Vikas Publishing House	2015
05	Financial Management.	Khan and Jain.	McGraw Higher Education	2014
06	Financial Management,	Srivastav and Misra.	Oxford University Press;	2010 Second edition
07	Financial Management	Reddy GS.	Himalaya Publishing House	2010

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Cos, POs and PSOs Mapping

Course Code:-ABM 538

Course Title: - Financial Management in Agribusiness

Course	Program Outcomes Program Specific Outcome															
Outcomes	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4
	Man	Pro	Mod	Eth	Indiv	Com	Proj	Busi	Life-	Envi	Entr	Glo	Ability to	Ability to	Inculcat	Ability
	ageri	ble	ern	ics	idual	mun	ect	ness	long	ron	epre	bal	apply	understan	e	to use
	al	m	tool		and	icati	man	deci	lear	men	neur	outl	manageria	d the day	proactiv	the
	kno	anal	usag		team	on	age	sion	ning	t	ial	ook	l and	to day	e	researc
	wled	ysis	e		work		men	mak		and	орр		business	business	thinking	h based
	ge						t	ing		sust	ortu		skilled for	operation	to	innovat
							and			aina	nitie		developm	al	ensure	ive
							fina			bilit	S		ent of	problems	effective	knowle
							nce			у			business	and	perform	dge for
													growth	startup	ance in	sustaina
													with the	developm	the	ble
													available	ent of	dynamic	develop
													resources	agribusin	socio-	ment in
														ess and	economi	agribusi
														provide	c and	ness
														economic	business	growth
														al	ecosyste	and
														solution	m	develop



														to enhance the decide goal without comprom ising ethical value	entrepre neurial approac h and skill sets aligned with the national prioritie s	S
ABM 538 CO- 1 Discriminate the basics concept of financial management and concept of risk and return analysis	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM 538 CO- 2: Initiate the Business Financing System in India and International	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3



financial management.															
ABM 538 CO- 3: Conclude the features and techniques of capital budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
ABM 538 CO- 4: Estimate the management of working capital, Cash budget, Management of collections and disbursement, Investment of Surplus cash	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2



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ABM 538 CO-	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
5: Develop																
the micro																
finance credit																
lending																
models:-																
association																
model,																
Community																
Banking																
model, Credit																
union model																

Legend: 1 – Low, 2 – Medium, 3 – High



POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 538 CO-1 Discriminate the basics concept of financial management and concept of risk and return analysis	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of a manager 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 538 CO-2: Initiate the Business Financing System in India and International financial management.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-2.0 – Management functions: Planning – Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing – Structure & Process, Line, Staff, Authority & Responsibility, Staffing – Recruitment and Selection, Directing – Training, Communication & Motivation, Controlling- Significance, Process, Techniques, Standards & Benchmarks, Management Audit. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12	ABM538CO-3:Concludethefeaturesandtechniquesofcapital	SO1.1 SO1.2 SO1.3		Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of	



PSO 1,2, 3, 4, 5	budgeting decision. Cost of Capital, Leverage analysis, Capital structure and its policy	SO1.4 SO1.5	Individual behaviour – Emotions, Personality, Values, Attitudes, Perception, Learning and individual decision making, Motivation- Types of motivation, theories of motivation, motivational practices at workplace, managing stress and work life balance.
			3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11.
PO 1,2,3,4,5,6	ABM 538 CO-4:	SO1.1	Unit-4.0 Group dynamics- types of
7,8,9,10,11,12	Estimate the management of	SO1.2	groups, group formation, Group decision
	management of working capital, Cash	SO1.3	making, teambuilding and developing
PSO 1,2, 3, 4,	budget, Management		collaboration, leadership styles and
5	of collections and		influence process; leadership theories,
	disbursement,		leadership styles and effective leader
	Investment of Surplus cash		4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9.
PO 1,2,3,4,5,6	ABM 538 CO-5:	SO1.1	Unit-5.0 Understanding and managing
7,8,9,10,11,12	Develop the micro	SO1.2	organizational culture, power and
	finance credit lending models:-association	SO1.3	political behavior in organizations,
PSO 1,2, 3, 4,	model, Community	SO1.4	conflict Management, negotiation,
5	Banking model,	SO1.5	managing organizational change, concept
	Credit union model		of organizational development.
			5.1, 5.2, 5.3, 5.4, 5.5, 5.6.





Course Code:- ABM 526

Course Title: - Business Analytics for Agriculture

Pre requisite: -Student should have basic knowledge of, business analytics, business prediction and business planning in Agribusiness.

Rationale: - The students studying Business Analytics for Agriculture should possess understanding about Business analysis and prediction of future business plan. This encompasses familiarity with the estimation and analysis of prediction in business and analysis. Additionally, students ought to acquire fundamental insights into various capitals with their applications. Financial Management in Agribusiness is useful for understands for financial activity and capital formation.

Course Outcomes:

ABM 526 CO-1 Describe the equip of agribusiness with knowledge, skills and attitude for using data science tools and techniques

ABM 526 CO-2 Operate the using of statistical analytical tools for analysis of research problems.

ABM 526 CO-3 Determine to supervised machine learning and basic frame work of application of regression analysis

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

ABM 526 CO-5 Construct the competent professionals who can strategically and successfully implement data science applications.

Board of	Course Code	Course Title	Schen	Total Credits				
Study			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	(C)
Professi onal Core course (PCC)	ABM 526	Business Analytics for Agriculture	1	1	2	1	05	02

Scheme of studies:

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

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

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

SL: Self Learning,

C: Credits.

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



Scheme	meme of Assessment:										
Board of Study	Cours e Code	Course Title		Scheme of Assessment (Marks)							
Study	Code		Progressi Class/ Home Assign ment 5 number 3 marks each (CA)	ve Assess Class Test 2 (2 best out of 3) 10 marks each (CT)	sment (F Semi nar one (SA)	PRA) Class Activ ity any one (CAT)	Class Atten dance (AT)	Total Marks (CA+CT +SA+C AT+AT)	End Sem ester Asse ssme nt (ES A)	Total Mar ks (PRA + ESA)	
(PCC)	ABM 526	Business Analytics for Agricultur e	15	30	00	00	05	50	50	100	

Scheme of Assessment:

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 526 CO-1 Describe the equip of agribusiness with knowledge, skills and attitude for usingdata science tools and techniques

Approximate Hours

Item	AppX Hrs
C 1	3
LI	1
SW	2
SL	2
Total	08

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction(CI)	Self Learning (SL)
SO1.1- Introduction to data science, evolution of data science, work profile of a data	introduction and	Introduction to data	1.1- PreparetheassignmentonIntroduction todatascience, evolution



scientist and career in	agribusiness	profile of a data	of data science,
data science	management	scientist, career in	work profile of a
SO1.2 - Brief the nature		data science, nature of	data scientist,
of data science, typical		data science, typical	career in data
working day of a data		working day of a data	science, nature of
scientist, importance of		scientist, importance of	data science,
data science in		data science in	typical working
agribusiness.		agribusiness; defining	day of a data
SO1.3 – Discuss the		algorithm, big data,	scientist,
defining algorithm, big		business analytics,	importance of data
data, business analytics,		statistical learning,	science in
statistical learning.		defining machine	agribusiness
SO1.4- Describes		learning, defining	
defining machine		artificial intelligence,	
learning, defining		data mining; difference	
artificial intelligence,		between analysis and	
data mining		analytics, business	
SO1.5 Discuss the		intelligence and	
difference between		business analytics,	
analysis and analytics,		typical process of	
business intelligence		business analytics	
and business analytics,		cycle.	
typical process of		1.1- Introduction to data	
business analytics		science, evolution of data	
cycle.		science, work profile of a	
SO1.6 Laboratory and		data scientist, career in	
field work		data science, nature of	
		data science, typical	
		working day of a data	
		scientist, importance of	
		data science in	
		agribusiness	
		1.2- defining algorithm,	
		big data, business	
		analytics, statistical	
		learning, defining	
		machine learning,	
		defining artificial	
		intelligence	
		1.3- Data mining;	
		difference between	
		analysis and analytics,	
		business intelligence and	
		business analytics, typical	
		process of business	
		analytics cycle.	
	1	~ ~	



SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on Introduction to data science, evolution of data science, work profile of a data scientist, career in data science, nature of data science, typical working day of a data scientist, importance of data science in agribusiness.

b. Mini Project: -

c. Other Activities (Specify):-

ABM 526 CO-2: Operate the using of statistical analytical tools for analysis of research problems

Approximate nours			
Item	AppX Hrs		
C 1	3		
LI	1		
SW	2		
SL	2		
Total	08		

Approximate Hours

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
SO2.1 – Introduce to the Fundamental of Research Fundamentals of R and R Studio, fundamentals of packages of R Studio, data manipulations, data transformations, data transformation, standardization, missing values imputation, dummy variables, data visualization (2D and 3D) SO2.2 – learned about basic architecture of machine learning analytical cycle, descriptive analytics- case study covering data manipulation SO2.3- Apply to the measures of central tendency, measures	 LI-2.1 - To develop a program in R using any four statistical functions. LI-2.2 - To develop a program in R to implement the user defined function. LI-2.3 - To develop a script to create data frame. LI-2.4 - To develop a module in R to create mathematical series LI-2.5 - To study the IDE for R language. LI-2.6 - To study of measures of central tendency. LI-2.7 - To study of measures of 	Unit II:FundamentalofResearchFundamentals of RandRStudio,fundamentalsofpackages of RStudio,datamanipulations,datatransformations,normalization,standardization,standardization,standardization,missingvaluesimputation,datavisualization(2D and3D),basicarchitectureofmachinelearninganalyticalcycle,descriptiveanalytics-casestudycoveringdatadatamanipulation,measuresofcentraltendency,measuresofofdispersion,	2.1 – Prepare the assignment on Fundamental of Research Fundamentals of R and R Studio, fundamentals of packages of R Studio, data manipulations, data transformations, normalization, and standardization.



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		4.5	
of dispersion,	dispersion.	measures of	
measures of	LI-2.8 - To study of	distribution,	
distribution	measures of	measures of	
SO2.4- Briefing the measures of	distribution.	associations, t-test, f-	
associations, t-test, f-	LI-2.9 - To study of	test, ANOVA, Chi-	
test,	measures of	square test, basic	
SO 2.5–Discuss to the		statistical modeling	
ANOVA, Chi-square	associations.	framework.	
test, basic statistical	LI-2.10 - To study	2.1 – Fundamental of	
modeling framework	of t-test, f-test.	Research Fundamentals	
SO 2.6 Laboratory and	LI-2.11 - To study	of R and R Studio,	
field work	of ANOVA	fundamentals of	
	analysis	packages of R Studio, data manipulations,	
	LI-2.12 - To study	data manipulations, data transformations,	
	of Chi-square test	normalization,	
	-	standardization,	
	analysis.	missing values	
	LI-2.13 - To study	imputation, dummy	
	of basic statistical	variables, data	
	modeling	visualization (2D and	
	framework.	3D), 2.2- Measures of	
		central tendency,	
		measures of	
		dispersion, measures	
		of distribution,	
		measures of	
		associations, t-test, f-	
		test.	
		2.3- ANOVA, Chi-square test, basic	
		square test, basic statistical modeling	
		framework	
		in white WOIR	

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on Fundamental of Research Fundamentals of R and R Studio, fundamentals of packages of R Studio, data manipulations, data transformations, normalization, and standardization.

b. Mini Project:

c. Other Activities (Specify):



ABM 526 CO-3: Determine to supervised machine learning and basic frame work of application of regression analysis Approximate Hours

Item	AppX Hrs
C 1	3
LI	1
SW	2
SL	2
Total	08

Session Outcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	Self Learning (SL)
 SO3.1 – Introduce the Supervised machine learning: Basic framework, regression models and classification models SO3.2 – Discuss to the Linear regression, nonlinear regression and multiple regression SO3.3- Apply the polynomial regression, lasso regression 	L11.3.1TostudytheIDEforRlanguage.L11.3.2Todevoascripttodemonstratedemonstrateexploratorydataanalysis (EDA)L11.3.3ToL11.3.3TostudytheLinearregressionandnonlinearregression.	Unit III:Supervisedmachinelearning:Basicframework,regressionmodelsandclassificatiomodels.Linearregression,nonlinearregression,nultipleregression,polynomialregression,lassoregression,regression,stepwiseregression,quintile	3.1 Prepare the assignment on - supervised machine learning: Basic framework and regression models.
SO 3.4- Discuss to The ridge regression, stepwise regression,. SO 3.5- Describe the quintile regression SO 3.6 Laboratory and field work	LI1.3.4- To study the multiple regression and polynomial regression, LI1.3.5- To study the logistic regression	regression,logisticregression3.1- Supervised machinelearning:Basicframework,regressionmodels and classificationmodels.3.2- Linear regression,nonlinear regression,multipleregression,polynomialregressionand lasso regression3.3- Ridgeregression,stepwiseregression,quintile regressionandlogistic regression	

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on - supervised machine learning: Basic framework and regression models

b. Mini Project:

c. Other Activities (Specify):



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

Approximate Hours

Item	App X Hrs
Cl	3
LI	1
SW	2
SL	2
Total	08

Session Outcomes	Laboratory	Class room Instruction	Self Learning
(SOs)	Instruction	(CI)	(SL)
(505)	(LI)		
SO4.1 – Introduce the	LI1.4.1- To study	Unit-4	4.1 Prepare the
Supervised machine	the forecasting	Supervised machine	assignment on -
learning: Linear	models (AR, and	learning: Linear	Supervised
discriminate analysis,	MA,).	discriminate analysis,	machine learning:
principal component	LI1.4.2 -To study	principal component	0
analysis, factor	the forecasting	analysis, factor	analysis, principal
analysis.	models (ARMA	analysis, support	component
SO4.2 – Discuss to the	and ARIMA).	vector machines, naïve	analysis, factor
support vector		Bayes, nearest	analysis, support
machines, naïve Byes,		neighbors, decision	vector machines.
nearest neighbors,		trees, random forest,	
decision trees, random		ensemble methods, k-	
forest, ensemble		fold cross validation, X	
methods		gradient boosting.	
SO4.3- Apply the <i>k</i> -		Unsupervised machine	
fold cross validation,		learning—basic	
X gradient boosting		framework, concept of	
		clustering, k-means, c-	
SO4.4- Discuss to The		means, hierarchical	
Unsupervised machine		clustering, hidden	
learning—basic		mark ov models,	
framework, concept of		forecasting models	
clustering.		(AR, MA, ARMA and	
		ARIMA).	
SO4.5– Describe the		4.1- Supervised	
hidden mark ov		machine learning:	
models, forecasting models (AR, MA,		Linear discriminate	
		analysis, principal	
ARMA and ARIMA).		component analysis,	
SO 3.6 Laboratory and field work		factor analysis, support	
		vector machines.	
		4.2- Naïve Bayes,	
		nearest neighbors,	
		decision trees, random forest, ensemble	
		iorest, ensemble	

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

SW-1 Suggested Seasonal Work (SW)

a. Assignments: Prepare the assignment on Management of collections and disbursement, Investment of Surplus cash.

b. Mini Project:

c. Other Activities (Specify):

ABM 526 CO-5: Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model

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

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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
SO1.1 –Indentify the deep learning: Basic framework of neural nets, types of neural nets, computer vision, object detection and localization SO1.2- Identify the gradient descent optimization for loss function, regularization L1 and L2,	and implement data visualization tools. LE1. 5.2 To study	Unit-5.0 Deep learning: Basic framework of neural nets, types of neural nets, computer vision, object detection and localization, gradient descent optimization for loss function, regularization L1 and L2, feed forward neural nets, back propagation,	Definition, Scope and importance of



 SO1.3- Identifying Micro Finance credit lending models: - Association model SO1.4- Analyze the feed forward neural nets, back propagation, recurrent neural nets, convolution neural nets, reinforcement neural net, concurrent net. SO1.5- Apply the introduction to IoT. All the illustrations used in the syllabus of Data Science in Agribusiness will be primarily from agribusiness domains and R Studio will be used for practical purposes 	develop a script to demonstrate exploratory data analysis (EDA) LE1. 5.4 To develop a program to visualize time series data. LE1. 5.5 To study and implement data visualization tools.	recurrent neural nets, convolution neural nets, reinforcement neural net, concurrent net, introduction to I o T. All the illustrations used in the syllabus of Data Science in Agribusiness will be primarily from agribusiness domains and R Studio will be used for practical purposes 5.1- Deep learning: Basic framework of neural nets, types of neural nets, computer vision, object detection and localization, gradient descent optimization for loss function, 5.2- Regularization L1 and L2, feed forward neural nets, back propagation, recurrent neural nets, convolution neural nets, convolution neural nets, reinforcement neural net, concurrent neural net, concurrent neural net, reinforcement neural net, station of D o T 5.3- All the illustrations used in the syllabus of Data Science in	
		5 .3- All the illustrations used in the syllabus of	

SW-1 Suggested Seasonal Work (SW):

a. Assignments: - Prepare the assignment on Definition, Scope and importance of Micro Finance.

b. Mini Project:

c. Other Activities (Specify):



Brief	Brief of Hours suggested for the Course Outcome Course Outcomes Class Laboratory Seasonal Self Total hour													
Course Outcomes	Class Lecture (C l)	Laboratory Lecture (L I)	Seasonal Work (SW)	Self Learnin g (S l)	Total hour (C l + LI+ SW +S l)									
ABM 526 CO-1 Describe the equip of agribusiness with knowledge, skills and attitude for using data science tools and techniques	3	1	2	2	08									
ABM 526 CO-2: Operate the using of statistical analytical tools for analysis of research problems	3	1	2	2	08									
ABM 526 CO-3: Determine to supervise machine learning and basic frame work of application of regression analysis.	3	1	2	2	08									
ABM 526 CO-4: Asses to supervised machine learning and deep learning and basic frame work of application of linear discriminate analysis	3	1	2	2	08									
ABM 526 CO-5: Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model	3	1	2	2	08									
Total Hours	15	05	10	10	40									

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

СО	Unit title	Mar	Total Marks		
		R	U	Α	
CO-1	Unit I: Introduction to data science, evolution of data science, work profile of a data scientist, career in data science, nature of data science, typical working day of a data scientist, importance of data science in agribusiness; defining algorithm, big data, business analytics, statistical learning, defining machine learning, defining	02	03	00	05



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	artificial intelligence, data				
	_				
	mining; difference between				
	analysis and analytics, business				
	intelligence and business				
	analytics, typical process of				
	business analytics cycle.				
CO-2	Unit II: Fundamental of Research	02	05	03	10
	Fundamentals of R and R Studio,				
	fundamentals of packages of R				
	Studio, data manipulations, data				
	transformations, normalization,				
	standardization, missing values				
	imputation, dummy variables,				
	data visualization (2D and 3D),				
	basic architecture of machine				
	learning analytical cycle,				
	descriptive analytics-case study				
	covering data manipulation,				
	measures of central tendency,				
	measures of dispersion, measures				
	of distribution, measures of				
	associations, t-test, f-test,				
	ANOVA, Chi-square test, basic				
<u> </u>	statistical modeling framework.	00	00	07	15
CO-3	Unit III: Supervised machine	00	08	07	15
	learning: Basic framework,				
	regression models and				
	classification models. Linear				
	regression, nonlinear regression,				
	multiple regression, polynomial				
	regression, lasso regression, ridge				
	regression, stepwise regression,				
	quintile regression, logistic				
	regression				
CO-4	Unit-4 Supervised machine	02	05	08	15
	learning: Linear discriminate				
	analysis, principal component				
	analysis, factor analysis, support				
	vector machines, naïve Bayes,				
	nearest neighbors, decision trees,				
	random forest, ensemble				
	methods, k-fold cross validation,				
	X gradient boosting.				
	Unsupervised machine				
	learning—basic framework,				
	concept of clustering, k-means, c-				
	means, hierarchical clustering,				
	hidden mark ov models,				
	forecasting models (AR, MA,				
	hidden mark ov models,				



	ARMA and ARIMA).				
CO-5	Unit-5.0 Deep learning: Basic framework of neural nets, types of neural nets, computer vision, object detection and localization, gradient descent optimization for loss function, regularization	00	03	02	05
	Total	06	24	20	50
Laboratory work	Description of Marks				
1	Lab works Assignment	-	-	-	35
2	Viva-voce	-	-	-	10
3	Attendance	-	-	-	05
	Total				50

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

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

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

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming



Suggested Learning Resources:

S. No.	Title	Author	Publisher	Edition & Year
01	Manning Early Access Program. Version 1	Deep Learning with R. MEAP Edition	Manning Publication	2017
02	An Introduction to Statistical Learning with Application.	James RG, Witten D, Hastie T and Tibshirani R. 2017	Springer Publication	. 2017 Tenth Edition
03	Machine Learning With Tensor flow: A Deeper Look At Machine Learning With Tensor Flow	Millstein F. 2018.	Frank Millstein	2018
04	Introduction to Data Science	Stanton J.	SAGE Publications, Inc.	2012

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Cos, POs and PSOs Mapping Course Code:-ABM 526 Course Title: - Business Analytics for Agriculture

Course	Program Outcomes Program Specific Outcome															
Outcomes	PO1	PO2	PO3	PO	PO5	PO6	PO7	PO8	PO9	PO1	PO1	PO1	PSO 1	PSO 2	PSO 3	PSO 4
	Man	Pro	Mod	4 Ethi	Indivi	Com	Duci	Busi	Life-	0 Envi	1 Entr	2 Glob	Ability to	Ability to	Inculcate	Ability
					dual		Proj						•	understan	proactive	to use
	ageri	ble	ern	cs	_	muni catio	ect	ness	long	ron	epre	al	apply			the
	al	m	tool		and		man	decis	learn	ment	neur ial	outlo ok	managerial and	d the day	thinking	
	know	anal	usag		team	n	age	ion	ing	and		ок		to day	to ensure	research
	ledge	ysis	e		work		ment	maki		susta	oppo		business	business	effective	based
							and	ng		inabi	rtuni		skilled for	operationa	performa	innovati
							finan			lity	ties		developme	l problems	nce in	ve
							ce						nt of	and	the	knowled
													business	startup	dynamic	ge for
													growth	developm	socio-	sustaina
													with the	ent of	economi	ble
													available	agribusine	c and	develop
													resources	ss and	business	ment in
														provide	ecosyste	agribusi
														economic	m	ness
														al solution	entrepren	growth
														to	eurial	and
														enhance	approach	develop
														the decide	and skill	s
														goal	sets	
														without	aligned	



														compromi sing ethical value	with the national priorities	
ABM 526 CO-1 Describe the equip of agribusiness with knowledge, skills and attitude for using data science tools and techniques	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM 526 CO- 2: Operate the using of statistical analytical tools for analysis of research problems	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM 526 CO- 3: Determine to supervise machine learning and basic frame work of application of regression analysis.	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3



	1	1	1		1	1	1								1	
ABM 526 CO-	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
4: Asses to																
supervised																
machine																
learning and																
deep learning																
and basic frame																
work of																
application of																
linear																
discriminate																
analysis																
	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
5: Develop the																
micro finance																
credit lending																
models:-																
association																
model,																
Community																
Banking model,																
Credit union																
model																

Legend: 1 – Low, 2 – Medium, 3 – High



POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 526 CO-1 Describe the equip of agribusiness with knowledge, skills and attitude for using data science tools and techniques	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of a manager 1.1, 1.2, 1.3.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 526 CO-2: Operate the using of statistical analytical tools for analysis of research problems	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-2.0 – Management functions: Planning – Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing – Structure & Process, Line, Staff, Authority & Responsibility, Staffing – Recruitment and Selection, Directing – Training, Communication & Motivation, Controlling- Significance, Process, Techniques, Standards & Benchmarks, Management Audit. 2.1, 2.2, 2.3.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 526 CO-3: Determine to supervise machine learning and basic frame work of application of regression analysis.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behaviour – Emotions, Personality, Values, Attitudes, Perception, Learning and individual decision making, Motivation- Types of	As mentioned in page number

Course Curriculum Map: Business Analytics for Agriculture



PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 526 CO-4: Asses to supervised machine learning and deep learning and basic frame work of application of linear discriminate analysis	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	motivation, theories of motivation motivational practices at workplace managing stress and work life balance. 3.1, 3.2, 3.3.Unit-4.0 Group dynamics- types of groups, group formation, Group decision making teambuilding and developing collaboration, leadership styles and influence process; leadership theories leadership styles and effective leader 4.1, 4.2, 4.3.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 526 CO-5: Develop the micro finance credit lending models:-association model, Community Banking model, Credit union model	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-5.0 Understanding and managing organizational culture, power and political behavior in organizations conflict Management, negotiation managing organizational change, concep of organizational development. 5.1, 5.2, 5.3.	



Course Code: PGS 503

Course Title: Intellectual Property and Its Management in Agriculture

Pre- requisite: To teach the physiology of Intellectual Property and Its Management in Agriculture **Rationale:** The main objective of this course is to equip students and stakeholders with knowledge of Intellectual Property Rights (IPR) related protection systems, their significance and use of IPR as a tool for wealth and value creation in a knowledge based economy.

Course outcomes:

PGS 503.1: Students will be able to understand Historical perspectives and need for the introduction of Intellectual Property Right.

PGS 503.2: Students will be able to understand National Biodiversity protection initiatives. Convention on Biological Diversity

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

Scheme of Studies:

Board of Study	Course				Sch (Ho	Total Credits(C)		
	Code	Course Title	Cl LI		SW	SL	Total Study Hours(CI+LI+ SW+SL)	
Program Core (PGS)	PGS 503	Intellectual Property and Its Management in Agriculture		0	1	1	3	1

Legend:

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

LI: Laboratory Instruction (Includes Practical performances in laboratory

workshop, field or other locations using different instructional strategies)

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

SL: Self Learning,

C: Credits.

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

Scheme of Assessment:

Theory

		Course	Scheme of Assessment (Marks)										
		Title		Progressive Assessment(PRA)									
Board C of Study	Course Code		Jinarko	10002	(PA)	Class Attenda nce (AT)	Total Marks (CA+CT+ PA+AT)	h	Mar ks (PRA +ESA)				

							epartment of Ag Faculty of	ribusiness Man Management S	-
PGS	PGS 503	Intellect ual Property and Its Manage ment in Agricult ure	5	40	0	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes(SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

PGS 503.1: Students will be able to understand Historical perspectives and need for the introduction of Intellectual Property Right. Approximate Hours

Approximate	nours
Item	AppXHrs
Cl	04
LI	0
SW	01
SL	02
Total	07

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Session Outcomes(SOs)	Laboratory	Classroom	Self-Learning (SL)	
	Instruction(LI)	Instruction(CI)		
SO1.1 Student will		Unit-1.0 Historical	1. Role of IPR and its	
understand the Historical		perspectives and need	benefits.	
perspectives and need for		for the introduction of		
the introduction of		Intellectual Property	2. Role of TRIPS and	
Intellectual Property Right.		Right regime; TRIPs	its benefits	
		and various provisions		
SO1.2 Student will		in TRIPS Agreement;		
recognize the TRIPs and		Intellectual Property		
various provisions in		and Intellectual		
TRIPS Agreement.		Property Rights (IPR),		
		benefits of securing		
SO1.3 Student will		IPRs.		
understand different				
Intellectual Property and	Historical perspectives and need for the			
Intellectual Property				
Rights (IPR), benefits of		Intellectual Property		
securing IPRs		Right regime.		
e		TRIPs and various		
		provisions in TRIPS		
		Agreement.		
		IntellectualProperty		
		and Intellectual		
		PropertyRights (IPR).		
		Benefits of securing		
		IPRs.		



SW-1 Suggested Seasonal Work (SW):

- a. Assignments:
 - I. Preparation of file and write the role of IPR and TRIPS and their purpose.

PGS 503.2: Students will be able to understand National Biodiversity protection initiatives. Convention on Biological Diversity. Approximate Hours

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

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self -Learning(SL)
SO2.1 Students will		Unit-2 Indian	1. Basic Indian
understand the Indian		Legislations for the	Legislature.
Legislations for the		protection of various	2. Plant varieties and
protection of various		types of Intellectual	farmers' rights act
types of Intellectual		Properties;	(2001).
Properties; Fundamentals		Fundamentals of	
of patents, copyrights,		patents, copyrights,	3. Biodiversity act
geographical indications,		geographical	(2002)
designs and layout		indications, designs and	
		layout, trade secrets and	
SO2.2Students will		traditional knowledge,	
understand the trade		trademarks, protection	
secrets and traditional		of plant varieties and	
knowledge, trademarks,		farmers' rights and	
protection of plant		biodiversity protection;	
varieties and farmers'		Protectable subject	
rights and biodiversity		matters, protection in	
protection.		biotechnology,	
		protection of other	
SO2.3 Students will		biological materials,	
identify the role of		ownership and period of	
Protectable subject		protection.	
matters, protection in		Indian Legislations for	
biotechnology,		the protection of various	
protection of other		types of Intellectual	
biological materials,		Properties.	
ownership and period of		Fundamentals of patents,	
protection.		copyrights,	
		geographical indications,	
		designs andlayout.	
		trade secrets and	



traditional knowledge	
and trademarks.	
protection of plant	
varieties and farmers'	
rights and biodiversity	
protection.	
Protectable subject	
matters, protection in	
biotechnology.	
protection of other	
biological materials,	
ownership and period of	
protection.	

SW-2 Suggested Seasonal Work (SW):

Assignments:

- I. Note on Plant varieties and farmers' rights act (2001).
- II. Note on Biodiversity act (2002).

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

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

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)	
SO3.1 Students will identify the National Biodiversity protection initiatives and Convention on Biological Diversity.		Unit-3: National Biodiversity protection initiatives; Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and	1. Plant Genetic Resources.	
SO3.2 Students will understand the International Treaty on Plant Genetic Resources for Food and Agriculture and Licensing of technologies.		Agriculture; Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement. National		
SO3.2 Students will understand the Material transfer agreements,		Biodiversity protection initiatives. Conventions on Biological Diversity.		



Research collaboration	International Treatyon
Agreement and License	Plant Genetic Resources
Agreement.	for Food and
	Agriculture.
	Licensing of
	technologies and
	Material transfer
	agreements.
	Research collaboration
	Agreement and License
	Agreement.

SW-3 Suggested Sessional Work (SW):

- a. Assignments:
- i. Note on Plant Genetic Resources.
- ii. Note on National Biodiversity protection initiatives



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Brief of Hours suggested for the Course Outcome:							
Course	Course Outcomes	Class	Sessional	Self-	Total hour		
outcome		Lecture	Work (SW)	Learning	(Cl+SW+Sl)		
		(Cl)		(Sl)			
CO-01	Students will be able to	04	01	02	07		
	understand Historical						
	perspectives and need for the						
	introduction of Intellectual						
	Property Right.						
CO-02	Students will be able to	06	02	03	11		
	understand National Biodiversity						
	protection initiatives.						
	Convention on Biological						
	Diversity.						
CO-03	Students will be able to	05	02	01	08		
	understand Research						
	collaboration Agreement,						
	License agreement.						
	Total	15	05	06	26		

Brief of Hours suggested for the Course Outcome:

Suggestion for End Semester Assessment

~	~		
Suggested	Specification	Table ((For ESA)
Duggebieu	opectication	LUDIC	

CO	Unit Titles	· · · · · · · · · · · · · · · · · · ·	rks Distribu	tion	Total
		R	U	Α	Marks
CO 1	Unit-1.0 Historical perspectives and need for the introduction of Intellectual Property Right regime; TRIPs and various provisions in TRIPS Agreement; Intellectual Property and Intellectual Property Rights (IPR), benefits of securing IPRs.	05	03	02	10
CO 2	Unit-2 Indian Legislations for the protection of various types of Intellectual Properties; Fundamentals of patents, copyrights, geographical indications, designs and layout, trade secrets and traditional knowledge, trademarks, protection of plant varieties and farmers' rights and biodiversity protection; Protectable subject matters, protection in biotechnology, protection of other biological materials, ownership and period of protection.	05	02	03	10
CO 3	Unit-3: National Biodiversity protection initiatives; Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture; Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement.	05	03	02	10

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



The end of semester assessment for **Intellectual Property and Its Management in Agriculture** will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment. Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Role Play
- 6. Visit to organic fields
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

Suggested Learning Resources:

(a) Books:

S.No.	Title	Author	Publisher	Edition & Year
1	Intellectual Property Rights in Agricultural Biotechnology	Erbisch FH and Maredia K	CABI.	1998
2	Intellectual Property Rights: Unleashing Knowledge Economy	Ganguli P	McGraw-Hill.	2001
3	Intellectual Property Rights: Key to New Wealth Generation		NRDC and Aesthetic Technologies.	2001
4	State of Indian Farmer. Vol. V. Technology Generation and IPR Issues	Ministry of Agriculture, Government of India	Academic Foundation	2004
5	Intellectual Property Rights in Animal Breeding and Genetics		CABI	2003

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Cos, POs and PSOs Mapping Course Code:-PGS 503

Course Title: - Intellectual Property and Its Management in Agriculture

Course	Progra	ogram Outcomes											Program Specific Outcome				
Outcomes	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4	
	Man	Pro	Mod	Ethi	Indivi	Com	Proj	Busi	Life-	Envi	Entr	Glob	Ability to	Ability to	Inculcate	Ability	
	ageri	ble	ern	cs	dual	muni	ect	ness	long	ron	epre	al	apply	understand	proactive	to use	
	al	m	tool		and	catio	man	decis	learn	ment	neur	outlo	managerial	the day to	thinking	the	
	know	anal	usag		team	n	age	ion	ing	and	ial	ok	and	day	to ensure	research	
	ledge	ysis	e		work		ment	maki	8	susta	oppo		business	business	effective	based	
	8-	J					and	ng		inabi	rtuni		skilled for	operational	performan	innovati	
							finan	8		lity	ties		developme	problems	ce in the	ve	
							ce						nt of	and startup	dynamic	knowled	
													business	developme nt of	socio- economic	ge for	
													growth	agribusines	and	sustaina	
													with the	s and	business	ble	
													available	provide	ecosystem	develop	
													resources	economical	entrepren	ment in	
													100001000	solution to	eurial	agribusi	
														enhance	approach	ness	
														the decide	and skill	growth	
														goal	sets	and	
														without	aligned	develop	
														compromis	with the	-	
														ing ethical	national	S	
												_		value	priorities		
CO-1 Students will be able to understand	s 3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1	



Historical perspectives and need for the introduction of Intellectual Property Right.																
CO-2 Students will be able to understand National Biodiversity protection initiatives. Convention on Biological Diversity.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
CO-3 Students will be able to understand Research collaboration Agreement, License agreement.	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: Intellectual Property and Its Management in Agriculture

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO-1 Students will be able to understand Historical perspectives and need for the introduction of Intellectual Property Right.	SO1.1 SO1.2 SO1.3		Unit-1.0 Historical perspectives and need for the introduction of Intellectual Property Right regime; TRIPs and various provisions in TRIPS Agreement; Intellectual Property and Intellectual Property Rights (IPR), benefits of securing IPRs. 1.1, 1.2, 1.3. 1.4.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO-2 Students will be able to understand National Biodiversity protection initiatives. Convention on Biological Diversity.	SO1.1 SO1.2 SO1.3		Unit-2 Indian Legislations for the protection of various types of Intellectual Properties; Fundamentals of patents, copyrights, geographical indications, designs and layout, trade secrets and traditional knowledge, trademarks, protection of plant varieties and farmers' rights and biodiversity protection; Protectable subject matters, protection in biotechnology, protection of other biological materials, ownership and period of protection. 2.1, 2.2, 2.3.2.4,2.5	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO-3 Students will be able to understand Research collaboration Agreement, License agreement.	SO1.1 SO1.2 SO1.3		Unit-3: National Biodiversity protection initiatives; Convention on Biological Diversity; International Treaty on Plant Genetic Resources for Food and Agriculture; Licensing of technologies, Material transfer agreements, Research collaboration Agreement, License Agreement. 3.1, 3.2, 3.34,3.5	As mentioned in page number



Course Code: PGS 504

Course Title: Basic Concepts in laboratory techniques

Pre requisite: No specific requirements

Rationale: Studying basic laboratory techniques are fundamental for scientific research, ensuring accurate experimentation and data analysis. Mastery of these skills cultivates precision, reproducibility, and safety, forming the cornerstone of scientific inquiry across disciplines and facilitating advancements in knowledge and technology.

Course Outcomes:

CO1-PGS504 Student will learn about basic instrumentation, its principles, working and use. They will learn about Making solutions of different concentrations, learn acid base interaction. Also, student will learn about Procedural outline of various experiments. Student will learn about Basics of plant tissue culture and seed viability testing.

Scheme of Studies

Γ	Board	Course	Course Title	Scher	Scheme of Studies (Hours/Week)				Total
	Of	Code		CI	LI	SW	SL	Total Study	Credit (C)
	Study							Hours	
	NC	PGS504	Basic Concepts	00	2	00	00	2	01
			in Laboratory						
			Techniques						

Legend:

 $\label{eq:ClassroomInstruction(Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),$

 $\label{eq:linear} LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field and the second sec$

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

SL: Self Learning,

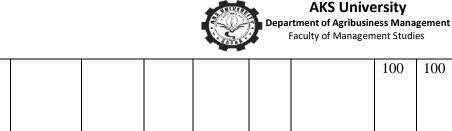
C: Credits.

Note:

SW&SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment: Practical

1	actical									
Board	Cours	Course	Scheme of Assessment (Marks)							
of	e	Title	Progressiv	ve Assessm	ent (PR	A)			End	Total
Study	Code		Class/Ho	ClassTest	Semi	Class	Clas	Total	Sem	Mark
			me	2	naro	Activit	S	Marks	este	S
			Assignm	(2 bestout	ne	у	Atte	(CA+CT+	r	(PR
			ent 5	of3)		anyon	nda	SA+	Asse	A +
			number3	10 marks		e	nce	CAT+AT)	ssm	ESA)
			marksea	each(CT)		(CAT			ent	
			ch(CA)						(ES	
)	(AT)		A)	
							(\mathbf{AI})			



in La Te	boratory chniques				
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Course-Curriculum Detailing:

PGS5

04

Basic

Concepts

NC

Laboratory techniques are important for any person conducting an experiment. Every procedure needs to be complete with accuracy and precision with proper safety measures. Student will understand the safety and details of working in scientific laboratory. Student will familiarize with various instruments and their principles. Student will practice and visualize common experimental procedures.

PGS504 CO-01 Student will learn about basic instrumentation, its principles, working and use. They will learn about Making solutions of different concentrations, learn acid base interaction. Also, student will learn about Procedural outline of various experiments. Student will learn about Basics of plant tissue culture and seed viability testing

Approximate Hours

100

Item	Appx Hrs
CI	00
LI	30
SW	00
SL	00
Total	30

Session Outcomes	Laboratory	Classroom	Self-Learning (SL)
(SOs)	Instructions (LI)	Instructions (CI)	
SO.L1 Identify safety	L1. Safety measures		
measures while in Lab	while in Lab;		
SO.L2 Recognize use	L2. Use of burettes,		
of glasswares.	pipettes, measuring		
SO.L3 Discover	cylinders, flasks,		
handling of	separatory funnel,		
glasswares.	condensers,		
SO.L4 Recognize	micropipettes and		
Drying of solvents/	vaccupets;		
chemicals;	L3. Washing, drying		
SO.L5 Describe	and sterilization of		
working with	glassware;		
chemicals.	L4. Drying of		
SO.L6 Describe	solvents/ chemicals;		
working with	L5. Handling of		
solutions.	chemical substances;		



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		4.5	
SO.L7 Articulate the	Weighing and		
technique of	preparation of		
formulating doses of	solutions of different		
agrochemicals	strengths and their		
SO.L8 Discover	dilution;		
handling techniques of	L6. Handling		
solutions	techniques of		
SO.L9 Identify the	solutions;		
handling of acid and	L7. Preparation of		
bases	different agro-		
SO.L10 Discover the	chemical doses in field		
formulation of buffer	and pot applications;		
and solutions of	L8. Preparation of		
specific pH.	solutions of acids;		
SO.L11 Identify the	L9. Neutralisation of		
use of lab instruments	acid and bases;		
SO.L12 Recognize	L10. Preparation of		
and categorize the	buffers of different		
media requirements	strengths and pH		
and its types	values;		
SO.L13 Discover the	L11. Use and handling		
methods and	of microscope, laminar		
application of viability	flow, vacuum pumps,		
of germplasm	viscometer,		
SO.L14 Illustrate	thermometer,		
procedure for plant	magnetic stirrer,		
tissue culture	micro-ovens,		
SO.L15 Recognize	incubators, sandbath,		
flowering plant by its	waterbath, oilbath;		
taxonomical	Electric wiring and		
description	earthing;		
	L12. Preparation of		
	media and methods of		
	sterilization;		
	L13. Seed viability		
	testing, testing of		
	pollen viability;		
	L14. Tissue culture of		
	crop plants;		
	L15. Description of		
	flowering plants in		
	botanical terms in		
	relation to taxonomy		



Course Outcomes	Class Lecture (CL)	Sessional Work (SW)	Self- Learning (SL)	Total hour (CL+SW+SL)
Basic Concept of Laboratory Techniques	0+30	0	0	30

Brief of Hours suggested for the Course Outcome

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

СО	Unit Titles	Mark	s Distril	oution	Total
		R	U	Α	Marks
CO1	Safety measures while in Lab; Use of burettes, pipettes, measuring cylinders, flasks, separator funnel, condensers, micropipettes and vaccupets; Washing, drying and sterilization of glassware; Drying of solvents/ chemicals; Handling of chemical substances; Weighing and preparation of solutions of different strengths and their dilution; Handling techniques of solutions; Preparation of different agro-chemical doses in field and pot applications : Preparation of solutions of acids; Neutralisation of acid and bases; Preparation of buffers of different strengths and pH values; Use and handling of microscope, laminar flow, vacuum pumps, viscometer, thermometer, magnetic stirrer, micro-ovens, incubators, sunbath, water bath, oil bath; Electric wiring and earthling;Preparation of media and methods of sterilization; Seed viability testing, testing of pollen viability; Tissue culture of crop plants; . Description of flowering plants in botanical terms in relation to taxonomy.		30	70	100
	Total		30	70	100

Suggested Learning Resources:

Sl. No.	Title	Author	Publisher	Edition and Year
01	Laboratory Techniques in Organic Chemistry	Jerry R. Mohrig, David G. Alberg, and Gretchen M. Adams	W. H. Freeman and Company.	2014
02	Biotechnology: Expanding Horizons	B D Singh	Kalyani Publishers	2005



Second Semester

Course Type	Course	Course Name	Number of	credits		Credit
	Code		Lecture	Tutorial	Practical	
			(L)	(T)	(P)	
Training	ABM –	Summer	0	0	1	1
	595	Training/ Industrial				
		Attachment				
Course	1. Identify th	e opportunity to deve	elop skill in	field of inte	erest for agr	ibusiness
Outcome	professionals.					
	2. Develop t	the business skills in	communicati	ion, technole	ogy, quantit	ative
	reasoning, an	d teamwork.				
	3. Apply the	gaining vital work -	related experi	ience and bu	ilding stron	g resume
	for bright car	eer with develop resea	urch skill			
	4. Analyze t	he organizational leve	el challenges	programs to	help build	the
	academic care	eer and personality				
		he ability understand	0	0 0	0	
	Business man	agement) students loc	oking to gain e	experience in	n a particula	r field
Topics	INTRODUC	FION				
Covered	TRAINNING	& ITS IMPORTAN	CE:-			
	Summer trair	ning / Industrial attach	nment is form	nal academic	c programs	designed
	and conduction	on to provide practical	l experience	in real world	a environme	nt of the
	-	students. Training pro	-			
		including, economic		-	-	-
		ning / industrial attach		•		•
		npus and have to b			iness activit	ties and
	-	andling skill of busine	ess manageme	ent		
	OBJECTIVI					
	-	jectives of summer tra	-			
	To provide st	udents opportunity to	develop skills	s in the field	of interest.	
	To assist stud	lents in gaining vital v	vork – related	l experience	and buildin	g strong
	bright career.					
		nain objectives of an	internship is	to expose t	for particula	r job or
	profession or	industry.				
	-	eness about the various	• • • •	nities. Percei	ve commun	icational
	skills and org	anizational dynamics.				



Procedu	The following procedures have been implement during the Tanning or
res	Industrial attachment program
	1. This program is organized during the end of second semester of the curriculum.
	2. Department or University authority will decide the approach parameter or term and condition for of the Liasoning in the company under the jurisdiction of academic curriculum.
	3. The terms condition or approach parameter should includes i.e. Tenure of training, venue of training, accommodation for trainees and it will be prepared MOU with the company and department or University authority before organize the training.
	 4. For Implement of the program different approach will be applied to connect the industry or company i.e. direct communicate by university authority to the industry /company or either liosoning officers or department for organize of the summer training programmer /industry attachment. 5. Summer / attachment program will be organized which have mandatory
	Physical participation of student as well as company authority



Course Code: - ABM 509

Course Title: - International Trade in Agricultural Products

Pre requisite: -Student should have basic knowledge of International Trade

Rationale: -A applied Management Of International Trade in Agricultural Products course is to give the understanding of Cooperative management. International trade in agriculture is governed and managed by various bodies that can affect the quantity of food produced by different countries. The international market and its related laws and regulations have a significant impact on agricultural products and the GDP of a country, and all of these determine whether a country enters the international agricultural trade market or only sells its products for domestic consumption. International trade is more prominent in the developing countries of the world because their economies are heavily dependent on agricultural production.

Course Outcomes:

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

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

ABM 509 CO-3. Assess the practices of trade and foreign trade of agri business commodities.

ABM 509 CO-4 Develop a clear understanding about the significant regulations and policy measures for International Trade.

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

Board of	Cours e Code	Course Title	Scl	Scheme of studies (Hours/Week)				
Study			С	L	SW	S	Total Study	Cre
			1	Ι		L	Hours	dits
							(CI+LI+SW+	(C)
							SL)	
Progra m Core	ABM 509	International Trade in	02	00	02	01	05	0
(PCC)		Agricultural Products						

Scheme of studies

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



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

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

SL: Self Learning

C: Credits.

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

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

Scheme of Assessment:

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



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

International agreements on Agriculture.

Approximate Hours

Item	Appx hrs
C 1	06
LI	0
SW	02
SL	02
Total	10

Session Outcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction (CI)	Self Learning(SL)
(SOS) SO1.1- Brief Introduction about International Trade SO1.2 - Define the WTO SO1.3 - Describe the Function of WTO SO1.4-Describe the Implications of WTO for Indian economy SO1.5 Given the	Instruction(LI)	Unit-1.0 International trade– basic concepts, WTO and its implications for Indian economy in general and agriculture sector in particular. 1.1-International Trade 1.2-World Trade Organization 1.3- Implications of WTO 1.4-Role of WTO 1.5-Agriculture sector in particular	1.1- Prepare the assignment
Importance of WTO		1.6-Impoertance of WTO	

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on management function evaluation thought

- b. Mini Project: -
- c. Other Activities (Specify):-



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

Item	Appx hrs
C 1	06
LI	00
SW	02
SL	02
Total	10

Session Outcomes	Laboratory	Class room Instruction(CI)	Self Learning
(SOs)	Instruction (LI)		(SL)
SO2.1 – Introduce to network methods SO2.2 – Learned about the CPM and PERT SO2.3- Briefing about the Financial appraisal/evaluation techniques SO2.4- Explain about the NVP, IRR, B:C SO 2.5–Explain the Pay Back Period, Project control and information system	LE2.1	 Unit-2.0 - Apply to use different international trade technique and tools in international trade. 2.1- Network Analysis 2.2-CPM and PERT 2.3- Project scheduling and resource allocation 2.4-Discounted/ no discounted cash flows 2.5- NPV, profitability index, IRR, Cost benefits ratio, Payback period 2.6- Project control and information system 	2.1 – Prepare the assignment

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the Assignment on given topics.

b. Mini Project: Prepare a project report of different function of management used in any case study



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

- PPI 044	mate Hours
Item	Appx hrs
C 1	06
LI	00
SW	02
SL	02
Total	10

Session Outcomes	Laboratory	Class room Instruction	Self Learning
(SOs)	Instruction (LI)	(CI)	(SL)
SO3.1 – Define to the agri entrepreneurship SO3.2 – Briefing the Entrepreneurial Development Models SO3.3- Discuss the Successful Models in Agro Entrepreneurship Entrepreneur SO3.4- Discuss the Development of women entrepreneurship SO3.5– Describe the Social entrepreneurship	LE3.1	Unit-3.0 Importance of foreign trade for developing economy; absolute and comparative advantage, foreign trade of India. Cases on agri business commodity trade practices. 3.1-Foreign trade 3.2-Importance of foreign trade 3.3-Absolute and comparative advantage 3.4- Foreign trade of India 3.5-Agri business commodity 3.6- Cases on agri business commodity trade practices	3.1 Prepare the assignment

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on individual or organizational behaviors

b. Mini Project: Prepare a project report of different function of management used in any case study



ABM 509 CO-4: Develop a clear understanding about the significant regulations and policy measures for International Trade. Approximate hours

¹ ppi 0, mil	ate nours
Item	App X Hrs
Cl	06
LI	00
SW	02
SL	02
Total	10

Session Outcomes	Laboratory	Class room Instruction	Self Learning
(SOs)	Instruction(LI)	(CI)	(SL)
SO4.1Identify the India's balance of paymentsSO4.2 - Briefing the inter regional and international tradeSO4.3-ApplySO4.3-Applytariffs and trade controlSO4.4- Briefing the exchange rateSO4.5-Explain foreigntrade	LE1.1 -	 Unit-4.0 India's balance of payments; inter regional Vs international trade; tariffs and trade control; exchange rate; the foreign trade multiplier. 4.1-Balance of payments 4.2- India's balance of payments 4.3-Inter regional Vs international trade 4.4-Tariffs and trade control 4.5-Exchange rate 4.6 - Foreign trade multiplier 	1.1- Prepare the assignment

SW-1 Suggested Seasonal Work (SW):

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

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



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

foreign trade.

Approximate Hours

Item	AppX Hrs
Cl	06
LI	00
SW	02
SL	02
Total	10

Session Outcomes	Laboratory	Class room Instruction	Self Learning
(SOs)	Instruction(LI)	(CI)	(SL)
SO5.1 –Define the Foreign demand SO5.2- Briefing the supply side analysis SO5.3- Discuss about the implications for developing countries SO5.4- Discuss about the , market entry methods SO 5.5 - Explain the procedures & documentations	LE1.	Unit-5.0Foreigndemand,supply side analysis, opportunitycost,tradeandfactories,implicationsfordevelopingcountries,market entry methods,procedures & documentations.5.1-Foreign demand5.2-Supply side analysis5.3-Opportunity cost5.4-Implications for developingcountries5.5-Market entry methods5.6-Procedures&documentations	1.1 - Prepare the assignment

SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the assignment on individual or organizational behaviors

b. Mini Project: Prepare a project report of different function of management used in any case study



Course Outcomes (ABM-509)	Class Lecture (C l)	Laborat ory Lecture (L I)	Sessional Work (SW)	Self Learnin g (S l)	Total hour (C l + LI+ SW +S l)
CO-1. Expose the basic concepts of International trade with reference to WTO and International agreements on Agriculture.	06	00	02	02	10
CO-2. Apply to use different international trade technique and tools in international trade.	06	00	02	02	10
CO-3. Assess the practices of trade and foreign trade of agri business commodities.	06	00	02	02	10
CO-4. Develop a clear understanding about the significant regulations and policy measures for International Trade.	06	00	02	02	10
CO-5. Analyze to the international demand and supply with implication of foreign trade.	06	00	02	02	10
Total Hours	30	00	10	10	50

Brief of Hours suggested for the Course Outcome



Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit title	Mark	s Distrib	ution	Total
		R	U	Α	Marks
CO-1	Unit-1.0 International trade-basic concepts,	2	2	2	06
	WTO and its implications for Indian				
	economy in general and agriculture sector in				
	particular.				
CO-2	Unit-2.0 - Apply to use different international	2	3	3	08
	trade technique and tools in international trade.				
CO-3	Unit-3.0 Importance of foreign trade for	2	4	4	10
	developing economy; absolute and				
	comparative advantage, foreign trade of India. Cases on agri business commodity				
	trade practices.				
CO-4	Unit-4.0 India's balance of payments; inter	2	5	5	12
	regional Vs international trade; tariffs and				
	trade control; exchange rate; the foreign				
	trade multiplier.				
CO-5	Unit-5.0 Foreign demand, supply side	2	6	6	14
	analysis, opportunity cost, trade and				
	factories, implications for developing				
	countries, market entry methods, procedures				
	& documentations.				
	Total	10	20	20	50

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

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

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

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion



- 5. Visit to financial institutions
- 6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook,

Twitter, Whatsapp, Mobile, Online sources)

7. Brainstorming

Suggested Learning Resources:

S.	Title	Author	Publisher	Edition
No.				&
				Year
01.	Study materials by the Center for	The Future of	ITPO, New	2016
	WTO Studies	IndianAgricul	Delhi	
		ture		
02.	International Trade and Food	Brouwer F	LEI -	2016
	Security	and Joshi PK	Wageningen	
			UR, The	
			Netherlands	

Curriculum Development Team:

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Cos, POs and PSOs Mapping Course Code:-ABM 509 Course Title: - International Trade in Agricultural Products

Course	Progr	am Ou	tcomes										Program S	pecific Outo	ome	
Outcomes	PO1	PO2	PO3	PO	PO5	PO6	PO7	PO8	PO9	PO1	PO1	PO1	PSO 1	PSO 2	PSO 3	PSO 4
				4						0	1	2				
	Man	Pro	Mod	Eth	Indiv	Com	Proj	Busi	Life-	Envi	Entr	Glo	Ability to	Ability to	Inculcat	Ability
	ageri	ble	ern	ics	idual	mun	ect	ness	long	ron	epre	bal	apply	understan	e	to use
	al	m	tool		and	icati	man	deci	lear	men	neur	outl	manageria	d the day	proactiv	the
	kno	anal	usag		team	on	age	sion	ning	t	ial	ook	1 and	to day	e	researc
	wled	ysis	e		work		men	mak		and	opp		business	business	thinking	h based
	ge						t	ing		sust	ortu		skilled for	operation	to	innovat
							and			aina	nitie		developm	al	ensure	ive
							fina			bilit	S		ent of	problems	effective	knowle
							nce			У			business	and	perform	dge for
													growth	startup	ance in	sustaina
													with the	developm	the	ble
													available	ent of	dynamic	develop
													resources	agribusin	socio-	ment in
														ess and	economi	agribusi
														provide	c and	ness
														economic	business	growth
														al	ecosyste	and
														solution	m	develop
														to	entrepre	S
														enhance	neurial	
														the	approac	
														decide	h and	
														goal	skill sets	
														without	aligned	
														comprom	with the	
														ising	national	



														ethical value	prioritie s	
CO-1: Identify the basic concepts of management and organizational behavior.	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
CO-2: Demonstrate the overall view of various management functions, managerial skills and approaches.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
CO-3: Apply the fundamentals of individual and group behavior in the organizational setting.	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3
CO-4: Analyze the group	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2



decision making, teambuilding and developing collaboration and leadership																
styles. CO-5: Evaluate the ability understanding and managing organizational	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
culture, power and political behavior	4 4															

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: International Trade in Agricultural Products

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5 PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO-1: Identify the basic concepts of management and organizational behavior. CO-2: Demonstrate the overall view of various management functions, managerial skills and approaches.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction to Management: Nature, Scope and Significance of Management, Evolution of Management Thought, Approaches to Management, functions and skills of a manager 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9. Unit-2.0 – Management functions: Planning – Types, Steps, Objective, Process, Strategies, Policies, MBO, Organizing – Structure & Process, Line, Staff, Authority & Responsibility, Staffing – Recruitment and Selection, Directing – Training, Communication & Motivation, Controlling- Significance, Process, Techniques, Standards & Benchmarks, Management Audit. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO-3: Apply the fundamentals of individual and group behavior in the organizational	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-3.0 Nature, Scope and Significance of Organizational Behavior; Foundations of Individual behaviour – Emotions, Personality, Values, Attitudes, Perception, Learning and individual	As mentioned in page number



	setting.		decision making, Motivation- Types of	
	U		motivation, theories of motivation,	
			motivational practices at workplace,	
			managing stress and work life balance.	
			3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9,	
			3.10, 3.11.	
PO 1,2,3,4,5,6	CO-4: Analyze the	SO1.1	Unit-4.0 Group dynamics- types of	As mentioned in page
7,8,9,10,11,12	group decision	SO1.2	groups, group formation, Group decision	number
	making,	SO1.3	making, teambuilding and developing	
PSO 1,2, 3, 4, 5	teambuilding and	SO1.4	collaboration, leadership styles and	
	developing	SO1.5	influence process; leadership theories,	
	collaboration and		leadership styles and effective leader	
	leadership styles.		4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9.	
PO 1,2,3,4,5,6	CO-5: Evaluate the	SO1.1	Unit-5.0 Understanding and managing	As mentioned in page
7,8,9,10,11,12	ability	SO1.2	organizational culture, power and	number
	understanding and	SO1.3	political behavior in organizations,	
PSO 1,2, 3, 4, 5	managing	SO1.4	conflict Management, negotiation,	
	organizational	SO1.5	managing organizational change, concep	t
	culture, power and		of organizational development.	
	political behavior		5.1, 5.2, 5.3, 5.4, 5.5, 5.6.	



Course Code: - ABM 542

Course Title: - Project Management and Agribusiness Entrepreneurship

Pre requisite: -Student should have basic knowledge of Project Management

Rationale: -A applied Management Of Project Management and Agribusiness Entrepreneurship course is to give the understanding of project management. Agri-entrepreneurship can be used as chief remedy for the solution of this complexity such as lower the burden of agriculture, produce employment opportunities for rural youth, control migration from rural to urban areas, boost national income, sustain industrial development in rural areas and cut down the pressure on urban cities.

Course Outcomes:

ABM 542 CO-1 Express to understand the fundamentals of project and project management.

ABM 542 CO-2 Apply to develop a understanding of project analysis and financial appraisal of projects.

ABM 542 CO-3 Contrast to agri entrepreneurship concept and developed the various entrepreneurships.

ABM 542 CO-4 Analyze to develop a understanding of agri entrepreneurship opportunities and challenges.

ABM 542 CO-5 Develop the method of developing a agri based venture through the support system available in the Indian scenario.

Board of Study	Course Code	Course Title	Sche	eme of	studie	s (Hou	ırs/Week)	Total Credits
			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+ SL)	(C)
Program Core (PCC)	ABM 542	Project Management and Agribusiness Entrepreneurship	02	00	02	01	05	0

Scheme of studies

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

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

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



SL: Self Learning

C: Credits.

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

Board	Cours	Course	Scheme	e of Ass	essmen	t (Ma	rks)			
of	e	Title								
Study	Code		Progress	ive Asse	essment	(PRA))		End	Total
			Class/ Home Assign ment 5 numbe r 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Semi nar one (SA)	Clas s Acti vity any one (CA T)	Class Atten danc e (AT)	Total Marks (CA+CT+S A+CAT+A T)	Asses + sment ESA) (ESA)	(PRA +
(PCC)	AB M 542	Agribusines s Financial Manageme nt	15	20	5	5	5	50	50	100

Scheme of Assessment:

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



ABM 542 CO-1 Express to understand the fundamentals of project and project management.

Approximate Hours

Item	Appx hrs
C 1	06
LI	0
SW	02
SL	02
Total	10

Session Outcomes	Laboratory	Class room	Self Learning
(SOs)	Instruction (LI)	Instruction (CI)	(SL)
SO1.1-BriefIntroductionaboutprojects		Unit-1.0Concept,characteristicsofprojects,typesprojects,project	1.1- Prepare the assignment
SO1.2 - Define the project life cycle SO1.3 - Describe the finance functions SO1.4- Describe the Project feasibility SO1.5 Given the project risk analysis		projects, project identification, and Project's life cycle. Project feasibility- market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost- benefit analysis, project risk analysis. 1.1-Define project and characteristics of projects 1.2- Types of projects 1.3- Project's life cycle 1.4-Market feasibility, technical feasibility 1.5-Financial feasibility, and economic feasibility 1.6-Social cost-benefit	
		analysis, project risk analysis	



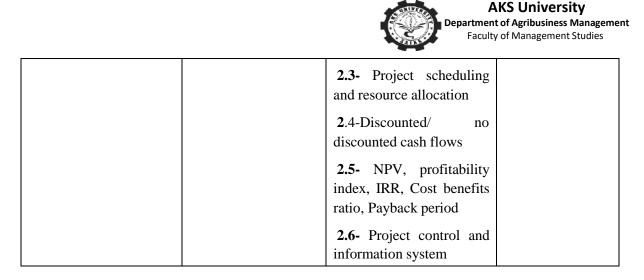
SW-1 Suggested Seasonal Work (SW):

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

ABM 542 CO-2 Apply to develop a understanding of project analysis and financial appraisal of projects Approximate Hours

mate nours
Appx hrs
06
00
02
02
10

Session Outcomes (SOs)	Laboratory Instruction (LI)	ClassroomInstruction (CI)	Self Learning (SL)
SO2.1 – Introduce to network methods SO2.2 – Learned about	LE2.1	Unit-2.0-NetworkMethods:Meaning,NetworkAnalysis,	2.1 – Prepare the assignment
the CPM and PERT SO2.3- Briefing about the Financial		Critical Path Method (CPM), Programme Evaluation and Review	
appraisal/evaluation techniques		Technique (PERT), Project scheduling and	
SO2.4- Explain about the NVP, IRR, B:C		resource allocation. Financial appraisal/evaluation	
SO 2.5 –Explain the Pay Back Period, Project		techniques- discounted/no discounted cash flows; Net present values,	
control and information system		profitability index, Internal rate of returns; Cost benefits ratio;	
		Accounting rate of return, Payback period, Project	
		implementation; Cost overrun, Project control and information system.	
		2.1 – Network Analysis 2.2- CPM and PERT	



SW-1 Suggested Seasonal Work (SW):

a. Assignments: Prepare the Assignment on given topics.

b. Mini Project: Prepare a project report of different function of management used in any case study

c. Other Activities (Specify):

ABM 542 CO-3: Contrast to agri entrepreneurship concept and developed the various entrepreneurships

Approximate Hours

Itarea	A mary laws
Item	Appx hrs
C 1	06
LI	00
SW	02
SL	02
Total	10

Session Outcomes	Laboratory	Class room	Self Learning
(SOs)	Instruction (LI)	Instruction (CI)	(SL)
SO3.1 – Define to the	LE3.1	Unit-3.0 Concept of Agri	3.1 Prepare the
agri entrepreneurship		Entrepreneurship:	assignment
		Objective, Introduction	
SO3.2 – Briefing the		to agri entrepreneurship,	
Entrepreneurial		Entrepreneurial	
Development Models		Development Models,	
		Successful Models in	
SO3.3- Discuss the		Agro Entrepreneurship	
Successful Models in		Entrepreneur,	
Agro Entrepreneurship		Development of women	
Entrepreneur		entrepreneurship with	

	Department of Agribusiness Managem Faculty of Management Studies
	reference to SHGs,
SO3.4- Discuss the	Social entrepreneurship
Development of women entrepreneurship SO3.5– Describe the	3.1-Agri Entrepreneurship: Objective
Social entrepreneurship	3.2- Introduction to agri entrepreneurship
	3.3-Entrepreneurial Development Models
	3.4- Successful Models in Agro Entrepreneurship Entrepreneur
	 3.5- Development of women entrepreneurship with reference to SHGs 3.6- Social entrepreneurship

SW-1 Suggested Sessional Work (SW):

a. Assignments: Prepare the assignment on individual or organizational behaviors

b. Mini Project: Prepare a project report of different function of management used in any case study

c. Other Activities (Specify):

ABM 542 CO-4: Analyze to develop a understanding of agri entrepreneurship opportunities and challenges.

Approximate hours

AKS University

Item	App X Hrs
Cl	06
LI	00
SW	02
SL	02
Total	10

Session Outcomes	Laboratory	Class room	Self Learning
(SOs)	Instruction (LI)	Instruction (CI)	(SL)



SO4.1 –Identify the	LE1.1 -	Unit-4.0 Creativity,	1.1- Prepare the
Inventions and		Innovation and Agro	assignment
Innovation		Entrepreneur: Inventions and Innovation, The	
SO4.2 - Briefing		Environment and Process	
the Environment		of Creativity, Creativity	
and Process of		and the Entrepreneur,	
Creativity		Innovative Approaches to Agro Entrepreneurship,	
SO4.3- Apply the		Business Incubation,	
Innovative		Steps and Procedure to	
Approaches to Agro		start a new business, Business Opportunities	
Entrepreneurship		in different field of	
SO4.4- Briefing the		Agriculture and Allied	
steps and		Sectors.	
Procedure to start a		4.1- Creativity,	
new business		Innovation and Agro	
SO4.5 –Explain the		Entrepreneur	
Business		4.2- : Inventions and	
		Innovation	
Opportunities in different field of		4.3- Environment and	
		Process of Creativity,	
Agriculture and		Creativity and the	
Allied Sectors		Entrepreneur	
		4.4-Innovative	
		Approaches to Agro	
		Entrepreneurship	
		4.5- Steps and	
		Procedure to start a new	
		business	
		4.6- Business	
		Opportunities in different field of Agriculture and	
		Allied Sectors	

SW-1 Suggested Sessional Work (SW):

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

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



ABM 542 CO-5: Develop the method of developing a agri based venture through the support system available in the Indian scenario.

Approximate Hours

Item	AppX Hrs
Cl	06
LI	00
SW	02
SL	02
Total	10

bom Instruction Self Learning (SL)
· · ·
Sources of 1.1 - Prenare the
 Sources of assignment Structure and Policy Estimating Requirements, on of Detail Report, Project I, Sources of Longnancing, Working Venture C, Finance from Institutions, 1 Policy ons in India, s and Subsidies, for Incentives, ent Organizations DO, DIC, KVIC, DBI, NABARD and e, Sick Industries ir Up gradation easures Incres of Financing oject Appraisal, of Long-Term g Working Capital g, Venture t, Finance from Institutions Industrial Policy



Incentives and Subsidies,
Schemes for Incentives
5.5- Government
Organizations- SIDO, DIC,
KVIC, NSIC, SIDBI,
NABARD
5.6- Role, Sick Industries
and their Up gradation
policy measures

SW-1 Suggested Sessional Work (SW):

a. Assignments: Prepare the assignment on individual or organizational behaviors

b. Mini Project: Prepare a project report of different function of management used in any case study

c. Other Activities (Specify):

Course Outcomes	Class Lecture (C l)	Laborat ory Lecture (L I)	Sessional Work (SW)	Self Learnin g (S l)	Total hour (C 1 + LI+ SW +S1)
1. Express to understand the fundamentals of project and project management.	06	00	02	02	10
2. Apply to develop a understanding of project analysis and financial appraisal of projects.	06	00	02	02	10
3.Contrast to agri entrepreneurship concept and developed the various entrepreneurships.	06	00	02	02	10
4. Analyze to develop a understanding of agri entrepreneurship opportunities and challenges.	06	00	02	02	10

Brief of Hours suggested for the Course Outcome

			Dep	partment of Agril	niversity pusiness Managemen agement Studies
5. Develop the method of developing a agri based venture through the support system available in the Indian scenario.	06	00	02	02	10
Total Hours	30	00	10	10	50

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

СО	Unit title	Marks	Distrib	ution	Total
		R	U	Α	Marks
CO-1	Unit-1.0 Concept, characteristics of projects, types of projects, project identification, and Project's life cycle. Project feasibility- market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis.	2	2	2	06
CO-2	Unit-2.0 - Network Methods: Meaning, Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation. Financial appraisal/evaluation techniques- discounted/no discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Payback period, Project implementation; Cost overrun, Project control and information system.	2	3	3	08
CO-3	Unit-3.0 Concept of Agri Entrepreneurship: Objective, Introduction to agri entrepreneurship, Entrepreneurial Development Models, Successful Models in Agro Entrepreneurship Entrepreneur, Development of women entrepreneurship with reference to SHGs, Social entrepreneurship	2	4	4	10
CO-4	Unit-4.0 Creativity, Innovation and Agro Entrepreneur: Inventions and Innovation, The Environment and Process of Creativity, Creativity and the Entrepreneur, Innovative Approaches to Agro Entrepreneurship, Business Incubation, Steps and Procedure to start a new business, Business Opportunities in different field of Agriculture and Allied Sectors.	2	5	5	12

					ibusiness Manage nagement Studies
CO-5	Unit-5.0 Sources of Financing, Structure and Government Policy Support: Estimating Financial Requirements, Preparation of Detail Project Report, Project Appraisal, Sources of Long-Term Financing, Working Capital Financing, Venture Capitalist, Finance from Banking Institutions, Industrial Policy Resolutions in India, Incentives and Subsidies, Schemes for Incentives, Government Organizations like SIDO, DIC, KVIC, NSIC, SIDBI, NABARD and their role, Sick Industries and their Up gradation policy measures	2	6	6	14
	Total	10	20	20	50

AKS University

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

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

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

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion
- 5. Visit to financial institutions

6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)

7. Brainstorming



Suggested Learning Resources:

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

Curriculum Development Team:

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6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST

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Cos, POs and PSOs Mapping

Course Code:- ABM 542

Course Title: - Project Management and Agribusiness Entrepreneurship

Course	Program Outcomes												Program Specific Outcome				
Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3	PSO 4	
	Mana	Pro	Mod	Ethi	Indi	Со	Proj	Busi	Life	Envir	Entre	Globa	Ability	Ability	Inculcat	Ability	
	gerial	ble	ern	cs	vidu	mm	ect	ness	-	onme	prene	1	to apply	to	e	to use	
	knowl	m	tool		al	unic	man	deci	long	nt	urial	outlo	manageri	understa	proactiv	the	
	edge	anal	usag		and	atio	age	sion	lear	and	oppor	ok	al and	nd the	e	researc	
		ysis	e		tea	n	men	mak	ning	sustai	tuniti		business	day to	thinking	h based	
					m		t	ing		nabili	es		skilled	day	to	innovat	
					wor		and			ty			for	business	ensure	ive	
					k		fina						develop	operatio	effective	knowle	
							nce						ment of	nal	perform	dge for	
													business	problem	ance in	sustaina	
													growth	s and	the	ble	
													with the	startup	dynamic	develop	
													available	develop	socio-	ment in	
													resources	ment of	economi	agribusi	
														agribusi	c and	ness	
														ness and	business	growth	
														provide .	ecosyste	and	
														economi	m	develop	
														cal	entrepre	S	
														solution	neurial		
														to	approac h and		
														enhance			
														the	skill sets		
														decide	aligned with the		
														goal without	national		
															prioritie		
														compro	prioritie		



														mising ethical value	S	
CO-1: Express to understand the fundamenta ls of project and project managemen t.	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
CO-2: Apply to develop a understandi ng of project analysis and financial appraisal of projects.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
CO3:Contrast toagrientrepreneurshipconcept and	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3



developed																
the various																
entrepreneu																
rships.																
CO 4:	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
Analyze to																
develop a																
understandi																
ng of agri																
entrepreneu																
rship																
opportunitie																
s and																
challenges.																
CO 5:	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2
Develop																
the method																
of																
developing																
a agri based																
venture																
through the																
support																
system																
available in																
the Indian																
scenario.																

Legend: 1 – Low, 2 – Medium, 3 – High



Cos, POs and PSOs Mapping

Course Code:-ABM 542

Course Curriculum Map: International Trade in Agricultural Products

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO-1: Express to understand the fundamentals of project and project management.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Concept, characteristics of projects, types of projects, project identification, and Project's life cycle. Project feasibility- market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis 1.1, 1.2, 1.3, 1.4, 1.5, 1.6.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO-2: Apply to develop a understanding of project analysis and financial appraisal of projects.	SO1.3 SO1.4		Unit-2.0 - Network Methods: Meaning, Network Analysis, Critical Path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation. Financial appraisal/evaluation techniques- discounted/no discounted cash flows; Net present values, profitability index, Internal rate of returns; Cost benefits ratio; Accounting rate of return, Payback period, Project implementation; Cost overrun, Project control and information system. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO 3: Contrast to agri entrepreneurship concept and developed the various	SO1.3 SO1.4		Unit-3.0 Concept of Agri Entrepreneurship: Objective, Introduction to agri entrepreneurship, Entrepreneurial Development Models, Successful Models in Agro Entrepreneurship Entrepreneur, Development of women entrepreneurship with reference to SHGs, Social entrepreneurship	As mentioned in page number



	entrepreneurships.		3.1, 3.2, 3.3, 3.4, 3.5, 3.6.	
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	CO 4: Analyze to develop a understanding of agri entrepreneurship opportunities and challenges.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-4.0 Creativity, Innovation and Agro Entrepreneur: Inventions and Innovation, The Environment and Process of Creativity, Creativity and the Entrepreneur, Innovative Approaches to Agro Entrepreneurship, Business Incubation, Steps and Procedure to start a new business, Business Opportunities in different field of Agriculture and Allied Sectors. 4.1, 4.2, 4.3, 4.4, 4.5, 4.6.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	-	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-5.0Sources of Financing, Structure and Government Policy Support: Estimating Financial Requirements, Preparation of Detail Project Report, Project Appraisal, Sources of Long-Term Financing, Working Capital Financing, Venture Capitalist, Finance from Banking Institutions, Industrial Policy Resolutions in India, Incentives and Subsidies, Schemes for Incentives, Government Organizations like SIDO, DIC, KVIC, NSIC, SIDBI, NABARD and their role, Sick Industries and their Up gradation policy measures 5.1, 5.2, 5.3, 5.4, 5.5, 5.6.	As mentioned in page number



Course Code: ABM 528

Course Title: Agri Extension Management

Pre- requisite: This course is designed to provide the students with knowledge of new innovations in agriculture and agri business sector to people living in rural areas.

Rationale: Carryout financial survey and evaluation of a proposed or existing agricultural enterprise and make recommendations, Provide administrative leadership in all sizes of agricultural enterprises, Market farm products and farming tools and equipment. Assist in Agricultural Management research To gather the skills on market survey, price determination techniques and supply chain management etc. The students know how to develop Entrepreneurship and agri-business plan, how to deal Cash Management and Marketing Management for Agri- Business.

Course Outcomes:

ABM 528 CO - 01 Apply critically analyze different Agricultural Extension approaches.

ABM 528 CO - 02 Asses the Advances in Extension - Cyber extension and Agricultural Knowledge Information System (AKISs) ITK.

ABM 528 CO -03 Apply the fundamentals of Advances in Extension services and improving of extension efficiency.

ABM 528 CO -04 Analyze the contemporary issue, Intellectual Property Rights, and Extension delivery with ATIC, IVLP, Kisan Call Centres.

Categories			Sche	Scheme of studies(Hours/Week)				Total
Of	CourseCode		C 1	LI	SW	SL	Total Study	Credits
curriculum		Course Title					Hours	(C)
							(CI+LI+SW+SL)	
PSC	ABM 528	Agri Extensio	n 1		1	1	3	1
		Management						

Scheme of Studies:

Legend:

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

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

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

SL: Self Learning,

C: Credits.

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



Scheme of Assessment:

Catatog	Cours	Course Title			Schen	ne of A	ssessm	ent (Marks)		
ories	e			Progr	essive A	ssessn	nent (P	PRA)	End	Tot
	Code		5 numbe r 3 marks	Test 2 (2 best out	SA)	Activi ty any one	Attend ance (AT)	Total Marks (CA+CT+SA +CAT+AT)	Seme ster Asses sment (ESA)	al Ma rks
PCC	520	Agri Extension Management	10	40	0	0	0	50	50	50

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

ABM 528 CO - 01 Apply critically analyze different Agricultural Extension approaches Approximate Hours

Approximate mours				
Item	Approx Hrs.			
CI	3			
LI	0			
SW	1			
SL	1			
Total	5			

Session Outcomes(SOs)	Laboratory	Class room	Self Learning(SL)
	Instruction(LI)	Instruction(CI)	
SO.1 Introduce the		Unit-1 Approaches of	Prepare the
Approaches of		Agricultural Extension:	assignment on
Agricultural Extension:		A critical analysis of	identification and
A critical analysis of		different approaches of	documentation of
different approaches of		agricultural extension	ITK, Integration
agricultural extension.		Importance and	of ITK system in



SO.2 Asses the	relevance of indigenous	research
Importance and	knowledge system,	formulation
relevance of	identification and	
indigenous knowledge	documentation of ITK,	
system.	Integration of ITK	
SO.3 Inculcate	system in research	
identification and	formulation, Concept of	
documentation of ITK,	Agricultural Knowledge	
Integration of ITK	and Information System,	
system in research	Training of	
formulation	Stakeholders of AKIS	
SO.4 Discriminate the	1.1. Approaches of	
Concept of Agricultural	Agricultural Extension: A	
Knowledge and	critical analysis of	
InformationSystem	different approaches of	
SO.4 Discriminate the	agricultural extension	
Training of	1.2- Importance and	
Stakeholders of AKIS	relevance of indigenous	
	knowledge system,	
	identification and	
	documentation of ITK	
	1.3. Integration of ITK	
	system in research	
	formulation, Concept of	
	Agricultural Knowledge	
	and Information System,	
	Training of Stakeholders	
	of AKIS	

a. Assignments: Prepare the assignment on identification and documentation of ITK, Integration of ITK system in research formulation

b. Mini Project: -

c. Other Activities (Specify):-



ABM 528 CO - 02 Asses the Agricultural Knowledge Information System (AKISs) ITK

Approximate Hours

Item	Approx Hrs.
CI	4
LI	0
SW	1
SL	1
Total	6

Session Outcomes(SOs)	Laboratory	Class room Instruction(CI)	Self Learning(SL)
	Instruction(LI)		
SO.1.1: Introduce the		Unit- 2	Prepare the
cyber Extension:		Cyber Extension:	assignment on
Concept of cyber		Concept of cyber	Extension teaching
extension, national and		extension, national and	methods– Meaning, Definition, Functions
international cases of		international cases of	and Classification
extension projects using		extension projects using	
ICT and their impact of		ICT and their impact of	
agricultural extension.		agricultural extension,	
SO 1.2: Learned to the		alternative methods of	
alternative methods of		financing agricultural	
financing agricultural		extension - Scope,	
extension - Scope,		limitations and	
limitations and		experience and cases.	
experience and cases.		Research -Extension -	
SO 1.3: Asses the		Farmer - Market	
Research -Extension -		linkage: Importance,	
Farmer - Market		Scope, Implications etc.,	
linkage: Importance,		Market – Led Extension,	
Scope, Implications		Farmer - Led Extension,	
etc., market – Led		Concept of Farm Field	
Extension, Farmer -		School, Farm School,	
Led Extension,		Public - Private	
SO 1.4: Apply the		Partnership: Meaning,	
Market – Led		Models, Identification of	
Extension, Farmer -		various areas for	
Led Extension		partnership.	
1.5: Asses the concept		Stakeholder's analysis in	
of Farm Field School,		Extension. Main	
Farm School, and		streaming gender in	
Public - Private		Extension - Issues and	
Partnership: Meaning,		Prospects	
Models, and			
Identification of various		2.1- Cyber Extension:	
areas for partnership.		Concept of cyber	
Stakeholder's analysis		extension, national and	



in Extension. Main	international cases of	
streaming gender in	extension projects using	
Extension - Issues and	ICT and their impact of	
Prospects	agricultural extension	
	2.2- Alternative methods	
	of financing agricultural	
	extension - Scope,	
	limitations and experience	
	and cases. Research -	
	Extension -Farmer -	
	Market linkage:	
	Importance, Scope,	
	Implications etc.	
	2.3- Market – Led	
	Extension, Farmer - Led	
	Extension, Concept of	
	Farm Field School, Farm	
	School	
	2.4 – Public - Private	
	Partnership: Meaning,	
	Models, Identification of	
	various areas for	
	partnership. Stakeholder's	
	analysis in Extension.	
	Main streaming gender in	
	Extension - Issues and	
	Prospects	

a. Assignments: Prepare the assignment on Extension teaching methods– Meaning, Definition, Functions and Classification

- **b. Mini Project:**
- c. Other activities (specify):



ABM 528 CO - 03 Apply the fundamentals of Advances in Extension services and improving of extension efficiency.

Approximate Hours

Item	Approx Hrs.
CI	3
LI	0
SW	1
SL	1
Total	04

Session Outcomes(SOs)	Laboratory Instruction(LI)	Class room Instruction(CI)	Self Learning(SL)
SO.1.1: introduce the implications of WTO:	. ,	Unit-3 Implications of WTO:	Prepare the assignment on
SO.1.2: Apply the OA for extension services, of extension services for agri-business SO.1.3: Apply the OA for re-orientation of extension services, of extension services for		OAforextensionservices,re-orientationofextension servicesforagri-businessandmarketingactivities,GOI-NGOcollaborationto	improve efficiency
agri-business SO.1.4: Asses the OA for extension services, re-orientation of extension services for marketing activities SO.1.5: Apply the GOI- NGO collaboration to improve efficiency of extension.		improve efficiency of extension. Implications of WTO: OA for extension services, Implications of WTO: OA for re-orientation of extension services for agri-business and marketing activities GOI- NGO collaboration to improve efficiency of extension.	

SW-1 Suggested Seasonal Work (SW):

Assignments: Prepare the assignment on Prepare the assignment on GOI- NGO collaboration to improve efficiency of extension

Mini Project:

Other activities (specify):



ABM 528 CO - 04 Analyze the contemporary issue, Intellectual Property Rights, and Extension delivery with ATIC, IVLP, Kisan Call Centres. Approximate Hours

Item	Approx Hrs.
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	ClassroomSelf LeaInstruction(CI)	arning(SL)
SO.1: Incriminate the		Unit- 4.0 Prepare	e the
Extension and		Extension and assignment	
contemporary issues,		contemporary issues: Organi	
SO.2: Introduce the		Extension and issues innova	
Extension and issues		related to rural poverty. Extens	
related to rural poverty.		Privatization of ATIC,	
SO.3: Asses the		Extension. Intellectual Kisan	Call
Privatization of		Property Rights (IPRs). Centre	
Extension. Intellectual		Extension Reforms in	
Property Rights (IPRs).		India –Decentralized	
SO.4 Apply the Extension Reforms in		decision making, Bottom up planning, Farming	
India –Decentralized			
		System and Situation based Extension	
8,			
Bottom up planning,		Delivery System,	
Farming System and		Extension delivery	
Situation based		through Commodity	
Extension Delivery		Interest Groups.	
System		Organization	
SO.5: Inculcate the		innovations in Extension	
Extension delivery		- ATIC, IVLP, Kisan	
through Commodity		Call Centres.	
Interest Groups.		Extension and	
Organization		contemporary issues:	
innovations in		Extension and issues	
Extension - ATIC,		related to rural poverty	
IVLP, Kisan Call		Privatization of Extension.	
Centres		Intellectual Property Rights	
		(IPRs). Extension Reforms	
		in India	
		Decentralized	



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

a. Assignments: Prepare the assignment on Organization innovations in Extension - ATIC, IVLP, Kisan Call Centres.

b. Mini Project:

c. Other activities (specify):

Course Outcomes	Class Lecture (C l)	Laboratory Instruction(LI)		Self Learning (Sl)	Total hour (Cl+SW+Sl+ LI))
ABM528CO-01.Applycritically analyzedifferentAgriculturalExtensionapproaches.	03	0	1	1	05
ABM528CO-02AssestheAgriculturalKnowledgeInformationSystem (AKISs)ITK	04	0	1	1	06
ABM528CO-03 Apply the fundamentals of Advances in Extension services and improving of extension efficiency.	L	0	1	1	05
ABM 528 CO - 04 Analyze the contemporary issue, Intellectual Property Rights, and Extension delivery with ATIC, IVLP, Kisan Call Centres.	05	0	1	1	07
Total Hours	15	00	04	04	23

Brief of Hours suggested for the Course Outcome:



Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks	Distrib	ution	Total Marks	
		R	U	Α		
CO-1	Unit-1 Approaches of Agricultural Extension: A critical analysis of different approaches of agricultural extension Importance and relevance of indigenous knowledge system, identification and documentation of ITK, Integration of ITK system in research formulation, Concept of Agricultural Knowledge and Information System, Training of Stakeholders of AKIS	03	04	3	10	
CO-2	 Unit- 2 Cyber Extension: Concept of cyber extension, national and international cases of extension projects using ICT and their impact of agricultural extension, alternative methods of financing agricultural extension - Scope, limitations and experience and cases. Research -Extension -Farmer - Market linkage: Importance, Scope, Implications etc., Market – Led Extension, Farmer - Led Extension, Concept of Farm Field School, Farm School, Public - Private Partnership: Meaning, Models, Identification of various areas for partnership. Stakeholder's analysis in Extension. Main streaming gender in Extension - Issues and Prospects 		05	3	10	
CO-3	Unit-3 Implications of WTO: OA for extension services, re-orientation of extension services for agri-business and marketing activities, GOI- NGO collaboration to improve efficiency of extension.	-	04	3	11	
CO-4	Unit-4.0Extension and contemporaryissues: Extension and issues related to ruralpoverty.Privatization of Extension.IntellectualProperty Rights (IPRs).Extension Reforms in India –Decentralizeddecision making, Bottom up planning,FarmingSystem and Situation basedExtension DeliverySystem, ExtensiondeliverythroughCommodityInterestGroups.Organizationinnovationsin	05	07	7	19	



AKS University Department of Agribusiness Management

Faculty of Management Studies

Centres. Total	14	20	16	50	
R: Remember,	U: Underst	and,	A: <i>A</i>	Apply	

Legend:

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

Suggested Instructional/Implementation Strategies:

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

Suggested Learning Resources:

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

Development Team:

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6. Shri Deepnarayan Mishra, Teaching Associate Department of Agricultural Economics, FAST

7. Shri Rajeev Rav Suryavanshi, Lab Attendant Department of Agricultural Economics, FAST



AKS University Department of Agribusiness Management Faculty of Management Studies

Cos, POs and PSOs Mapping Course Code:- AMB 528 Course Title: - Agri Extension Management

Course	Progra	am Ou	tcomes										Program S	pecific Outc	ome	
Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3	PSO 4
	Man	Pro	Mod	Ethi	Indi	Com	Proj	Busi	Life-	Envi	Entr	Glo	Ability to	Ability to	Inculcat	Ability
	ageri	ble	ern	cs	vidu	mun	ect	ness	long	ron	epre	bal	apply	understan	e	to use
	al	m	tool		al	icati	man	deci	lear	men	neur	outl	manageria	d the day	proactiv	the
	kno	anal	usag		and	on	age	sion	ning	t	ial	ook	1 and	to day	e	researc
	wled	ysis	e		tea		men	mak		and	opp		business	business	thinking	h based
	ge				m		t	ing		sust	ortu		skilled for	operation	to	innovat
					wor		and			aina	nitie		developm	al	ensure	ive
					k		fina			bilit	s		ent of	problems	effective	knowle
							nce			У			business	and	perform	dge for
													growth	startup	ance in	sustaina
													with the	developm	the	ble
													available	ent of	dynamic	develop
													resources	agribusin	socio-	ment in
														ess and	economi	agribusi
														provide	c and	ness
														economic	business	growth
														al	ecosyste	and
														solution	m	develop
														to	entrepre	S
														enhance	neurial	
														the	approac	



														decide goal without comprom ising ethical value	h and skill sets aligned with the national prioritie s	
ABM528CO- 01. Apply critically analyze different Agricultural Extension approaches.	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
ABM528CO- 02 Asses the Agricultural Knowledge Information System (AKISs) ITK	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
ABM528 CO- 03 Apply the fundamentals of Advances in Extension services and improving of		2	1	2	2	2	3	2	1	2	3	3	2	3	3	3



extension efficiency.																
ABM 528 CO	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
- 04 Analyze																
the																
contemporary																
issue,																
Intellectual																
Property																
Rights,																
and																
Extension																
delivery with																
ATIC, IVLP,																
Kisan Call																
Centres.																

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: Agri Extension Management

POs & PSOs	COs No.& Titles	SOs	Laboratory	Classroom Instruction (CI)	Self Learning (SL)
No.		No.	Instruction (LI)		
PO 1,2,3,4,5,6	ABM528CO-01.	SO1.1		Unit-1.0	As mentioned in page
7,8,9,10,11,12	Apply critically analyze different	SO1.2		Approaches of Agricultural Extension: A	number
7,0,0,10,11,12	Agricultural	SO1.3 SO1.4		critical analysis of different approaches of agricultural extension Importance and	
PSO 1,2, 3, 4, 5	Extension approaches.	SO1.5		relevance of indigenous knowledge system, identification and documentation	
				of ITK, Integration of ITK system in research formulation, Concept of	
				Agricultural Knowledge and Information System, Training of Stakeholders of	
				AKIS 1.1, 1.2, 1.3.	
PO 1,2,3,4,5,6	ABM528CO-02	SO1.1		Unit-2.0 –	As mentioned in page
7,8,9,10,11,12	Asses the Agricultural Knowledge	SO1.2 SO1.3 SO1.4		Cyber Extension: Concept of cyber extension, national and international cases of extension projects using ICT and their impact of	number
PSO 1,2, 3, 4, 5	Information System (AKISs) ITK	SO1.5		agricultural extension, alternative methods of financing agricultural extension - Scope, limitations and experience and cases. Research -Extension -Farmer - Market	
				linkage: Importance, Scope, Implications etc., Market – Led Extension, Farmer - Led Extension, Concept of Farm Field School,	
				Farm School, Public - Private Partnership: Meaning, Models, Identification of various	
				areas for partnership. Stakeholder's analysis in Extension. Main streaming gender in Extension - Issues and Prospects	



			2.1, 2.2, 2.3. 2.4.	
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM528CO-03ApplythefundamentalsofAdvancesinExtensionservicesandimprovingofextensionefficiency.		Unit-3.0 Implications of WTO: OA for extension services, re-orientation of extension services for agri-business and marketing activities, GOI- NGO collaboration to improve efficiency of extension. 3.1, 3.2, 3.3.	As mentioned in page number
PO 1,2,3,4,5,6 7,8,9,10,11,12 PSO 1,2, 3, 4, 5	ABM 528 CO - 04 Analyze the contemporary issue, Intellectual Property Rights, and Extension delivery with ATIC, IVLP, Kisan Call Centres.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5	Unit-4.0 Extension and contemporary issues: Extension and issues related to rural poverty. Privatization of Extension. Intellectual Property Rights (IPRs). Extension Reforms in India –Decentralized decision making, Bottom up planning, Farming System and Situation based Extension Delivery System, Extension delivery through Commodity Interest Groups. Organization innovations in Extension - ATIC, IVLP, Kisan Call Centres. 4.1, 4.2, 4.3. 4.4. 4.5	As mentioned in page number



Third Semester

Course Type	Course	Course Name	Number of	credits		Credit	
	Code		Lecture	Tutorial	Practical		
Research / PRC	ABM-595	Project Work	(L) 0	(T) 0	(P) 20	20	
Course	1. Demons	strate an ability to plan	a research p	project, such	as is requi	ired in a	
Outcome	research pr	oposal prior to the starts	of their work				
	2. Demons	strate an ability to compl	ly with ethics	al, safety, an	d documenta	ation	
	processes a	ppropriate to their project	ct.				
		trate expert knowledge i		of their rese	earch project	, such as	
	-	ntegrated literature surve	-				
	4. Demon	strate expert knowledge	in the resea	rch method	s appropriat	e to	
		reliable data for their res	-				
		strate the ability of proj	-				
	-	ssociated with their proje		-	-		
		trate an ability to relate t	-	data with ex	isting literat	ure, or to	
		ovel synthesis of existing	g materials.				
Topics	Course des	-					
Covered	-	Business Management cu		_	-		
	-	n. This project is docum	=			-	
		h. The student's work is			-		
		by a variety of key skill roject that includes orig			-		
	_	gical choices, and shows					
		ine. The dissertation sho		-			
	-	lent can produce.	ulu represen	t the best R	search and	anarysis	
		are appointment by He	-		-		
		nagement of the supervis					
		g process. They organize	1 0				
	5	responsible for quality a		2	-		
		ith concerns over provision		-	•	et will be	
	1 0	supervisor who will be a	ppointed by t	he module c	onvenor.		
	•	roceeding Plan:	Ctudanta an	aturna -1	a a a a a a a a a a a a a a a a a a a	diacrea	
	-	Step 1: Informal conversations: Students are strongly encouraged to discuss possible project ideas with tutors, fellow students, and other research					
		•					
	-	als, Students are encoura al training. Students inte	-		-		
	-	gin with open-ended c					
	projects be	gin with open-chucu t	onversations	and scopi	ig UNCICISES	b. These	



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

Step 2: Identify topic:

The first formal step in the module involves identifying a preliminary project title and writing an abstract of no more than 100 words. This requires submitting a completed registration form. Writing an abstract for a research proposal or for completed research work is an important transferable skill. Supervisors will be assigned to students after the project title/ abstract forms have been submitted.

Supervision:

A supervisor is required. This is required to ensure comparability and clarity about the scale of the project as well as to allow for certain quality assurance processes to be in place. The main responsibilities of the supervisor are to assist the student with project management and to advise the student on criteria for assessment.

Stage 3: Project proposal:

In semester 3, students will Swrite a 2,000-word project proposal. This proposal is assessed. The supervisory purpose of this proposal is to refine key research questions, review existing scholarship and identify required resources. A further purpose is to require the student to identify the methods they believe will be most relevant for engaging the research questions to be investigated. Relevant compliance documentation should be appended, even if in pre-submission form. The proposal should reflect a student's best effort. At the same time, we recognize research often raises new questions. Some redefinition of topics and titles is common later in the research process. Students should keep their supervisors up to date on these developments, and they can expect a reasonable amount of adaptation.



Third Semester

	Course Type	Course	Course Name	Number of	credits		Credit
Seminar/SC ABM 544 Master's Seminar 0 0 1 1 Course Outcome Apply with exposure, creative thought or innovative ideas, design the special program, trial, min research, business trial, skill developing activity are expose in report or dissertation forms. Topics Covered Master seminar program is also formal academic programs designed and conducted to provide practical experience in global environment for the agribusiness student. This program is focusing to expose the own idea or though or creativity on tactical way in descriptive or analytical form. Under this curriculum student can express own developed idea or though through presentation form or special assignment or dissertation or mini project by the student during assigned period. OBJECTIVES:- The major objective of master's seminar is as under To create the innovative idea or thought in current issue i.e. special work, trial or Pilot project , government scheme or policies and projects etc. students will prepare the brief report as dissertation or seminar report for particular period under any expert of ABM field. Text/ Reference Book/s The following procedures have been implement during the Tanning of Industrial attachment program 1. Organize the orientation classes for introduction of master seminar activity of students. 2. 2. Allotment of Seminar in charge or Instructor or Expert for all enrolled students under master seminar curriculum. 3. Distribution of the master seminar topics or issue or mini projects or seminar by allotted expert. 4. Each student have to finish the master seminar work, how to		Code			Tutorial		
544 Apply with exposure, creative thought or innovative ideas, design the special program, trial, mini research, business trial, skill developing activity are expose in report or dissertation forms. Topics Master seminar program is also formal academic programs designed and conducted to provide practical experience in global environment for the agribusiness student. This program is focusing to expose the own idea or though or creativity on tactical way in descriptive or analytical form. Under this curriculum student can express own developed idea or thought through presentation form or special assignment or dissertation or mini project by the student during assigned period. OBJECTIVES: The major objective of master's seminar is as under To create the innovative idea or thought in current issue i.e. special work, trial or Pilot project, government scheme or policies and projects etc. students will prepare the brief report as dissertation or seminar report for particular period under any expert of ABM field. Text/ The following procedures have been implement during the Tanning or Industrial attachment program 1. Organize the orientation classes for introduction of master seminar activity of students. 2. Allotment of Seminar in charge or Instructor or Expert for all enrolled students under master seminar curriculum. 3. Distribution of the master seminar topics or issue or mini projects or seminar by allotted expert. 4. Each student have to finish the master seminar/ assigned work under the guidance and supervision of assigned supervisor or seminar in charge or instructors. 5. Students have to ultimately after finish the seminar work, how to submit the seminar report or dissertat					(T)	(P)	
Course Outcome Apply with exposure, creative thought or innovative ideas, design the special program, trial, mini research, business trial, skill developing activity are expose in report or dissertation forms Topics Covered Master seminar program is also formal academic programs designed and coducted to provide practical experience in global environment for the agribusiness student. This program is focusing to expose the own idea or though or creativity on tactical way in descriptive or analytical form. Under this curriculum student can express own developed idea or thought through presentation form or special assignment or dissertation or mini project by the student during assigned period. OBJECTIVES:- The major objective of master's seminar is as under To create the innovative idea or thought in current issue i.e. special work, trial or Pilot project , government scheme or policies and projects etc. students will prepare the brief report as dissertation or seminar report for particular period under any expert of ABM field. Text/ Reference Book/s The following procedures have been implement during the Tanning of Industrial attachment program 1. Organize the orientation classes for introduction of master seminar activity of students. 2. Allotment of Seminar in charge or Instructor or Expert for all enrolled students under master seminar curriculum. 3. Distribution of the master seminar topics or issue or mini projects or seminar by allotted expert. 4. Each student have to finish the master seminar/v assigned work under the guidance and supervision of assigned supervisor or seminar in charge or instructors. 5. Students have to ultimately after finish the seminar work, how to submit the semin	Seminar/SC		Master's Seminar	0	0	1	1
Outcome program, trial, mini research, business trial, skill developing activity are expose in report or dissertation forms Topics Covered Master seminar program is also formal academic programs designed and conducted to provide practical experience in global environment for the agribusiness student. This program is focusing to expose the own idea or though or creativity on tactical way in descriptive or analytical form. Under this curriculum student can express own developed idea or thought through presentation form or special assignment or dissertation or mini project by the student during assigned period. OBJECTIVES:- The major objective of master's seminar is as under To create the innovative idea or thought in current issue i.e. special work, trial or Pilot project , government scheme or policies and projects etc. students will prepare the brief report as dissertation or seminar report for particular period under any expert of ABM field. Text/ Reference Book/s The following procedures have been implement during the Tanning or Industrial attachment program 1 Organize the orientation classes for introduction of master seminar activity of students. 2 Allotment of Seminar in charge or Instructor or Expert for all enrolled students under master seminar curriculum. 3 Distribution of the master seminar topics or issue or mini projects or seminar by allotted expert. 4 Each student have to finish the master seminar/\ assigned work under the guidance and supervision of assigned supervisor or seminar in charge or instructors. 5 Students have to ultimately aft	~						
 Topics Covered Master seminar program is also formal academic programs designed and conducted to provide practical experience in global environment for the agribusiness student. This program is focusing to expose the own idea or though or creativity on tactical way in descriptive or analytical form. Under this curriculum student can express own developed idea or thought through presentation form or special assignment or dissertation or mini project by the student during assigned period. OBJECTIVES:- The major objective of master's seminar is as under To create the innovative idea or thought in current issue i.e. special work, trial or Pilot project , government scheme or policies and projects etc. students will prepare the brief report as dissertation or seminar report for particular period under any expert of ABM field. Text/, Reference Book/s The following procedures have been implement during the Tanning of Industrial attachment program 1. Organize the orientation classes for introduction of master seminar activity of students. 2. Allotment of Seminar in charge or Instructor or Expert for all enrolled students under master seminar curriculum. 3. Distribution of the master seminar topics or issue or mini projects or seminar by allotted expert. 4. Each student have to finish the master seminar/ assigned work under the guidance and supervision of assigned supervisor or seminar in charge or instructors. 5. Students have to ultimately after finish the seminar work, how to submit the seminar report or dissertation with original work certification by seal and sign of assigned supervisor or seminar in charge or instructors. 6. Students have appeared in final examination after submission and						• •	
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Course Code: - PGS 505

Course Title: - Agricultural Research, Research Ethics and Rural Development Programmes

Pre requisite: -Student should have basic knowledge of agricultural research, research ethics, and agricultural history along with fellowship program, rural development programme.

Rationale: - The students studying agricultural research and research ethics should possess understanding about method of research application, research ethics and fellowship for research and other scholars in construction agricultural development. This encompasses familiarity with the invention and evolution of agricultural research and development of agricultural programme, students ought to acquire fundamental insights into various agricultural technologies, their applications, as well as the Indian needs in agricultural developments.

Course Outcomes:

PGS 505 CO 1: Identify the history, levels of research, economic and social welfare through research programme.

PGS 505 CO 2: Apply the functioning, role and significant of regional, national and international research.

PGS 505 CO 3: Asses the agricultural research, research ethics with operating and safety of laboratory.

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

PGS 505 CO 5: Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program.

Scheme of studies

Catego ries of	Course Code	Course Title		Scheme of studies (Hours/Week)			Total Credi	
course			Cl	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	ts (C)
Non credit course (NCC)	PGS 505	Agricultural Research, Research Ethics and Rural Development Programmes	01	00	02	01	04	01

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

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



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

SL: Self Learning,

C: Credits.

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

Categor ies of	Cour se	Course Title	Scheme of Assessment (Marks)							
course	Code			Prog	ressive A	ssessment	(PRA)		End	Total
			Class/ Home Assig nmen t 5 numb er 3 mark s each (CA)	Class Test 2 (2 best out of 3) 10 mark s each (CT)	Semi nar one (SA)	Class Activit y any one (CAT)	Class Atten dance (AT)	Total Marks (CA+C T+SA+ CAT+ AT)	Semes ter Assess ment (ESA)	Marks (PRA+ ESA)
(NCC)	PGS 505	Agricultural Research, Research Ethics and Rural Development Programmes	15	30	00	00	5	50	50	100

Scheme of Assessment:

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



PGS 505 CO-1 Identify the history, levels of research, economic and social welfare through research programmes Approximate Hours

Item	AppX Hrs
C 1	3
LI	0
SW	2
SL	1
Total	06

Session Outcomes	Laboratory	Class room	Self Learning (SL)
(SOs)	Instruction (LI)	Instruction (CI)	
(SOs) SO1.1- Introduce about the history of agriculture in brief SO1.2 - Brief the basic concept global agricultural research system. SO1.3 - Discuss about the need, scope, opportunities; Role in promoting food security of global agricultural	Ū.		Self Learning (SL) 1.1- Prepare the assignment on Global agricultural research system
research system. SO1.4- Describes the reducing poverty and protecting the environment through global agricultural research system SO1.5 Asses the functions and use of national Agricultural Research Systems (NARS) and Regional Agricultural Research Institutions.		Agricultural Research Institutions;1.1-History of agriculture in brief 1.2- Global agricultural research system: need, scope, opportunities; Role in promoting food security, reducing poverty and protecting the environment1.3-National Agricultural Research Systems (NARS) and Regional Agricultural Research Institutions	



- a. Assignments: Prepare the assignment on Global agricultural research system
- b. Mini Project: -
- c. Other Activities (Specify):-

PGS 505 CO 2: Apply the functioning, role and significant of regional, national and international research. Approximate Hours

reprise inductions			
Item	AppX Hrs		
C 1	3		
LI	0		
SW	1		
SL	2		
Total	06		

Session Outcomes	Laboratory	Class room	Self Learning (SL)
(SOs)	Instruction (LI)	Instruction (CI)	
SO2.1 – introduce to	LE2.1	Unit-II	2.1 – Prepare the
the Consultative		Consultative Group	assignment on
Group on		on International	partnership with
International		Agricultural	NARS, role as a
Agricultural Research		Research (CGIAR):	partner in the global
(CGIAR)		International	agricultural research
		Agricultural	system
SO2.2 – learned		Research Centres	
about the		(IARC), partnership	
International		with NARS, role as	
Agricultural Research		a partner in the	
Centers (IARC),		global agricultural	
		research system,	
SO2.3- Briefing the		strengthening	
partnership with		capacities at	
NARS, role as a		national and	
partner in the global		regional levels;	
agricultural research		International	
system		fellowships for	
SO2 1 Driefing the		scientific mobility	
SO2.4- Briefing the		2.1 - Consultative	
strengthening		Group on	
capacities at national levels; International		International	
fellowships for		Agricultural Research	
scientific mobility		(CGIAR):	
scientific moonity		International	
SO 2.5 –Discuss to		Agricultural Research	



the strengthening	Centers (IARC)
capacities at regional levels; International fellowships for scientific mobility	2.2- Partnership with NARS, role as a partner in the global agricultural research system.
	2.3-, Strengthening capacities at national and regional levels; International fellowships for scientific mobility.

a. Assignments: Prepare the assignment on partnership with NARS, role as a partner in the global agricultural research system.

b. Mini Project:

c. Other Activities (Specify):

PGS 505 CO 3: Asses the agricultural research, research ethics with operating and safety of laboratory. Approximate Hours

rippi oxime	Approximate mours			
Item	AppX Hrs			
C 1	3			
LI	0			
SW	2			
SL	1			
Total	06			

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
SO3.1 – Identify to the	LE3.1	Unit-3	3.1 Prepare the
Research ethics		Research ethics:	assignment on
		research integrity,	Research ethic and
SO3.2 – Discuss to the		research safety in	research integrity.
research integrity,		laboratories, welfare	
research safety in		of animals used in	
laboratories		research, computer	
		ethics, standards and	
SO3.3- Apply the		problems in research	
welfare of animals		ethics	
used in research SO3.4- Discuss to computer ethics and		3.1- Research ethic and research integrity	



ethics 3.3- Computer ethics, standards and problems in research	standards SO3.5– Describe the problems in research	3.2- Research safety in laboratories, welfare of animals used in research.	
problems in research	ethics		
		problems in research ethics.	

- a. Assignments: Prepare the assignment on Research ethic and research integrity
- **b. Mini Project:**
- c. Other Activities (Specify):

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

Approximate Hours

Item	App X Hrs
Cl	3
LI	0
SW	2
SL	1
Total	06

Session Outcomes (SOs)	Laboratory Instruction(LI)	Class room Instruction (CI)	Self Learning (SL)
SO1.1 –Identify the	LE1.1 -	Unit-4.0 - I	1.1- Prepare the
Concept and		Concept and	assignment on
connotations of rural		connotations of rural	Community
development.		development, rural	Development
		development policies	Programme.
SO1.2 - Apply the rural		and strategies. Rural	
development policies		development	
and strategies		programmes:	
CO12 Arrest the Devel		Community	
SO1.3- Asses the Rural		Development	
development		Programme, Intensive	
programmes:		Agricultural District	
Community		Programme, Special	
Development		group – Area Specific	
Programme, Intensive		Programme, Integrated	



Agricultural District	Rural Development	
Programme.	Programme (IRDP)	
SO1.4- Describes the Special group – Area Specific Programme.	4.1- Concept and connotations of rural development, rural development policies and strategies	
SO1.5– Brief the Integrated Rural Development Programme (IRDP)	 4.2- Rural development programmes: Community Development Programme, Intensive Agricultural District Programme 4.3- Special group – Area Specific Programme, Integrated Rural 	
	Development Programme (IRDP)	

- **a.** Assignments: Prepare the assignment on Community Development Programme
- **b. Mini Project:** Prepare a project report of leadership styles and influence process; leadership theories, leadership styles and effective leader
- c. Other Activities (Specify):

PGS 505 CO 5: Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program.

Approxima	ate Hours
Item	AppX Hrs
Cl	06
LI	00
SW	02
SL	02
Total	10

Session Outcomes	Laboratory	Class room	Self Learning (SL)
(SOs)	Instruction (LI)	Instruction (CI)	
SO1.1 –Indentify Panchayati Raj Institutions and Co- operatives. SO1.2- Identify the	LE1.	Unit-5.0 Panchayati Raj Institutions, Co- operatives, Voluntary Agencies/Non- Governmental	1.1-PreparetheassignmentonPanchayatiRajInstitutions,

	Faculty of Management Studies
Voluntary Agencies SO1.3- Identify the Non-Governmental Organizations SO1.4- Discuss the , Critical evaluation of rural development policies	Organisations.Critical evaluation ofrural developmentpolicies andprogrammes.Constraints inimplementation ofrural policies andprogrammes
policies SO1.5- Briefs the programmers. Constraints in implementation of rural policies and programmers	 5.1- Panchayati Raj Institutions, Co- operatives, Voluntary Agencies/Non- Governmental Organisations 5.2- Critical evaluation of rural development policies and programmes
	5.3- Constraints in implementation of rural policies and programmes

a. Assignments: Prepare the assignment on Panchayati Raj Institutions,

- b. Mini Project:
- c. Other Activities (Specify):

Course Outcomes	Class Lecture (C l)	Laborato ry Lecture (L I)	Sessional Work (SW)	Self Learning (S l)	Total hour (C l + LI+ SW +S l)
PGS 505 CO-1 Identify the history, levels of research, economic and social welfare through research programme	3	0	2	1	06
PGS 505 CO 2: Apply the functioning, role and significant of regional, national and international research.	3	0	2	1	06
PGS 505 CO 3: Asses the agricultural research, research ethics with operating and safety of laboratory.	3	0	2	1	06

Brief of Hours suggested for the Course Outcome





AKS University Department of Agribusiness Management

Faculty of Management Studies

PGS 505 CO 4: Analyze the various development programmes and their functioning with its impact on agricultural development	3	0	2	1	06
PGS 505 CO 5: Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program.	3	0	2	1	06
Total Hours	15	00	10	05	30

СО	Unit title	Ν	ition	Total	
		R	U	Α	Marks
CO-1	Identify the history, levels of research, economic and social welfare through research programme.	02	03	00	05
CO-2	Apply the functioning, role and significant of regional, national and international research.	02	05	03	10
CO-3	Asses the agricultural research, research ethics with operating and safety of laboratory.	00	08	07	15
CO-4	Analyze the various development programmes and their functioning with its impact on agricultural development.	02	05	08	15
CO-5	Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program	00	03	02	05
	Total	06	24	20	50

Suggested Specification Table (For ESA)

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

The end of semester assessment for Introduction to Portland cement will be held with written examination of 50 marks

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

Suggested Instructional/Implementation Strategies:

- 1. Improved Lecture
- 2. Tutorial
- 3. Case Method
- 4. Group Discussion



- 5. Role Play
- 6. Visit to Industry
- 7. Demonstration
- 8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Face book, Twitter, Whatsapp, Mobile, Online sources)
- 9. Brainstorming

Suggested Learning Resources:

S. No.	Title	Author	Publisher	Edition & Year
01	Indian Agriculture - Four Decades of Development	Bhalla GS & Singh G.	Sage Publ	2001
02	Manual on International Research and Research Ethics	Punia MS	CCS, Haryana Agricultural University, Hisar.	
03	Rural Development Strategies and Role of Institutions Issues, Innovations and Initiatives.	Rao BSV.	Mittal Publ	2007
	Rural Development - Principles, Policies and Management	Singh K	Sage Publ	1998.

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Cos, POs and PSOs Mapping Course Code:- PGS 505 Course Title: - Agricultural Research, Research Ethics and Rural Development Programmes

Course Outcomes	Progr	am Ou	itcome	8	Program Specific Outcome											
	PO1	PO 2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4
	Man ager ial kno wled ge	Pro ble m ana lysi s	Mo der n tool usag e	Ethics	Indiv idual and team work	Co mm unic atio n	Proj ect man age men t and fina nce	Busi ness deci sion mak ing	Life - long lear ning	Env iron men t and sust aina bilit y	Ent repr ene uria l opp ortu nitie s	Glo bal outl ook	Ability to apply manageri al and business skilled for developm ent of business growth with the available resources	Ability to understa nd the day to day business operatio nal problems and startup develop ment of agribusin ess and provide economi cal solution to enhance the decide	Inculcat e proactiv e thinking to ensure effectiv e perform ance in the dynami c socio- econom ic and busines s ecosyst em entrepre neurial approac h and	Ability to use the researc h based innovat ive knowle dge for sustain able develo pment in agribus iness growth and develo ps



														goal without compro mising ethical value	skill sets aligned with the national prioritie s	
PGS505CO-1IdentifyIdentifythehistory,levelslevelsofresearch,economicandsocialwelfarethroughresearchprogramme	3	1	1	2	1	1	1	2	3	2	1	3	3	1	2	1
PGS 505 CO 2: Apply the functioning, role and significant of regional, national and international research.	3	2	1	2	2	2	1	3	2	1	2	3	3	2	2	3
PGS 505 CO 3: Asses the agricultural	3	2	1	2	2	2	3	2	1	2	3	3	2	3	3	3



research, research ethics with operating and safety of laboratory.																
	2	2	3	1	2	2	3	2	1	2	1	1	3	3	2	2
PGS 505 CO 5: Evaluate the role and functioning of panchayati raj, NGO and evaluation of different rural development program.	2	3	3	1	3	2	2	2	2	1	1	2	2	2	2	2

Legend: 1 – Low, 2 – Medium, 3 – High



Course Curriculum Map: Agricultural Research, Research Ethics and Rural Development Programmes

POs & PSOs No.	COs No.& Titles	SOs No. Laboratory Instruction		Classroom Instruction (CI)	Self Learning (SL)
			(LI)		
PO 1,2,3,4,5,6	PGS 505 CO-1	SO1.1		Unit-1.0	As mentioned in page
7,8,9,10,11,12	Identify the history, levels of research, economic and social welfare through research programme	SO1.2		History of agriculture in brief; Global agricultural research system: need, scope,	number
		SO1.3		opportunities; Role in promoting food security, reducing poverty and protecting	
PSO 1,2, 3, 4, 5		SO1.4		the environment; National Agricultural	
		SO1.5		Research Systems (NARS) and Regional	
		501.5		Agricultural Research Institutions	
				1.1, 1.2, 1.3.	
PO 1,2,3,4,5,6	PGS 505 CO 2:	SO1.1		Unit-2.0 –	As mentioned in page
7,8,9,10,11,12	Apply the functioning, role	SO1.2		ConsultativeGrouponInternationalAgriculturalResearch(CGIAR):	number
	and significant of regional, national and international research.	CO4 0		International Agricultural Research	
				Centres (IARC), partnership with NARS,	
PSO 1,2, 3, 4, 5		SO1.4		role as a partner in the global agricultural	
		SO1.5		research system, strengthening capacities at national and regional levels;	
				International fellowships for scientific	
				mobility	
				2.1, 2.2, 2.3.	



PO 1,2,3,4,5,6	PGS 505 CO 3:	S01.1	Unit-3.0	As mentioned in page
7,8,9,10,11,12 PSO 1,2, 3, 4, 5	Asses the agricultural research, research ethics with operating and safety of laboratory.	s01.2 s01.3 s01.4	Research ethics: research integrity, research safety in laboratories, welfare of animals used in research, computer ethics, standards and problems in research ethics 3.1, 3.2, 3.3.	number
		SO1.5		
PO 1,2,3,4,5,6	PGS 505 CO 4:	SO1.1	Unit-4.0 Concept and connotations of	As mentioned in page
7,8,9,10,11,12	Analyze the various	SO1.2	rural development, rural development	number
	development	SO1.3	policies and strategies. Rural	
PSO 1,2, 3, 4, 5	programmes and	SO1.4	development programmes: Community	
	their functioning with its impact on	SO1.5	Development Programme, Intensive	
	agricultural		Agricultural District Programme, Special	
	development		group – Area Specific Programme,	
	1		Integrated Rural Development	
			Programme (IRDP)	
			4.1, 4.2, 4.3.	
PO 1,2,3,4,5,6	PGS 505 CO 5:	SO1.1	Unit-5.0 Panchayati Raj Institutions, Co-	As mentioned in page
7,8,9,10,11,12	Evaluate the role	SO1.2	operatives, Voluntary Agencies/Non-	number
	and functioning of	SO1.3	Governmental Organizations. Critical	
PSO 1,2, 3, 4, 5	panchayati raj, NGO	SO1.4	evaluation of rural development policies	
	and evaluation of different rural	SO1.5	and programmes. Constraints in	
	development		implementation of rural policies and	
	program.		programmers	
			5.1, 5.2, 5.3.	



Course Type	Course	Course Name	Number of	Credit					
	Code		Lecture (L)	Tutorial (T)	Practical (P)				
Research / PRC	ABM-595	Research Project	0	0	20	20			
Course Outcome	 Identify the basic concepts of management and organizational behavior. Demonstrate the overall view of various management functions, managerial skills and approaches. Apply the fundamentals of individual and group behavior in the organizational setting Analyze the organizational level challenges in managing the resources optimally 								
Topics Covered	 4. Analyze the organizational level challenges in managing the resources optimally 5. Evaluate the ability understanding and managing organisational culture, power and political behavior Stage 4: Summer term research Students are expected to commit substantial time during the summer to their research project. Supervisions The principal form of academic input for the research project normally comes through discussions with the designated supervisor. The majority of these meetings should be face-to-face, either in person or via video- or audio-conferencing technology. Supervisors also may make themselves available for additional consultation, at their discretion. Phase 5: Submit project report The project report is due near the end of April, with the specific due date posted by HoD through notice. The project report is assessed by the supervisor. Part of what is being tested here is your ability to manage a substantial research project and to complete the project on time. Such time management is critical to many 								

Fourth Semester