



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



Tele: 0836-2215224
e-mail: academic.st@kud.ac.in
Pavate Nagar, Dharwad-580003
ಪಾವಟೆ ನಗರ, ಧಾರವಾಡ - 580003

NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/RIH-274/BOS /Economics(UG) /20-21 1040

Date: 19 OCT 2020

NOTIFICATION

Sub: Regarding introduction of the syllabus of Agriculture Marketing UG under C.B.C.S. w.e.f. the academic year 2020-21 & onwards.

- Ref: 1. UGC Letter DO No. 1-1/2016(SECY), dt. 10.08.2016.
2. Special BOS Res. No. 07, dt. 22.07.2020.
3. Special Faculty Res. No. 05, dt. 07.08.2020.
4. Special Academic Council Res. No. 22, dt. 21.08.2020.
5. Vice-Chancellor's order dated 8 OCT 2020

Adverting to the above, it is hereby notified to the Principals of all constituent and affiliated degree colleges coming under the jurisdiction of Karnatak University, Dharwad that the Agricultural Marketing UG syllabus for I to VI Semester which is annexed herewith in Annexure-A is introduced under C.B.C.S. from the academic year 2020-21 & onwards

Hence, the contents of this notification may please be brought to the notice of the students and all the concerned. The prescribed C.B.C.S. syllabus may also be obtained through K.U.website (www.kud.ac.in).

Handwritten: 15/10/2020
(Dr. Hanumantappa K.T)
REGISTRAR

To,

1. The Chairman, BOS Economics(UG), Dept. of Economics, K.U.Dharwad.
2. The Chairman, Dept. of Economics, K.U.Dharwad.
3. The Principals of all the constituted and affiliated degree colleges under the jurisdiction of Karnatak University, Dharwad. (The same may be sent through e-mail)
4. The Registrar (Evaluation), K.U.Dharwad.

Copy fws to:

1. Dr. M.A.Jalihal, Dean, Faculty of Social Science, Dept. of Psychology, K.U.Dharwad.
2. The Director, IT Section, Examination Section, K.U.Dharwad for information and to upload on K.U.Website (www.kud.ac.in).

Copy to:

1. PS to Vice-Chancellor, K.U.Dharwad.
2. S.A. to Registrar, K.U.Dharwad.
3. O.S., Exam UG / Confl / QP / GAD Section, K.U.Dharwad.
4. The System Analyst, Computer Unit Exam Section, K.U.Dharwad.

KARNATAK UNIVERSITY
DEPARTMENT OF STUDIES IN ECONOMICS



**Choice Based Credit System (CBCS) Syllabus for
Agricultural Marketing for
Bachelor of Arts Degree (B. A) (General)**

With effect from 2020-21 and onwards
Version: 2020-2021

**KARNATAK UNIVERSITY
PAVATE NAGAR, DHARWAD**

Preamble

The Department of Studies in Economics is happy to introduce Choice Based Credit System in all the programs where Agricultural Marketing is being taught as one of the optional. Keeping in line with the Karnatak University's CBCS structure, the department offers a varied, updated, practical and effective syllabus for BA program in Agricultural Marketing. The department uses Learning Outcomes based Curriculum Framework (LOCF) of UGC to design the syllabus. This helps the stakeholders to easily appreciate the objectives and outcomes of a given course.

❖ PROGRAMME STRUCTURE

1: Each programme shall have three components, *Viz.*, Discipline Specific Courses (DSC), Elective Courses (EC), and Ability Enhancement Courses (AEC) as given in **Annexures-1(A, B, C, D, E, F, G, H, I) (Course means subject/paper).**

- a) **DSC:** DSC are compulsory core courses of the programme.
- b) **EC:** Elective courses may have three categories, *viz.*, Discipline Specific Elective (DSE) Course, Dissertation/Project and Generic Elective (GE) Course.
 - i. **DSE:** Elective courses offered under the main discipline/subject of study are referred to as Discipline Specific Elective (DSE).
 - ii. **Dissertation/Project:** An elective course designed to acquire special/ advanced knowledge, such as supplement study/support study to a project work, and a candidate study such a course on his/her own with an advisory support by a teacher/faculty member is called Dissertation/project.
 - iii. **Generic Elective (GE) Course:** An elective course chosen from an unrelated discipline/subject, with an intention to seek exposure beyond discipline/s of choice is called a Generic Elective in BA and B.Com. programmes only. In B.A. Programme, student shall select any one GE subject, but other than his / her DSC, and study its 2 papers, one each in 5th and 6th semesters. For other programmes, BoS of respective Programme /Course shall decide the GE.
- c) **Ability Enhancement Courses (AEC):** The Ability Enhancement Courses (AEC) may be of two kinds: i) Ability Enhancement Compulsory Courses (AECC) and ii) Skill Enhancement Courses (SEC).
 - i. **Ability Enhancement Compulsory Courses (AECC):** Environmental Science, Indian constitution, English Communication and Modern Indian languages (MIL) Communications.

P.S.: 1) A deaf / spastic /mentally retarded/learning deficiency student shall be exempted from learning any one of the languages like English or MIL.

2) MIL means any one language mentioned in VIII schedule of Indian Constitution.

ii. **Skill Enhancement Courses (SEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge and should contain theory and lab/hands-on training/ fieldwork (**Annexure2**).

❖ : **DSC:** The candidates admitted for B.A. and B.Sc. programmes shall choose any three DSC of the subjects as given in **annexure-3(A, B)**. For other programmes, Board of Studies (BoS) of the respective programmes shall decide the DSC.

For B.A. and B.Sc. programmes, candidate shall not be allowed to change the DSC in between the programme of any semester.

❖ Each programme shall have two components (L: T): i) Lecturing (L) and ii) Tutorial (T). Tutorial consists of participatory discussions, seminar presentations, desk work etc by the students of the respective subjects.

❖ **Credit system of the programme:** Each programme shall have **144 credits** for 06 semesters Programmes except B.Com. that will have **154** credits due to the need of more number of GE to fulfill minimum requirement for such programme and **184 Credits** for 08 semesters Programmes as mentioned in the **annexures-1(A, B, C, D, E, F, G, H, I, J)**. Credit means the unit by which a course is measured.

a) 1 hour lecture or 1 hour tutorial of session per week is equal to 1 credit and that of 2 hours practical is equal to 1 credit. Credit for each course shall be decided by respective BoS of the subjects.

b) Course (subject) of 3 to 6 credits each shall be evaluated for 100 marks and that of less than 3 credits including practical shall be evaluated for 50 marks. Further, the project work /dissertation shall have 6 credits and be evaluated for 100 marks.

❖ **Eligibility:**

For B.A. Programme, a candidate of PUC / 10+2 of any stream or 3 years *Diploma course with any subjects or 2 year *JOC / *ITI of any subjects shall be eligible. Diploma / *JOC/*ITI passed students should have the passing certificate of at least one Language course from the examination conducted by NIOS / PU Board and another passing certificate of one subject from the examination conducted by any ODL / PUC.

❖ **Medium of instruction:**

The medium of instruction shall be Kannada / English as decided by the concerned BoS. However, the candidate can write the examination either in English or Kannada.

❖ **Change of Programme:**

Every U. G. Programme is specific in nature and hence, there shall not be any provision to change the programme.

❖ **Change of subject / DSC**

The MIL subject studied by the candidate in I semester shall be the same for all other semesters and hence, there shall not be any provision to change the MIL subject.

The DSC chosen for I semester for B.A. shall remain same for all other semesters and hence, there shall not be any provision to change the DSC.

❖ **Examination**

Course (subject) of 3 to 6 credits each shall be evaluated for 100 marks and that of less than 3 credits including practical shall be evaluated for 50 marks. Further, the project work /dissertation shall have 6 credits and be evaluated for 100 marks.

There shall be a continuous assessment mode for the student. For this purpose, semester examinations are divided in to two components viz., Internal assessment written examinations conducted at college level for 20% of maximum marks allotted for each course (paper/subject) and Semester end written examination conducted by University after 16th week of the commencement of every semester for 80% of maximum marks allotted for each course (paper/subject).

❖ **Internal assessment (IA) examinations:**

Theory Papers: The College shall conduct IA examination for theory subjects in the 8th week for 10% and 12th week for remaining 10% of maximum marks allotted for each paper/subject. Duration of examination shall be 1hr. each.

Project work /dissertation: The College shall conduct IA examination for Project work /dissertation in the 14th week for 20% of maximum marks allotted for each Project work /dissertation. Duration of examination shall be 1hr.

Concerned teacher shall display the marks on notice board within 4 days after IA examination and allow the student for verification of IA Booklet if he wishes. Grievances, if any, shall be solved by the concerned teachers, further if any by the Principal/ representative of Principal as per internal mechanism of the College.

There shall not be any provision for makeup examination for IA examinations for improvement of IA marks or for remaining absent. However, IA exam shall be conducted for the students who remained absent due to participation in the events related to **co curricular / curricular activities** conducted by recognized organizations.

College shall submit the IA marks to the University if student satisfies 75% attendance in the semester and shall be eligible to appear for semester end examination.

❖ **Semester end examination:**

Semester end examination shall be conducted by University after 16th week of the commencement of every semester for 80% of maximum marks allotted for each paper. Further, the University shall conduct the semester end examination of the respective semesters only; may be odd or even but not both odd and even semesters simultaneously unless specified otherwise.

Duration of theory examination shall be 03 hours for 100 marks subject/ paper/ course (including IA marks) having the credit 3 to 6. Duration of theory examination shall be 1.5 hours for 50 marks subject /paper / course(including IA marks) having the credit less than 3.

❖ **Pattern of Question Paper:**

1. Pattern of Question Paper for Final Exam of <i>DSC and DSE</i>:		
Part I:	(Very Short Answer)	10 out of 12 Questions x 02 Marks for each Question = 20 Marks
Part II:	(Short Answer)	03 out of 05 Questions x 05 Marks for each Question = 15Marks
Part III:	(Long Answer)	03 out of 05 Questions x15 Marks for each Question = 45 Marks

Semester End Written Examination		: Total = 80 Marks
Internal Assessment*		: Total = 20 Marks
(Out of 20 marks, 10 marks for 2 Internal Tests and 10 marks for Assignment)		

TOTAL = 100 Marks		
*Note: Students possessing atleast 75 percent attendance (of the classes conducted) only shall be eligible to give internal assessment.		

2. Pattern of Question Paper for Final Exam of SEC[#] and GE:		
Part I:	(Very Short Answer)	05 out of 6 Questions x 02 Marks for each Question = 10 Marks
Part II:	(Short Answer)	04 out of 06 Questions x 05 Marks for each Question = 20Marks
Part III:	(Long Answer)	01 out of 02 Questions x10 Marks for each Question = 10 Marks

Semester End Written Examination	:	Total = 40 Marks
Internal Assessment * #	:	Total = 10 Marks
(Out of 10 marks, 05 marks for 2 Internal Test and 05 marks for Assignment)		

TOTAL = 50 Marks		
* Note: Students possessing atleast 75 percent attendance (of the classes conducted) only shall be eligible to give internal assessment.		
# <i>The internal assessment (both test and assignment) for SEC can be focused on field activity or hands on or practical component of the syllabus of the concerned course.</i>		

❖ **Passing criteria**

Candidate has to score 40% in each course (subject) including the IA marks for passing the course (subject) subject to the condition that:

No minimum marks or separate passing for the IA examination, but candidate has to score minimum 40% from the semester end examination for its 80% of the maximum marks and fulfils the minimum 40% for maximum marks of the course (subject)(Ex. for 100 marks paper; 20 IA + 80 sem end exam and hence, minimum 32 marks for sem end exam). If candidate scores 40% by cumulating marks from IA and semester end examination but fails to score 40% from the semester end examination, such candidate shall be declared fail.

In all cases of failure in particular course (subject), IA marks shall be protected and carried forward; and the candidate need not reappear for IA examinations in such cases.

On successful scoring of minimum 40% in all courses (Subject), the candidate shall be declared pass in the programme in that semester.

On successful scoring of minimum 40% in all courses (Subject) and all the semesters, the candidate shall be declared pass in the entire programme.

❖ **Percentage and Grading**

If P is the percentage of marks secured (IA + semester end score) by the candidate in a course(subject) which is rounded off to the nearest integer, the grade(G) earned by the candidate in that course(subject) will be given as below:

Percentage(P)	Grade(G)	Percentage(P)	Grade(G)
40-49	5.0	75-79	8.0
50-59	6.0	80-84	8.5
60-64	6.5	85-89	9.0
65-69	7.0	90-94	9.5
70-74	7.5	95-100	10.0

- Grade point of less than 5 shall be considered as fail in the course (subject). Hence, G=0 and G=0 for the absent also.

A student's level of competence shall be categorized by grade point (GP), Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of the programme(**Annexure 4**:Ex. Score card) .

- Semester Grade Point Average (SGPA):** The SGPA is a ratio of sum of the number of Credit grade points scored from all the courses (subject) of given semester to the total credits of such semester in which the candidate studied.

- (Credit grade points of each course (subject)= Credit x GP)

- Cumulative Grade Point Average(CGPA):** It is calculated as below for 6 semester programme:.

$$CGPA = \frac{\{(Credit_1 \times SGPA_1) + (Credit_2 \times SGPA_2) + (Credit_3 \times SGPA_3) + (Credit_4 \times SGPA_4) + (Credit_5 \times SGPA_5) + (Credit_6 \times SGPA_6)\}}{\text{Total credits of programme (sum of credits of all semesters)}}$$

Or $CGPA = \frac{\text{Total credit grade points of all the courses(subjects) in the programme}}{\text{Total credits of programme}}$

After studying and passing all the credits prescribed for the programme the degree shall be awarded with CGPA score and class distinguishing as second class, first class, and distinction along with grade letter as under.

CGPA of the programme(degree)	Class obtained	Grade Letter
9.5 to 10.00	Distinction	A ⁺⁺
9.00 to 9.49		A ⁺
8.00 to 8.99		A
7.00 to 7.99	First class	B ⁺
6.00 to 6.99		B
5.00 to 5.99	Second class	C
Less than 5.0	fail	D

❖ **CRITERIA FOR AWARD OF DEGREE**

On successful scoring of minimum 5 grade points in all courses of the programme, the respective degree shall be awarded for the candidates. Ex., B.Sc. / B.A.. The University shall issue the final grade card (Marks card) consisting of grade points along with marks of all courses successfully completed, SGPA for all the semesters, CGPA with Grade letter of the entire programme and Class obtained.

The degree shall be awarded in the Annual / Special convocation. The Degree certificate shall consist of CGPA of the programme and Class obtained.

❖ **Recounting, revaluation, challenge valuation, photo copying of answer papers**

There shall be provision for recounting of marks, revaluation, challenge valuation and photo copying of answer papers. The University shall invite applications for such purpose immediately after announcing the results for every semester by giving 10 days time to apply for the same online as per the existing ordinance and regulations and process the same accordingly.

**Choice Based Credit System (CBCS) Syllabus for Agricultural Marketing (UG)
Subject in Bachelor of Arts Degree Programm (I Semester to VI Semester)**

With effect from 2020-21 and onwards

Semester	Paper No	Title	Lecture & Tutorials & Practical {L+T+P}#	Total Credit	Internal Assessment Marks	Theory Exam	Total Marks
I	DSC-1A	Principles of Economics	{L:4+0+4}=8	Theory-4 Practical -2 Total-6	Theory-20 Pract-10	80 40	100 50
II	DSC-1B	Agricultural Marketing	{L:4+0+4}=8	Theory-4 Practical -2 Total-6	Theory-20 Pract-10	80 40	100 50
III	DSC-1C	Agricultural Economics	{L:4+0+4}=8	Theory-4 Practical -2 Total-6	Theory-20 Pract-10	80 40	100 50
IV	DSC-1D	Agricultural Marketing Co-operatives, Institutions and Management	{L:4+0+4}=8	Theory-4 Practical -2 Total-6	Theory-20 Pract-10	80 40	100 50
V	V Sem Elective Papers: Choose one of the following						
	DSE-1E	Economic Development and Policy of India	{L:4+0+4}=8	Theory-4 Practical -2 Total-6	Theory-20 Pract-10	80 40	100 50
	DSE-2E	Rural Finance & Service	{L:4+0+4}=8	Theory-4 Practical -2 Total-6	Theory-20 Pract-10	80 40	100 50
VI	VI Sem Elective Papers: Choose one of the following						
	DSE-1F	Agricultural Input and Retail Marketing	{L:4+0+4}=8	Theory-4 Practical -2 Total-6	Theory-20 Pract-10	80 40	100 50
	DSE-2F	Value Chain in Agricultural Marketing	{L:4+0+4}=8	Theory-4 Practical -2 Total-6	Theory-20 Pract-10	80 40	100 50

Note: #{L+T+ P } refers to Lecture , Tutorial and Practical

PTO

General Elective: To be opted by students of Non-DSC Agricultural Marketing

Semester	Paper No	Title	Lecture, Tutorial & Practical	Total Credit	Internal Assessment Marks	Theory Exam	Total Marks
<i>(Students to choose any one of the following)</i>							
V	GE—AGM-1E	Agri Marketing Institutions and Organizations	{L:2+0+0}=2	02	10	40	50
	GE-AGM-2E	Agricultural Marketing, Trade and Economic Development	{L:2+0+0}=2	02	10	40	50
<i>(Students to choose any one of the following)</i>							
VI	GE-AGM-1F	Market Information & Future Trading	{L:2+0+0}=2	02	10	40	50
	GE-AGM-2F	E-Commerce in Agri-Business	{L:2+0+0}=2	02	10	40	50

Skill Enhancement Course: To be opted by students of DSC Agricultural Marketing

Semester	Paper No	Title	Lecture, Tutorial & Practical	Total Credit	Internal Assessment Marks	Theory Exam	Total Marks
Any one of the following							
V	SEC-RD-1E	Research Methods in Agricultural Marketing	{L:2+0+0}=2	02	10	40	50
	SEC-RD2E	General Insurance Practice in India	{L:2+0+0}=2	02	10	40	50
Any one of the following							
VI	SEC-RD-1F	Computer Applications and Data Analysis.	{L:2+0+0}=2	02	10	40	50
	SEC-RD-2F	Share Market Operations	{L:2+0+0}=2	02	10	40	50

**BA Agricultural Marketing (CBCS)
First Semester (DSC)**

Course: Principles of Economics

Course Code: DSC-1A-AGM

Objectives: 1) The objective of this course is to familiarize the students with economic behaviour of consumers and producers. The course helps to learn the theories of production, cost and revenue and get an understanding of product market structure and price determination of products.

2) To acquaint the students with the behaviour of macro economics variables; to provide knowledge of classical macro economics, the Keynesian economics, business cycles and monetary economics.

Learning Outcomes: *The student will be able to define and explain the basic concepts and hypothesis in Micro and Macro economic Theory and their relations; analyse consumer equilibrium, obtain and interpret elasticities, define costs of production, categorize and analyse markets, and display an understanding of pricing of products and factors.*

THEORY SYLLABUS

Credits: 04

Unit-I: Theory of Consumer Behaviour

Nature and Scope of Economics; Theory of Consumer Behaviour-Cardinal Utility Approach; Ordinal utility Approach-Theory of Indifference Curve and It's Properties; Consumers' Equilibrium-Price Consumption Curve and Income Consumption Curve; Price Effect, Income Effect and Substitution Effect; Inferior Goods and Giffen Goods, Derivation of Demand Curve. Demand-Meaning, Determinants and Law of Demand; Elasticity of Demand – Types and Measurements; Supply-Meaning, Determinates and Law of Supply; Elasticity of Supply; Price Determination

Unit-II: Production

Production Function- Short-run and Long-run; Law of Variable Proportions; Returns to scale; Characteristics of Isoquants and Isocost line; least cost combination of factors

Unit III: Cost and Revenue

Cost Function- Different Concepts of Costs, Short-run and Long run Cost Analysis; Economies and Diseconomies of Scale; Revenue: Concepts of Total, Average and Marginal Revenue ; Break-even-analysis. Introduction to Market Structure and Product Pricing

Unit - IV: Classical and Keynesian Theory of Employment

Classical Theory of Employment-Assumptions and Full-employment Equilibrium; Say's Law of Market; Wage-Price Flexibility. Keynesian Theory of Employment- Concept of Effective Demand and its Determinants; Keynes Psychological Law of Consumption

PRACTICAL SYLLABUS

Credit-02

Law of demand and supply. Engle's law of family expenditure. Elasticity of demand and supply. Law of diminishing marginal utility. To workout the income and expenditure pattern of consumers, Household surveys for consumers preferences, programme, Market survey of commodity choices and relevant factors. Production functions. Price and output determination in various market conditions. Determining output and employment determination in classical and Keynes .

References:

- 1) Ahuja H.L (2019): Principles of Micro Economics, 22nd Edition, S. Chand & Company Ltd New Delhi
- 2) N. Gregory Mankiw and Mark P Taylor(2017): Microeconomics, 4th edition
- 3) Joseph E. Stiglitz and Carl E. Walsh(2007) Economics, W.W. Norton & Company, Inc., NewYork, International Student Edition, 4th Edition.
- 4) Dwivedi D N (2016): Micro Economics Theory and Applications, 3rd Edition,.....
- 5) Jhingan, M. L (2017): Micro Economic Theory, Vrinda Publication, Pvt, Delhi.
- 6) Koutsoyiannis A. (2003): Modern Micro Economics, Macmillan London
- 7) Maddala, G.S. and Ellen Miller (2004): Micro Economic Theory and Applications, Tata McGraw Hill.
- 8) Salvatore, Dominick (2008): Micro Economic Theory, Oxford University Press
- 9) Seth M.L (1985): Micro Economics, Lakshmi Narain Agrawal Publisher
- 10) Varian Hal R (2010) : Micro Economic Analysis, W.W. Norton & Company
- 11) Ahuja, H. L. (2019): Macro Economics Theory & Policy, 20th Edition, S. Chand & Company Ltd, New Delhi
- 12) Dornbusch, Fischer and Startz(2018): Macroeconomics, McGraw Hill, 12th edition.
- 13) Chopra, P. N (1999): Macro Economics, Kalyani Publishers, New Delhi
- 14) Gupta, R.D (1983): Keynesian Economics an Introduction, Second Revised Edition Kalyan Publishers, New Delhi.
- 15) Jhingan, M.L. (2017): Macro Economic Theory, Vrinda Publications (P) Ltd. Delhi.
- 16) Rana, K.C. and K.N. Verma (2014): *Macro Economic Analysis*, 10th Reprint, Vishal Publishing Co., Daryaganj, Delhi.
- 17) Seth, M.L. (2006): Macro Economics, Laxmi Narain Agarwal, Educational Publishers, Agra.

BA Agricultural Marketing (CBCS)

Second Semester (DSC)

Course: Agricultural Marketing

Course Code: DSC-1B-AGM

Objectives: The objective of this course is to familiarize the students with basics of agricultural marketing, Channel of marketing, market efficiency and market integration.

Learning Outcomes: The student will be able to define and explain the basic concepts of agricultural marketing, channels of marketing and market efficiency. From this course, it is expected that students will have good background for the study of further courses in next semesters.

THEORY SYLLABUS

Credit-04

Unit-1: Agricultural Marketing

Definition and concepts, scope and subject matter. Market and marketing: Meaning, definition, components of a market, importance of agricultural marketing, classification, types of markets.

Unit-II: Channel of Marketing

Meaning, definition, channels of different products, market functionaries and their role.

Unit-III: Marketing Efficiency

Meaning, definition, marketing costs, margin, price spread, factors affecting the cost of marketing, reasons for higher marketing costs of farm commodities, ways of reducing marketing cost.

Unit -IV: Market Intelligence and Market Integration

Meaning, definition, types of market integration, market function, AGMARK, price trends, market information. co-operative agricultural marketing and public agencies involved in agricultural marketing, viz. FCI, NAFED, STC, etc. Functions of price mechanism, interrelationship between prices of inputs and output. Nature and supply of agricultural products, marketable and marketed surplus. Types and reasons for price movements and their effect on agriculture price stabilization and price support policies.

Unit- V: Warehousing

State and Central Warehousing Corporations, objectives, functions, advantages, speculation, future trading and hedging.

PRACTICAL SYLLABUS

Credits=02

Studies on estimation of market cost, price spread, market margins. Study on standardization, grading, storage, warehousing. Marketing of food grains, fruits, vegetable, milk and eggs. Study of regulated market and co-operative marketing. Price fluctuations and relationship between arrivals and prices of commodities.

Visits:

- 1) Visit to regulated markets.
- 2) Visit to taluka agricultural produce co-operative marketing society.
- 3) Visit to Karnataka Mill Federation.
- 4) Identification of marketing channels for agricultural commodities.

References

1. Acharya, S. S. and N. L. Agrawal. "Agricultural Marketing in India". Oxford and IBH Publishing Company Pvt. Ltd., 66 Janpath, New Delhi - 110001.
2. Gupta, A. P. "Marketing of Agricultural Produce in India". Vora and Company Publishers Pvt, Ltd., 3, Round Building, Kalbadevi, Mumbai – 400 002
3. Mamoria, C. B. and R. L. Joshi. Principles and Practice of Marketing in India. Kitab Mahal, 15, Thorn hill Road, Allahabad.
4. H.R. Krishnagouda "Agricultural Marketing"
5. K.D.Basava "Modern Marketing"

Journals and Magzines

- 1) Indian Journal of Marketing
- 2) Indian Journal of Agricultural Marketing
- 3) Yojana
- 4) Krishipete
- 5) Kurukshetra

**BA Agricultural Marketing (CBCS)
Third Semester (DSC)**

Course: Agricultural Economics

Course Code: DSC-1C-AGM

Objectives: The objectives of this course are to equip the students to understand different farming systems, role of agriculture economic development, to understand the progress, problems and prospects of Indian agriculture in the global environment. The course also focuses on agriculture marketing and agricultural credit which play a vital role in development of agriculture.

Learning Outcomes: *The course helps the student obtain a deeper understanding of the various facets of agriculture viz, production and productivity, pricing policies, land reforms, agricultural marketing and agricultural credit.*

THEORY SYLLABUS

Credits: 04

Unit-I: Introduction to Agriculture Economics

Agricultural Economics: Introduction – Meaning, Nature of Agricultural Economics, Definition and Scope of Agricultural Economics; Farming Systems; Agricultural Production; Commercialization of Agriculture and Modernization of Agriculture.

Unit-II: Agriculture and Economic Development:

Agriculture in a Developing Economy - Share of Agriculture in National Income - Changing Phase of Agriculture - Interdependence and Complementarities between Agriculture and Industry - Need for Balanced Development.

Unit-III: Agriculture in India

Agriculture Production and Productivity, Cropping Pattern, Factors Affecting Cropping Pattern, Causes for Low Agriculture Production and Measures to Improve; Land Reforms-Meaning and Objectives and Measures; Co-operative farming systems-meaning and importance; Green revolution- Meaning, causes, achievements and weaknesses of Green Revolution; Irrigation-Source, Progress and Importance.

Unit- IV: Agriculture Marketing in India

Agriculture Marketing- Concept, Structure, Importance, Functions, Defects and Remedial: Regulated market in India: Co-operative marketing Society in India; Role of Government in promoting agriculture markets.

Unit-V: Agriculture Credit in India

Agriculture credit- need, types, sources; Credit Co-operative societies- Objectives, Achievements, Problems and Remedial Measures; Commercial Banks- Objectives, Functions, Progress, Problems and Remedial Measures; Regional Rural Banks-Objectives, Functions, Progress, Problems and Remedial Measures; National Bank for Agriculture and Rural Development (NABARD) - Reserve Bank of India - Government Policy for Agricultural Credit.

PRACTICAL SYLLABUS

Credits= 02

1. Visit to Progressive Farmer's Field.
2. Visit to Irrigation project.
3. Visit to Raith Sampark Kendra.
4. Visit to Fair Price Shop.
5. Visit to Agricultural Credit Societies

References:

- 1) Acharya S.S. and N.L. Agarwal (2018): Agricultural Marketing in India, Oxford and IBH Publishing Company, New Delhi.
- 2) Bilgrami, S.A.R. (1996): Agricultural Economics, Himalayas Publishing House, Delhi.
- 3) Dantwala, M.L. et.al (1991): Indian Agriculture Development Since Independence, Oxford & IBH, New Delhi.
- 4) Matoria, C. B. and B. B. Tirpathi (2016): Agricultural Problems of India, Sixteenth Revised edition, Himalaya Publishing House, Mumbai.
- 5) Rao, C. H. Hanumanth (1975): Agriculture Growth, Rural Poverty and Environmental Degradation in India, Oxford University Press, New Delhi.
- 6) Sadhu and Singh (1985): Fundamental of Agricultural Economics, Himalaya Publishing House, Bombay.
- 7) Soni, R.N. (1995): Leading Issues in Agricultural Economics, Arihant Press, Jalandhar.
- 8) Srivatsava O.S. (1987): Theoretical Issues of Agricultural Economics; Allied Publishers Pvt. Ltd., Delhi.

**BA Agricultural Marketing (CBCS)
Fourth Semester (DSC)**

Course: Agricultural Marketing Co-operatives and Institutions

Course Code: DSC-1D-AGM

Objectives: The objective of this course is to familiarize the students with basics of agricultural marketing co-operatives, marketing institutions and agro processing units.

Learning Outcomes: *The course helps the student to obtain a deeper understanding of the various facets of agriculture marketing viz , marketing co-operatives, institutions and agri-processing units. It is expected that students will have practical knowledge on functioning of agri cooperatives marketing.*

THEORY SYLLABUS

Credits: 04

Unit-I: Co-operation

Principles of co-operation and its application in Agriculture. Importance of co-operation in agriculture and rural development. Co-operation compared with capitalism, socialism, communism, and co-operative movement in India.

Unit-II Co- operative marketing and processing Institutions

Institutional, non – institutional and multi-agency approach, Forms of co-operatives, Role of co-operation in rural development. Co-operative Education and Training. State Co-operative Union and NCDC, Co-operative administration and HRM, Co- operative Management: Nature and Functions, Professional Management of Co-operatives, Role of leadership in Co-operative management.

Unit- III: Agricultural Marketing Institutions- I

Objectives, structure and functioning of Agricultural Marketing. Institutions and Organizations. Agricultural Produce Market Committee, Cotton Corporation of India and State Cotton Federation.

Unit- IV: Agricultural Marketing Institutions- II

Food Corporation of India (FCI), State Trading Corporation (STC), National Co-operative Marketing Federation, Agricultural Processed Products and Export Development Authority (APEDA), Maharashtra State Agricultural Marketing Board (MSAMB), The National Agricultural Co-operative Marketing Federation of India (NAFED).

Unit- V: Agricultural Marketing Institutions- III

Jute Corporation of India, Tobacco Board, Coconut Board, Grape Growers Association (Mahagrape), Mango Growers Association (Mahamango), The Directorate of Marketing and Inspection (DMI), National Dairy Development Board (NDDB).

PRACTICAL SYLLABUS

Credits: 02

- 1) To study working of Primary Agricultural Co-operative Credit Society, District Central Co-operative Bank, State Co-operative Bank, M.S. Co-operative Bank for Agricultural and Rural Development. Forms of Co-operatives. Procedure for obtaining loans. Formulation of loan proposals. Economic feasibility of a farm credit proposal. Study of Co-operative Marketing Study of processing of cereals, pulses and oilseeds managed by co-operatives. Study of NCDC.
- 2) Visit to different marketing institutions/organizations (located in the local district). To study the organization, function and achievements in marketing of farm products.

Reference Books

1. Bedi, R.D. History and Practice of Co-operation Theory. R. Lal book Depot near Govt. Inter College, Meerut (UP). 250 002.
2. Mamoria, C.B. and R. D. Saxena. Co-operation in India, Kitab Mahal, 15-Thorn Hill Road, Allahabad.
3. Joshi, S.S. and Charles V. Moore. Essentials of Farm Financial Management. Today and Tomorrow's Printed and Publishers – 22 B-5, Original Road, Karol Baugh, New Delhi – 110 005.
4. Hajela, T. N. Co-operation Management in India.
5. Acharya, S.S. and N.L. Agrawal. Agricultural Marketing in India. Oxford and IBH publishing company Pvt. Ltd. 66, Janpath, New Delhi – 1.
6. Memoria, C.B. and R.L. Joshi. Principles and Practice of Marketing in India. Kitab Mahal, 15, Allahabad.

**BA Agricultural Marketing (CBCS)
Fifth Semester (DSC)**

Course: Economic Development and Policy of India

Course Code: DSE-1E-AGM

THEORY SYLLABUS

Credits: 04

Objectives: This course reviews major trends in aggregate economic indicators in India and places these against the backdrop of major policy debates in India in the post- Independence period.

Learning Outcomes: *The course enables the student to know the structure of the Indian economy, besides be able to appreciate where it stands in the world and how it compares with its neighbors and peers. The course helps student to understand the challenges that our economy has been facing, simultaneously putting forth the policies that were taken to counter such challenges. The course also enables the pupil regarding the strengths and weaknesses of the economy and thereby puts him/her into perspective about the role each one can play to metamorphose the Indian economy.*

Unit - 1: Structural changes in the Indian Economy

National Income of India – estimates, trends, growth, composition and limitations; Trends in occupational distribution of population; Trends in tax-gdp ratio and expenditure-gdp ratio; Trends in Current account and balance of payments.

Unit -2: Demographic Profile, Poverty and Unemployment

Broad demographic features- trends in growth, density, age, sex, size, composition; Census 2011; concept of demographic dividend; Communicable diseases and their impact on economy

Unemployment-definition and classification, types, extent;

Poverty: poverty line - extent and measurement; Approaches to tackle poverty; recent schemes/programmes to check poverty and unemployment; Inequality –Measures and trends in India

Unit - 3: Agriculture in India

Classification of Agriculture and allied activities in System of national accounts (SNA); Land use and cropping pattern in India ; Trends in agricultural production, causes of low productivity; Agricultural finance - Agricultural marketing; Agricultural price policy and minimum support prices ; Food security – Agricultural Insurance; National Agriculture Policy

Unit -4: Industry and Service sectors

Classification of Industries; Industrial Policy of 1956 and 1991; Snapshot of large scale industries in India; MSMEs: Role in Indian Economic development-problems- Globalisation and MSMEs.

Service sector: Classification in SNA; Emergence of FMCGs, IT, ITES, BT, Transport and Communication sectors, E-commerce; Recent Government policies- Skill India, Start up, Make in India.

Unit 5: Fiscal and External Sector

Fiscal Sector: Sources of Central Government Revenue; Items of Public Expenditure and major subsidies; Concepts of Deficits: Fiscal, Budgetary, Revenue and Primary deficits.
External Sector: Volume, Composition, Direction of India's International Trade

PRACTICAL SYLLABUS

Credits: 04

1. A study of recent trends in Indian Economy.
2. A study of socio-economic conditions of agriculture labour.
3. Visit to Agro -Processing Units.
4. Estimation of National Income.
5. Budget analysis.

References:

1. Dutt R. and Sundharam K. P. M. Indian Economy. S. Chand & Company Ltd., New Delhi.
2. Government of India Latest Economic Survey and Union Budget, Ministry of Finance , New Delhi
3. Misra, S. K. and Puri V. K. Indian Economy — Its Development Experience. Himalaya Publishing House, Mumbai
4. Ramesh Singh. Indian Economy, McGraw Hill Education, New Delhi
5. Ahluwalia and Little (ed): India's Economic Reforms and Development, OUP
6. K. James, 2008, —Glorifying Malthus: Current Debate on Demographic Dividend in India Economic and Political Weekly, June
7. Kaushik Basu and A. Maertens, Eds, 2013, The New Oxford Companion to Economics, Oxford University Press.
8. Himanshu, 2010, Towards New Poverty Lines for India, Economic and Political Weekly, January, 2
9. Economic and Political Weekly- 25 Years of Economic Reforms, Various articles, March 4, 2017

Websites:

1. For size of Indian economy based on PPP basis (2017)
http://www.mospi.gov.in/sites/default/files/press_release/Press%20Release%20for%20ICP%202017.pdf
2. For Consumer Price Index number:
http://www.mospi.gov.in/sites/default/files/press_release/Press%20Release%20for%20ICP%202017.pdf
3. For data on GDP and National Income of India: <http://mospi.nic.in/data>
4. For compiled data till year 2015 on each and every aspect of Indian economy :
<http://mospi.nic.in/statistical-year-book-india/2015>
5. HANDBOOK OF STATISTICS ON INDIAN ECONOMY :
<https://www.rbi.org.in/scripts/AnnualPublications.aspx?head=Handbook%20of%20Statistics%20on%20Indian%20Economy>
6. Economic Survey of India various issues: <https://www.indiabudget.gov.in/economicsurvey/>
7. Indian Union Budget : <https://www.indiabudget.gov.in/>
8. Data bases relevant to understand Indian Economy : <https://niti.gov.in/content/national-statistics>

**BA Agricultural Marketing (CBCS)
Fifth Semester (DSC)**

Course: Rural Finance & Service

Course Code: DSE-2E-AGM

THEORY SYLLABUS

Credits: 04

- Objectives:**
- 1.To enable the students to understand nature of Rural Finance & Services
 - 2.To make familiar the students about Growth and Development processes
 3. To enable the students to understand Rural Marketing Processes

Learning Outcomes: *The course enables the student to know the structure of Rural finance and service. The course helps student to understand the various facets of rural finance of India The course also enables the pupil regarding the strengths and weaknesses of the rural finance of India..*

Unit- I : Rural Finance in India

Need for Rural credit -Credit delivery mechanisms - Rural Co- operative Credit Societies – Long-term Rural Credit -New strategy for Rural lending.

Unit- II : Rural Institutional and Non –Institutional Finance in India

Sources – Nationalized Banks, RRBs, NABARD - Co-operative Sector and Micro Finance -Non-Institutional Rural Financial Services – NBFIs, SHGs - Issues and Problems.

Unit- III: Rural Marketing

Concept –Importance of Rural Marketing - Classification and Structure of Rural Marketing - Input Market and Output Market- Regulated markets -Ware Housing and Cold Storages - Problems & Remedies.

Unit- IV: Rural Co-Operative Marketing

Meaning and Definitions, Types, Structure-Role of Co-Operative markets,- State level Co-Cooperative marketing organizations, National Co-Operative Development Co-Operation (N.C.D.C) - Government Policy measures.

Unit- V: Rural Marketing Information and Pricing

Nature and Scope, Channels of Marketing information, Famers Service Centres - E-choupal - Support Price Policy in India.

PRACTICAL SYLLABUS

Credits: 02

- 1) Visit to Rural credit institutions
- 2) Visit to Rural markets
- 3) Visit to Rural cooperative markets
- 4) Visit to Farmers service centre

References:

1. Meenu agarwal – Consumer behaviour and Rural Marketing in India.
2. Y. Subbarayudu and P Mohana Reddy-Regional Rural Banks and Rural Development
- 3 Vasant Desai: Rural Development in India, Himalaya Publishing House, Mumbai, 2012.
- 4 Dutt and Sundaram- Indian Economy, S.Chand Publications, New Delhi, 2013-07-02
- 5 Mishra S.K. and PuriV.K. - Economics of Development and Planning, Himalaya Publishing House, Mumbai, 2012
- 6 K Santha kumari-Regional rural banks; Performance and Perspectives.

BA Agricultural Marketing (CBCS)

Sixth Semester (DSC)

Course: Agricultural Input and Retail Marketing

Course Code: DSE-1F-AGM

Objectives: The objectives of this paper are to understand the various functions of Agricultural input and retail marketing and their effect on enhancement of quality in agricultural products.

Learning Outcomes: The course enables the student to understand the various agricultural inputs used in agriculture sector and their various stages of input marketing. Further, it is expected that students will have practical knowledge of functioning of retail marketing.

THEORY SYLLABUS

Credits: 04

Unit-I : Input Marketing

Meaning, Scope and Importance of Input Marketing.

Unit-II: Production and Marketing of Seeds

Stages and Process of Seed Production. Seed Marketing and Distribution. Defects in Seed Marketing and Suggestion for Improvement.

Unit-III: Fertilizer Marketing:

Channels of Fertilizer Marketing. Fertilizer Subsidy and Policies Government. Defects in Fertilizer Marketing and Suggestion for Better Fertilizer Marketing.

Unit-IV: Farm Mechanization

Meaning and Need of Farm Mechanization. Merits and Demerits of Farm Mechanization.

Unit-V: Retail Marketing

Concept, types of retailers, supermarkets, factory outlets, hypermarkets. Non-store retailing. Retailer-marketing decisions. Direct selling, one to one selling, one to many selling, direct marketing and multilevel marketing. Major types of retail organisation, co- operative chain stores, voluntary chain, retailers and consumers cooperatives. Retail Chain Management by Corporate Houses. Procurement decision. Price, promotion and place decision. Role of Consumer, Packaging and Market Segmentation in Retail Marketing

PRACTICAL SYLLABUS:

Credits: 02

Studies and surveys of different types of retailing stores (public, private and co-operative) in the jurisdiction. Case studies of major types of retailing stores. Studies of retailers carrying out different marketing functions. Study of market segmentation for retail market. Study of corporate retail-chain stores.

Visits

1. Study of Marketing Channels of Farm Inputs.
2. Visit to Fertilizer Marketing Agencies.
3. Visit to Karnataka State Seeds Corporation.
4. Determination of Input Prices.

References

1. Philip Kotler. Marketing Management. Pearson Education Publishers, New Delhi.
2. Gibson and Redamani Retail Management..
3. Panvar, J.S. Beyond Consumer Marketing. Response Books, Sage Publications, New Delhi.
4. Pandey, Mukesh and Deepak Tiwari. Rural and Agricultural Marketing. International Book Distribution Co., New Delhi.
5. A.N.Agarwal “ Indian Economy”
6. Mishra and Puri “Indian Economy”
7. Dr.H.R.Krishnayagoud “ Agricultural Economics”
8. S.S. Acharya & N.L.Agarwal. Agricultural Marketing in India

BA Agricultural Marketing (CBCS)

Sixth Semester (DSC)

Course: Value Chain in Agricultural. Marketing

Course Code: DSE-2F-AGM

THEORY SYLLABUS

Credits: 04

Objectives: The objectives of this paper is to understand the value chain in agricultural marketing and their effect on enhancement of quality in agricultural products.

Learning Outcomes: The course enables the student to know the structure of Value Chain in agricultural marketing, besides be able to know the grading, standardization and labeling of agricultural products.

Unit-I : Processing and Value Addition

Meaning, need and types of processing. Advantages of processing. Value addition and processing of agricultural commodities. Problems of processing and its measures.

Unit-II: Grading, Standardization & Labeling

Meaning, types, Advantages of grading & labeling. AGMARK-producers'. Difficulties in grading- consumer's perception. Popularization of grading. Criteria for Grade standards, inspection & quality control.

Unit-III: Storage & Warehousing

Meaning, need and importance of storage. Risk in storage. Warehousing: meaning & functions of warehousing. Types of warehouses. Central Warehousing Corporation. State Warehousing Corporation. Utilization of warehousing capacity. Causes of the slow progress of warehousing in India and Suggestions of improvement.

Unit-IV: Transportation

Role of transportation in agricultural marketing. Advantages of transportation. Means of transportation. Functions of transportation. Transportation Cost, factors affecting the cost of transportation. Problems in transportation in agricultural commodities. Suggestions for improvement.

Unit-V: Packaging

Meaning, types and advantages of packing & packaging. Packing material for different agricultural commodities. New innovations in packaging.

PRACTICAL SYLLABUS

Credits: 04

- 1) Visit to processing units.
- 2) Visit to rural godowns and cold storages.
- 3) Analytical classification of foodgrains.
- 4) Study of quality characteristics of fruits and vegetables.
- 5) Visit to logistics.

References:

- 1) S.S. Acharya & N.L. Agarwal: "Agricultural Marketing in India".
- 2) C.B. Memoria and R.L. Joshi: "Principles and Practices of Marketing"
- 3) H.R. Krishnagouda : "Marketing of Agricultural Produce in India"
- 4) K.D. Basava : "Modern Marketing" .

Journals and Magzines

- 1) Indian Journal of Marketing
- 2) Indian Journal of Agricultural Marketing
- 3) Yojana
- 4) Krishipete
- 5) Kurukshetra

BA Agricultural Marketing (CBCS)

Fifth Semester (GE)

Course: Agri- Marketing Institutions and Organizations

Course Code: GE-1E-AGM

Credits-02

Objectives: 1) The objective of this course is to familiarize the students with basics of agricultural marketing institutions. 2) To study working of Primary Agricultural Co-operative Credit Society, District Central Co- operative Bank, State Co-operative Bank, M.S. Co-operative Bank for Agricultural and Rural Development. Forms of Co-operatives

***Learning Outcomes:** The course enables the student a demonstrable understanding of Agri-Marketing institutions and organizations. And, further it is expected that students will have practical knowledge of functioning of various Agricultural cooperative credit societies.*

Unit- I: Agricultural Marketing Institutions- I

Objectives, structure and functioning of Agricultural Marketing. Institutions and Organizations. Agricultural Produce Market Committee, Cotton Corporation of India and State Cotton Federation.

Unit- II: Agricultural Marketing Institutions- II

Food Corporation of India (FCI), State Trading Corporation (STC), National Co-operative Marketing Federation, Agricultural Processed Products and Export Development Authority (APEDA), Maharashtra State Agricultural Marketing Board (MSAMB), The National Agricultural Co-operative Marketing Federation of India (NAFED).

Unit- III: Agricultural Marketing Institutions- III

Jute Corporation of India, Tobacco Board, Coconut Board, Grape Growers Association (Mahagrape), Mango Growers Association (Mahamango), The Directorate of Marketing and Inspection (DMI), National Dairy Development Board (NDDB).

Reference

1. Acharya, S.S. and N.L. Agrawal. Agricultural Marketing in India. Oxford and IBH publishing company Pvt. Ltd. 66, Janpath, New Delhi – 1.
2. Memoria, C.B. and R.L. Joshi. Principles and Practice of Marketing in India. Kitab Mahal, 15, Thorn hill Road, Allahabad.

BA Agricultural Marketing (CBCS)

Fifth Semester (GE)

Course: Agricultural Marketing, Trade and Economic Development

Course Code: GE-2E-AGM

Credits-02

Objectives: The objective of this paper is to understand the various functions of agricultural marketing and their effect on enhancement of quality in agricultural products.

***Learning Outcomes:** The course enables the student a demonstrable understanding of Agri-Marketing, Trade and Economic Development and linkage between them. Further, it is expected that students will have practical knowledge of Agricultural marketing and trade*

Unit-I : Agricultural Marketing and Economic Development:

History and Growth of agricultural marketing. Differences in Marketing of Agricultural and Manufactured goods. Importance of agricultural marketing in Indian Economy.

Unit-II Producer's Surplus of Agricultural Commodities:

Meaning, Importance and Types of Producer's Surplus. Factors affecting Marketable Surplus. Estimation of Marketable Surplus.

Unit-III: Marketing Costs of Agricultural Commodities and Agriculture and External Trade:

Meaning of Marketing Cost and Margins. Factors affecting of the Marketing Costs. Reasons for higher Marketing Cost of Agricultural Commodities and measures to reduce Marketing Cost.

Agriculture and External Trade: Share of Agricultural Products in total Imports and Exports of India. Suggestions for promoting Agricultural Exports from India. Impact of LPG on Agricultural Sector. WTO and India.

References:

1. S.S. Acharya & N.L. Agarwal : "Agricultural Marketing in India".
2. C B Memoria: "Agricultural Problems in India"
3. Sadhu and Singh: "Fundamentals of Agricultural Economics".
4. A N Agarwal: "Indian Economy".
5. Jhingan M.L: "International Economics"

Journals and Magzines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

BA Agricultural Marketing (CBCS)

Sixth Semester (GE)

Course: Market Information & Future Trading

Course Code: GE-1F-AGM

Credits-02

Objectives: The objective of this paper is to 1) understand various aspects of market information and future trading. 2) Familiar the students about transactions in future trading

Learning Outcomes: *The course helps the student to understand the various facets of Marketing information and future trading. It is expected that students will have practical knowledge on functioning of future trading in agricultural commodities.*

Unit-I : Market Information

Meaning and importance of market information in agricultural commodities. Types of market information. Essential characteristics of good marketing information. Sources of market information. Deficiencies of market information and suggestions for improvement in market information. **Information Technology (IT)**-E-trading, e-choupals, websites and IT tools for marketing. Applications of IT in agricultural marketing.

Unit-II: Risk Bearing in Agricultural Marketing:

Meaning and importance of risk. Types of risk in marketing. Minimization of risk.

Produce Exchange-Meaning and characteristics of produce exchange. Objectives and functions of produce exchange. Organization and management of produce exchange.

Unit-III: Future Trading:

Meaning and importance of future trading. Nature of commodities for future trading. Transaction in future trading.

References:

1. S.S. Acharya & N.L. Agarwal “Agricultural Marketing in India” .
2. C.B. Memoria and R.L. Joshi “Principles and Practices of Marketing”.
3. H.R. Krishnagouda “Agricultural Marketing”.
4. A.P. Gupta.: “Marketing of Agricultural Produce in India”
5. K.D. Basava : “Modern Marketing”.

Journals and Magzines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

BA Agricultural Marketing (CBCS)

Sixth Semester (GE)

Course: E-Commerce in Agri-Business

Course Code: GE-2F-AGM

Credits-02

Objectives: The objectives of this paper is to 1) Understand E- Commerce in Agri-Business 2) Providing practical knowledge about internet Banking in agricultural commodities

***Learning outcomes:** The course enables the student a demonstrable understanding of E-Commerce in Agri-Business. And, further it is expected that students will have practical knowledge of functioning of various aspects of E-Commerce in Agri Business.*

Unit-I : Introduction to E-Commerce:

Meaning, Definition, Aims and Objectives of E-Commerce. Advantages and Disadvantages of E-Commerce.

Unit-II: E-Commerce Domain--Scope and Subject matter of E-Commerce. Electronic Data Interchange (EDI). Internet Banking. Supply Chain Management. Customer Relationship Management.

Unit-III : Types of E-Commerce

Business-to-Business i.e. B2B. Business-to-Consumers i.e. B2C. Consumers-to-Consumers i.e. C2C. Business-to-Government i.e. B2G. Consumers-to-Business i.e. C2B. Management of E-Commerce and Challenges of E-Commerce.

References:

1. K.D.Basava : “Principles of Marketing”
2. David Whiteley : “E-Commerce : Strategy, Technologies and Applications”.
3. C.B.Memoria: “Agricultural Problems in India”
4. A N Agarwal: “ Indian Economy” .
5. Mishra and Puri: “Indian Economy”

Journals and Magzines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

Skill Enhancement Courses

**BA Agricultural Marketing (CBCS)
Fifth Semester (SEC)**

Course: Research Methods in Agricultural Marketing

Course Code: SEC-1E-AGM

Objectives: The objectives of this course are to impart basic knowledge for identification of research issues, formulation of objectives, hypotheses, sampling techniques, data collection, analysis and interpretation skills and to develop original thinking and writing skills of the students

Learning Outcomes: *The course helps the student to understand the various tools of Research methods. It is expected that students will have practical knowledge of various research methods and possess the ability to apply in their own research.*

Unit- 1: Research in Agricultural Marketing

Introduction to Research: Purpose, Nature and Scope, Research in Rural Development
Retrospect: National and International Perspectives, Research Process I : Formulation of Research Problem, Research Process II : Preparing a Research Proposal

Unit- 2: Research Methods in Agricultural Marketing

Methods of Social Research, Descriptive and Experimental Research, Evaluation and Action Research, Naturalistic Inquiry and Case Study

Unit-3 Tools of Data Collection, Processing and Analysis

Methods of Sampling, Tools of Data Collection, Interview, Observation, Documents as Tools
Data Collection. Data Processing and Analysis, Descriptive Statistics, Inferential Statistics,
Reporting Research

References:

- 1) Kothari, C. R. (2004): *Research Methodology: Tools and Techniques*, 2nd Edition, New Age International Publication, New Delhi.
- 2) Krishnaswamy, O. R. and Ranghanathan, M. (2013): *Methodology of Research in Social Sciences*, Himalaya Publishing House, Bangalore.
- 3) Murthy, S.N. (2008): *Business Research Methods*: Excel Books, New Delhi.
- 4) Panneerselvam, R. (2012): *Research Methodology*, PHI Learning Private Limited, New Delhi.
- 5) Sadhu, A.N. and Singh, Amarjit (2017): *Research Methodology in Social Sciences*, Himalaya Publishing House, Mumbai.
- 6) Sharma, B.A.V and Others (Ed.) (1983): *Research Methods in Social Sciences*, Sterling Publishers Pvt. Ltd., New Delhi.
- 7) Wilkinson, S. and Bhandarkar, P.L. (2010): *Methodology and Techniques in Social Research*, Himalaya Publishing House, Mumbai.

Skill Enhancement Courses

**BA Agricultural Marketing (CBCS)
Fifth Semester (SEC)**

Course: Practice of General Insurance in India

Course Code: SEC-2E-AGM

Course Objective: The course provides an introduction to functional insurance in India which helps to provide wide opportunity in insurance career.

Learning Outcome: *The student would manifest the comprehension of - general insurance products in India, forms and policy documents, and claim management*

Unit- I: Introduction to General Insurance: Introduction of Indian Insurance Market – Structure, Classification, Salient features of Indian general insurance market. Policy Documents and forms: Insurance contract & elements – Components of an insurance policy - Interpretation of policies – Contents of insurance proposal form - Certificate of Insurance – Claim forms

Unit- II: Fire, Motor Liability and Personal Accident Insurance: Fire insurance Coverage – Exclusions – Conditions of fire insurance policy – Coverage under special policies - Motor insurance policy – Important documents – Types of policies – Liability – Motor claims & procedures - - Personal Accident insurance.

Unit -III: General insurance Products – Part 3 (Engineering & other Insurances): Classes of Engineering insurance - Burglary insurance – Baggage insurance – Fidelity Guarantee insurance – Jeweller’s Block insurance – Crime insurance. Claims: Preliminary procedure – Loss minimization – Procedure – Process of claim management – Arbitration - Modes of settlement – Recoveries - Identifying claim.

References:

1. John Magee & David Bicklhaupt : “General Insurance”
2. R.D.Samarth : “Operational Transformation of General Insurance Industry during the period 1950 to 1990 & Beyond”
3. Arun Agarwal / P R Rao : “ Study on Distribution Functions in General Insurance & Role of Intermediaries”
4. Martin Frappoli : “General Insurance for Information Technology Professionals”.

Skill Enhancement Courses

**BA Agricultural Marketing (CBCS)
Sixth Semester (SEC)**

Course: Data Analysis And Computer Application

Course Code: SEC-1F-AGM

***Course Objective:** The purpose of this course is to introduce basic computer skills to students at UG level in non-technical subjects. After completion of this course, the students are expected to acquire some basic knowledge about computers and to develop some basic skills in using computers for data storage, compilation, analysis and presentation.*

***Learning Objective:** The student would demonstrate the skills of operating a computer system, learn word processing, analyse and interpret the data with the help of spreadsheet and make presentation based on power point.*

UNIT I: Basic Word Processing Introduction to Word Processing, Opening Word Processing Package, Opening and closing documents, Using a Document/Help Wizard, Text Creation and Manipulation, Formatting the Text, Handling Multiple Documents, Table Manipulation, Printing, saving documents in different formats

UNIT II: Spreadsheets and Basic Data Analysis Spread Sheet, Elements of Electronics Spread Sheet, Application/usage of Electronic Spread Sheet, Manipulation of cells, Formulas and functions; Spread sheets for Small accountings-maintaining invoices/budgets, basic practical data analysis works (Maintaining daily and monthly sales reports)

UNIT III: Basic Computer Communication and Internet Basic of Computer networks- LAN and WAN, Internet, Service on Internet; WWW and Web Browsers, Web Browsing software, Surfing the Internet, Chatting on Internet, Email-Basic of electronic mail, Using Emails, Document handling in Email.

UNIT IV: Basic Presentations Basics- Difference between presentation and document, Using Power Point, Creation of Presentation, Preparation of Slides, Selection of type of Slides, Importing text from word documents, Providing aesthetics Slide Designs, Slide Manipulation and Slide Show, Presentation of the Slides

Reading List:

1. C.S. French "Data Processing and Information Technology", BPB Publications 1998
2. P.K Sinha, Computer Fundamentals, BPB Publications, 1992
3. Guy Hart-Davis "The ABCs of Microsoft Office 97 Professional edition", BPB Publications, 1998
4. Karl Schwartz, "Microsoft Windows 98 Training Guide", 1998

Skill Enhancement Courses

**BA Agricultural Marketing (CBCS)
Sixth Semester (SEC)**

Course: Share Market Operations

Course Code: SEC-2F-AGM

Course Objective: The course is a brief exposure to the capital market of India. It helps students to understand the working of primary and secondary market in the capital market and gives a basic know how of the regulatory institutions.

Learning Outcome: *The student would demonstrate an understanding of stocks, capital market, regulatory mechanism and process of investing in capital market.*

UNIT -I :Company –meaning –definitions –types of companies.

UNIT –II: Share –meaning –types of shares –how to apply for shares.

UNIT- III : Primary market and Secondary market –market conditions –bull-bear –stock exchanges in India – NSE, BSE –sensex Nifty.

UNIT – IV : Investments in shares – Dmat – Trading account on line and off line trading f shares –day trading

UNIT –V : SEBI –functions – concepts of capital gain dividend –EPS- market capitalization –listed companies –NCFM – PAN –price band –STT – STOP LOSS –Volatility

Reference Books

- 1) - Punithavathi Pandiyan- Securities &Portfolio management
- 2) H.L.Bedi, V.K.Hardikar- Magazines:Practical banking advances